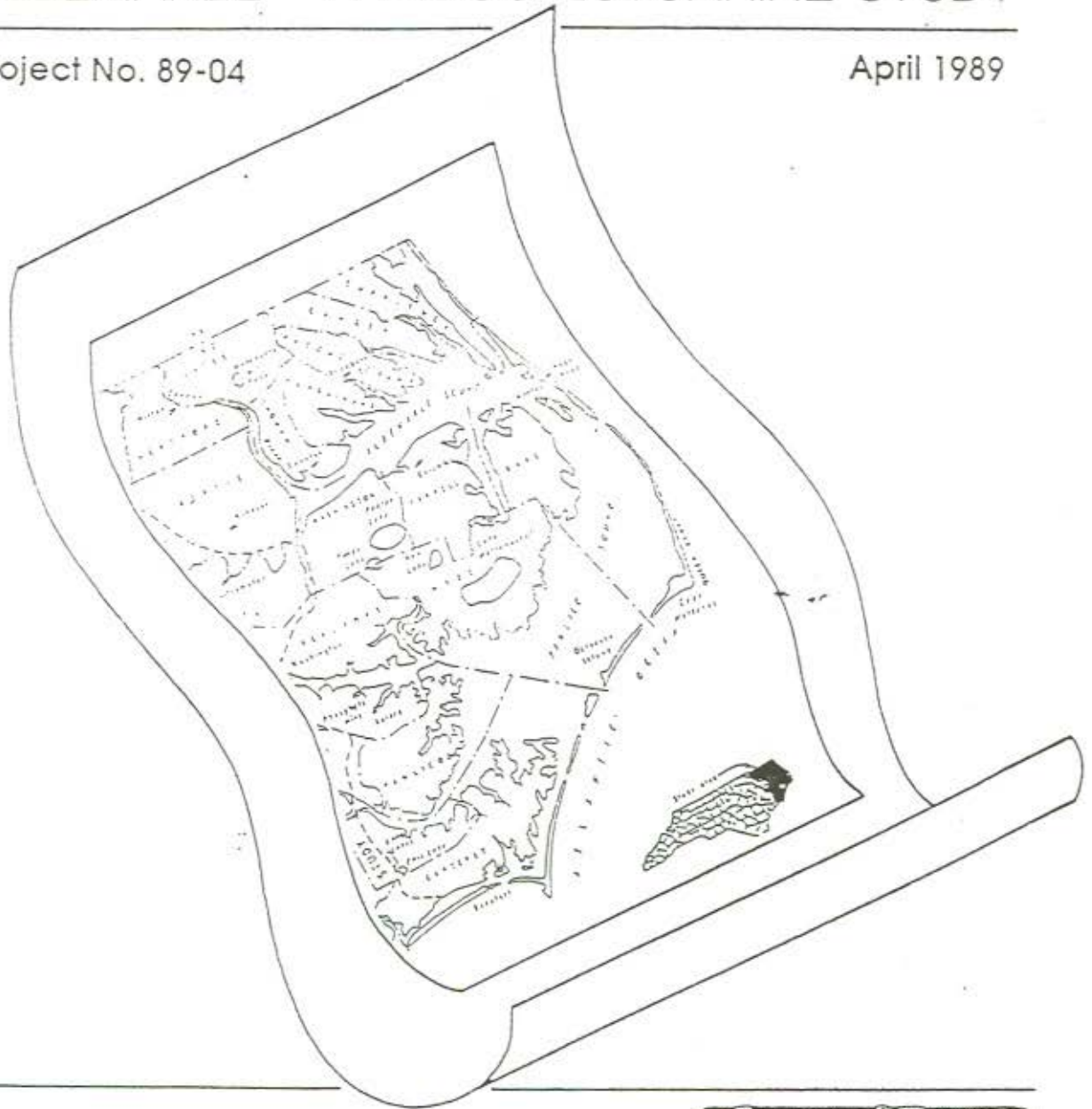


PUBLIC INVOLVEMENT PLAN

ALBEMARLE - PAMLICO ESTUARINE STUDY

Project No. 89-04

April 1989



Funding Provided By
North Carolina Department of Natural Resources and Community Development
Environmental Protection Agency
National Estuary Program



ALBEMARLE-PAMLICO ESTUARINE STUDY

PUBLIC INVOLVEMENT PLAN

by

Joan Giordano
Public Involvement Coordinator

April 1989

A/P Study Project No. 89-04

TABLE OF CONTENTS

INTRODUCTION..... 1

 Background and Purposes..... 1

 Organizational Structure..... 3

 Importance/Role of Public Participation..... 3

GOALS AND OBJECTIVES OF THE PUBLIC INVOLVEMENT PROGRAM... 3

 Goal..... 3

 Objectives..... 4

STAFFING AND PROGRAM PROCEDURES..... 4

TASKS..... 5

 Education and Information..... 5

 Public Participation and Hands-On..... 14

 Local Government Liaison..... 15

PUBLIC INVOLVEMENT PLAN TIMELINE..... 17

PUBLIC INVOLVEMENT PLAN

INTRODUCTION

Background and Purposes

The Albemarle-Pamlico Estuarine Study (A/P Study) is jointly funded by the State of North Carolina and the Environmental Protection Agency (EPA) and is intended to effectively manage valuable resources in the major estuaries of northeastern North Carolina. It combines information acquisition with development of potential management alternatives to ensure the long-term productivity of these estuarine waters.

The A/P Study area encompasses approximately 30,880 square miles including northeastern North Carolina and southeastern Virginia (Figure 1). This includes five rivers (Chowan, Roanoke, Alligator, Pamlico and Neuse Rivers) and four sounds (Currituck, Albemarle, Pamlico and Core Sounds). Some of the most productive nursery areas in the world are found within the Albemarle-Pamlico estuarine system. The system has the second largest surface water area in the United States and some 92 percent of the fish caught in North Carolina come from these waters. Albemarle and Pamlico Sounds are the key regional resources base for commercial fishing, tourism, recreation, and resort development in North Carolina.

Although these estuarine areas do not display the severe problems evident in some other areas, similar warning signals are present. General declines in finfish fisheries have occurred since 1980. Outbreaks of fish diseases like red sore disease and ulcerative mycosis, crab diseases and large-scale fish kills have occurred throughout the region. Massive blooms of blue-green algae typically occur each year in tributaries of the sounds. Also, the disappearance of rooted aquatic plants from the central part of the Pamlico River appears to be similar to disappearances in other more troubled estuaries.

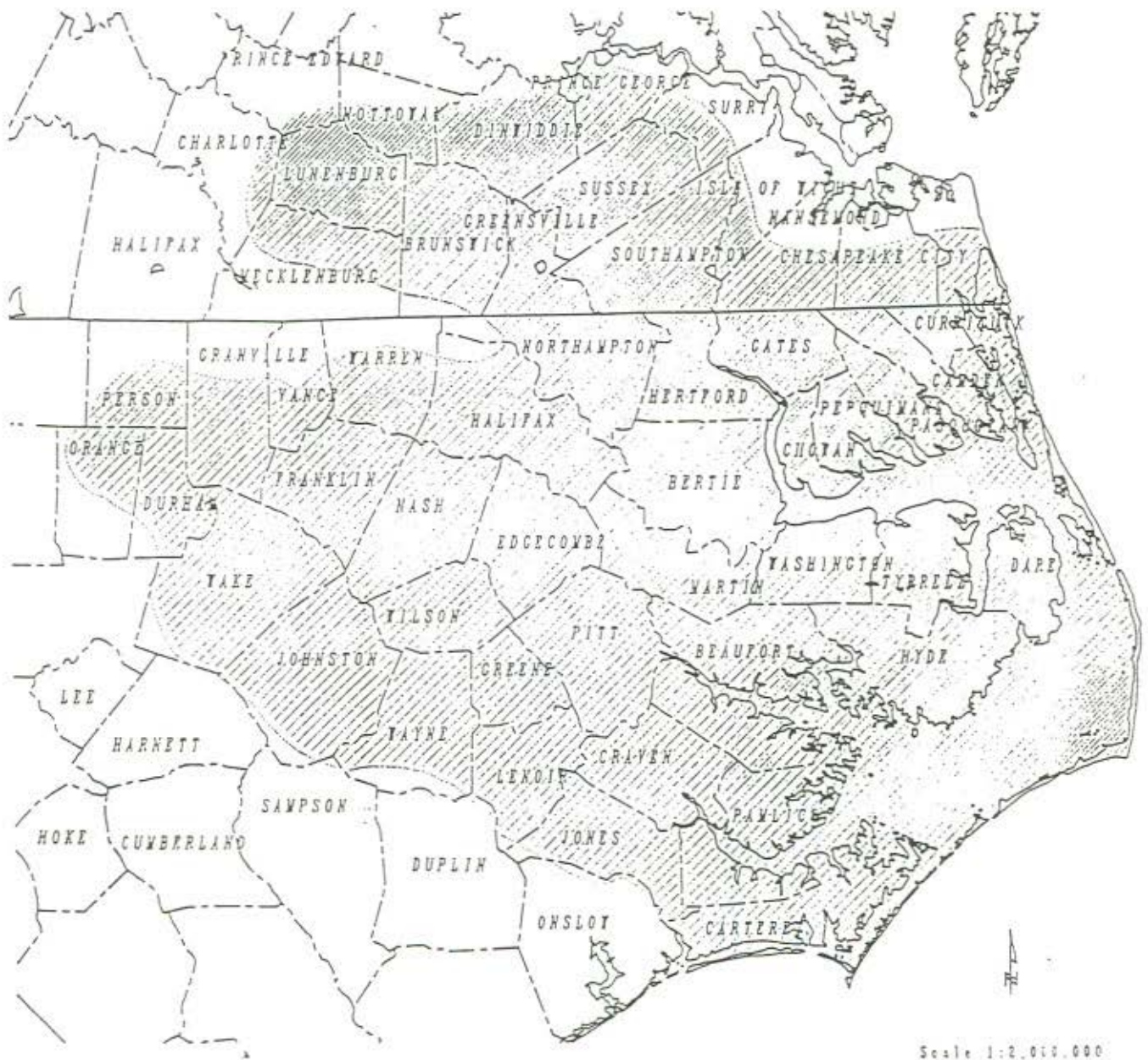
The A/P Study is funding information gathering efforts intended to allow better understanding of the estuarine system and management of these vital resources. Scientists are examining environmental problems to identify relationships with human activities in the watersheds draining into the sounds. These human activities include farming, land-clearing/drainage, waste disposal, urbanization and habitat conversion. Other funded projects examine the processes contributing to the problems and the best management strategy to allow continual vitality of these rich natural resources.

In addition to information gathering efforts by social and environmental scientists, the A/P Study is supporting the

FIGURE 1. A/P Study Area

ALBEMARLE - PAMLICO ESTUARINE STUDY AREA

(area also includes watershed above Roanoke Rapids Dam)



Scale 1:2,000,000

September, 1988

establishment of a geographic information management system (information that is graphically displayed), so that policy and management decisions can be based on the best available information. Finally, program funds are used to encourage public involvement efforts.

The Albemarle-Pamlico Estuarine Study represents a unique opportunity for a partnership of scientists, resource managers, elected officials and citizens. By working together we can protect our natural heritage and ensure the long-term productivity of these estuaries and the established human uses they support.

Organizational Structure

The A/P Study is a five-year effort which began in the summer of 1986 under the National Estuary Program. EPA funds are provided through Section 320 of the Clean Water Bill and administered through the U. S. Environmental Protection Agency with state funds being provided through an appropriation from the North Carolina Legislature. The program is administered by four committees, the Policy, Technical and two Citizens' Advisory Committees that have been appointed to encourage widespread public input into the planning process and to promote the public awareness of important environmental issues.

Importance/Role of Public Participation

Public involvement is essential to the development and implementation of the Comprehensive Conservation Management Plan (CCMP) which is the A/P Study's final planning document scheduled to be completed in November, 1992.

The CCMP will be the result of a collaborative ~~problem-solving~~ process in which key members of the public will participate. Long-term improvements in the estuary resulting from the CCMP will undoubtedly affect the daily lives of all citizens. Therefore, citizen input and consensus are vital if the CCMP is to be implemented successfully.

GOALS AND OBJECTIVES OF THE PUBLIC INVOLVEMENT PROGRAM

Goal

The goal of public involvement is to establish the public consensus that will ensure long-term support and implementation of the CCMP. Consensus signifies substantive agreement among four component groups: elected officials, environmental managers, scientists and the public. Those groups must concur on what is technically well-founded, feasible, fair and likely to succeed. Consensus implies the willingness of participants to work together and to compromise to achieve mutual goals.

Objectives

The broad goal of public involvement suggests several specific objectives. They are:

- 1) to provide adequate, timely information about the Sounds, the problems and opportunities North Carolina faces in managing them, and progress being made in the Albemarle-Pamlico Estuarine Study;
- 2) to expand educational programs to inform the public, youth and adult populations, about the values of the Albemarle-Pamlico system and the importance of good management;
- 3) to ensure that the interested public has ample opportunity to participate in the policy-making process related to the Sounds, especially in the development of the CCMP; and
- 4) to initiate a process for involving local elected officials in the A/P Study program.

The tasks briefly described beginning on Page 5 are designed to help the A/P Study meet these objectives. This plan will be reviewed annually by the Citizens' Advisory Committees and the staff of the program to evaluate its implementation. Modifications will be based on that annual review.

STAFFING AND PROGRAM PROCEDURES

One full-time staff person, Joan Giordano, is assigned to manage the public involvement activities. Her office is located in Washington, North Carolina. Part-time secretarial support has been added in the spring of 1989. A large volume of the A/P Study's work has been, and will continue to be, accomplished through cooperative agreements with a variety of qualified universities, private citizens' organizations and other entities outside of EPA and state agencies. Annually the program prepares and issues a "Call for Proposals" to solicit the work which the committees feel is necessary to fulfill the objectives of the A/P Study.

The "Call for Proposals" includes the area of public participation. In 1989 the A/P Study looked for public participation proposals that fell into one or more of the following categories:

- the development of increased interaction between A/P Study activities and local governments in the A/P Study area;

- public meetings, the principal objectives of which would be:
 - a) to generate discussion in a wide range of locations convenient to the public in the A/P Study area; and
 - b) to obtain input from the public in the earliest stages of development of the Status and Trends and Comprehensive Conservation Management Plan documents;
- a series of regularly scheduled radio programs of at least one-half hour in length in a "talk show" format, aired on a radio station or stations with a broad listening audience in the A/P Study area; and
- the increased involvement of the public in the development of future scenarios for, and evaluation of, the costs and benefits in various management options in the A/P Study area.

One of the challenges of this public involvement plan is to develop a coherent process for integrating the work accomplished by the contractors with that to be done by the public involvement coordinator and Citizens' Advisory Committees. In the following section we note how this will occur. The Policy Committee voted to increase the proportion of program funds that can potentially be dedicated to public participation projects in the FY 1989 budget; therefore, the challenge of managing and integrating these activities will likely become even greater than before. This public involvement plan recognizes the constraints of very limited staff and therefore attempts to prioritize tasks according to their importance to the overall program.

TASKS

This section of the plan lists the tasks to be accomplished and defines the three broad categories (Education and Information, Public Participation and Local Government Liaison) into which they fall.

- A. Education and Information - includes activities designed to increase general public awareness of the values of the Sounds, the consequences of human activities in the watershed and to provide specific information on programs, projects and decisions related to the Sounds.
 - 1. Printed Materials
 - a) Newsletter -- The newsletter is the primary program tool for providing information about the progress

of the A/P Study. The newsletter is produced by the public involvement coordinator on a quarterly basis. Present circulation is 10,000 and will likely increase over the next three years. The newsletter provides information about the program, summaries of projects, synopses of the views of the CACs, notices of upcoming meetings and contributed articles by individuals involved in the A/P Study. Cost per copy is approximately 12.5 cents each on a 10,000 copy basis.

- b) Brochure -- A glossy, full-color trifold brochure has been produced by the staff. It is an invaluable tool for educating the general public, as it answers questions about what the A/P Study is; what an estuary is; what problems exist in the estuary; why another study is being undertaken; and what the public can do to help. The brochure is being widely distributed to CACs, the North Carolina Aquariums, libraries, coastal welcome centers and Chambers of Commerce throughout the study area. Cost per copy is approximately 18 cents each on a 25,000 copy basis.
- c) Fact Sheet -- One fact sheet has been prepared by staff for general distribution and was used at the annual meeting in October. It briefly describes the A/P Study, history, structure, goals, miscellaneous facts pertaining to the A/P Study area and includes a map highlighting the study region. Ten thousand copies were prepared for approximately 2.5 cents each.

Other fact sheets should be produced. A format resembling that used by the Alliance for the Chesapeake Bay is a good example and could possibly be accomplished under contract locally. This one-page (both sides) glossy production is done in two colors and highlights particular rivers in the area. Examples are on file in the Public Involvement Office in Washington.

- d) Press Releases -- These are done on an "as need" basis when newsworthy information is generated by the program. They are a function of the staff. A media listing of 17 newspapers ensures adequate, balanced distribution throughout the A/P Study area. T.V. and radio coverage can also be included. The issuance of press releases will accelerate now that the first technical projects are coming to fruition. Cost includes staff time and postage.

- c) State of the Estuary Booklet -- This is a first-year endeavor to be completed by the summer of 1989 under a cooperative agreement with Melva Okun, UNC-CH, and Frank Tursi, Winston-Salem Journal. The text has been written and edited. The body of the booklet will contain approximately 8,000 words with five side-bars totaling about 2,760 words. Also included is a 1,660 word glossary of terms and approximately 35-50 photographs. The initial printing of this booklet will be 500 copies with more copies anticipated. Distribution of the booklet will be to secondary schools, municipal governments and libraries. The cost of the project, including the writing, is \$9,732.
- f) Guide to Streamwalking: An Estuarine Companion -- This is a second-year funded project through cooperative agreement with the Pamlico-Tar River Foundation (PTRF). This publication is a revision of Streamwatch's, "A Guide to Streamwalking", which makes the booklet relevant for use in estuarine areas. It will create an effective avenue for dissemination of information about the estuarine system and the work of the A/P Study. The cost of the project is \$17,140 and includes provision for the publication of 500 copies. Distribution of the booklet will be the responsibility of the A/P Study staff.
- g) Educational Calendar: Year 1990 -- This is a second-year funded project through cooperative agreement with the Pamlico-Tar River Foundation (PTRF) and Paul Nurnberg, photographer. The spiral bound calendar, which will convey clear information about estuaries, the ecology and the A/P Study, will be 12" x 12" in size, with 13 appropriate full-color photographs of the area. It will be designed for the year 1990 and 5,000 copies will be distributed, according to a plan yet to be devised, by the fall of 1989. The cost of the project is \$14,550.
- h) P. R. Effort -- The development of the A/P Study logo enables us to consider a whole range of merchandise for the program. Buttons, bumper stickers, etc. can be produced to keep the study in the forefront of public consciousness. This project can be a joint staff and CAC effort. The cost would depend on the types of products developed.

2. Non-print Media

- a) Film, Videos and Slides -- A video production of 30-minutes duration and a dual dissolve slide show of 30-minutes duration are being accomplished under cooperative agreement with Gary Smith, East Carolina University. The products will be used for presentation to citizens' organizations, civic clubs, schools, etc. for the purpose of educating those audiences to existing problems in the estuaries and to the A/P Study and its work. The cost of the project, which is slated for completion in the summer of 1989, is \$11,500. Distribution of the products will be the responsibility of the staff and the CACs.
- b) CAC Slide Show -- A 30-minute presentation with approximately 70 slides which graphically defines problems existing in the A/P Study area and the measures necessary for correcting them. The show includes a script which ensures consistency of presentation, but which also can be tailored to particular audiences. The writing and production of the show was the responsibility of selected members of the Albemarle CAC Public Awareness subcommittee with assistance by staff. The slide show is being used at civic clubs, schools and by Drs. Carson and Powers (Elizabeth City State University) in helping with their Teacher Environmental Workshops project. It was also used at the A/P Study annual meeting. Cost of the project was limited to volunteer time provided by the CACs, staff time and approximately \$80 for duplication of slides. There are four copies available for use.
- c) State of the Estuary T.V. Public Service Campaign -- This is a second-year funded project done by Lib Willard of Lisabeth Willard Productions. The campaign consists of five 30-second T.V. public service announcements scheduled to run over a 12-month period. Focusing on general education, the A/P Study itself, and citizen involvement, the messages to be conveyed are:

PLANET: introduction to the problems;
ACROSS AN ESTUARY: information about the problems;
RIVER POLLUTION: development of issue;
TAKE RESPONSIBILITY: development of issue;
STEWARDSHIP: action.

Distribution of the PSAs to 18 T.V. stations in North Carolina and Virginia is being aided by John Greene, President, North Carolina Association of Broadcasters and Corporate Manager of WRAL-TV in Raleigh and WJFY-TV in Charlotte and P-CAC member. The cost of the project is \$30,275 and has been completed.

- d1) T.V. -- A seven-minute segment on the WNCT-TV show "Carolina Today" was done in December, 1988. The program (script-writing and appearance) was done by staff and consisted of general information about the A/P Study and existing areas of concern in the estuaries. The program has a viewing audience of 30,000 households in eastern North Carolina. The cost of delivery was limited to staff time. Future appearances can be arranged as the A/P Study develops.
- d2) Public Service Announcements -- Four 30-second video PSAs were produced as a first year project under cooperative agreement with Melva Okun, UNC-CH. Staff distributed them to nine commercial T.V. stations from Wilmington to Norfolk, Virginia and inland to Raleigh and Durham during the first week of December, 1988. Airing began in late December and continues to date on some of the stations. All four PSAs were previewed at the annual meeting and deal with interviews of local coastal residents describing their perceptions of the problems in the Sounds. Cost of the project is \$10,021.
- e1) Radio -- A proposal consisting of a series of regularly scheduled radio programs, one-half hour in duration, with a "talk show" format has been solicited in the third cycle "Call for Proposals". Gayle Rancer (WRDY-FM) and Ron Fodor, Department of Marine, Earth and Atmospheric Sciences, NCSU, have submitted a proposal to accomplish this. It is anticipated that the program will be widely broadcast on radio in the A/P Study area and will yield good results in generating public interest and support for the study. The cost of the project is \$19,466.
- e2) Radio -- A five-minute radio program, "North Carolina Living" produced by the North Carolina Department of Natural Resources and Community Development was aired in July, 1988, on WPTF radio. The script was written and delivered on the air by staff. Future efforts are planned as the A/P Study progresses. Cost is limited to staff time.

- e3) Radio -- A series of 8 short radio pieces, 30-seconds in duration, which were distributed by staff to 10 commercial radio stations in North Carolina, is a first-year project undertaken by cooperative agreement with Melva Okun, UNC-CH. Four longer pieces in the four-minute range were also produced and distributed to National Public Radio member stations in New Bern, Wilmington and Chapel Hill. The purpose of using electronic media efforts is to further the understanding of all the residents in the eastern third of the State of North Carolina concerning the resources of the Sounds; signs of deterioration and how the public can be involved. The cost of the project is included in the video PSAs done by Ms. Okun, the total of which is \$10,021.
- f) Oral Presentations -- These, made to civic groups, schools and at public meetings held for the purpose of publicizing the A/P Study, have been done. They are the effort of staff and the CACs. The slide show, current publications and project findings are available for these events and can be obtained by contacting the public involvement coordinator. Cost will vary according to staff time, travel and printing of materials.
- g) Community Educational Outreach -- This is a second-year funded project through cooperative agreement with the Pamlico-Tar River Foundation (PTRF). It consists of an inventory of existing educational materials (booklets, maps, posters, etc.) which will greatly assist with educating the public regarding estuaries and their management. Presentation of these materials is the main objective of this project. They are made available to school children in Pitt and Beaufort Counties as well as to civic organizations, youth and scout groups and citizens' organizations. Presentations cover the ecology and resources of the estuaries and the problems of estuarine management, including the A/P Study and its work. The presentations will be delivered by PTRF volunteers. A speakers' bureau catalogue is also anticipated. The cost of the project is \$21,540.
- h) Permanent Exhibit - From Sound to Sea: Journey of the Striped Bass -- This exhibit is a permanent feature of the North Carolina Aquarium on Roanoke Island. The life history of the striped bass is described and related to environmental stresses which are affecting the natural migratory cycle of

these fish. The importance of salt marsh nursery areas is emphasized. While this extensive exhibit was sponsored by the North Carolina Aquarium Society, the A/P Study was a primary contributor. Information about the A/P Study is featured within the display. The cost of the project, which was completed in November 1988, under cooperative agreement with the Aquarium, is \$18,000.

- i) Teacher Environmental Education Program -- This is a second-year funded project through cooperative agreement with Elizabeth City State University's Drs. John Carson and Maury Powers. The project consists of a two-phase effort, the first of which was the development of a slide presentation for viewing by public school faculties. The second phase of the project, workshop involvement by teachers, was conducted on Saturdays from 9 A. M. to 4 P. M. at four area locations: Elizabeth City, Edenton, Plymouth and Manteo. The workshops were be divided into two sessions--the morning session devoted to a basic understanding of the aquatic environment and its management; and the afternoon session where participants were divided into smaller groups for group discussions dealing with the integration of the subject into particular classroom environments, the development of class projects and the development of lesson plans. Wrap-up sessions followed with general discussion of techniques and strategies for presentation of aquatic environmental information in the classroom. Teachers received one unit of certificate renewal credit and a \$20 stipend for participation. They are responsible for submitting a lesson plan and project to the workshop instructor for satisfactory completion of their participation. The cost of the project, which can accommodate 40 teachers at each location, is \$13,293.
- j) Secondary Education Programs -- A proposal consisting of the development of secondary education programs specific to environmental issues in the A/P Study area has been solicited in the third "Call for Proposals". Melva Okun of UNC-CH, Institute of Environmental Studies, has been funded to accomplish this. The proposal seeks to develop a project to educate and train high school teachers in key water quality issues. A two-week Water Quality Institute is part of the planned activity, and the teachers will be expected to add that instruction to an exciting hands-on curriculum, to their regular science classes. Students will

perform water quality tests, analyze results and enter their information in a national data base. The cost of the project is \$42,615.

3. Special Events

- a) Exhibits -- The A/P Study exhibit used at the annual meeting and the N. C. State Fair has been further utilized as an educational tool at two of the three North Carolina Aquariums (Roanoke Island, Pine Knoll Shores). Staff has scheduled the exhibit for viewing in two-month increments beginning in November, 1988, and running until April, 1989. The exhibit is accompanied by literature on the A/P Study which outlines how people can become involved with the program. On occasion a caramate video/audio unit can augment the exhibit. The cost of the exhibit, which will also be used at festivals and area libraries, is \$1,954. The exhibit is a project of staff design.
- b) Annual Meeting -- The first meeting was held in October, 1988. It is anticipated that this will be a yearly event; however, it may occur as separate meetings rather than the "super meeting" which was originally held. The effort was a function of staff with CAC assistance. The purpose of the annual meeting was threefold, to hold a researchers' review, to engage all four management committees in meaningful dialogue and to inform the public of the study's status. It is felt that all three objectives were accomplished. The annual meeting was also a learning experience resulting in some mid-course correction for the A/P Study. The cost of the meeting was \$8,301. Subsequent meetings may need to be "contracted out".
- c) Press Conferences -- The staff anticipates holding the Study's first press conference in the spring of 1989 to reveal the findings of several technical projects which are coming to fruition. The press conference will be held in the Public Involvement Office in Washington, North Carolina and/or the Program Office in Raleigh and will be attended by media representatives from the study area, some researchers and staff. Cost is limited to staff time and reproducing costs of materials.
- d) Festival -- This concept was generated at the annual meeting. The idea of holding/participating in a festival can be accomplished in either of two ways, staging our own or "piggybacking" on other

festival events. The latter is by far the more easily accomplished of the two. This should be a project undertaken by the CACs and delivered in multiple fashion at festivals throughout the A/P Study region perhaps selecting 2-3 of the "best" events. It will afford good opportunity for publicizing the study research findings and for garnering the invaluable grassroots public support only word-of-mouth can generate. To accomplish this in a non-technical atmosphere is also beneficial.

- e) Concluding Program Event -- This is, of course, somewhat down the road, but the notion is to develop a series of events which will, in escalating fashion, culminate with the unveiling of the CCMP. The festival approach over the next two/three years can accomplish this, or altering the format of the annual meeting is also a suggestion. These events, too, should be a series of projects undertaken by the CACs. Cost will vary according to the events.

4. Mailing List

This is constantly being updated. We presently have 9,000 names on computer which represents a purging of Sea Grant's mailing list and the addition of:

- Coastal Resources Commission and CRAC
- Environmental Management Commission
- North Carolina Aquariums
- Marine Fisheries Commission
- Mid-East Commission
- Other Estuary Programs
- North Carolina State Legislators
- County officials in 32 counties of the study area
- Municipal officials in 32 counties of study area
- Schools
- Principal Investigators
- Members of public present at Valentine's Day meeting (1987); Annual Meeting (1988); and other interested people
- Media representatives
- Public Libraries

Other names and organizations can be added as necessary. Maintaining the mailing list is a staff function with support in the form of suggested input being provided by CAC members. The mailing list has been coded to enable access by zip code and last name. The \$150 charge associated with obtaining the original mailing list reflects a one-time charge paid to Sea Grant.

- B. Public Participation and Hands On - activities designed to involve individuals in projects to learn about or improve the estuaries such as public meetings and workshops and also hands-on activities such as field trips, monitoring and stream clean-up.
1. Public Meetings -- A proposal, the principal objective of which would be a) to generate discussion in a wide range of locations convenient to the public in the A/P Study area and b) to attain input from the public in the earliest stages of the development of the Status and Trends and Comprehensive Conservation Management Plan documents, has been solicited through the third cycle "Call for Proposals". This form of public involvement is essential if the ground swell of public support necessary for drafting and implementing the above mentioned documents is to occur. Spreading this effort over time to correspond to the then current status of the study is a good idea. It will keep the public up-to-date on the changes needed as the program matures. Cost of the project, done through cooperative agreement with the North Carolina Coastal Federation, is \$36,508 and includes a second media tour element.
 2. Workshops -- A series of four workshops, the first evening of which covered topics on Water Quality Standards, Coastal Area Management Act (CAMA), Section 404 Dredge and Fill Regulations and Sediment and Erosion Control Regulations, were presented by the North Carolina Coastal Federation as a first-year funded project. The second evening of each of the workshops was dedicated to discussing ways that citizens could effectively communicate their concerns to environmental agencies. The cost of this project was \$25,125 which included the production of an 82-page publication entitled "A Citizen's Guide to Coastal Water Resource Management." The final component of the project was field trips which were designed to look at how regulatory decisions are made in the field. The series of workshops and field trips were designed to help citizens effectively participate in the implementation of coastal management laws and in managing our coastal resources. Approximately 200 people attended the workshops.
 3. Media Tour -- The North Carolina Coastal Federation in conjunction with Duke University Marine Lab organized a three-day press tour in April, 1988. Travelling by bus, stops were made in several southern coastal locations to view first hand that which was being reported upon by scientists and resource managers riding the bus. On-site programs were also delivered. Eighteen reporters and media people participated. The objectives

of generating publicity about the A/P Study, developing in-depth understanding of coastal issues and providing a project that a broad range of interests could come together to accomplish, were met. The cost of the project was \$5,550. A second media tour is scheduled for the spring of 1990 with stops being made in several northern coastal locations.

4. CAC Meetings -- Citizens' Advisory Committee (CAC) meetings are held quarterly. The Pamlico CAC began meeting monthly in February 1989. The main objective of CAC meetings is to afford members a forum to express their concerns and ideas relative to the estuaries and to advise the program of those views as well as those of the general public with whom they interact. CAC meetings should also serve as an educational tool through the delivery of programs intended to address the existing problems of the estuaries. Another feature of CAC meetings is the opportunity, weather permitting, for field trips to view first-hand the work being done by the A/P Study. CAC members are therefore encouraged to report to their constituencies on study progress. The meetings are planned and organized by the committee chairs and staff. Public notice in area newspapers of meetings has attracted audiences from the general public. Cost for CAC meetings is limited to volunteer and staff time.
 5. Citizens' Monitoring -- An extensive monitoring program is underway which is a function of the Pamlico-Tar River Foundation (PTRF), through a cooperative agreement with the A/P Study. The citizens' monitoring program as of the spring of 1989 includes 57 sampling stations extending from the Neuse River south of New Bern to Back Bay, Virginia. The groups test for pH, temperature, salinity, turbidity, dissolved oxygen, nitrogen and phosphorus. A board of directors has been selected to administer the program and a coordinator has been hired. The cost of the project was covered by supplemental EPA funds in the amount of \$53,900. This expanded monitoring program is an outgrowth of a first-cycle funded pilot program also done by PTRF.
- C. Local Government Liaison -- Activities designed to promote dialogue among units of government and concerned or affected parties prior to decision-making.
1. County Commissioner Meetings -- An excellent outlet for publicizing the A/P Study and its work exists through involvement at County Commissioner meetings. CACS and staff can be utilized to accomplish this task. Perhaps a cadre of CACs could be trained to deliver a concise program on the A/P Study and to answer appropriate

questions posed by commissioners. Training would ensure consistency of presentation. Cost of developing such an effort would be confined to staff time, volunteer time and travel reimbursement for CACs.

2. Councils of Governments (COGs) -- The same idea described in #1 could be implemented with COGs. The added advantage of impacting more than one unit of government at a time and the ensuing interaction which is sure to follow is inviting.
3. A proposal for the development of increased interaction between the A/P Study activities and local governments in the A/P Study area has been solicited through the third cycle "Call for Proposals." The Pamlico-Tar River Foundation and the Albemarle Environmental Association have had their proposals selected for accomplishing this in coordination with A/P Study staff. The cost of the projects is \$30,802 and \$16,350, respectively.
4. Legislative Liaison -- Potential for interaction between the State Legislature and NRCDA (A/P Study) exists in the form of NRCDA legislative liaison person, Sandy Long. Staff has pursued this connection and work to develop a plan, along with the CACs, for keeping the legislators informed of A/P Study progress is ongoing.

PUBLIC INVOLVEMENT PLAN TIME LINE

<u>Product/Effort/Event</u>	<u>1987-88</u>	<u>1988-89</u>	<u>1989-90</u>	<u>1990-91</u>	<u>1991-92</u>
Newsletter					
Program Brochure					
Fact Sheet					
Press Releases					
State of the Estuary Booklet					
Guide to Streamwalking					
Educational Calendar					
P.R. Effort					
Video					
Slide Show					
CAC Slide Show					
State of the Estuary T.V. Cam					
T.V. Shows					
PSA's					

Product/Effort/Event

1987-88 1988-89 1989-90 1990-91 1991-92

Radio Show (Talk-Show Format)

Radio Show (Staff)

Radio PSA's

Oral Presentations

Community Ed. Outreach

18 Exhibit (Striped Bass Perm)

Teacher Environmental Ed.

Secondary Ed. Programs

Exhibit (A/P Study's)

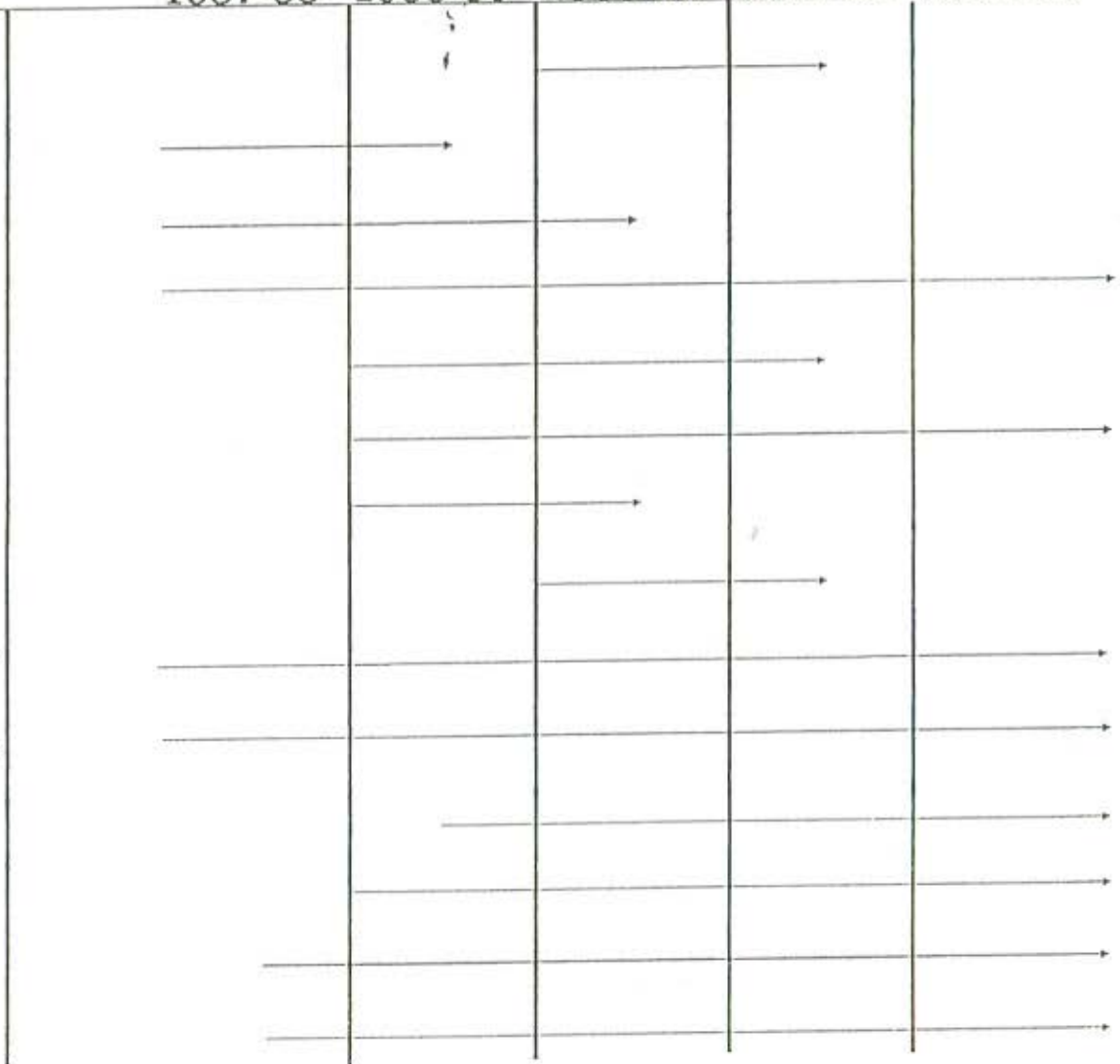
Annual Meetings/Events/Programs

Press Conferences

Festivals (as permissible)

Mailing List

Public Meetings



Product/Effort/Event

1987-88 1988-89 1989-90 1990-91 1991-92

Workshops/Media Tour

—————→

CAC Meetings

—————→

Citizen's Monitoring
(Pilot & Exp. *)

—————→

Local Gov't. Liaison

—————→

Legislative Liaison

—————→

* Accomplished with EPA Supplemental funding

