

Public Outreach Working Group

Progress-To-Date as of August 6, 2009

To join an action team or to learn more about team efforts please contact:
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Action Team: **Creating a LWL Identity**

Expected Outreach Products: logo, tagline, print material templates

Partners: PBC ERM, PBC Public Affairs, SFWMD, DEP, Palm Beach Post, PBC Convention and Visitors Bureau

Accomplishments: Considering draft logos and taglines.

Next Steps: Team members to provide additional feedback via email to PBC ERM.

Action Team: **LWL Speakers Bureau**

Expected Outreach Product: Web page on LWLI.org (example: The Barnegat Bay National Estuary Program's Speakers Bureau, <http://www.bbep.org/speakers.html>)

Partners: Pat Gostel, LagoonKeepers, PBC ERM

Accomplishments: Compiled a draft list of 40+ individuals/agencies/organizations.

Next Steps: Make contacts to learn more about presentations and to gauge interest in the speakers bureau.

Action Team: **LWL School Curriculum**

Expected Outreach Product: elementary, middle, and high school curriculum

Partners: Chris Lockhart, Gumbo Limbo Nature Center, Kids Ecology Corps, US Coast Guard Auxiliary, Forest Hill Environmental Sciences and Technology Academy, PBC ERM

Accomplishments: Identified individuals to review and provide feedback on the 1998 LWL curriculum.

Next Steps: Set date and time for late August meeting to compile feedback and determine next steps.

Action Team: **Lagoon/Waterway Cleanups**

Expected Outreach Product: Interactive Google Map showcasing existing cleanup sites, contact information, and events

Partners: Keep Palm Beach County Beautiful, Solid Waste Authority, LagoonKeepers, PBC ERM, DEP, Marine Industries Association, Westgate/Belvedere Community Redevelopment Agency, Pack and Paddle Club

Accomplishments: Planning underway for International Coastal Cleanup – Sept 19.

Next Steps: Get the word out about Coastal Cleanup! Begin collecting existing cleanup site location data and contact information.

Action Team: **Community Relations: LWLI.org, LWL E-News, Publications, Public Service Announcements**

Expected Outreach Products: LWLI.org, quarterly E-News, updated "Understanding the LWL" brochure

Partners: PBC ERM, PBC Public Affairs, SFWMD, DEP

Accomplishments: LWLI.org is up-to-date with meeting minutes, announcements and news.

Next Steps: LWL E-News in late August (highlight Coastal Cleanup/restoration projects)

Action Team: **Volunteer Habitat Restoration Projects**

Expected Outreach Products: volunteer opportunities, poster presentations for use during volunteer events

Partners: PBC ERM, West Palm Beach Fishing Club

Accomplishments: Identified vendors for oyster restoration. Discussions underway for mangrove collection, potting and planting events.

Next Steps: Finalize oyster site location permits/permissions and set dates/times for volunteer events (Oct/Nov).

OTHER EFFORTS UNDERWAY...

Boaters Guide (Marine Industries Association, Palm Beach Post, PBC ERM)

Pocket Parks (City of Lake Worth)

EcoArt Project (Westgate/Belvedere Community Redevelopment Agency)