

**Getting in Step:
Conducting Effective Stormwater/NPS Outreach Campaigns**

January 28, 2010

**Williamson County Extension Office
Georgetown, TX**

AGENDA

- 8:00 – 8:15 Welcome and Introductions**
- 8:15 – 9:15 Building Blocks to Outreach**
- 9:15 – 9:45 Market Research**
- 9:45 – 10:00 Break**
- 10:00 – 10:45 What It Takes to Change Behavior**
- 10:45 – 11:15 Identifying and Overcoming Barriers to Behavior Change Exercise**
- 11:15 – 11:45 Evaluating Your Outreach Effort**
- 11:45 – 12:45 Lunch**
- 12:45 – 1:45 Group Exercise**
- 1:45 – 2:45 Showcase of Ready-to-Use Outreach Materials and Ideas**
- 2:45 - 3:00 Wrap-Up, Next Steps and Evaluation**

