

Scoping Workshops and Focus Groups Ensure Successful Outreach Programs: *Case Studies from Oregon*

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Extension



Workshop Introduction

- Welcome, Introductions
- Purpose of the Workshop
- Expected Outcomes
- Agenda

Situation

- Portland
- A few cities, lots of small towns
- Development pressure in small towns
- Salmon, water quality are high priority





Low Impact Development

*Helping Communities
Reduce Runoff and Improve Water Quality*



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Question 1

What barriers are affecting your ability to plan and implement future development using LID practices in your area?

Facilitation Process

- Internal processing
- Sharing with group
- Hand in notes – correspond w/ flip chart
- Facilitator, flip chart recorder, laptop recorder

LUNCH BREAK!

Question 2

What education, training or additional resources would help you address these barriers, and to what audience(s) should these efforts be targeted?

Review of Workshop Components

- Personal invitation, work with partners
- Participants represent target audiences and partners
- Clear outcomes, participants contribute and help with future efforts
- A person or activity to draw attention to event
- Presentation for basic understanding
- Interaction, socializing
- Facilitation that collects input in multiple ways from different communication styles

Outcomes

- Publication used in obtaining grants, positions
- Publication used for justifying and planning outreach programs with partners
- Framework used in other areas to create advisory committees and plan outreach
- Helped create new partnerships for developing and delivering programs around the state

Questions?

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Barriers and Opportunities for Low Impact Development: *Case Studies from Three Oregon Communities*

<http://seagrant.oregonstate.edu/sgpubs/onlinepubs.html>

Stormwater Solutions: *Turning Oregon's Rain Back Into a Resource* Oregon Environmental Council <http://www.oeonline.org/our-work/rivers/stormwater>