

## APPENDIX D

### Public Outreach



*PHOTO COURTESY OF THE TOMS RIVER SEAPORT SOCIETY.*



*New Jersey designed and built, the Garvey was the best workboat for Barnegat Bay shellfishing.*

*PHOTO COURTESY TUCKERTON SEAPORT, A PROJECT OF THE BARNEGAT BAY DECOY AND BAYMEN'S MUSEUM, INC.*

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**PUBLIC OUTREACH ACCOMPLISHMENTS TO DATE****A. PUBLIC PARTICIPATION AND EDUCATION ACTION ITEMS FROM ORIGINAL WATERSHED MANAGEMENT PLAN**

- The Public Outreach Workgroup was formed and meets regularly with the support of a staff Public Outreach Coordinator.
- The Toms River BBNEP office serves as a clearinghouse for a great deal of the work that is going on in other programs and organizations.
- The first stakeholders workshop was held in the fall of 1998 followed by municipal workshops. The BBNEP has supported Personal Watercraft (PWC) Taskforce, the Educational Roundtable, and the Pumpout workshops.
- The annual Barnegat Bay Festival, coordinated in partnership with the Ocean County Board of Freeholders, provides a communication vehicle via interactive activities, interpretive tours, posters, billboards, radio public service announcements, cable TV, daily and weekly newspaper coverage, and participation by more than 3,000 people annually.
- For three summer seasons, the BBNEP has been active in many festivals throughout Ocean County with its traveling display.
- Several four-color posters were produced and extensively distributed ("Give Back to the Bay – Boaters," "Give Back to the Bay – What You Can Do in Your Yard", and "Barnegat Bay – Take a Second Look") in addition to brochures ("Water\* our finite resource and its many uses" and "50 Nifty Facts" specific to the Barnegat Bay watershed). A weatherproof "Boaters Guide" was produced to communicate sensitive areas, public access points, and pumpout locations.
- A monthly "Program Update" has been developed to send to other organizations and as a communication vehicle for the BBNEP.
- Bi-monthly press releases have been placed in daily and weekly newspapers. Public Service Announcements have been broadcast for the Barnegat Bay Festivals in 1997 and 1998.
- The Citizen Advisory Committee (CAC) offered several months of speakers at the monthly CAC meetings as well as provided speakers at various clubs and organizations, including the Toms River Rotary, Employer Legislative Committee of Ocean County, Fishhawks, Whiting Mens Club, Bayhead Garden Club, and the Pinelands Commission.
- A Web site (<http://www.bbnep.org>) is under development and is updated periodically.
- Several meetings by the Video Committee of the CAC have developed a draft script for a half-hour film on the water resources of the Barnegat Bay watershed.
- As part of the Environmental Educators' Roundtable, coordinated by the Ocean County Soil Conservation District (OCSCD), the ecological, cultural, and historical aspects of the Barnegat Bay watershed will be integrated into a Barnegat Bay-specific Activity Guide.
- A relationship with the Barnegat Bay Watershed Association (BBWA) has been developed, whereby donations to the BBNEP can be held in trust and used for specific activities.
- Bumper stickers, T-shirts, and buttons are available as promotional incentives.
- Several appearances on local cable TV have spread awareness of issues.



## **PUBLIC OUTREACH**

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- With the support of the Minigrant Program and nearly \$50,000 available grant monies, more than 30 organizations and individuals have reached out to the public in signage programs, exhibits, teacher workshops, slide shows, etc. throughout the Barnegat Bay watershed.
- Partnerships have been developed with organizations and groups such as: Alliance for a Living Ocean (ALO); BBWEF(a.k.a. BBWF); Ocean County Vocational-Technical School; OCSCD; Watershed Partnership for New Jersey, etc.
- Targeted mailings have been sent to landscapers, garden clubs, marinas, yacht clubs, mayors, environmental commissions, environmental organizations, teachers, etc.
- “You are entering / leaving the Barnegat Bay watershed” and Barney the Crab signage have been placed at critical borders on county roads and municipal property.
- County-wide pumpout workshops were held to develop interest in a Barnegat Bay No Discharge Zone designation and to disseminate pumpout brochures.
- Continuing public service announcements are provided to the press; provide helpful tips on lifestyle changes to promote balanced use of the Barnegat Bay region’s resources, in partnership with ALO.

### **B. MINIGRANTS**

Over the past few years, approximately \$50,000 has been distributed to environmental and civic organizations, schools, municipalities, and business interests to reach out to the public on issues relevant to protecting the bay and watershed. These grants focus on increasing public awareness about major environmental problems facing the bay in one of the following subject areas:

- *Nonpoint source (NPS) pollution prevention/water quality control;*
- *Estuarine awareness;*
- *Habitat enhancement and preservation;*
- *Citizen monitoring; and*
- *Public participation.*

Increasing the number of people aware of the issues and unifying organizers and participants are ongoing BBNEP efforts. A summary of the Minigrant Awards is presented below.

#### **1997 Minigrant Awards**

- Jenkinson’s Aquarium – Healthy Estuary Exhibit
- BBWA – NPS Pollution Education Campaign
- Point Pleasant Environmental Commission – Coastal Wetlands Awareness Signage Display
- Christine Raabe – Creating A Barnegat Bay National Estuary Slide Program
- ALO – Twilight At The Bay Summer Program
- Ocean & Nature Conservation Society – Annual Endangered Species Art Contest
- AJEC – An Educational Brochure, “Streams In the Barnegat Bay Estuary . . . Yours to Protect!”
- Jersey Shore Audubon Society – Barnegat Bay Marine Ecology Study Walk
- NJ Audubon Society – Bay Buffers, Barnegat Bay Watershed Pilot Program

**1998 Minigrant Awards**

- Ocean County Girl Scouts – Developed environmental kits that included water testing equipment, reference books, and signage relating to Lake Amity’s watershed relationship to the Barnegat Bay.
- NJ Society of American Foresters – Developed fact sheets and exploration center, “Water - A Forest Product” with a “talking tree” to deliver messages about trees, water and watersheds.
- Toms River Regional Schools – Produced a 30-minute television program to augment existing high school earth science curriculum and general science curricula at lower grades (supplemented by Telecenter Budget).
- Marine Trades Association of NJ Foundation – Developed and printed a “Users Guide to Barnegat Bay” – two-sided waterproof map delineating sensitive bay areas and providing environmental education on the reverse side.
- BBWA – Installed signs at waterfront access sites that promote stewardship of the Barnegat Bay resources.
- OCSCD – Promoted responsible litter disposal by reprinting 30,000 litterbags for distribution with beach badges and at marinas, festivals, and environmental events.
- Ocean Nature & Conservation Society – Conducted the annual Endangered Species Art Contest, educating children about endangered species.
- Barnegat Bay Decoy & Baymen’s Museum, Inc. – Supported publication of “The Closed Sea: Barnegat Bay & Environs,” a wealth of information on the natural resources of the Barnegat Bay, in conjunction with Dr. K. Mountford & Ocean County Historical Society.
- Township of Brick – Produced, as part of the Watercraft Accountability Project, public information pamphlets showing environmentally sensitive areas in the Upper Barnegat Bay Estuary and ways the public can help to protect these natural resources.
- Rutgers University, Institute of Marine and Coastal Sciences (IMCS) – Helped initiate the Community Tidal Marsh Assessment Project by training volunteers to conduct wetland water monitoring at selected sites in the Barnegat Bay Estuary.
- ALO – Constructed a public address system for versatility in presenting its environmental message to the public, especially in outdoor situations.
- NJ Coastal Heritage Trail – Developed 25 wayside information markers for use within the estuary to describe the varied plant, wildlife, and habitat conditions of the area.
- Pinelands Preservation Alliance – Produced an environmental photographic series for exhibition, concentrating on the Barnegat Bay watershed, by local children with disabilities. This program will be placed on tour for a minimum of four exhibitions and will include public speaking by many of the children.
- Ocean County Vocational Technical School – Developed a “wet laboratory” created by students and open to educators, civic groups, and supervised public.



**Total            \$26,839.40**

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## 1999 Minigrant Awards

No minigrant award program in 1999.



## 2000 Minigrant Awards

- Seaside Heights, Hugh J. Boyd Jr. Elementary School – Developed environmental education, storm drain stenciling and NPS program.
- Toms River Avian Care – Developed public education program regarding the rehabilitation of wild migratory birds and protection of their habitat.
- Forked River Mountain Coalition – Developed program to increase public awareness with improved permanent interpretive exhibit (maps, photographs and signage) on displays at the Wells Mills County Park nature center as well as the portable interpretive exhibit used at festivals. The Web site was also improved.
- League of Women Voters – Facilitated Barnegat Bay specific modifications in 8-page booklet entitled “What you can do to prevent Nonpoint Source Pollution in the Barnegat Bay Watershed”; prepared press releases and distributed to various target audiences.
- Ocean Nature and Conservation Society – Continued the tradition of the annual Endangered Species Art Contest, which helps to instill a sense of responsibility for protecting wildlife and all living things.
- Ocean County Vocational Technical School – Developed a 30-50 page Barnegat Bay Estuary Species Field guide to be used in classrooms and programs such as the Barnegat Bay Educators’ Roundtable and NJ Community Water Watch.
- Rutgers Coop Extension – Promoted Home Landscape Best Management Practices to reduce NPS pollution and creating demonstration plots.
- NJ Society of American Foresters – Enhanced portions of Toms River through projects with area residents and user groups. Projects included planting trees for riparian buffers; benches/roofed information display boards.
- Alliance for a Living Ocean – Continued the Barnegat Bay Watch Program, educating the public through presentations demonstrating water quality monitoring techniques.
- Friends of Island Beach State Park – Developed and distributed a 12-page Park Visitors Guide to inform park visitors of events and activities to make them aware of the importance of Sedge Islands and Barnegat Bay.
- Ocean County Soil Conservation District – Developed outdoor classrooms in the Barnegat Bay watershed.
- Jenkinson’s Aquarium – Presented interactive and hands-on “Barnegat Bay Watershed Wonders” program to ten third-grade classes in the Barnegat Bay watershed.
- NJ Audubon Society – Provided four seminars and field trips throughout the watershed to educate 200 seniors about the need to protect and enhance the Barnegat Bay watershed. A “Habitat Guide” was compiled and distributed throughout Ocean County as well.

- Barnegat Bay Watershed Association – The third annual seminar series, “Waste Water Reuse and Water Conservation,” was designed, planned, hosted and followed-up with press releases and a White Paper.

**Total \$31,481.00**



**2001 Minigrant Awards**

- Marine Trades Association – Reprint the “Boater’s Guide to Barnegat Bay and Little Egg Harbor.”
- West Dover Elementary—Establish “Frog Pond Alley,” a water ecosystem in schoolyard habitat to use as an educational tool for all staff, students, parents and members of the community.
- Rutgers Cooperative Extension of Ocean County – Duplication of the video “Barnegat Bay Watershed On the Edge.” This provides grades 6-9 curriculum for the Barnegat Bay-specific activity guide project.
- Tuckerton Seaport – “A Day at the Back of the Bay” Teachers’ workshop, providing Ocean County educators the opportunity to study links between the environment and Barnegat Bay estuary.
- Ocean County Soil Conservation District – Promote the development and use of outdoor classrooms to increase opportunities for hands-on learning.
- Dover Township Environmental Commission – Reprint Non-Point Source Pollution Prevention Publication.
- Seaside Heights Board of Education – Develop the “Barnegat Bay Crab Information and Education Project.”
- Alliance for a Living Ocean – Sponsor “Inherit the Earth” field trips throughout the Barnegat Bay estuary.
- Ocean Nature and Conservation Society – Sponsor the 27th annual Endangered Species Art Contest. This educates children about disappearing plants and animals, fostering environmental stewardship.
- Youth Environmental Society (YES) – The implementation of Phase One of the management plan for the Experience Barnegat Bay Natural Resources Center and Camp. This increases public awareness about the potential of the facility as a premier environmental and natural resource education center.
- Ocean County College – Develop a summer training institute for K-3rd grade teachers in Ocean County to learn about the estuary and watershed.

**Total \$20,000.00**



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When the earth is sick,  
the animals will begin to disappear,  
when that happens,  
The Warriors of the Rainbow will come to save them.

*--Chief Seattle (1854)*

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