



LAKE WORTH LAGOON INITIATIVE



Public Outreach Accomplishments
May 16, 2012

LAKE WORTH LAGOON: *Discover a Local Treasure*

- Full length DVD in 3 parts
- Distribution and marketing:
 - ✓ BCC
 - ✓ Steering Committee
 - ✓ School District Learning Village
 - ✓ MacArthur Beach State Park
 - ✓ PBC Program Alliance
 - ✓ State of Florida Channel
 - Libraries, educational facilities, nature centers, municipal movie night & more
- Partners: PBC TV Ch. 20 & ERM



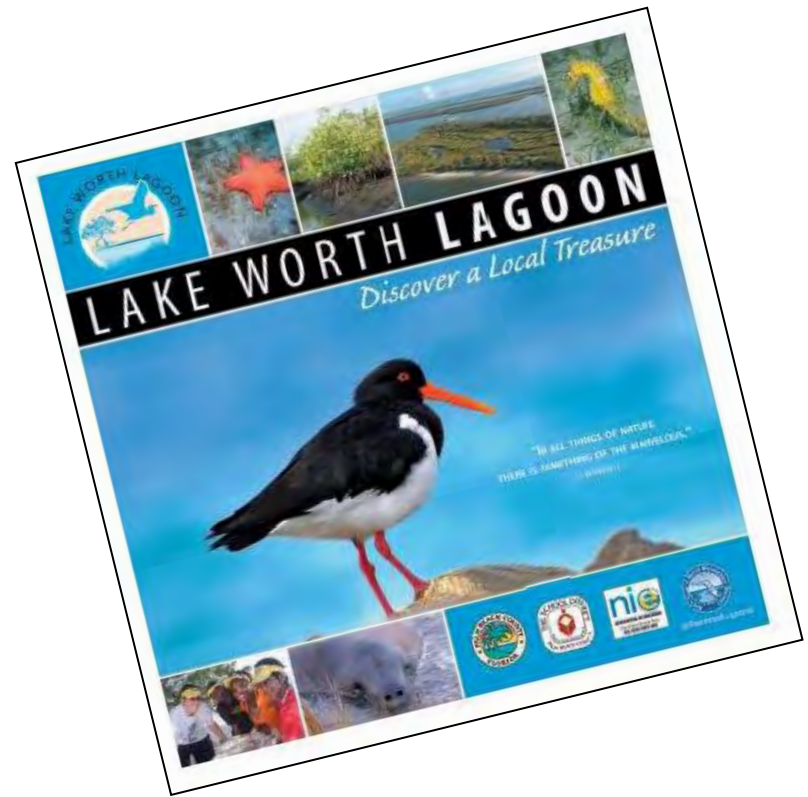
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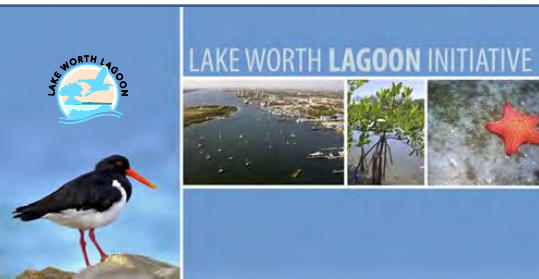
Public Outreach Working Group Accomplishments
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LAKE WORTH LAGOON: *Discover a Local Treasure*

- 16-page publication
- Targets 5th and 8th grade
- Distributed in December
- Follow up in April
- Lessons in May
- Evaluations underway
- Partners: ERM, Palm Beach Post, School District



Published 2011



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Great American Cleanup – April 28

- 92 volunteers
- Partners – ERM +
 - Keep PBC Beautiful
 - MacArthur Beach State Park
 - LagoonKeepers
 - Riviera Beach Maritime Academy
 - Village of North Palm Beach



Friends of the Lake Worth Lagoon

- Mangroves in the Classroom
 - Created curriculum
 - 13 schools/2400 students
 - About 2500 propagules
 - Will return 75 buckets to ERM
- Focused on increasing membership



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Other Efforts

- Paddling Guide
- LWL E-News – Any suggestions for spring edition?
- Science Symposium
- 2013 Management Plan



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2008 Public Outreach Action Plans

PO - 1 Develop the Lake Worth Lagoon Initiative

- ✓ Established Ex. Committee, guidelines, and working group

PO - 2 Promote Public Outreach in Lagoon Restoration and Protection

- ✓ Hired LWL coordinator
- ✓ Conducted volunteer cleanups and an oyster reef restoration project
- ✓ Established a LWL Speakers Bureau
- ✓ Updated existing/created new educational material: Peanut Island and LWL Initiative brochures, Educators' Guide, NIE tab, website and E-news, tabletop display
- ✓ Implemented special events such as LWL boat tours & opening events
- ✓ Produced a LWL DVD
- ✓ Replaced/installed new waterway kiosks, developed new posters

PO - 3 Implement Pollution Prevention Initiatives & FL Yards & Neighborhoods Program

- ✓ Working with new extension agent to integrate LWL into the FY & N program

PO - 4 Provide Public Use of and Access to Lake Worth Lagoon

- ✓ Constructed public use facilities at Snook Islands, South Cove, Jim Barry Light Harbor Park, City of WPB (municipal docks), MacArthur Beach State Park (dock), City of Lake Worth (ROW parks)
- ✓ Identify put in points and points of interest for paddlers

Emerging ideas for updated plan

- Distribution of existing materials
- Use social media
- Litter prevention
- Partner participation



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