



Barnegat Bay Partnership Communication and Outreach Plan to Support the BBP 2012 – 2016 Strategic Plan

Background

The [National Estuary Program](#) (NEP) was established under Section 320 of the 1987 Clean Water Act (CWA) Amendments as a U.S. Environmental Protection Agency (EPA) place-based program to protect and restore the water quality and ecological integrity of estuaries of national significance. Section 320 of the CWA calls for each NEP to develop and implement a Comprehensive Conservation and Management Plan (CCMP). The CCMP is a long-term plan that contains specific targeted actions designed to address water quality, habitat, and living resources challenges in its estuarine watershed.

The Barnegat Bay-Little Egg Harbor estuarine system (Barnegat Bay) was accepted into the National Estuary Program in 1996. Today, the [Barnegat Bay Partnership](#) (BBP) is one of 28 estuary programs administered by the EPA. The BBP is a partnership of federal, state, county, municipal, academic, business, non-profit, and private organizations working together to protect and restore the natural resources of the Barnegat Bay ecosystem.

In 2002, the EPA approved the Barnegat Bay's [Comprehensive Conservation and Management Plan](#). The CCMP was intended to address all uses affecting the restoration and maintenance of the chemical, physical, and biological integrity of the estuary. In 2007, BBP stakeholders engaged in a strategic planning process to assess progress on the CCMP and developed a revised set of priorities reflecting the changes in the estuary's condition and emerging threats, such as climate change. The resulting 2008-2011 Strategic Plan focused the efforts of all partners on the priority challenges facing the ecosystem.

In 2011 and 2012, the BBP partners and stakeholders reviewed their progress and updated the Strategic Plan. The revised plan is guiding the efforts of the BBP and its partners for the five year period from 2012 to 2016. The [2012-2016 Strategic Plan](#) identifies the following five Priority Areas:

- **Water Quality:** to improve water quality throughout Barnegat Bay by focusing on causes of water quality degradation, especially eutrophication, stormwater, and other sources of pollution;
- **Water Supply:** to ensure adequate water supplies and water flow for ecological and human uses that will support a sustainable watershed;

- Habitat: to protect, restore, and enhance habitats, especially submerged aquatic vegetation, marshes, shellfish, and large terrestrial tracts;
- Fisheries and Wildlife: to protect, restore, and enhance healthy populations of finfishes, shellfishes, and other wildlife by increasing our understanding of the dynamics of fish communities and other biota; and
- Land Use: to identify and promote: (1) holistic and collaborative approaches to land-use planning, and (2) practices that will improve soil function and hydrology and will restore and enhance water quality and quantity.

In recognition of our changing climate, including sea-level rise and other dynamic processes in the bay, the BBP is promoting an ecosystem-based management approach to increase overall understanding while working to address these Priority Areas.

Purposes of the Communication and Outreach Plan

In 2010, the BBP developed a Communication and Outreach Plan and formed the Communication and Education Committee (CEC) to support the educational objectives of the 2008-2011 Strategic Plan. After the adoption of the 2012-2016 Strategic Plan, the CEC assessed its progress and revised the original Communication Plan to support the Priority Areas and Objectives of the current Strategic Plan.

Public participation, education, and outreach are central to the BBP's mission to protect and restore the Barnegat Bay. The Barnegat Bay watershed is fortunate to have a number of well-established and active organizations which implement various forms of public education and outreach programs on watershed- and estuary-related topics. Historically, these organizations have formed successful working partnerships to carry out various projects and programs.

The purpose of the BBP's Communication and Outreach Plan is to establish clear objectives, approaches, and methods to engage distinct target audiences important to protecting the Barnegat Bay ecosystem. The Communication Plan defines strategies for effectively leveraging and coordinating the efforts of all communication and outreach practitioners working in the Barnegat Bay watershed.

Additionally, the Communication Plan is intended to facilitate implementation of the 2012-2016 Strategic Plan, as well as effectively and consistently communicate information to the public about the five priorities identified in the plan.

Goal and Objectives

The goal of the Communication Plan is to identify ways to enhance and improve the BBP's communication, outreach, and public involvement in support of the Strategic Plan. To achieve this goal, the CEC has established the following overall objectives:

- Support the priorities of the Strategic Plan;
- Improve coordination among partner organizations to minimize duplication, while leveraging additional education and outreach opportunities;
- Effect better two-way interaction with stakeholders and target audiences;
- Include an education and outreach component in science and research projects by BBP and its partners;
- Establish BBP recognition for all projects, programs, and events that are part of the CCMP and funded in all/or part by the BBP; and
- Provide for measurable outcomes and regular evaluation.

Implementation of the 2010 Communication and Outreach Plan

The BBP/CEC has made significant progress in implementing the recommended actions in the [2010 Communication and Outreach Plan](#).

1. BBP Branding, Website Design, and Social Media

As recommended in the 2010 Communication Plan, the BBP developed a new logo and brand style guide for use in all BBP communications. The BBP also completed the redesign of the website and established a Facebook page and YouTube channel.

2. Education and Outreach Coordination

An objective of the 2010 plan was to promote coordination and collaboration between watershed education and outreach practitioners.

Establishment of a BBP Communication and Education Committee – The [Communication and Education Committee](#) was established in 2010 as a subcommittee under the BBP Advisory Committee. The CEC provides the BBP and its partners with objective and expert advice and peer review for overall communication, education, and outreach matters related to the estuary program’s activities and goals. As membership increased, the Advisory Committee approved an increase in the maximum total members from 12 to 15. Currently there are 13 members representing the following organizations and agencies: BBP, EPA, NJ Department of Environmental Protection (NJDEP), NJ Pinelands Commission, Jacques Cousteau National Estuarine Research Reserve, Ocean County Soil Conservation District, Ocean County College, Ocean County Department of Parks and Recreation, Brick Township Municipal Utilities Authority, ReClam the Bay, Long Beach Island Foundation of the Arts and Sciences, Marine Trades Association, and American Littoral Society.

Education and Outreach Retreat – The CEC hosts an annual Education and Outreach Retreat as an opportunity for Barnegat Bay educators to exchange information and ideas, avoid duplication, and work together on education and outreach. The 2011 retreat featured a presentation about communicating with social media and an update by the

NJDEP on its Barnegat Bay Action Plan education initiatives. In 2012, partners exchanged updates in a rapid-fire format and shared information about designing effective interpretive programs and signs. In 2013, the theme was “Communicating Science in the Barnegat Bay Watershed,” with presentations from three scientists on their research and ways to communicate their findings to the public.

3. Outreach to Under-targeted Audiences

A priority of the 2010 plan was to develop and deliver a variety of outreach and educational activities to populations identified as under-targeted in a 2009 survey of 47 partner organizations.

2013 Communication and Education Grant Program – Based on feedback from outreach practitioners about which watershed audiences need more attention, the CEC selected specific priority audiences (Spanish-speaking residents, business community, and commercial fishermen) for the BBP’s [2013 Communication and Education Grant Program](#). The following grant-funded projects addressed one or more of these under-targeted priority audiences: “Harvest the Bay,” Island Beach State Park (a series of hands-on educational programs in both English and Spanish that focus on the fisheries of Barnegat Bay and their current decline); “Extending Environmental Education to a Non-English-Speaking Population: Discovery Fridays in Spanish,” Long Beach Island Foundation of the Arts & Sciences (expansion of an existing summer educational program to include the Spanish-speaking population of Long Beach Island and the surrounding communities); and “Businesses for a Healthier Bay,” Conserve Wildlife Foundation of New Jersey (an outreach program for businesses and corporations to increase awareness of the ecological and economic importance of the bay and encourage involvement in restoration efforts).

South Toms River Summer Recreation Program – With CEC approval, the BBP funded a series of Barnegat Bay-themed trips for 64 children in the 2012 and 2013 summer recreation programs in the Borough of South Toms River, an under-targeted community in Ocean County. The trips were designed to give the summer recreation program campers, ranging in age from 5 to 17, an opportunity to experience the Barnegat Bay ecosystem first-hand, increase their awareness of the bay’s natural resources, and encourage them to be good stewards of these resources.

Watershed Education Project in Lakewood – The CEC supported a Projects for Environmental Health, Knowledge & Action initiative called, “At the Water’s Edge: Engaging Local High School Science Students in Lake Education and Barnegat Bay Watershed Stewardship.” Lakewood high school students experienced their local watershed and the bay through field trips and activities and created educational outreach to the Lakewood community about watershed issues.

BBP Water Brochure (Spanish Translation) – An existing BBP brochure was translated into Spanish in 2011 and 1,000 copies printed. The brochure explains the concepts of watershed,

stormwater runoff, non-point source pollution, and water conservation. Brochures were distributed at Ocean County Connection locations and local libraries.

Outreach to Tourists – The Communication Plan identified tourists as an under-targeted audience for education and outreach activities. Through a CEC initiative, print ads with the message, “Protect Our Bay, Protect Our Future,” were created and installed on Ocean County buses in 2011 and remain there to date. Both residents and tourists use the Ocean Ride bus system.



In addition, the ads are used in a number of other venues, including the Ocean County Mall at the Ocean County Department of Tourism’s “County Connection” pavilion.

For the past 16 years, the BBP has been reaching out to both residents and tourists through its annual [Barnegat Bay Festival](#), held on the first Sunday in June at the historic waterfront Wanamaker Complex in Island Heights. This free festival is the BBP’s signature education and outreach event, offering fun, interactive exhibits and activities about the local community’s connection to the bay and its rich natural resources. In 2013, the festival featured more than 65 environmental exhibitors and 40 eco-friendly vendors. Over the years, attendance has steadily grown, with the 2013 festival attended by over 3,000. The festival is promoted and advertised through print media, radio, event calendars, and social media. In 2012, a BBP video ad for the festival ran in three local movie theaters. In 2013, ads were placed on Facebook to reach a more targeted audience with interests related to activities enjoyed by tourists, such as fishing, boating, and swimming.

Educational placemats were used to advertise the Barnegat Bay Festival in 2011, 2012, and 2013. One side of the placemat is a panel from the BBP’s “Protect Our Bay, Protect Our Future” poster that can be colored in, along with information about the festival. A checklist of what people can do to help the bay is on the other side. The placemats were distributed to family restaurants and diners, frequented by both tourists and local residents.



4. Citizen Involvement

Citizen Representative – One of the 2010 Communication Plan objectives was to promote greater citizen involvement in the BBP. One action recommended by the plan was to redefine and strengthen the Citizen Representative member of the BBP’s Policy Committee. The Citizen Representative is tasked with reaching out to members of the public to get their input about bay-related issues. In 2011, the CEC established a process to nominate a new Citizen Representative and Alternate. Through the defined process, the CEC selected a Citizen Representative, John Leonard, and Alternate, Brian Ruhmann. The Alternate never started his term due to family health issues; Mr. Leonard has been serving his term, which will expire in 2015.

Barnegat Bay Volunteer Master Naturalist Program – Another BBP initiative promoting citizen involvement is the [Barnegat Bay Volunteer Master Naturalist \(BBVMN\) program](#), started in 2011. To become a BBVMN, participants must complete a course offered at Ocean County College and 40 hours of volunteer service in the Barnegat Bay watershed. Several BBVMNs have been active in citizen science activities, such as assisting with the BBP’s sea nettle research projects, dune grass planting and monitoring at Island Beach State Park, shellfish cultivation with ReClam the Bay, and spill monitoring with the American Littoral Society’s SpillSpotters Network.

5. Communication of Science Research

Including an education and outreach component in the science and research projects funded by the BBP was an objective of the 2010 plan. In 2012, the CEC reviewed and

modified the BBP’s Science and Technical Advisory Committee (STAC) Request for Proposals (RFP) language to strengthen and improve education and outreach regarding science and research. Proposal evaluation criteria now include having “an appropriate education and outreach plan which provides a broader impact for the proposed research.” To encourage adequate funding of the education and outreach plan, the revised STAC RFP states that the education and outreach component should be “a minimum of 5% of the total requested amount unless it can be demonstrated that the education and outreach plan can be effective with less funds than the minimum requirement.”

6. Barnegat Bay Foundation

A priority of the 2010 plan was to establish a foundation to support the expansion of the BBP’s outreach efforts. The [Barnegat Bay Foundation](#), a 501(c)(3) organization, formed in 2012 to provide financial support for efforts by the BBP and its partners to protect and restore the Barnegat Bay estuary. Through its fundraising activities, the foundation was able to distribute grants in support of dune and wetland restoration projects after Superstorm Sandy.

7. Development of New Outreach Materials

Another priority identified by the 2010 plan was the development of new outreach materials addressing Strategic Plan priorities.

Publications – The BBP has created new publications for education and outreach on important Barnegat Bay issues. The [Get informed about stinging jellyfishes...](#) rack card answers basic questions about sea nettles and the possible reasons for their abundance. [Going Native: A Guide to Landscaping with Native Plants in the Barnegat Bay Watershed](#) provides information about the benefits of using native plants for landscaping and includes a list of native plants for the Barnegat Bay watershed and two sample garden designs. Both are being distributed by the Ocean County Department of Tourism, by BBP partners, and by BBP staff and volunteers at outreach events.



BBP Videos and PSAs – The BBP has produced videos for educational use and as Public Service Announcements. Produced by the BBP and Ocean TV-20 at Ocean County College,

“Life on the Barnegat Bay” is a documentary about the declining conditions in Barnegat Bay and the efforts of our partners to protect and restore it. “Life on the Barnegat Bay” features Pete McLain, a retired wildlife biologist and deputy director of NJ Fish and Wildlife who has lived and worked on the bay for over 60 years. The film was originally broadcast on local cable television in January 2011 and can be viewed on the BBP website. In 2012 and 2013, the BBP produced five more videos, which can be viewed on the BBP’s YouTube channel. [“Protect Our Bay, Protect Our Future”](#) follows a group of summer recreation program campers as they learn about the bay and stewardship of its resources. [“Bay-Friendly Lawns”](#) informs viewers about how the requirements of the New Jersey Fertilizer Law can help reduce nutrient pollution in our waterways and gives tips on how to have a healthy lawn while saving time and money. [“Barnegat Bay Partnership: Research, Educate, Restore”](#) gives an overview of the BBP’s mission through clips of the research, restoration, and education work being done by the Partnership. [“Dunes,”](#) educates viewers about dune formation and why they are critical in protecting coastal communities from flooding during coastal storms. [“Barnegat Bay Wetlands”](#) describes the value of wetlands for flood protection, wildlife habitat, and water quality and shows researchers as they study the condition of the wetlands in the Barnegat Bay watershed before and after Hurricane Sandy. Sea-level rise, development, and other threats to the wetlands are examined in the video. Planning is currently underway for the next video, which will focus on our changing bay and the impacts of climate change and sea level rise on the estuary.

Education and Outreach Efforts after Superstorm Sandy

On October 29, 2012, Superstorm Sandy made landfall in the Barnegat Bay estuary. Property damage from the storm was extensive, and infrastructure, including roads, power transmission lines, natural gas pipelines, and water mains, were severely impacted. The physical and emotional toll was immense, with many losing their homes and businesses. In the immediate aftermath of the storm, communication focused on recovery efforts. Since then, education about climate change, sea-level rise, and preparedness have become increasingly important.

The BBP and its partners have reached out to the public with this information. Articles in the 2013 spring and summer issues of [The Barnegat Bay Beat](#) informed readers about removal of storm debris from the bay, the storm’s impact on coastal wetlands, new online tools to help plan and prepare for future storms, boating safety after Sandy, restoring yards post-Sandy, and more. Already under development by Barnegat Bay education partners before the storm, two new online tools, [NJ Flood Mapper](#) and [Getting to Resilience](#) were launched. NJ Flood Mapper is an interactive mapping tool that can be used to see how sea-level rise and coastal flooding events will impact coastal communities. Getting to Resilience is an online assessment tool developed to assist municipalities in reducing vulnerability and increasing preparedness.

BBP Communication Policy

In support of its mission to protect and restore the Barnegat Bay and its watershed, the Barnegat Bay Partnership works with public agencies, private organizations, and others on

complex, and sometimes even controversial, issues. Pursuant to the BBP Advocacy Guidelines, the BBP may distribute materials developed and produced by partners relevant to Comprehensive Conservation Management Plan/Strategic Plan priorities, and will not censor such statements; such statements do not constitute the position of the BBP unless acknowledged as such.

It is the responsibility of the BBP to foster discussion of actions affecting the health and protection of the estuary and its watershed. Thus, important roles of the BBP on such issues may include: (1) sharing (electronically and otherwise) diverse information, including positions and opinions of its partners on such issues, (2) disseminating related technical and other background information regarding such issues, (3) promoting discussion of the issues and related technical information, and (4) achieving consensus on such issues, for a stated purpose.

Because the BBP routinely communicates considerable information, much of it generated by other sources, the BBP has developed a policy for sharing information and a disclaimer regarding all communications. The communication policy and disclaimer are attached in an Addendum to the Communication and Outreach Plan.

Communication and Outreach Plan 2012-2016

The BBP Communication and Outreach Plan 2012-2016 incorporates the education and outreach components of the BBP 2012-2016 Strategic Plan and expands on them. The matrices follow the format of the Strategic Plan with an added column for Ideas and Resources. As outlined above, many of the recommended actions in the 2010 Communication Plan Priority Area 1 (“Improve the capacity of the program office and strengthen the working relationship with partners to address priority issues”) have been completed; however, improving and strengthening the education and outreach capacity of the BBP and its partners remains an overall priority. The General Education and Outreach Objectives in the first matrix of the current plan address this overall priority. The rest of the matrices correspond to the five priorities in the 2012-2016 Strategic Plan.

GENERAL EDUCATION AND OUTREACH OBJECTIVES

Priority: To improve and strengthen the education and outreach capacity of the BBP and the education and outreach practitioners in the Barnegat Bay watershed.

Environmental Outcomes: Increased public awareness of estuarine issues and stewardship of the bay and its watershed through more effective and coordinated communications, both within the Barnegat Bay education and outreach network and to the various target audiences.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
	Foster coordination and collaboration with watershed education and outreach practitioners.	Continue to host annual education and outreach (E&O) retreat.	Collaboration on joint E&O initiatives and leveraging of resources.	BBP/CEC		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
		Conduct a biennial market inventory to assess current education and outreach and identify areas needing improvement.	Development of new outreach materials and activities as needed.	BBP/CEC		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
	Increase citizen awareness of estuarine issues.	Continue to facilitate process for selecting the Citizen Representative to the Policy Committee, and support his/her efforts to engage citizens.	Communication of citizen concerns to the BBP committees.	BBP/CEC		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
		Utilize output of market inventory to identify under-targeted audiences and create new initiatives where necessary.	Development of new E&O materials and activities and new strategies for effective E&O delivery to under-targeted audiences.	BBP/CEC		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
		Develop targeted outreach to populations most vulnerable to impacts of sea-level rise and future storm events (e.g., fixed-income residents, small businesses, commercial fishermen).	Development of new outreach materials and activities targeting vulnerable groups.	BBP and partners		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
		Develop educational programs and demonstration projects (such as native plant gardens and wildlife habitat enhancements) for the public at the BBP program office.	Implementation of new programs and demonstration projects.	BBP and partners		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
		Keep the public and interested parties informed of progress on Strategic Plan	Published annual report that would focus on accomplishments, partner highlights,	BBP/CEC		BBP and partner staff time and funding. Leverage

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
		priorities.	future plans, and ways interested parties can help.			increased funding/staffing where feasible.
	Encourage public participation in watershed stewardship activities.	Support existing stewardship activities (including NJDEP Barnegat Bay Blitz, Barnegat Bay Volunteer Master Naturalists, Jersey Shore chapter of the Native Plant Society of NJ, ALS Bayscape for Barnegat Bay, ALS Golf Course certification) and develop new ones.	Increased involvement of the public in stewardship activities.	BBP, NJDEP, ALS, NPSNJ, BBP partners		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
		Develop stewardship opportunities at the BBP office location.	Stewardship activities incorporated into the public use plan for the Brown's Woods property (the Green Acres property where the BBP office is located).	BBP, NJDEP, BBF, Township of Toms River, other partners		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
		Develop partnerships for stewardship initiatives, such as with business community and ecotourism industry.	Stewardship programs and events established through the partnerships.	BBP/CEC and other partners.		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
		Identify and facilitate additional opportunities for volunteer monitoring and citizen science programs.	Development of citizen science programs.	BBP, NJDEP, ReClam the Bay, ALS	http://www.epa.gov/region02/citizenscience/	BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
	Improve communication of estuary science and research to E&O practitioners and the public.	Continue to coordinate with the STAC to include E&O in science and research projects by BBP and its partners. Act as a resource for researchers and others by offering assistance with developing e/o plans.	Education and outreach component in all STAC-funded projects; improved communication of Barnegat Bay science information to the public.	BBP/CEC & STAC		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
	Enhance relationship with the Barnegat Bay Foundation.	Share priorities and communicate activities.	Increased financial support of BBP and partner projects.	BBP/CEC		Staff time.

The BBP Communication and Outreach Plan supports the BBP 2012-2016 Strategic Plan Priority Areas (Water Quality, Water Supply, Habitat, Fisheries and Wildlife, Land Use).

WATER QUALITY PRIORITY AREA

Priority: To improve the water quality throughout the Barnegat Bay ecosystem by engaging in actions that target the causes of water quality degradation, including the reduction of eutrophication, stormwater, and other non-point source pollution.

Environmental Outcomes: Increased public education of bay water-quality conditions and outreach to improve best management practices and stewardship.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
WQ4	<p>Reduce Boating Impacts.</p> <p>Support efforts to address negative impacts to water quality due to boating activities (conducted in continuing coordination with other related efforts, including those of Governor’s Action Plan Item 10).</p>	WQ4A: Promote NJ’s Clean Marina program.	<p>Annual roundtable to provide an opportunity for marina owners to learn more about BMPs they can implement to reduce environmental impacts.</p> <p>Enrollment of marinas into Clean Marina Program.</p> <p>Award SJ points for community education and outreach programs.</p>	NJDEP, NJSGC, BBP, MTA/NJ, OCPD, SJ		NJSGC, NJDEP, NOAA, NJEIT funding to rebuild and expand Clean Marina Program. Leverage increased funding/staffing where feasible.
		WQ4B: Promote Ocean County Pump-Out program.	<p>Newsletters, web pages, brochures that support recreational boaters’ education on practices to reduce NPS pollution and to use Clean Marinas and pump-out boats.</p>	NJSGC, OCPD, NJDEP, BBP, BBP-AC, MTA/NJ, OCUA		OCPD, OCUA, BTMUA, BBP and other partner staff time and funding. Leverage increased funding/staffing where feasible.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
		WQ4C: Promote Clean Vessel Program.	Support for additional public outreach efforts promoting Pump-Out and Clean Vessel Programs.	NJSGC, NJDEP, BBP, BBP-AC, MTA/NJ, OCPD		NJSGC, NJDEP, NOAA, EPA R2, BBP and other partner staff time and funding. Leverage increased funding/staffing where feasible.
WQ6	Reduce NPS Pollution. Support outreach and public education on NPS pollution, including the fertilizer law, soil health, proper functioning of existing stormwater retention ponds/basins, responsible water use, stormwater rules and ordinances, native species to reduce nutrients, fossil fuel use and atmospheric sources, septic system maintenance and proper boating/marina practices.	WQ6A: Targeted programs at nurseries, municipalities, colleges, landscaping firms (e.g., certificate programs), golf courses.	Development, implementation, and evaluation of programs.	BBP, RCE, Rutgers/JCNERR, NJDEP, MU UCI, PPA, ALS, OC Parks & Rec		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
		WQ6B: Expand outreach programs, including new resident packages, programs targeted to senior communities, rain-barrel projects, extreme lawn makeovers, and native/introduced species programs to reduce water use and improve water quality.	Development, implementation, and evaluation of programs.	NJDEP, RCE, BBP, Rutgers/JCNERR-SSC, OCSCD, USFWS, OCPD, ALS, municipalities, LBI Foundation of the Arts and Sciences, PPA, ALS	NJ Bay-Friendly Yards website Soil Health Implementation Project (SHIP)	NJDEP, BBP, and other partner staff time and funding. Leverage increased funding/staffing where feasible.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
		WQ6C: Sponsor and promote education programs about stormwater BMPs.	Development, implementation, and evaluation of the programs.	Rutgers/JCNERR-SSC, BBP, RCE, OCSCD, OCPD, PPA, ALS		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
		WQ6D: Promote Sustainable Jersey; award SJ points for green challenges, community education and outreach programs, etc.	Increased participation in Sustainable Jersey (SJ) program.	NJDC, NJDEP, PPA, SJ, JCNERR, ALS		DCA, NJDEP, BBP, and other partner staff time and funding. Leverage increased funding/staffing where feasible.

WATER SUPPLY PRIORITY AREA

Priority: To ensure adequate water supplies and water flow for ecological and human uses that will support a sustainable watershed.

Environmental Outcomes: Develop education and outreach campaign to promote residential water conservation, and support public discussions regarding water supplies, water conservation, and related issues (e.g., saltwater intrusion, road-salt run-off, and emerging contaminants, such as endocrine disrupters, pharmaceuticals and personal care products).

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
WS3 & WS4	<p>Water Conservation Education and Stewardship Initiatives.</p> <p>Increase awareness and promote actions toward improved water conservation.</p>	<p>WS3A: Support public education about the status of the water supply, and promote water conservation and re-use projects (CCMP 5.24).</p>	<p>Development of public education campaign.</p>	<p>PPA and GCU, BBP CEC (to coordinate), RCE, USGS, OCUA, OCSCD, BTMUA, water purveyors, LBIF</p>	<p>Rain Garden Team</p> <p>“Make Your Yard a Sponge”</p> <p>Engage OCUA, RCE, BTMUA, United Water</p>	<p>BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.</p>
		<p>WS3B: Increase residential conservation in households by promoting conservation techniques (e.g., low-flow appliances, rain barrels). Cross-promote SJ actions for water conservation education.</p>	<p>Development of public education campaign.</p> <p>Provide rain barrel workshops.</p>	<p>BBP-CEC, OCSCD, Sustainable Jersey, Rutgers, BTMUA</p>	<p>Broadcast key message: “Make Every Drop Count”</p> <p>SHIP – Train the Trainer</p> <p>NJ Bay-Friendly Yards website</p>	<p>BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.</p>
		<p>WS4A: Increase conservation and reuse of water via projects that reduce usage and promote reuse or recharge at public and private facilities (e.g., golf courses) using BMPs and new techniques.</p>	<p>Demonstration project(s) completed in the watershed; invite water purveyors to join BBP committees.</p>	<p>BBP-CEC; OCSCD; Rutgers; OCUA, BTMUA, municipal partners</p>		<p>BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.</p>
		<p>WS4B: Increase conservation at the municipal level through</p>	<p>Education/outreach to municipalities regarding water</p>	<p>BBP-CEC; PPA, Sustainable Jersey, municipal partners</p>		<p>BBP and partner staff time and funding. Leverage</p>

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
		various efforts (<i>e.g.</i> , education, strengthening of existing ordinances, Sustainable Jersey and other new model ordinances).	supplies; promote existing and new ordinances as appropriate.			increased funding/staffing where feasible.
		WS4C: Increase number of participants implementing the Sustainable Jersey water conservation measures (<i>e.g.</i> , model ordinances, green landscaping/maintenance, rain gardens/barrels, etc.).	Greater collaboration between BBP and Sustainable Jersey; increased participation in the program.			NJDC and its partners; BBP-CEC, PPA, LBIF, Sustainable Jersey, municipal partners

HABITAT PRIORITY AREA

Priority: To protect, restore and enhance habitats, especially submerged aquatic vegetation, marshes, shellfish and large terrestrial tracts.

Environmental Outcomes: Improve understanding of the condition, ecology, and threats to wetlands, shellfish habitats and submerged aquatic vegetation. Increase public awareness of our efforts and the benefits of habitat protection, enhancement, and restoration.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
H2 & H4	<p>Maintain and Restore Bay Habitats.</p> <p>Protect and restore critical estuarine habitats within Barnegat Bay, including Sandy-damaged habitats such as dunes, wetlands, and SAV beds.</p>	<p>H2B: Support restoration and education efforts, such as Barnegat Bay Shellfish Restoration Program.</p> <p>Educate boaters, personal watercraft users, and the public about the importance of protecting critical habitats, <i>e.g.</i> eelgrass and wetlands.</p> <p>Support existing and develop new stewardship programs and projects.</p>	<p>1-Engagement of public in stewardship and restoration activities.</p> <p>2-Well-informed public on the challenges to and benefits of protecting and restoring estuarine habitat and restoring shellfish populations.</p>	<p>NJ Aquaculture Innovation Center, ReClam the Bay, NJDEP, ALS, USFWS, Rutgers Cooperative Extension, OC Parks & Rec, Mid Atlantic Coastal Wetlands Assessment Work Group</p>	<p>Volunteer eelgrass monitoring program. Eelgrass restoration group.</p> <p>“The Grass is Greener Beneath the Surface”; Grasses for Classes (IMCS)(<i>e.g.</i>, the Bronx/ NOAA)</p> <p>Cornell Cooperative Extension Eelgrass Restoration www.SeagrassLI.org</p>	<p>NOAA, EPA R2, USACE, private foundations, BBP and other partner staff time and funding. Leverage increased funding/staffing where feasible.</p>
		<p>H4B: Work with local communities to find low cost best management solutions for dune protection, restoration, and re-vegetation.</p>	<p>Workshops, training and education/outreach for municipal managers and decision makers.</p>	<p>No lead. Other partners: BBP, NJDEP, NRCS, local municipalities , USACE, OCSCD, GCU, JCNERR, ALS, NJS GC</p>	<p>Annual beach grass plantings/scouts</p>	<p>USACE, NRCS Plant Materials Center, municipal matching funds. BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.</p>

FISHERIES AND WILDLIFE PRIORITY AREA

Priority: To protect, restore and enhance healthy populations of finfish, shellfish, and wildlife by increasing our understanding of the dynamics of biotic communities.

Environmental Outcome: Improve public information on the status of Barnegat Bay fisheries and wildlife, and their ecological, societal, and economic importance.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
FW3	Improve and Increase Fisheries Education. Build public understanding and support for fisheries priorities.	FW3A: Produce educational materials about the functional role of the bay in early life stages of estuarine-dependent species (<i>e.g.</i> , flounder, bluefish, clams, oysters); Cross-promote with SJ, (<i>e.g.</i> , Animals in the Community and other educational efforts).	Collection and review of existing public outreach materials; development of new materials as needed.	JCAA, NOAA/NMFS, RCE/BBSRP/RCTB, MATES, USEPA, USFWS, Rutgers/JC NERR, BBP, NJDEP BSF, Sustainable Jersey	“Bay Babies Campaign” Delaware Bay Oyster Project Model	BBP and partner staff time and funding. Leverage increased funding/staffing where feasible. Staff time/base funding.
		Continue to look for ways to improve communication and partnerships with both the commercial fishing industry and the recreational fishing community.	Promotion of fisheries educational programs and activities.	JCAA, Commercial Fishing Industry, Viking Village, Fishing Co-ops, NOAA/NMFS, RCE/BBSRP/RCTB, USFWS, Rutgers/JC NERR, BBP, NJDEP BSF, LBIF	Recreational Boating and Fishing Foundation http://www.rbff.org/	BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
FW5	Monitor Invasive/ Nuisance Species and Increase Public Awareness	FW5B: Educate the public about the causes and implications of invasive species.	Review and revision of existing outreach materials (<i>e.g.</i> , USFWS) and development of new ones.	BBP CEC, CWFNJ		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.

LAND USE PRIORITY AREA

Priority: To promote and implement holistic and collaborative land use practices for existing and future development that will conserve, restore, and enhance water resources throughout the Bay watershed.

Environmental Outcomes: Promote land-use development and re-development techniques that conserve and restore natural resources and take into account dynamic bay conditions, such as those associated with future development and climate change. Develop programs to recognize LID successes, to further education, and showcase practices or projects as state/national models. Develop effective programs to work with municipalities to align local policies with CCMP and SP.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
LU3	Promote Land Use Planning and Management Encourage comprehensive land use planning	LU3B: Promote land-use initiatives that help the public plan and prepare for climate change/sea-level rise and storm	Workshops, trainings, and e/o about living shorelines, dune building, wetlands protection, resiliency, and other	BBP, JCNERR, OCPD, MCPD, NJDEP, NJOPA, Pinelands Commission, ALS, municipal partners	Intern project Engage municipal planners Utilize Getting to Resilience www.prepareyourcommunitynj.org to assist local municipalities to	BBP, county and/or municipal partners, MACWA, and other BBP partner staff time and funding. Leverage increased funding/staffing

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
	and coordinated management of open space and natural systems throughout the watershed to promote conservation and protection of natural resources while providing the opportunity for further economic development.	events such as Superstorm Sandy.	initiatives to protect ecological and economic resources.		become more resilient	where feasible.
LU4	<p>Encourage Low-Impact Development (LID) Techniques and Protective Land Use Practices.</p> <p>Promote the implementation of design standards that incorporate LID techniques, restorative land management practices, and sustainable best management practices for</p>	LU4D: Promote and support municipal and appropriate partner participation in Sustainable Jersey.	Increased participation in Sustainable Jersey and implementation of SJ actions that align with SP priorities.	SJ, municipalities, PPA, ALS, BBP partners		BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.
		LU4F: Promote soil restoration techniques at existing public and private development and redevelopment.	Development of a manual for soil protection and restoration techniques; include manual information on HealthySoils.org website. Sponsor workshop on "soil protection and restoration," <i>i.e.</i>	OCSCD, NRCS, Rutgers, PPA, ALS, BBP partners	SHIP Soil Restoration Law NJ Bay-Friendly Yards website	BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
	existing and proposed development and redevelopment at the regional and local level.	<p>LU4G: Work with partners to support efforts to control existing erosion problems utilizing appropriate non-structural stabilization.</p> <p>Educate the public about non-structural alternatives to shoreline stabilization, <i>i.e.</i> living shorelines.</p>	<p>Annual Soil Conference.</p> <p>Non-structural stabilization projects throughout watershed.</p>	<p>OCSCD, PPA, ALS, OC Parks & Rec, BBP partners</p>		<p>BBP and partner staff time and funding. Leverage increased funding/staffing where feasible.</p>
LU5	<p>BMPs/LID Education.</p> <p>Educate the public about how individuals can use best management practices and LID techniques on their own properties.</p>	<p>LU5A: Provide guidelines for reducing NPS pollution, responsible water use, native species to reduce nitrogen and phosphorous, and practices to</p>	<p>Development of a new website, NJ Bay-Friendly Yards, for a comprehensive online source of information about BMPs and LID.</p>	<p>BBP-CEC, NJDEP, PPA, OCSCD, BBP partners</p>	<p>NJ Bay-Friendly Yards website</p>	<p>NJDEP 319 grant funding, BBP and other partner staff time and funding. Leverage increased funding/staffing where feasible.</p>

Strategic Plan Priority Items	Objectives	Actions/Tasks	Deliverables	Partners	Ideas & Resources	Secured/Potential Funding
		promote and restore soil health.				



Addendum to the 2012-2016 Communication and Outreach Plan

Barnegat Bay Partnership Communication Policy

In support of its mission to protect and restore the Barnegat Bay and its watershed, the Barnegat Bay Partnership (BBP) works with public agencies, private organizations, and others on complex, and sometimes even controversial, issues. Pursuant to the BBP Advocacy Guidelines, the BBP may distribute materials developed and produced by partners relevant to Comprehensive Conservation Management Plan/Strategic Plan priorities, and will not censor such statements; such statements do not constitute the position of the BBP unless acknowledged as such.

It is the responsibility of the BBP to foster discussion of actions affecting the health and protection of the estuary and its watershed. Thus, important roles of the BBP on such issues may include: (1) sharing (electronically and otherwise) diverse information, including positions and opinions of its partners on such issues, (2) disseminating related technical and other background information regarding such issues, (3) promoting discussion of the issues and related technical information, and (4) achieving consensus on such issues, for a stated purpose.

Because the BBP routinely communicates considerable information, much of it generated by other sources, the BBP provides the following information and disclaimer regarding all communications.

BBP Communications

All written and electronic communications originating from the BBP organizational committees (the Policy Committee, Advisory Committee, Science and Technical Advisory Committee, and Communication and Education Committee) will clearly be identified as such and will have been reviewed and approved by the BBP staff liaison, the chair(s) of said committees, and the BBP Director. Communications which reflect the consensus of any BBP committee will be identified as such.

The BBP Director and other staff may communicate other information of interest to our partners and the public which does not reflect the consensus of the partners. All BBP electronic communications will include the disclaimer provided below.

BBP Partner Communications

BBP partners include organizational members of BBP Committees. The BBP is happy to distribute meeting announcements, newsletters, grant application materials, and other routine information at the request of BBP partners. Such information will be identified as a partner request and include contact information for the requesting partner, and will be distributed to BBP committees, and when specifically requested, to other appropriate mailing lists. The BBP reserves the right to refuse to distribute information which is offensive, derogatory, inflammatory, unsubstantiated, and/or not intended to advance the mission of the BBP. All BBP electronic communications will include the disclaimer provided below.

Communications Disclaimer

In order to better serve its partners and the public, the Barnegat Bay Partnership distributes information such as news articles, reports, letters, and other items of interest from diverse sources, including partner organizations and other entities. Such information is intended to provide an avenue for stakeholders to stay informed regarding environmental issues in the Barnegat Bay watershed.

Such information has not been reviewed and approved, or edited for content, by the BBP. The BBP provides this material and information "as is" without any warranty of any kind, either expressed or implied, including, but not limited to, accuracy, reliability, omissions, completeness, and currency. The information contained or linked herein does not necessarily represent or reflect the views or endorsements of the BBP and its partners, including the United States Environmental Protection Agency (USEPA), New Jersey Department of Environmental Protection (NJDEP), Ocean County Board of Chosen Freeholders, or Ocean County College.

Website/Social Media Disclaimer

In order to better serve its partners and the public, the Barnegat Bay Partnership provides on its website and through social media (*e.g.*, Facebook and Twitter) news clips and other materials which reference or are linked to other articles or items of interest. This content is intended to provide an avenue for stakeholders to stay informed regarding environmental issues in the Barnegat Bay watershed.

All documents, files, or other data accessible on or through the BBP web site (this term includes, but is not limited to, web site pages, linked pages, and subpages) and BBP social media sites (this term includes, but is not limited to, Facebook and Twitter) are provided solely as a courtesy to facilitate public access to information. The BBP attempts to provide current and accurate information on its web site and social media sites, but cannot guarantee accuracy.

The BBP provides such documents, files, or other data "as is" without any warranty of any kind, either expressed or implied, including, but not limited to, accuracy, reliability, omissions, completeness, and currency. The BBP and Ocean County College shall not be liable for any claim for damages, including lost profits or other consequential, exemplary, incidental, indirect, or special damages, relating in any way to the documents, files, or other data accessible on or through the BBP web site and BBP social media sites, including, but not limited to, claims arising out of or related to electronic access or transmission of data or viruses. The content of the web site may change from time to time and without notice.

Any text, listing, or link referring to other web pages or sites does not constitute an endorsement of, or support for, that web page or site, its organization, products, services, or information; and, no representation is made concerning such web page or site as to its content, suitability, or any other warranty as disclaimed above. The views or information contained here do not necessarily reflect the views of the BBP and its partners, including the United States Environmental Protection Agency (USEPA), New Jersey Department of Environmental Protection (NJDEP), Ocean County Board of Chosen Freeholders, or Ocean County College.