

Long Island Sound Study

A Partnership to Restore and Protect the Sound

Public Involvement and Education (PIE) Work Group Meeting Summary (by conference call)

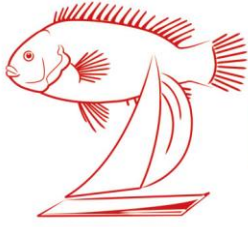
March 29, 2017

Participants

Amy C. Mandelbaum, NY Sea Grant
Robert Burg, EPA Long Island Sound Office/NEIWPC
Preston, Judy, CT Sea Grant
Jim Ammerman, EPA Long Island Sound Office/NEIWPC
Cassandra Bauer, NYSDEC
Katie Cubina, Mystic Aquarium
MaryEllen Mateleska, Mystic Aquarium
Mark Parker, CTDEEP
Vicky O'Neill, NYSDEC/NEIWPC
Kara Jackson, The Nature Conservancy

Notes

1. The PIE WG group agreed to conduct a social media campaign this summer around the theme of preventing trash in Long Island Sound and its beaches. After taking an online poll, the group agreed upon the hashtag #TrashFreeSound as the central campaign message. The campaign will consist of social media content that can be posted every week for PIE WG members on their social media networks from mid-July to mid-September. The Work Group members can choose which content to post on their social media sites as well as develop and post specific content for their audience as well. PIE also will reach out to other members of the CAC to enlist them in the campaign as well as reach out to other groups such as the Long Island Clean Water Partnership and the American Littoral Society. The content will largely be developed before the campaign and entered into a schedule for posting on PIE's shared Google Drive. The content will be a mix of messages promoting behaviors to reduce trash, the science explaining the dangers of plastics in waterways, and local efforts to clean up the Sound and its beaches. We might want to highlight trash free sites, groups, and initiatives such as the new app "Litterati," the microplastic research being done by the Rosalia Project, and the education campaign to reduce plastic marine debris being conducted by aquariums from around the country. We are looking to start the campaign the week of July 11 and continue it for at least 11 weeks into the period where communities participate in the International Coastal Cleanup. Robert said that he would like to establish a steering committee to help develop the content and schedule. We are considering using "tagboard.com" to evaluate social media usage.
2. In other business, Mark said he was looking into whether Connecticut DEEP is distributing a Press Release and/or holding an event for "Long Island Sound Day," which is designated in CT for the Friday before Memorial Day (this year: May 26). If so, Mark said he would let us know in case we wanted to promote Long Island Sound Day on our websites and social media sites. Robert requested that the group share with him information on any events in coastal parks being held on



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the Weekend of National/CT Trails Day weekend (June 3 and June 4) for a page promoting coastal stewardship areas on the LISS website. He said that so far he has three events for the page, all in Connecticut. Judy mentioned that she just completed a successful Coastal Certificate course, a program teaching Cooperative Extension Master Gardeners environmentally friendly gardening practices, in Milford. As part of getting the certificate the Master Gardeners need to get volunteer credits. Judy asked the group if they knew of any projects that the Master Gardeners could be involved in. Vicky said that DEC with partners including SEATUCK and the Peconic Estuary Program just completed a successful series of workshops teaching citizen volunteers how to monitor alewife populations in local streams during the spring migratory season. MaryEllen said that Mystic will be hosting a coastal cleanup at Bluff Point State Park during Earth Day weekend.

3. The next meeting is scheduled for June 28 from 10:30 to 11:30. It will be primarily to review the social media campaign strategy. It will be by conference call.