INCREASING AWARENESS OF THE SAN DIEGO REGION SWAMP PROJECTS – IMPROVED COMMUNICATION AND OUTREACH

What is it?

One critical part of water quality monitoring and assessment is the effective communication and outreach of results. There are a number of ways to communicate results to different audiences, but whether for the public, stakeholders, or decision makers, the summaries of results should be both technically sound and easily understood. In some cases, it may be important to provide contextual and other supplemental information to help facilitate understanding.

In 2012, the San Diego Water Board's Surface Water Ambient Monitoring Program (SWAMP) aimed to increase awareness of its projects and project results by improving its communication and outreach efforts. The following audiences were targeted: (1) general public, (2) Board members of the San Diego Water Board, (3) San Diego Region stakeholders, (4) other state agencies, and (5) water quality managers. In 2012, several SWAMP projects were summarized in Executive Officer Reports to inform members of the San Diego Water Board and the public about important projects and issues. Selected SWAMP projects were also presented at the following conferences: The New England Association of Aquatic Biologists (March 2012), The National Water Quality Monitoring Council Meeting (May 2012), and The Society of Environmental Toxicology and Chemistry (November 2012). These conferences were attended by representatives of local, state, tribal, and federal water quality agencies; academic institutions; industry; and non-profit organizations. To further improve the Region's communication efforts, the SWAMP website was updated in 2012.

Presentation at the National Water Quality Monitoring Council May 2012

Why is it important?

One of SWAMP's goals is to effectively and efficiently deliver information about its projects to the general public, stakeholders, and decision makers. Such information will enable greater understanding of water quality problems and issues among the public, which generally leads to improved stewardship and better solutions to water quality problems. Stakeholders can use this information to improve their water quality protection programs, and decision makers can use this information to improve the management of California's water resources.

How will this information be used?

Information and data products from SWAMP can be used by water quality managers and decision makers to protect and restore water quality. This information can also be used for regulatory programs such as 303(d) Impaired Water Bodies listings, Total Maximum Daily Load (TMDL) programs, stormwater programs, and other water quality protection programs.

For more information, please read the San Diego Region's Executive Officer Reports and visit the San Diego Region's SWAMP website.