

Outreach and Communications & Resources Subcommittee Meeting Notes
March 18, 2008

In Attendance: Tom O'Donnell (also Communications), Sarah Caspar (also Communications), John Post, Keith Harrington (Communications), Pat Horrocks, Marilyn Barry

Could not make it: Diane Herrin, Vicky Laubach, Catherine Swan, Joe Weidle, Melissa Walsh, Richard Whitford, Victoria Webb, Robert Bryer, Gerry Bricks, Molly Tsongas, Christine Knapp

General: A comprehensive outreach plan for Chester County seems daunting. We will need to focus on high exposure venues. The plan to address Townships remains at the top of the list. We can decide which outside events we want to participate in based on availability of subcommittee members.

John Post provided a debriefing on some of the key points that came up in his conversation with Nicole Galdiero of the MontCo Planning Department. She participated in the MontCo GHG Task Force. The MontCo group made assumptions related to anticipated behavior changes that the county residents would experience if GHG options and education were presented to them. The assumptions remain untested. Nicole thought it would be an excellent addition if our group conducted a survey of citizens to help ascertain the likely changes in behavior toward GHG reductions.

Further comments particularly a suggestion from Keith provided another aspect or value to a citizen survey. A good survey could provide needed backup for the County Commissioners so they would see the extent of public support for GHG programs at the county level.

We discussed questions and information that we wanted feedback on from the first Steering Committee meeting since the subcommittees were formed. The primary input we needed related to presenting outreach to the Townships and along those lines; we want to know what Steve presented to CATO (Committee of Township Officials). In addition, I was asked to present our idea for an electronic tool the subcommittees can use to feed us the highlights – “What do you think the public would like to know this month?”. I will also let the subcommittees know that we would like to include a very short mission statement for each of the groups on our template. If time permits, we would like to know more about the frequency of communications between the Task Force and Commissioners.

Other: Marilyn offered to help with the media outreach plan. John will help us get a better understanding of the viewer ship using the T/E public TV channel. Pat will work on the database and will need help from those of us that volunteered to support that effort. *Please contact Pat directly if that is you.*