

COMMUNICATION, EDUCATION AND OUTREACH

Education and Communication

- 1) Staff is overworked and underavailable.
- 2) Staff needs to be part of the project formulation project and serve as partners in restoration projects rather than the red line that sends projects back.
- 3) Education department should tie to California Envirothon (RCD-Canon sponsored)
 - a. Quiz bowl – regional, state, national; high school 6-7 person teams
- 4) Interpreters are invaluable! Funding needed for this program
 - a. Interpreters are regional staff
- 5) DFG currently serves as an obstacle to conservation projects on private land:
 - a. No direction on what resources are important, target areas and species groups. Reacts rather than proacts.
 - b. Permits are cumbersome, expensive and time consuming.
 - c. Not enough Staff
 - d. Not enough outreach to the community
- 6) No staff to build community partnerships
 - a. Staff should participate in regional planning efforts like IRWMs
- 7) Should set regional priorities in concert with local resource professionals
- 8) Improve perception of DFG in the community
 - a. Fix the “bedside manner”
 - b. Biologists and permitting staff should have training in communication skills and should be trained to work with the local public.
- 9) Need for Inter-agency Coordination. Often DFG requirements directly contradict requirements from other agencies.
 - a. Need to pull open DFG code and coordinate it with other entities
 - b. Need to coordinate with Water Rights Laws
 - c. Partnerships
- 10) More training of staff in DFG vision and mission. DFG staff should not be trying to implement their personal “agendas”. The agency mission is to be the only one fulfilled.

- 11) Improve communications between levels of DFG.
 - 12) Have more regional staff
 - 13) Work from a regional perspective not a central perspective
 - 14) Use local DFG staff input when making decisions. This would be a big boost in the area of moral. Biologists and technicians are just as important as management and should have an opportunity to share their knowledge and be taken seriously.
 - 15) A general education program where DFG gives presentations in key areas on issues of concern and how the public can help protect our resources and be supportive of the agencies tasked with the job.
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DFG's strategic plan enumerates 3 strategies:

Strategy 1: Enhance communications by creating a marketing (public relations) strategy

Strategy 2: Enhance education by developing an environmental ethic among future generations

Strategy 3: Enhance outreach by developing partnerships to assist in delivering DFG's message

Thoughts:

- A. Build stronger communication linkages between DFG regional offices, Office of Communications, Education and Outreach (OCEO) (improve internal communications) and resource users (improve external communications), with the goal to strengthen information sharing and foster partnerships.
- B. Make broader use of social media (DFG is already beginning to do this)
- C. Improve revenue sources: i.e. special license plate fees? Day at the docks events? Etc. etc.
- D. Product should promote integrated resource planning/management at regional/local level.
 - a. Better communication and coordination among state agencies
 - b. Regional implementation i.e. IRWMP (50 groups/95% of population/85-90% of land)
 - c. Better nexus between regional resource planning efforts

(More to follow later).

Improve outreach and communication with agricultural community. Work collaboratively with landowners to solve wildlife issues.

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1. There is a need for improved coordination between CDFG unit biologists and local land managers, including the USFS.
 2. There is a need for regular communication and coordination between CDFG and federal and other land managers in the State.
 3. The cooperative CalFish database is inadequately funded and does not support data for non-salmonid fishes.
 1. NOAA and DFG partnership; online resources
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- 1) Sustainable Financing – role of communication, education, outreach in developing State support for sustainable financing (e.g road kill tax)
 - a) Some federal funds; mostly GF
- 2) Youth Interest - education efforts targeted at increasing youth interest in DFG mission
- 3) Diversity – role of communication, education and outreach efforts in increasing diversity in DFG stakeholder / user groups
- 4) Partnerships – use of partnerships to reach nontraditional users
- 5) External communications and branding. Strategies for communicating with our constituents
- 6) Enforcement – Law Enforcement Division education and outreach efforts to increase compliance with statutes and regulations and address diversity issues
- 7) Education – school interactions and curricula (e.g., Project Wild) and college and university coordination
- 8) Science outreach and communication as a central DFG theme.