

Outreach Priorities for the Lake Worth Lagoon

2-27-09

BUILD PARTNERSHIPS/SUPPORT THE LAKE WORTH LAGOON INITIATIVE

- Build partnerships for collaborative Lake Worth Lagoon outreach.
- Build partnerships to facilitate and expand LWL Outreach
- To support our Governing Board member Patrick Rooney, who sits on the Lake Worth Lagoon's Executive Committee
- To help and support the Lake Worth Initiative.
- Direct support of ERM when possible

CITIZEN INVOLVEMENT/VOLUNTEER OPPORTUNITIES

- Share information about the cleanups planned
- Support for any cleanups that are done on the Lake Worth Lagoon
- Recruit volunteers for the Lake Worth lagoon clean ups
- Create opportunities for LWL stakeholders to be involved in hands-on activities to improve the lagoon
- Volunteer Oyster Reef projects - and other hands on volunteer/outreach efforts
- Community involvement
- Improve Community knowledge, involvement and opportunities of the LWL
- Create more volunteer events, oyster projects, mangrove collection & planting, coastal cleanups, etc
- Create one big event: street fair or festival (similar to Lox River River Day), a 5k run, a sprint triathlon, Plunge against the Grunge, etc.

EDUCATE/KEEP PUBLIC INFORMED

- Educate the public regarding the benefits of LWL restoration. "What's in it for me?"
- Educate public about responsible use of lagoon and why it's important
- Educate the public on litter and illegal dumping on the lake worth Lagoon
- Assist in developing conferences, seminars, symposia, that provide periodic reporting on LWL
- Assist in providing a steady stream of information to targeted community audiences regarding the LWL via meetings, presentations, events, field trips.
- Awareness of the needs of the Lagoon
- Informing boating public of restoration projects and issues concerning LWL
- Educating Coast Guard Auxiliarists on how to conduct patrols designed to safe guard LWL
- Develop/update LWL informational materials (general brochure, boaters guides, manatees, sea turtles)

ENHANCE PUBLIC USE/RECREATION

- Increase (responsible) public use of LWL.
- Increase public access
- Boating access points and destinations
- Recreation for residents and visitors
- Kayak and sailboat inputs along the Lake Worth Lagoon/Intracoastal

ENHANCE/RESTORE THE LAGOON

- Improve habitat
- Improve water quality
- Water quality
- Use of native plants to foster wildlife and clean the water
- Environmental enhancements
- To improve the quality of water going into the Lake Worth Lagoon
- Implementation of Drainage and Sanitary Sewer improvements within Westgate CRA's boundaries
- Secure funding for priority projects identified by Stub Canal Task Force.
- Implement Stub Canal Task Force priority projects

PROMOTE (BRAND) THE LAGOON/PUBLICITY

- Publicity in national and international markets regarding Palm Beach County's natural treasures.
- Promotion of this natural asset as an environmental treasure
- Raise public awareness of the LWL (as opposed to intracoastal). Branding.
- "Branding" the Lagoon. Creating an identity to enhance awareness of the Lagoon.

SECURE FUNDING FOR OUTREACH/EDUCATION

- Assist in preparation of grants and development of other funding sources to provide outreach and education to adults and children.