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MEMORANDUM

TO: Board Members
FROM: Paul Schlein—Public Education Specialist
SUBJECT: Improving Awareness and Operation of the Notification Requirements of Chapter 28
DATE: May 2, 2012

At the February 24 and March 30, 2012, meetings, Board members decided that the staff should attempt to improve the awareness and operation of the current notification requirements contained in Chapter 28, instead of attempting to develop a new system. The staff now seeks guidance from the Board on how to most effectively help the public become more aware of ways in which they can be notified about pesticide applications and how the operation of Chapter 28 can be improved.

Raising Public Awareness of Chapter 28

As an example of one approach to raising awareness about notification, we were contacted by WERU radio in Orland—located in the center of a large agricultural area—to do an interview about notification on their weekly news program on April 25. They wanted someone from the BPC to clarify the changes that have recently taken place and inform their listeners about what can be done now in order to receive notification about pesticide spraying. The staff thought this was an excellent opportunity to begin getting the word out, as per the Board's wishes, and the interview was granted.

For discussion purposes, please see the following list of suggestions, some of which have proven useful in the past for communicating with the public.

- Press release to the media
- Advertising
 - Newspaper
 - Television
 - Radio
- More prominent posting on the Board's website of information on notification
- E-mail, including an informational poster, to all interested parties, using current lists available to the Board staff (Board meeting notification list, agricultural and environmental organizations, etc.), asking for help in circulating information about notification
- E-mail to all municipalities, including an informational poster (this was a very successful approach during the Board's recent advertising campaign on the registry)
- Create a short video to post on YouTube and provide access to it from the Board's website
- Articles written by staff and submitted to organizations for possible distribution to their membership
- Informational brochure

Improved Operation of Chapter 28

- If help is needed, Board staff can offer assistance to neighbors in identifying who the land manager or property owner is.
- When problems arise, Board staff can facilitate communication between neighbors.