

# Nisqually Reach Aquatic Reserve Citizen Stewardship Committee

## **\*Draft\* Education and Outreach Implementation Strategy**

*NOTE: THIS DOCUMENT IS MEANT TO BE A LIVING DOCUMENT AND IS FRAMED AS A 1,2,3 STEP PLAN. OVER TIME, ELEMENTS SHOULD BE ADDED, DELETED OR ALTERED TO PROVIDE A SPECIFIC DESCRIPTION OF STEPS NEEDED TO COMPLETE EACH COMPONENT.*

### **GOALS**

1. To implement 3 outreach and education projects related to the Nisqually Reach Aquatic Reserve
2. To develop a mobile display and Power Point presentation for community outreach.

### **TASK 1: DETERMINE OUTCOMES**

Determine the preferred outcomes associated with outreach and education projects

- Who is the target audience?
  - Citizens from Thurston and Peirce counties?
  - Individuals who have a large impact on the state of the reserve?
  - Other?
- What knowledge do we want them to walk away with?
  - Knowledge about the reserve's existence?
  - An understanding of the Aquatic Reserve program?
  - Steps people can take to help keep Puget Sound and the reserve healthy?
  - Other?

### **TASK 2: PROJECT SELECTION FOR PROJECTS 1-3**

Step 1: Review Nisqually Reach Aquatic Reserve Management Plan's list of potential outreach and educational projects which are:

- Develop interpretive materials in consultation with local Tribes that include tribal culture and history when possible.
- Support, and when possible partner with, efforts of other local environmental education stewards.
- Design and erect static displays about the Aquatic Reserve at parks and public access points to convey conservation ethics and stewardship etiquette of the reserve.
- Develop education materials and programs related to the management of the Anderson – Ketron dredge disposal site.
- Support the proposed expansion of the marine science educational programs offered at Nisqually Reach Nature Center to JBLM community on Solo Point, Anderson Island Community at park properties (owned and operated by the Anderson Island Parks Board), and the Lacey/Thurston County community at Tolmie State Park.
- Support funding to repair or replace the public access and educational pier at Nisqually Reach Nature Center.
- Explore opportunities for special boat and kayak based educational outings throughout the Aquatic Reserve.
- Foster cooperative efforts with DOE, WDFW, Tribes and owners of overwater structures to

educate on voluntary retrofitting and improvements on existing structures that will diminish wave and light- shading impacts to processes, habitats and species

- Partner with WDFW, DOE, and/or the Puget Sound Partnership to provide education, technical assistance, and incentives to shoreline property owners on bulkhead removal and the replacement with soft bank or other alternatives that promote natural processes within or adjacent to the Reserve.
- Support and provide media-based opportunities for the public to learn about and provide input on resources within the reserve boundary, including public access locations

Step 2: As a committee add any additional actions not listed by the Management Plan but that still support the overarching goals of the plan, which could include:

- Work with curriculum directors for local school district to see how Nisqually Reach AR can be worked into curriculum
- Develop permanent signage or display for ferry/ ferry terminal
- Develop leave behind displays in lobbies at key locations (for example for 3 weeks to a month) [note: this could be the same as the display project #4 below]. Some potential locations are:
  - Dupont City hall
  - Public libraries
  - Courthouses
  - Museums
  - Businesses?
- Art/ video competition (Elementary schools, Middle schools, College)
- Marketing campaign
- Youth groups, other opportunities for youth

Step 3: Develop a master list of potential projects

Step 4: Develop and approve selection criteria for the 3 projects. Criteria might include:

- Does the project fulfill the previously determined outcomes?
  - Targets the right group
  - Successfully conveys the messages we want to convey
- Is the project able to be completed by December 2013?
- Is the project affordable?
- How many people will the project reach?
- Is it able to be evaluated?
- Appealing and meaningful so that it will attract volunteers
- Citizen champion/ obvious project lead

Step 5: Select 3 projects to be carried out by the committee by December 2013

### **TASK 3: PROJECT #4 (DISPLAY AND OUTREACH)**

- Display
  - Create a compelling set of display panels for a table-top tri-fold that can be used for tabling at events including fact sheets about the reserve
  - Identify key tabling opportunities (fairs, events, etc)
- Outreach presentation

- Create a compelling PowerPoint/talk to be used at neighborhood association meetings, community groups, rotary club
- Identify key presentation opportunities (neighborhood organizations, rotaries, etc)

#### **TASK 4: MATERIALS, SUPPLIES AND SERVICES**

Step 1A: Determine a list of supplies and equipment for each project

- Attempt to borrow said supplies and/or equipment from agencies and others
- If not available as a loan, purchase the supplies

Step 1B: Determine list of materials needed for each project

- Have committee, Nisqually Reach Nature Center or People For Puget Sound develop materials

Step 1C: Determine if any services are needed (rooms, food, etc.)

- Attempt to receive as an in-kind donation
- Purchase if necessary

#### **TASK 5: IMPLEMENTATION OF PROJECTS**

Step 1: Determine scheduling

- What time of year will the project take place?
- How frequently will the outreach occur (annually, quarterly, monthly, etc.)?
- What days/ times are better than others?
- Who will partner to do the projects? (Committee members, volunteers, partner organizations and agencies, support staff)

Step 2: Address other logistical concerns, such as: marketing of events, permissions, locations, etc.

#### **TASK 6: EVALUATION OF ACTIONS**

Step 1: Determine how evaluation should occur

Step 2: Evaluate projects

#### **TASK 7: FOLLOW UP**

# Nisqually Reach Aquatic Reserve Citizen Stewardship Committee

## **\*Draft\* Citizen Science Implementation Strategy**

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### **GOAL**

To implement at least 3 high quality citizen science or assessment projects in the Nisqually Reach Aquatic Reserve by December 2013 (with more to continue in the future)

### **TASK 1: PROJECT SELECTION**

Step 1: Review Nisqually Reach Aquatic Reserve Management plan to determine list of potential science and assessment projects

Step 2: Ask agency scientists (DNR/WDFW/other) to augment this list with additional potential projects

Step 3: Develop draft master list of potential projects

Step 4: Ask agency staff to provide a review that identifies which of the potential projects are most needed and would be feasible to be accomplished by citizen scientist volunteers. Ask for them to narrow the field to ~6 projects

Step 5: Citizen Stewardship Committee to develop and approve selection criteria for the projects. Criteria might include:

- High value project for the reserve's ecology
- Able to be completed by December 2013 to a level that is satisfactory to the committee
- Low cost
- Meaningful and interesting so that it will attract volunteers
- For at least some of the projects use an ongoing /developed plans
- Committee champion/ project lead obvious

Step 6: Select 3 projects to take on using pre-determined selection criteria

Step 7: Self assign and approve project lead

### **TASK 2: QUALITY ASSURANCE PROJECT PLAN (QAPP)**

A QAPP is a formal document describing in detail the necessary quality assurance procedures, quality control activities, and other technical activities that need to be implemented to ensure that the results of the work performed by the committee will satisfy the stated performance or acceptance criteria. QAPPs are necessary for our projects in order for the results to be considered valid and useful by agencies. Thus, A QAPP MUST BE APPROVED BEFORE THE COMMENCEMENT OF ALL PROJECTS

Step 1: For each of the 3 selected projects determine if there are existing approved agency QAPPS that can be used directly or can be modified.

- If one already exists: Submit existing QAPPs to Department of Ecology QAPP coordinator for confirmation.
- If not: People For Puget Sound writes draft QAPP, with committee input, and submits for approval to the ecology QAPP coordinator.

### **TASK 3: SUPPLIES AND SERVICES**

Step 1A: Determine a list of supplies and equipment for each project

- Attempt to borrow said supplies and equipment from agencies and others
- If not available as a loan, purchase the supplies

Step 1B: Determine list of services for each project (i.e. lab work)

- Make inquiries into in-kind donations for services
- Purchase services if necessary

### **TASK 4: RECRUITMENT AND ADVERTISING**

Step 1: Advertise

Step2: Project lead and staff recruit volunteers necessary to implement project.

### **TASK 5: TRAINING**

Step 1: Determine any advance training needs for all projects.

- Schedule trainings in advance or schedule training as part of the day of project implementation

### **TASK 6: IMPLEMENTATION**

Step 1: Determine scheduling

- Which seasons will the project take place?
- How frequently will the monitoring, assessment or research occur (annually, quarterly, monthly, etc)
- What days/ times are better than others?
- Tide and other physical factor needs

Step 2: Determine location

- Where will the projects occur?
- Will the project require sampling stations present?
- Are there any access or permission issues related to this project?

Step 3: Address other logistical concerns

- Create a schedule for the day
- Create a communication log for volunteers
- Address liability issues such as Insurance waivers
- Determine process for sample collection and follow up (if needed)

## **TASK 7: DATA MANAGEMENT**

Step 1: Determine internal data collection system

Step 2: Deliver data to appropriate agency

## **TASK 8: REPORTING**

Step 1: Write data management report

Step 2: Get the report technically reviewed