

Report on the Education and Outreach Program Plan
Period: September 10, 2018 – March 9, 2019
Peconic Estuary Protection Committee

Table of Contents

EDUCATION PROGRAM DESCRIPTION	2
TARGET AUDIENCES and MESSAGING	3
Completed March 10 - September 9, 2018	3
General Public.....	3
Upcoming March 10, 2019 - September 9, 2019.....	3
General Public.....	3
2019 Spring and Summer.....	3
Planning Industry and Municipal Officials	4
Agricultural Community.....	4
Waterfront and Water Use Businesses.....	4

EDUCATION PROGRAM DESCRIPTION

The Education and Outreach (E&O) Program Plan for the Peconic Estuary Protection Committee consists of public education activities that satisfy the New York State General Permit for Municipal Separate Storm Sewer Systems (MS4) Minimum Control Measure 1: Public Education and Outreach. The Committee serves as an MS4 stormwater coalition, and the Coordinator conducts E&O on behalf of its eleven eastern Long Island members: Suffolk County; the Towns of Brookhaven, East Hampton, Riverhead, Shelter Island, Southampton and Southold; the Villages of Greenport, North Haven and Sag Harbor; and the New York State Department of Transportation. The E&O Program Plan outlines target audiences, presentation content, presentation “toolkit” contents for use at educational events, and a schedule of events.

The Committee meets bi-monthly and sets six-month education and outreach target audiences and messages, drawing from the objectives of the MS4 General Permit. The Coordinator uses materials produced by individual members such as flyers, posters, and pet waste collection bags; and also new jointly-developed materials such as additional brochures, maps, education booth displays, and posters.

This report documents the E&O activities conducted during the period September 10, 2018 to March 9 2019 and serves to facilitate semi-annual reporting to the NYSDEC under the MS4 General Permit. E&O messages address both pathogen and nitrogen pollutants.

TARGET AUDIENCES and MESSAGING

Completed September 10, 2018 – March 9, 2019

The Committee prioritized the General Public and municipal officials as the target audiences for the period September 10, 2018 to March 9, 2019. The objective was to provide education to the general public regarding water quality issues and provide information to municipal officials regarding the Reclaim Our Waters Initiative, and in understanding the possible impacts of the proposed amendments to the General Permit GP-0-17-002, the Total Maximum Daily Load (TMDL) rescission process.

GENERAL PUBLIC

Messaging

Messaging to this target audience is general education on stormwater impacts from septic systems, and means of protecting the Peconic Estuary and its embayments through home/community general best management practices (BMPs). The E&O objective is to encourage these audiences to modify behaviors and in turn have significant impacts on water quality in harbors and bays.

Events

- Peconic Estuary Program Citizen Advisory Committee (PEP CAC) Meetings. The Committee Coordinator attends CAC meetings to discuss water quality protection and restoration goals in the Estuary and to assist in formulating actions to achieve those goals.
- Solute Transport Meetings. The Committee Coordinator attends Solute Transport Model meetings to better understand the needs of the USGS and other parties in developing the Model
- The Committee Coordinator meets with the Long Island Protection Committees to discuss activities the Committees can collaborate on, with a focus on education regarding septic systems.

Upcoming March 10, 2019 to September 9, 2019

Water quality education programming for the period March 10, 2019 to September 9, 2019 will target homeowners, homeowner associations, members of the planning community, municipal officials and the agricultural industry. The objective will be to encourage individuals to modify behaviors at home and in the community to in turn impact water quality in the Peconic Estuary and its embayments.

GENERAL PUBLIC

Messaging

Messaging to this target audience is general education on water pollution conveyed by stormwater, impacts from septic systems and BMPs that can be implemented in the home and on one's property to reduce runoff and the conveyance of contaminants.

- Local civic and business associations

2019 Spring and Summer

The Committee discussed E&O goals for spring and summer of 2019.

PLANNING INDUSTRY AND MUNICIPAL OFFICIALS

Messaging

Messaging to this target audience is on green infrastructure and stormwater BMPs in property design and construction and post-construction activities.

Events

- American Planning Association events, TBD
- Municipal Meetings

AGRICULTURAL COMMUNITY

Messaging

Messaging to this target audience is on fertilizer use, stormwater retention and other sustainable land and water use practices.

Events

- Cornell Cooperative Extension Agriculture Education Program: <http://ccesuffolk.org/agriculture>
- Suffolk County Soil and Water Conservation District Board meetings and events

WATERFRONT AND WATER USE BUSINESSES

Messaging

Messaging to this target audience is on marina and boater BMPs on shore and on the water.

Events

- Marina events. Outreach to municipal Harbor Masters and the Association of Marine industries Long Island to identify educational opportunities for exposure to boaters on water quality issues.