
CHAPTER
EIGHT

**PUBLIC EDUCATION
AND
OUTREACH MANAGEMENT PLAN**

OBJECTIVES

- 1) Improve the understanding of human interactions with, and impacts on, the estuary.
- 2) Promote action-oriented stewardship of the system's resources.
- 3) Increase awareness of the Peconic Estuary as a regional and national resource.
- 4) Increase communication and cooperation among the estuary's many and diverse stakeholder groups.
- 5) Engender support for the PEP CCMP and its recommended management actions.



MEASURABLE GOALS

The PEP's measurable goals with respect to Education and Outreach are:

- Annually, embark on one new, substantial public education effort addressing each of the following areas:
 - Conducting Brown Tide education and outreach;
 - Reducing residential fertilizer use in the Peconic watershed;
 - Improving, protecting or enhancing habitats and living resources;
 - Reducing pathogen loadings to the estuary; and,
 - Reducing the use and loadings of toxics substances to the estuary.

(as measured by the Peconic Estuary Program Office and the PEP Citizens Advisory Committee). [See Actions POE-3, POE-4, POE-5, POE-6, POE-7]

- Annually, conduct one major watershed effort involving students in estuary management (as measured by the Peconic Estuary Program Office and the PEP Citizens Advisory Committee). [See Action POE-7]
- Annually, conduct one major watershed-wide event to educate those who live, work, or recreate in the Peconics (as measured by the Peconic Estuary Program Office and the PEP Citizens Advisory Committee). [See Actions POE-7, POE-8]
- Annually, support the establishment of one new local embayment or tidal creek association (as measured by the Peconic Estuary Program Office and the PEP Citizens Advisory Committee). [See Action POE-7]



INTRODUCTION

The Peconic Estuary System is an integral part of the Long Island economy and ecology. In order to sustain this valuable resource, we must achieve a balance between the needs of the estuary's resources and the sometimes conflicting demands of the region's populace. Key to establishing this balance is an educated citizenry that is willing to support, promote, and actively participate in measures to protect the estuary system at home, at work, and while recreating, and collectively act as wise stewards of a shared public resource. Achieving this requires an intensive education, outreach, and participation effort that is aimed at key audiences/stakeholders as well as the public in general.

Effective public participation in the PEP Management Conference through the Citizen's Advisory Committee (CAC) continues to develop the broad-based public support needed to ensure that estuary program actions are successfully carried out in the implementation phase. The ultimate goal of public participation in the Peconic Estuary Management Conference is to establish the public consensus that ensures long-term support and implementation of the CCMP. The public participation strategy supplements and complements Management Conference activities and advances the CAC's lead role of providing for public input to estuary program decision-making.

Citizen's Advisory Committee

The CAC is one of the many committees that make up the PEP Management Conference. The CAC was initially established to act as the conduit for public involvement in the Program; provide communication between the Management Conference and the public; and promote awareness and understanding of PEP issues, goals, and recommendations through a public outreach and education strategy. The PEP CAC also acts as both an advocate on the recommendations in the CCMP and an education entity for government officials in cooperation with other public policy and interest groups.

Early in the PEP planning process, the many and diverse stakeholders of the bays were identified and invited to become members of the CAC. The following focus groups were established to concentrate on specific estuarine issues: Commercial Fishermen; Recreational Fishermen; Marine Industry; Recreation (including all forms of recreation on the bays and in the watershed); Educators; Civic Groups; Macro-economic Group (including tourism related businesses, real estate, etc.); Agriculture (farming, wineries, etc.); and Environmentalists. Ongoing input proves invaluable in developing and implementing an effective outreach/education strategy as well as an effective CCMP. The members' differing, and at times competing, interests have helped to create a colorful, imaginative, and varied outreach strategy as well as thrusting the CAC into yet another important role in the Program — that of a consensus building entity.

Public Education and Outreach Strategy

In the Peconic Estuary System, nonpoint source pollution is a major issue of concern. Nonpoint source pollution is primarily generated by users of the estuary, from many ordinary, every day activities. Thus the citizens, collectively, contribute both to the problems and threats to the estuary system and to the solutions to these problems. Each and every one of us living, working and recreating on the East End impacts the Peconic Estuary System through everyday actions — in both positive and negative ways. Few, if any, individual actions made as a part of our day-to-day living are likely to significantly affect the overall water quality, living resources, or habitats of the Peconic Estuary. Consider, however, what happens if each of these impacts are multiplied by the thousands and thousands of residents, workers, and visitors in the watershed. It is not long before the



cumulative impact does affect the estuary. Because of this, the Peconics could die the "death of a thousand cuts" or be cherished, nurtured, and healed by thousands of environmentally thoughtful actions. Thus a creative, innovative, and effective public outreach and education strategy is all-important in motivating and making a lasting positive impression on our East End citizenry and stakeholders and thus a lasting positive impact on our most important natural and economic resource — the heart of our region — the Peconic Estuary System.

Because of the extensive work carried out during the Brown Tide Comprehensive Assessment and Management Program (BTCAMP), the PEP Management Conference had a solid foundation on which to build a well organized, active, and successful public education program. The Public Opinion Poll commissioned in 1994 by the PEP CAC set a benchmark on the public's perception of the bays at the commencement of the PEP. In this poll, conducted by the Center for Community Research, 91 questions were asked in a random telephone survey. The results showed that 78 percent of the individuals polled realized the connection of the bays to our local economy and that there was a high level of willingness to pay taxes and take action for the good of the bays, especially among the users of the bay system.

*"In the end, we will conserve only what we love,
Love only what we know,
And know only what we are taught."
Baba Dioum*

In addition to defining stakeholder and estuary users' knowledge about and levels of commitment toward the estuary system, the poll identified the sources people use to get information on the bays. It showed that the primary sources of bay information were from personal observation, local newspapers, and environmental groups. It also revealed that television,

radio, the business community, and children's education were low on the list of bay information sources. In fact, only one half of one percent of those polled felt that bay information was disseminated through children's education.

The PEP CAC has utilized this information to create its outreach and education program. The program started by saturating the already well read local newspapers with press releases and ads, and bringing estuarine information into the areas of television, radio, schools, and the business community, where before there had been little or no information. The overall strategy has targeted both the general public and specific stakeholders with information and projects to foster stewardship for estuary resources. Specific program efforts are highlighted below. This strategy was successful during the Plan development phase, and will continue to be used for Plan implementation. We have every reason to believe that the current strategy, identified herein, along with the Action Plan contained in this chapter, will be successful in effectively reaching the public as the Plan is implemented.

The Bay Show is a monthly, hour-long news magazine format television show that showcases the projects and recommendations of the Peconic Estuary Program. The show features a call-in segment with a guest panel of experts, allowing for interaction with the viewing audience. The Bay Show is aired on local access television that has a wide East End, thus Peconic watershed, viewing audience. A few of the many Bay Show topics include: "Scallops and the Brown Tide"; "Toxics in the Peconics: from Superfund to the Kitchen Sink"; "Marine Recreation on the Peconics: Video Boater's Guide and No-Discharge Zone"; "Rare and Endangered Species in the Peconics: Critical Areas Mapping, Marine Mammals, Sea Turtles, and Terrestrial Species"; "Economic Assessment of the Bays"; "Land Use and Zoning"; and a "Comprehensive Look at the PEP CCMP and its Recommended Actions".



The Adopt-A-Sign project has involved the East End business community in "Saving the Bays in Many Ways" as hundreds of businesses now display the PEP CAC watercolor poster in an 11" x 14" lucite frame/brochure rack with matching brochures. The brochure provides information on basic estuary issues of concern and stresses how the public can be part of the solution in stopping water pollution. This project has been very popular with the public and participating businesses. The PEP CAC looks forward to continuing to work on future outreach projects in cooperation with the business community.

The "East Enders Speak Out" campaign is a series of 60-second radio public service announcements (PSAs) about the bays, using edited taped conversations from East Enders representing different stakeholder groups, such as commercial and recreational fishing, business and real estate, agriculture, students, families, and local government officials. Billy Joel, the famous East End singer/composer, did a radio commercial on the importance of the PEP Program. Other radio PSA campaigns will utilize the CCMP's recommended actions, as well as the experiences of our younger stewards of the bays — the participants in the Annual Peconic Bays Children's Conference.

"The largest hurdle in controlling water pollution is lack of understanding. The general public... must understand and acknowledge the connection between individual activities and land use practices to water quality... With understanding through education, individual and collective efforts to change behavior and to become good stewards of our water resources can happen and can make a difference..." Coastal Waters in Jeopardy: Reversing the Decline, an oversight report of the Congressional Committee on Merchant Marine and Fisheries, published by Congress in 1989.

The Annual Peconic Bays Children's Conference is an inspiring, multi-dimensional educational effort that brings 2nd through 12th grade students and teachers from the five East End Towns together. This three-month multi-generational marine learning experience culminates at the Long Island University - Southampton Campus in an educational, problem-solving event known as the Peconic Bays Children's Conference. Each year the Conference reaches a thousand East End students and, through these students, their families, neighbors, and community.

The major topics of the Peconic Bays Children's Conferences are: 1) Estuarine Ecosystems and Marine Life in the Peconics (the wonders of the bays); 2) Point and Nonpoint Source Pollution (the problems of the bays); and 3) Bay Stewardship in the Home, at School and in the Community (the solutions to the bays). The component parts of the Peconic Bays Children's Conference include: 1) Pre-Conference: teachers' orientation meeting; teachers' workshop; curriculum guides and creative teaching aids; Project Solve — "bay audits" at home and at school; teachers' website development workshop; coordinator/volunteer interaction with the students in the form of Chat Room meetings, website development, and action plan demonstration projects; student creation of Action Plan Demonstration Projects (APDPs) with companion outreach/education materials developed by the student participants; exhibits; art; and performances; 2) Conference & Concert: Student performances; student art; student exhibits with round-robin discussions; student brainstorming among the Conference participants and on our international internet chat room; inspirational, educational games and workshops; and a Billy B! Ways of the Bays concert. 3) Post Conference: Continuation of APDPs and distribution of student outreach materials; continuation of the Project Solve auditing program.

The PEP Youth Advisory Committee (PEP YAC) was created at the first Children's Conference. Although only 6-12th grade students were originally involved, now all participating Conference students, from Grades 2-12, are members. Meetings had initially been held via a hookup with local access television. The Save the Peconic Bays website will now have "bulletin board" capabilities for more instantaneous communication among students in all five East End Towns. Among other



projects, PEP YAC members have created bay scallop sanctuaries at local marinas; planted beach grass filter strips at stormwater runoff sites; created a mesocosm for scientific experimentation;

Some of the actions proposed in this chapter call for the continuation of ongoing, successful outreach programs, such as The Bay Show, The Annual Peconic Bays Children's Conference, and PEP YAC, as well as continued outreach media campaigns in radio, print, and television. Other actions call for new hands-on stewardship projects, such as:

- *The creation and promotion of a Peconic Yards and Neighborhoods Program, focusing on the creation of water conserving landscapes and attractive home vegetative buffer zones and filter strips;*
- *Expanded citizen Action Plan Demonstration Projects for all ages;*
- *Small business auditing and pollution prevention programs;*
- *Expanded boating safety and vessel waste No Discharge Area education;*
- *Yearly updates to the Ultimate Guide to the Peconics; and,*
- *Annual State-of-the-Bays Conference.*

mapped and stenciled storm drains; tracked endangered species via the internet; created and monitored plover and tern nesting sites; and created wetland kayak tours for the general public.

Other Projects within the PEP CAC Outreach and Education Program include: a speakers' bureau that goes out to the public with a slide show, traveling wall display, and Bay Show video clips; The *Ultimate Guide to the Peconics*, including vessel waste No Discharge Area education, information on Public Access to the Bays, and education on safe and ecologically sound usage of the bays and watershed; Consensus Building Workshops; "State-of-the Bays" Conferences; PEP CCMP public meetings; PEP CCMP Issues Conferences; a follow-up Public Perception Poll; continued newspaper and radio advertising; and lots of press releases, press conferences and media interviews.

The CAC public outreach program also set aside funding for citizen Action Plan Demonstration Projects, in addition to the previously mentioned student APDP projects. A few of the citizen APDPs funded and completed thus far include monitoring projects and scallop reseeding projects. The PEP CAC is looking to expand citizen APDP-type programs in the future.

In addition to the efforts of the CAC public outreach and education program, there are many valuable adjunct outreach and education projects in the Peconic Estuary System, sponsored by groups such as Save the Peconic Bays, the Cornell Marine Learning Center, Group for the South Fork, The Nature Conservancy, and the Peconic Baykeeper Program.

Public Participation for Soliciting Input on the Draft CCMP

On September 2, 1999 the Peconic Estuary Program Policy Committee met and agreed to release the draft CCMP for public comment. The Policy Committee meeting was followed by a press conference alongside the Peconic River in downtown Riverhead. Copies of the Draft CCMP, public summary, and dates for 12 public meetings were made available that day, though the public comment period did not formally begin until September 16, 1999. The public comment period ended 60 days later on November 16, 1999. In all, 12 public meetings were held, one in the afternoon and one in the evening in an accessible location in each of the six towns in the watershed: Southampton (October 4, 1999), Brookhaven (October 12, 1999), East Hampton (October 18, 1999), Riverhead (October 27, 1999), Southold (October 28, 1999) and Shelter Island (October 29, 1999). Each public meeting consisted of a presentation on each of the chapters of the draft CCMP followed by a period for questions and comments by members of the public. The public was also encouraged to submit written comments.



A live televised “call in” meeting was held on the evening of October 21, 1999 on a local cable channel available in the 5 East End towns. Large newspaper advertisements were purchased in local papers announcing the meetings and the availability of the draft CCMP document. Poster size reproductions of the advertisement were also posted in public and private places in the estuary to bring attention to the meetings and the availability of the draft CCMP document. Two 30-second radio spots were also created; they ran for a 6-week period informing the public of the availability of the draft CCMP. The full text of the draft CCMP and the Public Summary document was also available on the Internet. Press releases accompanied all these efforts.

Perhaps the largest public exposure of the draft CCMP was through the availability of an attractively designed public summary document prepared as an 18 page newspaper supplement that was inserted in six local weekly papers, with a combined circulation of over 65,000 watershed wide. Most households in the watershed subscribe to one or more of these weekly newspapers. There was also coverage, including information on public meeting dates, in the major regional newspaper, *Long Island Newsday*. Additional copies of the newspaper supplement were made available in town halls and in other public and private locations.

A subsequent 30-day public comment commenced on August 10, 2000, and ended on September 9, 2000. Public meetings were held in the afternoon and evening in Riverhead on August 21, 2000. Three sections of the CCMP not made fully available for public comment earlier were released. These were the Base Program Analysis, the Environmental Monitoring Plan, and the Federal Consistency Report. The Peconic Estuary Program issued a press release and coverage was included in various local newspapers.

A document summarizing and responding to all public comments has been prepared and is available from the PEP Program Office.

Public Participation Strategy during Implementation of the CCMP

The Public Participation Strategy during implementation of the CCMP stresses the need to continue to bring together the stakeholders in the watershed, participate in decision-making affecting the estuary, encourage participation in programs to protect, enhance, and restore the estuary and its watershed, and conduct education and outreach efforts on priority topics. A hallmark of the Peconic Estuary Program has been and will continue to be the preparation and use of innovative and high quality participation, education and outreach methods, including printed materials, television and radio spots, and conferences. The elements of the Public Participation Strategy itself are embodied in the actions in this chapter, as well as through the representation of the Citizens Advisory Committee chair on the Management Committee.

MANAGEMENT ACTIONS

Upon approval of the CCMP, the PEP transitions from the characterization and planning phase into plan implementation. The management actions in this chapter reflect the need for a continued PEP CAC outreach and education and participation program during CCMP implementation to ensure continuity of outreach, education, and participation efforts. The CAC also proposes continued funding for the public outreach and education program, including a paid public participation coordinator to implement the strategy and coordinate the post-CCMP CAC activities. This chapter also brings together recommendations for both new and continuing public education and outreach



activities that support the other management actions found in this CCMP, including pathogens, nutrients, toxics, and habitat and living resources.

Within the CCMP, some steps within the actions have been identified as priorities, as indicated under the step number. The PEP will seek to implement priority actions in the near term. Priorities may be either new or ongoing, commitments or recommendations. Completing some priority actions does not require any new or additional resources, because they are being undertaken through "base programs" or with funding that has been committed. In other cases, in order to complete the priority actions, new or additional resources need to be secured by some or all of the responsible entities.

**PUBLIC EDUCATION AND
OUTREACH ACTIONS TO IMPLEMENT THE
PUBLIC PARTICIPATION STRATEGY**

- POE-1. Increase Awareness of the Peconic Estuary as a Regional and National Resource and Improve the Understanding of the Social and Economic Value of the Estuary.
- POE-2. Increase Communication and Cooperation Among the Estuary's Many and Diverse Stakeholder Groups.
- POE-3. Develop and Implement New Programs and Continue and Expand Existing Programs for Estuary Stakeholders about Controlling the Introduction of Pathogens into the Estuary System.
- POE-4. Develop and Implement New Programs for Estuary Stakeholders about Controlling the Introduction of Nutrients into the Estuary System.
- POE-5. Develop New and Continue or Expand Existing Education and Outreach Efforts Related to Toxics in the Estuarine System.
- POE-6. Develop and Implement Public Education Programs for the Protection of Habitat and Living Resources in the Estuary and the Sustainable Use of Estuary Resources.
- POE-7. Promote Action-Oriented Stewardship of the System's Resources.
- POE-8. Engender Support for the PEP CCMP and its Recommended Management Actions.



POE-1. Increase Awareness of the Peconic Estuary as a Regional and National Resource and Improve the Understanding of the Social and Economic Value of the Estuary.

Addresses Public Education and Outreach Objective 3.

According to the Public Perception Poll taken in 1994, children's education, television, and radio were poorly rated as sources of bay information. The PEP CAC strategy took that into consideration in creating the successful Annual Peconic Bays Children's Conference, the television news magazine format local cable show, *The Bay Show*, and numerous radio campaigns. These have proven to be invaluable outreach tools and their use should be continued.

Many agencies and organizations have effective environmental education programs, such as the Suffolk County Department of Health Services. These programs should continue, and to the extent possible, be revised to address estuary related topics and be consistent with this CCMP.

The *Ultimate Guide to the Peconics* is another effective outreach tool. The guide contains information on a wide array of topics and reaches a broad audience of stakeholders in the Peconics. This Guide should be updated and reprinted annually, and should be expanded to include information for Peconic Estuary watershed residents on topics such as environmentally safe household products and practices.

Other methods for increasing awareness about the Peconic Estuary include establishing an Information Resource Center and conducting and using the results of public perception polls to guide education and outreach efforts.

Steps

- POE-1.1 Continue existing effective environmental programs such as the Suffolk County Department of Health Services Public Environmental Education Programs.
- POE-1.2 Continue/expand PEP CAC's successful outreach programs — *The Bay Show* and the Annual Peconic Bays Children's Conference — and continue/expand outreach media campaigns in radio, print, and television.
- POE-1.3 Establish and promote an Information Resource Center appropriate for all ages to service the community with accurate information. This would include a library of PEP and other estuarine materials, as well as a website. Secure donated space for the resource center.
- POE-1.4 Conduct follow-up public perception polls every three years to guide refinements to the education/outreach strategy.
- POE-1.5 Continue to update, print, and distribute the *Ultimate Guide to the Peconics*, addressing a wide range of watershed activities and issues, including topics such as boating safety and vessel waste no discharge area education.



Responsible Entities

- POE-1.1 Suffolk County Department of Health Services; other education/outreach entities (Peconic BayKeeper, The Nature Conservancy, Group for the South Fork, Cornell Cooperative Extension of Suffolk County, Save the Peconic Bays, New York Sea Grant)
- POE-1.2 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities
- POE-1.3 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities
- POE-1.4 PEP Public Participation and Outreach Program (lead)
- POE-1.5 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities



POE-2. Increase Communication and Cooperation Among the Estuary's Many and Diverse Stakeholder Groups.

Addresses Public Education and Outreach Objective 4.

Consensus building workshops and sessions can be important in bringing together diverse stakeholders and developing outcomes that are acceptable to all parties. These sessions can help to create mutual understanding for differing points of view. They are often led by professional facilitators with experience in the field of environmental consensus building. The Consensus Building/Negotiation Workshop the PEP CAC held in 1996 proved invaluable in the Vessel Waste No Discharge Area process. Such workshops should be held as needed to assist in CCMP implementation.

Steps

POE-2.1 Sponsor Consensus-Building Workshops, when needed, in the CCMP implementation phase.

Responsible Entities

POE-2.1 PEP Public Participation and Outreach Program (lead)



POE-3 Develop and Implement New Programs and Continue and Expand Existing Programs for Estuary Stakeholders about Controlling the Introduction of Pathogens into the Estuary System.

Addresses Public Education and Outreach Objective 1.

Pathogens are viruses, bacteria, algae, and protozoans that cause diseases in humans, plants, and other animals. Pathogens can enter the water in untreated or partially treated human sewage and possibly in wild and domestic animal waste. Pathogens increase health risks associated with the consumption of contaminated shellfish and water contact.

Domestic animal waste, fecal material from waterfowl, septic tank wastes, and boater waste are a few of the sources of pathogens that can be eliminated or reduced through simple actions or changes in behavior.

It is believed that domestic animal waste contributes at least a portion of the coliform bacteria to the estuary system. Owners who allow their pets to defecate in areas that are subject to strong stormwater flows (*e.g.*, streets) may be contributing unnecessarily to the overall loading. Proper disposal of pet waste will prevent this source of pathogens from entering the Peconic Estuary via runoff.

Fecal material from wildlife also can be a significant source of pathogens to the estuary. Waterfowl, in particular, aggregate on and near the water and in large numbers, can cause water quality problems in small, poorly flushed embayments. In many areas such as parks, local citizens like to feed birds. Feeding increases the number of birds and the amount of waste material they produce and, thus, the levels of coliform bacteria, which are then released directly or carried via stormwater into the estuary. Food scraps may also attract gulls and crows, which are predators of endangered colonial nesting birds, such as terns and plovers.

Malfunctioning septic systems can introduce untreated or partially treated human wastes into groundwater or nearby surface waters. One of the simplest and most effective methods of pinpointing septic system problems is through the placement of dye in the toilets of the suspected system. The appearance of the dye in nearby surface waters indicates a compromise of the leaching field. These tests can only be done with the cooperation of the homeowner, however, and it is often difficult to obtain permission to run the tests since a positive result may end in a requirement for the homeowner to repair, upgrade, or replace the system. In addition, these tests are only typically effective at pinpointing improper hookups or leaks from systems located near waterbodies.

One of the ways to reduce the potential for pollution in marinas and mooring areas from the discharge of treated human sewage from vessels is to minimize the waste produced on boats in these areas. The use of shoreside facilities by boaters would help achieve this end. In addition, Type III marine sanitation devices (MSD), which are holding tanks, combined with the use of pumpout facilities at marinas, would also minimize the potential for release of pathogens into the water. A successful plan to reduce the potential of pathogen contamination from vessel waste must involve education of the boating public about the need for and availability of pumpout stations for Type III MSDs as well as the appropriate use and disposal of wastes from portable toilets. Studies done in other areas have shown an increase in the use of pumpouts following aggressive education programs on the topic.



Steps

- POE-3.1 Develop and implement a comprehensive education/media program for owners of domestic animals about the need to properly dispose of pet waste. (*See related Pathogens Action P-12.*)
- POE-3.2 Develop and implement a comprehensive education/media program to educate residents and visitors not to feed wildlife, particularly waterfowl.
- POE-3.3 Develop and implement a program whereby waterfront residents can volunteer to have dye tests done on their septic systems to determine if the system is working properly. (*See related Pathogens Action P-5.*)
- POE-3.4 Develop and distribute materials to promote the use of shore-based toilets, holding tanks on boats, and pumpout stations, especially in areas of heavy boat traffic or in environmentally sensitive areas. (*See related Pathogens Action P-6.*)
- POE-3.5 Continue the public awareness campaign about the availability of vessel waste pumpout facilities through distribution of information prepared by New York Sea Grant and the New York State Department of State. (*See related Pathogens Action P-6.*)

Responsible Entities

- POE-3.1 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities
- POE-3.2 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities
- POE-3.3 PEP Public Participation and Outreach Program (lead) in concert with homeowners
- POE-3.4 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities (NY Sea Grant Extension Service pumpout education program, Association of Marine Industries, local governments, NYSDEC, NYSDOS, and marina owners)
- POE-3.5 New York Sea Grant Extension Service (lead) and PEP Public Participation and Outreach Program in concert with other education/outreach entities



POE-4 Develop and Implement New Programs for Estuary Stakeholders about Controlling the Introduction of Nutrients into the Estuary System.

Addresses Public Education and Outreach Objective 1.

The general public can play an important role in reducing nutrient loads to the estuary. Excessive nutrients can contribute to problems such as harmful algal blooms and reduced dissolved oxygen and decreased water transparency that may follow. These conditions can adversely affect eelgrass, finfish, and shellfish. Excessive nitrogen may also affect eelgrass directly. Some sources of nitrogen are difficult to control, such as atmospheric deposition and nitrogen associated with historic loadings currently in bottom sediments. Other sources are expensive to manage and may have only site specific impacts, such as loads from sewage treatment plants. Residential fertilizer use, is however, readily manageable. Most, if not all, residential applications of fertilizers can be eliminated entirely. Eliminated or reduced fertilizer applications can also reduce water requirements for lawns and increase the interval between lawn cuttings.

Steps

POE-4.1 Develop and implement a comprehensive education/media program to reduce residential fertilizer use in the watershed.

Responsible Entities

POE-4.1 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities



POE-5 Develop New, and Continue or Expand Existing Education and Outreach Efforts Related to Toxics in the Estuarine System.

Addresses Public Education and Outreach Objective 1.

Toxic contaminants include man-made and naturally occurring substances that can cause adverse ecosystem or human health effects in certain concentrations. Some toxics in the estuary can accumulate in the tissue of fish and shellfish, making them dangerous to wildlife and unsuitable for unrestricted human consumption.

The Peconic Estuary System generally has low levels of toxic materials in the water, sediment, and organisms. However, there are impairments which should be addressed, and residents and visitors to the estuary should be made aware of any potential threats. An adequate program is in place to develop and update finfish, shellfish, and wildlife consumption advisories. However, consumers of seafood and wildlife within the Peconics may not be aware of the advisories. The Peconic Estuary Program should expand dissemination of consumption advisory information, and to the extent possible, accommodate Spanish and Greek speaking populations, among others. Further, any materials developed specifically for the Peconics should fully and adequately address the issue of low level radionuclide contamination and associated risks.

Estuary users can help to minimize the introduction of toxic substances to the estuary system by controlling pesticide and herbicide use, preventing pollution from marinas and boating activities, and properly using and disposing of household hazardous wastes. Decisions by consumers and residents regarding marine engines, toxics associated with shoreline hardening structures such as bulkheads and docks, and underground storage tanks can also affect loadings of toxics to the estuary.

Pesticides and Herbicides

While pesticides have not been identified as impairing water quality or living resources, the potential for misuse or unintended off-site impacts exists, particularly from uncertified applicators and due to improper residential applications by homeowners. Agricultural uses of pesticides are discussed in the Toxics Chapter of this Plan. The PEP strongly encourages residents desiring to manage pests to do so in accordance with integrated pest management (IPM) practices. Many common lawn care products and formulations applied by homeowners and lawn care companies tend to be mixtures of fertilizers and herbicides, insecticides and sometimes fungicides. Applications, therefore, likely include one or more ingredients not really needed on a particular lawn or only marginally useful in many areas. Any unnecessary application of a pesticide increases the threat of groundwater contamination and potentially, contamination of the bays.

In and around freshwater wetlands, provisions of the State's Freshwater Wetlands Law prohibit the use of pesticides and herbicides on or in the vicinity of wetlands and associated waterbodies. However, many residents may be unaware of this law.

For golf courses, "Environmental Principles for Golf Courses in the United States," developed by golf and environmental organizations, describes sound objectives for golf course planning and siting, design, construction, maintenance, and facility operations, including reduction of pesticides.



Marinas and Boating Activities

The best method of preventing pollution from marinas and boating activities is to educate the public about the causes and effects of pollution and methods to prevent it. Education outreach programs currently underway can be continued and expanded to address solid waste disposal, liquid material disposal, petroleum control, and boat cleaning. Much of this information can be included in the *Ultimate Guide to the Peconics*. (See Action POE-1.)

Household Septic Systems and Household Hazardous Wastes

Many activities around the home can lead to the introduction of toxic substances to the estuary. For example, organic solvents used as septic system “cleaners” may hinder effective septic system operation by destroying useful bacteria that aid in the degradation of waste, resulting in disrupted treatment activity and the discharge of contaminants. In addition, since the organic chemicals in the solvents are highly mobile in soils and are toxic (some are suspected carcinogens), they can easily contaminate ground water and surface waters and threaten public health. State and County laws restrict/prohibit the sale and distribution of illegal disposal system products in Nassau and Suffolk counties. This includes deodorizers and drain cleaners, as well as cesspool additives. However, sewage system “cleaners” may still be used by unsuspecting residents.

There are many other potentially toxic pollutants associated with everyday activities within a developed watershed. Some of the major sources include household hazardous wastes, garden and lawn care activities, turf grass management, on-site disposal systems, dumping of wastes into storm drains and commercial activities. It is important that estuary residents understand the potential threats of toxics on the ecosystem and take measures to use and dispose of toxics properly. The Peconic Estuary Program will also identify environmentally safe (or less toxic) products and practices.

Three other sources of toxic substances to the environment (discussed in greater detail in the toxics chapter) are marine engines, treated lumber and underground storage tanks. The public can play a role in eliminating or reducing the impacts or threats from these sources through alternatives.

Steps

- POE-5.1 **Priority** Develop and carry out an education campaign to eliminate or reduce domestic pesticide use in the watershed. Educate home and business owners about the importance of dealing only with certified commercial applicators of pesticides. (*See related Toxics Action T-4.3.*)
- POE-5.2 Increase awareness of the provisions of the State's Freshwater Wetlands Law to reduce or eliminate loadings of pesticides and herbicides on or in the vicinity of wetlands and associated waterbodies. (*See related Toxics Action T-4.4.*)
- POE-5.3 Endorsement, adoption, and implementation of "Environmental Principles for Golf Courses in the United States" by all golf courses in the Peconic Estuary Study Area. As necessary, provide additional detail to the principles to reflect local conditions and concerns.
- POE-5.4 Continue/expand dissemination of fish and wildlife consumption advisory information. Expand program to target non-English speaking consumers in the Peconics.



- POE-5.5 Continue/expand education outreach programs to specifically address potential boating pollution issues, including: solid waste disposal, liquid material disposal, petroleum control, and boat cleaning.
- POE-5.6 Continue/expand ongoing education and outreach efforts to prevent the use of organic solvents as septic system cleaners.
- POE-5.7 Continue/expand existing education and outreach activities for pollution prevention; develop/consolidate materials for distribution within the watershed, relying on existing materials and information to the extent possible.
- POE-5.8 Develop and carry out a program to encourage rapid conversion to four stroke or in-board dry exhaust marine engines to reduce hydrocarbon loadings to the estuary.
- POE-5.9 Develop and carry out a program to encourage alternatives to treated lumber for shoreline hardening structures, particularly maintenance of or restoration to natural shoreline features.
- POE-5.10 Develop and carry out a program to encourage voluntary replacement of underground oil storage tanks that are exempt from current county replacement requirements.

Responsible Entities

- POE-5.1 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities, NYSDEC, home and business owners
- POE-5.2 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities
- POE-5.3 Golf course owners, operators, and superintendents (lead), PEP Program Office, PEP Public Participation and Outreach Program in concert with other education/outreach entities, U.S. Golf Assoc., Long Island Golf Course Superintendents Assoc.
- POE-5.4 NYSDEC (lead), NYSDOH, PEP Public Participation and Outreach Program with other public and private education groups and trade/industry groups
- POE-5.5 PEP Public Participation and Outreach Program with other public and private education groups and trade/industry groups, Association of Marine Industries
- POE-5.6 PEP Public Participation and Outreach Program in concert with education/trade groups
- POE-5.7 PEP Public Participation and Outreach Program in concert with education groups and local governments
- POE-5.8 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities



- POE-5.9 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities

- POE-5.10 PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities



POE-6 Develop and Implement Public Education Programs for the Protection of Habitat and Living Resources in the Estuary and the Sustainable Use of Estuary Resources.

Addresses Public Education and Outreach Objective 1.

Additional outreach is needed regarding the protection of habitats and living resources, including actions that members of the public can take or avoid in order to protect rare and endangered species and important habitat areas, such as bird nesting sites. Existing information and materials can be combined into a larger education packet. Information provided could include reasons for not walking on dunes and wetlands, encouragement to "pack-in-pack-out" garbage and trash, not feeding wildlife (including waterfowl), which can attract gulls and crows, which are predators of colonial nesting birds, and discouragement from the use of disposable plastic at the shore.

Additional actions recommended for the protection of habitat and living resources include education and outreach to minimize boat encounters with sea turtles and marine mammals and the importance of proper fish waste disposal. Other actions are targeted at commercial and recreational fishermen and focus on both habitat protection and the sustainable use of marine resources. The need for each of these actions is discussed briefly below.

As the number of boats and other commercial and recreational activities in the Peconic Estuary increases, encounters and collisions with sea turtles and marine mammals will continue to occur. Many boaters are not aware of the presence of these animals in the estuary nor of the fact that it can be dangerous both to the animals and to the boaters themselves should they collide. Information on where these animals are generally found, what they look like, and the procedure to follow if a collision occurs could greatly reduce the chances that these animals will be injured or killed in these encounters. It is also important to educate the public on actions that should be taken should these animals be encountered on beaches or in the water. Existing materials from Riverhead Foundation for Marine Research and Preservation should be incorporated into educational and outreach activities.

The waste generated by fishermen from cleaning fish is often discarded back into the water in the mistaken belief that because it is biodegradable it will not harm the estuary system. In fact, this material attracts scavengers, both aquatic and terrestrial, and adds to the organic matter already decaying in the sheltered embayments.

Shellfish harvesters typically concentrate their efforts in the unvegetated mudflats. In some cases, however, harvesters may work their way right up to the edge of the vegetated zone where salt marsh peat forms. Digging for shellfish at this edge destabilizes the vegetation and renders these areas vulnerable to erosion. This may contribute, over time, to the loss of vegetated wetlands.

Overfishing of finfish stocks that are highly desirable has been a concern for decades. Both commercial and recreational fishermen contribute to this problem. Fishery management plans and fishery regulations have been designed for sustainable use of these stocks by humans. In order to ensure that people understand the threats to finfish and the need to comply with regulations, education materials should be developed which specifically address this issue. Existing educational material should be used as much as possible and both written materials and signage should be used, focusing on areas where fisherman congregate, including marinas, bait and tackle shops, and fishing piers.



Implementation of steps under other actions in this chapter, particularly those addressing toxics and nutrients will also protect and enhance the habitats and living resources of the Peconic Estuary.

Steps

- POE-6.1 Develop and implement a public education program about: 1) terns, plovers, diamondback terrapins, and other plants and animals that depend on tidal wetlands, beaches, and dunes; 2) the processes necessary for creating and maintaining these habitats; and 3) what people can do to participate in these conservation actions.
- POE-6.2 Develop education and outreach materials aimed at minimizing encounters between boats and sea turtles and marine mammals. Educate the public on actions that should be taken should encounters or collisions occur.
- POE-6.3 Educate boaters and fishermen regarding the importance of proper fish-cleaning waste disposal practices. Develop public education materials for distribution at marinas, bait and tackle shops and other related businesses detailing these BMPs. (*See related Habitat Action HLR-12.*)
- POE-6.4 Develop and carry out a public education program to discourage the harvesting of shellfish at the edge of vegetated salt marshes, to protect this important habitat. (*See related Habitat Action HLR-4.*)
- POE-6.5 Develop and carry out a public education program about the value of commercial and recreational fishing regulations and the importance of compliance with these regulations. (*See related Habitat Action HLR-12.*)

Responsible Entities

- POE-6.1 PEP Public Participation and Outreach Program (lead) in concert with education groups
- POE-6.2 PEP Public Participation and Outreach Program (lead) in concert with education groups including the Riverhead Foundation, NYSDEC
- POE-6.3 PEP Public Participation and Outreach Program, AMI, Fishing related businesses
- POE-6.4 PEP Public Participation and Outreach Program, NYSDEC, the five East End Towns, commercial and recreational shell fishermen
- POE-6.5 PEP Public Participation and Outreach Program, NYSDEC, AMI, Fishing related businesses



POE-7 Promote Action-Oriented Stewardship of the System's Resources.

Addresses Public Education and Outreach Objective 2.

Hands-on activities and personal involvement in estuary activities are excellent ways to build stewardship and encourage collaboration among businesses, industries, local and regional governments, individuals, and groups on estuary projects. Hands-on workshops and training sessions can be used to provide information and materials for projects at the household or community level. In some cases, a small amount of seed money may be all that is needed to spark interest in a local effort aimed at preserving, enhancing, or restoring a local waterbody. Funding may be used for activities such as citizen monitoring and “Adopt a Creek” programs.

Students and youths can be some of the most conscientious stewards of the environment. The PEP Youth Advisory Committee has been used successfully to involve these groups in estuary protection efforts. Local small businesses also can play an important role in the education and outreach efforts and serve as examples of good environmental stewards through participation in small business partnership programs. A potential priority area for these partnerships may be in areas serviced by sewer districts (Riverhead and Sag Harbor) and storm sewer collection systems, which may result in the discharges of contaminants to surface waters.

Steps

- POE-7.1 Promote and support the establishment of local watershed associations, focusing around local waterbodies, embayments and especially tidal creeks. Encourage community efforts to understand, protect, and restore these waters.
- POE-7.2 Develop and carry out a “Peconics Yards and Neighborhoods” project in which watershed neighborhood groups would be trained in xeriscaping and the utilization of native plants in creating water conserving landscapes. This would also include training in creating attractive home-vegetated buffer zones and filter strips as a way to further mitigate stormwater runoff.
- POE-7.3 Establish a Mini Grant Program to provide funding to local citizens groups to encourage the establishment of and participation in local protection and restoration efforts. Identify an agency/organization to administer the program.
- POE-7.4 Establish a small business partnership program. Encourage businesses to undertake environmental management reviews and pollution prevention opportunity assessments. Establish criteria to qualify as a “Business for the Bay” and encourage patronage of these businesses.
- POE-7.5 Continue/expand the PEP Youth Advisory Committee.
- POE-7.6 Encourage the establishment of citizen’s monitoring programs.



Responsible Entities

- POE-7.1 PEP Public Participation and Outreach Program (lead), PEP Program Office, Peconic BayKeeper
- POE-7.2 PEP Public Participation and Outreach Program (lead) in concert with education groups and local civic associations, PEP Program Office
- POE-7.3 PEP Public Participation and Outreach Program (lead) in concert with education groups and local civic associations
- POE-7.4 PEP Public Participation and Outreach Program in concert with education groups and local business associations
- POE-7.5 PEP Program Office, PEP Public Participation and Outreach Program (lead)
- POE-7.6 PEP Program Office, Peconic Baykeeper, Accabonac Protection Committee, other local groups



POE-8 Engender Support for the PEP CCMP and its Recommended Management Actions.

Addresses Public Education and Outreach Objective 5.

Without support from the community, implementation of the recommended actions in the CCMP will not be possible. For this reason, stakeholder input has been crucial to formulating actions in this Management Plan. Continued efforts will be needed to reach new audiences and ensure that public support for implementing the CCMP remains strong.

Distributing information on CCMP projects and proposed actions, as well as eliciting feedback from the community are good ways of creating stakeholder interest and spurring dialogue about implementation issues. An annual "State-of-the-Bays" Conference would be a good conduit for reporting progress on CCMP implementation and focusing the public's attention on the estuary. An annual evaluation by citizens of the progress of public agencies and private organizations in implementing the CCMP can also help to keep attention focused on implementation issues. A dedicated public education and outreach coordinator can work with citizens and the private sector to ensure the public is involved in carrying out the CCMP.

Steps

- POE-8.1 Convene an annual "State-of-the-Bays" Conference focusing on PEP CCMP recommended actions and issues.
- POE-8.2 Develop and annually complete a citizen based "report card" to highlight successes and identify weaknesses, and provide an overall citizen perspective of implementation of the CCMP.
- POE-8.3 Provide funding for an education and outreach coordinator to work with citizens and the private sector in carrying out the CCMP.

Responsible Entities

- POE-8.1 PEP Public Participation and Outreach Program (lead); PEP Program Office
- POE-8.2 PEP CAC
- POE-8.3 PEP Program Office (lead); PEP Public Participation and Outreach Program; PEP CAC



BENEFITS OF MANAGEMENT ACTIONS

The benefits of funding an effective education and outreach program for residents and visitors to the Peconics are as difficult to quantify as they are important. Can we measure the individual benefit of one less bulkheaded piece of waterfront property, one less pound of fertilizer or pesticide applied to a lawn, or dog waste that has been scooped up and prevented from washing in to a tidal creek? Individually, we probably cannot discern differences. Cumulatively, however, if we are successful in educating the citizens of the watershed about the role they can play in preserving, protecting and restoring the bays, in time and in concert with the implementation of other actions in this CCMP, we can expect to see improvements in water quality, habitats, and living resources.

COST OF MANAGEMENT ACTIONS

It is often said that “an ounce of prevention is worth a pound of cure” and surely this is true with respect to limiting the release of pollutants to the environment and limiting disturbances to habitats and living resources. In fact, many perturbations can be avoided or eliminated through simple practices and actions brought about through education and awareness on the part of individuals, be they homeowners, visitors, business owners, workers, or recreational boaters. The cost of restoration is often prohibitive or not technically feasible. It is, therefore, important to invest in activities that prevent problems from occurring.

The total cost of all new actions proposed in the Public Education and Outreach Chapter is \$190,000 for one-time costs and \$1,003,500 annually. One-time costs include activities such as developing and preparing education and outreach materials. Annual costs typically include costs associated with planning and carrying out a structured, focused and coordinated education and outreach plan, and activities such as an annual “State of the Bays” conference, children’s conferences, and actions with citizens groups, private businesses, etc. For many actions, inclusion of educational materials in a single document such as the *Ultimate Guide to the Peconics* allows for significant cost savings. Actions that can be incorporated in the *Guide*, which is described in action POE-1.4, include POE-5.7, POE-6.2, POE-6.3, and POE-6.5. (See “Action Costs” in **Chapter 1** for an explanation of how these costs were determined.)



PUBLIC EDUCATION AND OUTREACH MANAGEMENT PLAN ACTIONS SUMMARY TABLE

Table 8-1 provides the following summary information about each of the actions presented in this chapter.

Status

An action's status is designated in the table by either an "R" for "Recommendation" or a "C" for "Commitment." Actions that are commitments are being implemented because resources or funding and organizational support is available to carry them out. Actions that are "recommendations" require new or additional resources by some or all of the responsible entities. "O" refers to ongoing activities; "N" indicates new actions.

Timeframe

This category refers to the general timeframe for action implementation. Some actions are ongoing or nearing completion; implementation of other actions is not anticipated until some time in the future.

Cost

Information in the cost column represents the PEP's best estimate of the costs associated with action implementation. "Base Program" means that no new or additional funds will be needed outside of the responsible entity's operating budget to implement the action. Where additional funding is needed, resources to implement an action may be expressed as dollar amounts or work years or both. One full time equivalent employee or "FTE" is estimated as costing \$75,000 per year, which includes salary, fringe benefits and indirect costs. The "Action Costs" description in both **Chapter 1** and **Chapter 9** provides an expanded explanation of base programs and action costs.

Table 8-1. Public Education and Outreach Management Actions.

Action	Responsible Entity	Timeframe	Cost	Status	
POE-1	Increase Awareness of the Peconic Estuary as a Regional and National Resource and Improve the Understanding of the Social and Economic Value of the Estuary. (Objective 3)				
POE-1.1	Continue existing effective environmental education programs, such as the SCDHS Public Environmental Education Program.	SCDHS, other education/outreach entities.	Post-CCMP	Base Programs of various governmental and non-governmental entities	C/O
POE-1.2	Continue/expand PEP CAC's successful outreach programs — The Bay Show and the Annual Peconic Bays Children's Conference — and continue/expand outreach media campaigns in radio, print and television.	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities.	Post-CCMP	The Bay Show, \$70,000/year; The Annual Children's Conference, \$20,000/year; general radio/print campaigns, \$20,000/year. Total = \$110,000/year	R
POE-1.3	Establish and promote an Information Resource Center appropriate for all ages to service the community with accurate information. This would include a library of PEP and other estuarine materials, as well as a website. Secure donated space for the resource center.	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities.	Post-CCMP	\$15,000/year (provided space is donated)	R
POE-1.4	Conduct follow-up public perception polls every three years to guide refinements to the education/outreach strategy.	PEP Public Participation and Outreach Program (lead).	Post-CCMP	\$10,000 every three years, starting in 2001	R

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Table 8-1. Public Education and Outreach Management Actions. (continued)

Action		Responsible Entity	Timeframe	Cost	Status
POE-1.5	Continue to update, print, and distribute the <i>Ultimate Guide to the Peconics</i> , addressing a wide range of watershed activities and issues, including topics such as boating safety and vessel waste no discharge area education.	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities.	Post-CCMP	\$35,000/year	R
POE-2	Increase Communication and Cooperation among the Estuary's Many and Diverse Stakeholder Groups. (Objective 4)				
POE-2.1	Sponsor Consensus-Building Workshops, when needed, in the CCMP implementation phase.	PEP Public Participation and Outreach Program (lead).	Post-CCMP	\$10,000 per workshop (Estimate 1 workshop/yr)	R
POE-3	Develop and Implement New Programs and Continue and Expand Existing Programs for the Estuary Stakeholders about Controlling the Introduction of Pathogens into the Peconic Estuary Program. (Objective 1)				
POE-3.1	Develop and implement a comprehensive education/media program for owners of domestic animals about the need to properly dispose of pet waste. (See related Pathogens Action P-12.2.)	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities.	Post-CCMP	\$10,000	R
POE-3.2	Develop and implement a comprehensive education/media program to educate residents and visitors not to feed wildlife, particularly waterfowl.	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities.	Post-CCMP	\$10,000	R

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Table 8-1. Public Education and Outreach Management Actions. (continued)

Action		Responsible Entity	Timeframe	Cost	Status
POE-3.3	Develop and implement a program whereby waterfront residents can volunteer to have dye tests done on their septic systems to determine if the system is working properly. (See related Pathogens Action P-5.)	PEP Public Participation and Outreach Program (lead) in concert with homeowners.	Post-CCMP.	Relatively inexpensive for test and time spent; may be considerable for homeowners if there are improper hookups or particularly if the septic system is found to be malfunctioning. PEP: 1 FTE/yr	R
POE-3.4	Develop and distribute materials to promote the use of shore-based toilets, holding tanks on boats, and pumpout stations, especially in areas of heavy boat traffic or in environmentally sensitive areas. (See related Pathogens Action P-6.)	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities (NY Sea Grant Extension Service pumpout education program, Association of Marine Industries, local governments, NYSDEC, NYSDOS,) and marina owners.	Post-CCMP	\$25,000	R
POE-3.5	Continue the public awareness campaign about the availability of vessel waste pumpout facilities through distribution of information prepared by New York Sea Grant and the New York State Department of State. (See related Pathogens Action P-6.)	New York Sea Grant Extension Service (lead) and PEP Public Participation and Outreach Program in concert with other education/outreach entities.	Ongoing	Base program	C/O

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Table 8-1. Public Education and Outreach Management Actions. (continued)

Action		Responsible Entity	Timeframe	Cost	Status
POE-4	Develop and Implement New Programs for Estuary Stakeholders about Controlling the Introduction of Nutrients into the Estuary System. (Objective 1)				
POE-4.1 Priority	Develop and implement a comprehensive education/media program to reduce residential fertilizer use in the watershed.	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities.	Post-CCMP	\$250,000/yr	R
POE-5	Develop New and Continue or Expand Existing Education and Outreach Efforts Related to Toxics in the Estuarine System. (Objective 1)				
POE-5.1 Priority	Develop and carry out an education campaign to eliminate or reduce domestic pesticide use in the watershed. Educate home and business owners about the importance of dealing only with certified commercial applicators of pesticides. (See related Toxics Action T-4.3.)	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities (lead), NYSDEC, home and business owners.	Post-CCMP	\$15,000 annually	R
POE-5.2	Increase awareness of the provisions of the State's Freshwater Wetlands Law to reduce or eliminate loadings of pesticides and herbicides on or in the vicinity of wetlands and associated waterbodies. (See related Toxics Action T-4.4.)	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities.	Post-CCMP	\$15,000 annually	R

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Table 8-1. Public Education and Outreach Management Actions. (continued)

Action		Responsible Entity	Timeframe	Cost	Status
POE-5.3	Endorsement, adoption, and implementation of "Environmental Principles for Golf Courses in the United States" by all golf courses in the Peconic Estuary Study Area. As necessary, provide additional detail to the principles to reflect local conditions and concerns.	Golf course owners, operators, and superintendents (lead), PEP Program Office, PEP Public Participation and Outreach Program in concert with other education/outreach entities, U.S. Golf Assoc., Long Island Golf Course Superintendents Assoc.	Post-CCMP	PEP: 1 FTE/yr	R
POE-5.4	Continue/expand dissemination of fish and wildlife consumption advisory information. Expand program to target non-English speaking consumers in the Peconics.	NYSDEC (lead), NYSDOH, PEP Public Participation and Outreach Program with other public and private education groups and trade/industry groups.	Ongoing for State program. Post-CCMP for expanded outreach program.	Base program for State program, \$10,000/year for expanded outreach.	C/O for State program. R for expanded program.
POE-5.5	Continue/expand education outreach programs to specifically address potential boating pollution issues, including: solid waste disposal, liquid material disposal, petroleum control, and boat cleaning.	PEP Public Participation and Outreach Program (lead) with other public and private education groups and trade/industry groups, Association of Marine Industries.	Post-CCMP	\$15,000 annually	R
POE-5.6	Continue/expand ongoing education and outreach efforts to prevent the use of organic solvents as septic system cleaners.	PEP Public Participation and Outreach Program (lead) in concert with education/trade groups.	Post-CCMP	\$25,000	R

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Table 8-1. Public Education and Outreach Management Actions. (continued)

Action		Responsible Entity	Timeframe	Cost	Status
POE-5.7	Continue and expand existing education and outreach activities for pollution prevention; develop/consolidate materials for distribution within the watershed, relying on existing materials and information to the extent possible.	PEP Public Participation and Outreach Program (lead) in concert with education groups and local governments.	Post-CCMP	\$20,000	R
POE-5.8	Develop and carry out a program to encourage rapid conversion to four stroke or in-board dry exhaust marine engines to reduce hydrocarbon loadings to the estuary.	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities.	Post-CCMP	\$15,000	R
POE-5.9	Develop and carry out a program to encourage alternatives to treated lumber for shoreline hardening structures, particularly maintenance of or restoration to natural shoreline features.	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities.	Post-CCMP	\$15,000	R
POE-5.10	Develop and carry out a program to encourage voluntary replacement of underground oil storage tanks that are exempt from current county replacement requirements.	PEP Public Participation and Outreach Program (lead) in concert with other education/outreach entities.	Post-CCMP	\$15,000	R

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Table 8-1. Public Education and Outreach Management Actions. (continued)

	Action	Responsible Entity	Timeframe	Cost	Status
POE-6	Develop and Implement Public Education Programs for the Protection of Habitat and Living Resources in the Estuary and the Sustainable Use of Estuary Resources. (Objective 1)				
POE-6.1	Develop and implement a public education program about: 1) terns, plovers, diamondback terrapins, and other plants and animals that depend on tidal wetlands, beaches, and dunes; 2) the processes necessary for creating and maintaining these habitats; and 3) what people can do to participate in these conservation actions.	PEP Public Participation and Outreach Program (lead) in concert with education groups.	Post-CCMP	\$10,000 (information can be incorporated in the <i>Ultimate Guide to the Peconics</i>)	R
POE-6.2	Develop education and outreach materials aimed at minimizing encounters between boats and sea turtles and marine mammals. Educate the public on actions that should be taken should encounters or collisions occur.	PEP Public Participation and Outreach Program (lead) in concert with education groups including the Riverhead Foundation; NYSDEC.	Post-CCMP	\$10,000 (information can be incorporated in the <i>Ultimate Guide to the Peconics</i>)	R
POE-6.3	Educate boaters and fishermen regarding the importance of proper fish-cleaning waste disposal practices. Develop public education materials for distribution at marinas, bait and tackle shops and other related businesses detailing these BMPs. (See related Habitat Action HLR-12.)	PEP Public Participation and Outreach Program (lead); AMI; Fishing related businesses.	Post-CCMP	\$10,000 (information can be incorporated in the <i>Ultimate Guide to the Peconics</i>)	R

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Table 8-1. Public Education and Outreach Management Actions. (continued)

Action		Responsible Entity	Timeframe	Cost	Status
POE-6.4	Develop and carry out a public education program to discourage the harvesting of shellfish at the edge of vegetated salt marshes, to protect this important habitat. (See related Habitat Action HLR-4.)	PEP Public Participation and Outreach Program (lead); NYSDEC; the five East End Towns; commercial and recreational shell fishermen.	Post-CCMP	\$ 15,000	R
POE-6.5	Develop and carry out a public education program about the value of commercial and recreational fishing regulations and the importance of compliance with these regulations. (See related Habitat Action HLR-12.)	PEP Public Participation and Outreach Program (lead), NYSDEC, AMI, Fishing related businesses.	Post-CCMP	\$10,000 (information to be incorporated in the <i>Ultimate Guide to the Peconics</i>)	R
POE-7	Promote Action-Oriented Stewardship of the System's Resources. (Objective 2)				
POE-7.1	Promote and support the establishment of local watershed associations, focusing around local waterbodies, embayments and especially tidal creeks. Encourage community efforts to understand, protect, and restore these waters.	PEP Public Participation and Outreach Program (lead), PEP Program Office, Peconic BayKeeper	Post-CCMP	\$10,000/yr	R

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Table 8-1. Public Education and Outreach Management Actions. (continued)

Action		Responsible Entity	Timeframe	Cost	Status
POE-7.2	Develop and carry out a “Peconics Yards and Neighborhoods” project in which watershed neighborhood groups would be trained in xeriscaping and the utilization of native plants in creating water-conserving landscapes. This would also include training in creating attractive home-vegetated buffer zones and filter strips as a way to further mitigate stormwater runoff.	PEP Public Participation and Outreach Program (lead) in concert with education groups and local civic associations.	Post-CCMP	\$75,000/yr	R
POE-7.3	Establish a Mini Grant Program to provide funding to local citizens groups to encourage the establishment of and participation in local protection and restoration efforts. Identify an agency/organization to administer the program.	PEP Public Participation and Outreach Program (lead) in concert with education groups and local civic associations.	Post-CCMP	\$50,000/yr	R
POE-7.4	Establish a small business partnership program. Encourage businesses to undertake environmental management reviews and pollution prevention opportunity assessments. Establish criteria to qualify as a “Business for the Bay” and encourage patronage of these businesses.	PEP Public Participation and Outreach Program in concert with education groups and local business associations.	Post-CCMP	\$50,000/yr	R

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Table 8-1. Public Education and Outreach Management Actions. (continued)

Action		Responsible Entity	Timeframe	Cost	Status
POE-7.5	Continue/expand the PEP Youth Advisory Committee.	PEP Public Participation and Outreach Program (lead).	Post-CCMP	(Costs for a continued PEP YAC program are incorporated in both the Annual Peconic Bays Children's Conference budget as well as the proposed Mini Grant Program)	R
POE-7.6	Encourage the establishment of citizen's monitoring programs.	PEP Program Office, Peconic Baykeeper, Accabonac Protection Committee, other local groups	Post-CCMP	\$10,000/yr	R
POE-8	Engender Support for the PEP CCMP and its Recommended Management Actions. (Objective 5)				
POE-8.1	Convene an annual "State-of-the-Bays" Conference focusing on PEP CCMP recommended actions and issues.	PEP Public Participation and Outreach Program (lead); PEP Program Office.	Post-CCMP	\$30,000/yr	R
POE-8.2	Develop and annually complete a citizen based "report card" to highlight successes and identify weaknesses, and provide an overall citizen perspective of implementation of the CCMP.	PEP CAC.	Annually, Post-CCMP	Base Program	C/N
POE-8.3 Priority	Provide funding for an education and outreach coordinator to work with citizens and the private sector in carrying out the CCMP.	PEP Program Office (lead), PEP Public Participation and Outreach Program; PEP CAC.	Post-CCMP	\$150,000/yr for public participation and outreach staff salaries	R





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