

False River Watershed Council

2014 Proposed Outreach Plan

Outreach and Education Proposal

- Inform citizens of the community, parish, and all concerned and bring an understanding and awareness of activities associated with the lake's Ecosystem Restoration and Nitrogen Impact Mitigation Projects. *Specifically we want to emphasize- Citizen Participation in the project - "educational information about Pollution Prevention and being a part of a Healthy Environment" and "things that can be done when the water is down"*
- As recommended at the recent Project Open-House, send messages to inform of impending activities associated with the False River Ecosystem Restoration and LaGen Nitrate Impact Mitigation Projects, such as the drawdown of the lake associated with the island/terrace construction activities
- As recommended at the Open-House, facilitate lake/watershed "Cleanup Efforts", and promote shoreline maintenance, modification and plantings, including activities which can be performed during/facilitated by the drawdown period.
- Date set for the 2 to 2.5-foot drawdown is September 2, 2014 (day after Labor Day)
- Set a date for a Community-wide event called, "**Get It Clean & Keep It Clean Day**" proposed for a weekend in September 2014
- Seek out and identify donors that will assist with costs for production of mail-outs, flyers, posters, printing services, postage, work supplies, etc.
- Search for civic group, sportsman group, school group, fraternity/sorority, LSU AgCenter - Extension Service in the parish, 4-H club, Boy Scouts, big- business (local retail and/or hardware stores) or other organizations, that would be willing and able to sponsor/assist with community-wide event

April 2014

Outreach Material:

- Begin preparing flyer and other materials for activities associated with the False River Ecosystem Restoration– South Flat Project
- Obtain informational material from DHH, DAF, NRCS, etc.
- DWF is finalizing a new shoreline property flyer

Action Item: False River Watershed Council Meeting– April 2, 2014

Discuss and approve an outreach program for the False River Ecosystem Restoration– South Flat Project and the False River Nitrogen Impact Mitigation Project

Action Item: **Market at the Mill**- April 11-13, 2014

Have a booth and/or bring vendors fliers to provide at their booths

May 2014

Outreach Material:

- **Prepare informational flyers** - (1) activities associated with the False River Ecosystem Restoration– South Flat Project and (2) activities that stakeholders can participate in.
- Identify materials and supplies like work gloves and large trash bags to be made available to citizens to participate in the “Get it Clean & Keep it Clean Day” (free supplies would be a great motivator)
- Design and print Posters to display in stores/businesses

Action Item: Deliver Flyers to Primary Targets who will disseminate

Give flyers to sponsors identified and the local Chamber of Commerce, Office of Tourism and government offices so that they can help distribute to area businesses and other stakeholder groups

June 2014

Outreach Material:

- Design and print **SIGNAGE for boat launches**
- Prepare a mail-out that motivates citizens to get-involved in activities beneficial to the health of the lake, including the “Get it Clean & Keep it Clean Day” event and explain that “free” items or equipment will help them to do their part in the effort

Action Item: Get a residential/property owner mailing list and send mail-out

To residents and property owners this information will be a SAVE THE DATE, too

Action Item: Get utility mailing lists and prepare mail-out in the Customer Bill Statements

To property owners/community in the Utility Notices – proposed 75 characters message:
“False River Ecosystem Restoration Project begins Summer 2014”

July 2014

Outreach Material:

- Line up rip-rap and other **shoreline modification** materials/supplies
- Locate needed shoreline vegetation/plantings (e.g. grass, trees, etc.)

Action Item: Funding

If not already identified - need a sponsor for the shoreline modification materials, supplies and vegetation.

Action Item: 4th of July Celebration

Have an info booth and/or bring all vendors fliers to have at each booth

Action Item: Send out message on Utility Bill, 2nd notice

To property owners/community in the Utility Notices – proposed 75 characters message:
“**Construction of the island in False River South Flat to start September 2014.**”

Action Item: News Release

- 2UNE IN discussion

August 2014

Outreach Material:

- Prepare for **News Releases** about upcoming events and display in newspapers

- Action Item: Funding

If not already identified, need a sponsor to cover the cost of a display ad in area newspapers for advertisement.

Action Item: Send out message on Utility Bill, 3rd notice

To property owners/community in the Utility Notices – proposed 75 characters message:
“**Lake level lowering by 2 to 2.5 foot to begin Sept. 2, 2014**”

Action Item: News Release

- Target media to get the message out -News Story for Advocate, PC Banner, Times Picayune, Lafayette Advertiser, the St. Francisville Democrat, etc.
- Have someone to work with news reporters to get the story’s best coverage
- Work with artists to design ad for promoting “Get It Clean & Keep it Clean Day” event in September

September 2014

Outreach Material:

- Flyer and posters for the “Get It Clean & Keep It Clean Day”
- Find/place supplies in location where citizens can pick up prior to the Saturday event

Action Item: Send out message on Utility Bill, 4th notice

To property owners/community in the Utility Notices – proposed 75 characters message:
“Join in False River - **Get It Clean & Keep it Clean Day** Sept. __, from 8 until 4”

Action Item: “Get It Clean & Keep it Clean Day” - Sat. Sept. ?? from 8 until 4

After this effort – show citizens that local government will quickly begin to pickup the trash and debris -crews to work on Sat. evening/Sunday....

October 2014

Outreach Material:

- Update flyer for the **Harvest Festival** on False River
- Artificial Reef materials/supplies

- Update informational material

Action Item: Artificial Reef Building and Installation - October 10, 11 and 12

With the support of DWF, BASS and local fishermen, construct and install **Artificial Reef** in False River.

Action Item: Funding

If not already identified, need a sponsor for info booth at the Harvest Festival on False River and for the material and construction of the artificial reefs

Action Item: Send out message on Utility Bill, 5th notice

To property owners/community in the Utility Notices – proposed 75 characters message:

“Lake level to remain down by 2 to 2.5 foot until Spring 2015.”

Action Item: Harvest Festival on False River - October 17-19, 2014

Have a booth and/or bring all Vendors fliers to have at each booth at the Harvest Festival on False River

DRAFT

**False River Restoration Project
OUTREACH COST INFORMATION
DRAFT – April 2014**

Printing Costs Estimates:

- 11 x 17 color **Poster** printed on 80 lb glossy cardstock = \$62.31/100 \$186.93 for 400 posters
*State Printing
- 4 ft. x 8 ft. vinyl outdoor color **Banner** with grommets for hanging = \$112 each \$560 for 5
*Vivid Ink Co.
- Project website **Bookmarks** - reprint from Jan. = \$85.37 for 250 bookmarks
*State Printing
- 27" x 27" color **Posters** for booth/display = \$313.40 for 10

Mailing Costs Estimates:

- 4,000 folded and mailed **Flyer** to False River shoreline residents = \$1,669.18 + postage
*State Printing

Newspaper Announcements Costs Estimates:

Newspaper Display Ads – 2 x 4 columns which is about 4 x 4 inches

Pointe Coupee Banner -\$65. (Mary – Deadline Tues. before Thurs. paper)

The Advocate– SUNDAY b/w = \$648. Color +\$195 and THURSDAY b/w = \$586. Color +\$174.

NO Times-Picayune– SUNDAY and WEDNESDAY b/w = \$2,689. Color = \$5,582

Lafayette Advertiser - SUNDAY b/w = \$330. Color =\$410 For WED. b/w = \$280. Color = \$360.

Press Releases Costs Estimates:

disseminated for news stories (**No costs**)

Newspapers Ad color “**Sticky Notes**” top of papers are costly but great attention getters-

Example: Lafayette Advertiser- 3 x 3 sticky on SUNDAY paper = \$1650. SAT = \$1440

WED – FRI = \$1170

News Online Display Ads (?)

Printing in-house fliers, mail-outs, etc. (?)



False River Ecosystem Restoration & Nitrogen Impact Mitigation Projects

Beginning Spring 2014!

- ▶ **Lake and Drainage Channel Water Quality Sampling**
- ▶ **Channel Flow Monitoring**
- ▶ **Drainage Channel Redesign and Modification**
- ▶ **Drainage Channel Maintenance**
- ▶ **Shoreline Habitat Restoration**
- ▶ **Aquatic Habitat Restoration**
- ▶ **South Flat Dredging**
- ▶ **South Flat Island/Terrace Creation**

For more information or question go to
www.FalseRiverRestoration.dnr.la.gov



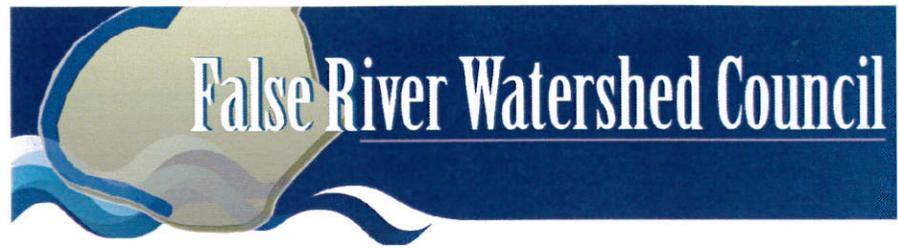
False River Ecosystem Restoration Project



False River South Flat Island/Terrace Creation Begins September 2014. Lake Level will be Reduced by 2 to 2.5 feet for 6 Months.

Progressive Drawdown Begins September 2, 2014





SEPTEMBER __, 2014

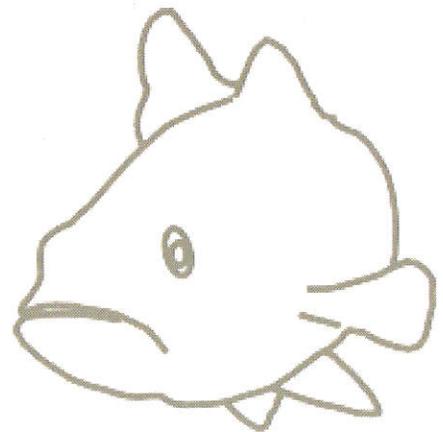
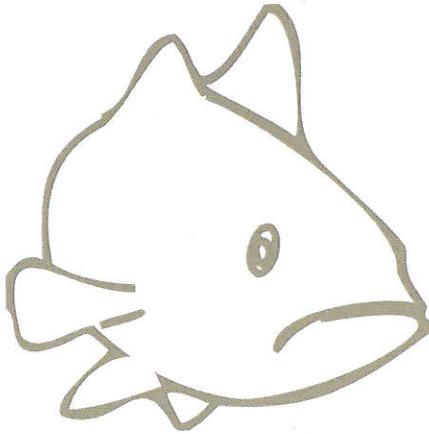
False River Shoreline Cleanup

Get it Clean

&

Keep it

Clean



The event is organized by the False River Watershed Council and the Pointe Coupee Parish Police Jury in collaboration with _____
Vinyl gloves and plastic bags will be provided



Example Banner



False River Ecosystem Restoration Project



South Flat Island/Terrace Creation Begins September 2014.

Lake Level will be Reduced by 2 to 2.5 feet Beginning Sept. 2, 2014.

Take all necessary measures to secure or remove boats and protect shoreline structures accordingly
Please use caution when swimming and boating



Suggested beneficial activities include the following:

- Clean hazards and/or rubbish (e.g. debris, obstructions, etc.) along the shoreline to improve water quality and swimming/boating safety
- Perform repairs to shoreline structures (e.g. bulkheads, piers, etc.)
- Perform modifications to or maintenance of the shoreline to improve wave dissipation
- Plant shoreline vegetation to improve aquatic habitat
- Perform maintenance or upgrades on home wastewater treatment systems (i.e. ATUs) to improve lake water quality

Upcoming activity:



The flyer features the logos for the False River Watershed Council and the Pointe à la Pêche Parish. The text reads: "SEPTEMBER __, 2014", "False River Shoreline Cleanup", and "Get it Clean & Keep it Clean". Below the text are two simple line drawings of fish. At the bottom, a note states: "The event is organized by the False River Watershed Council and the Pointe à la Pêche Parish Police Jury in collaboration with _____. Vinyl gloves and plastic bags will be provided."



Homeowner's Guide to the

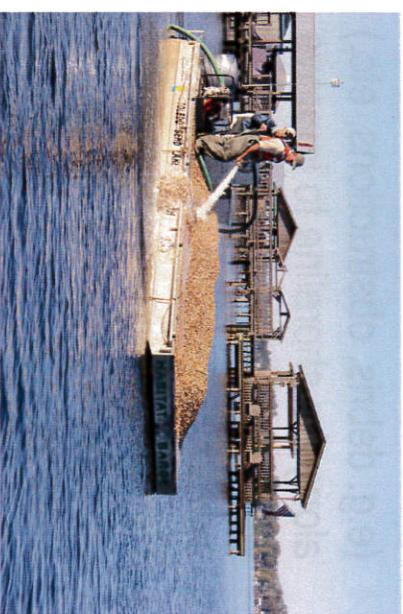
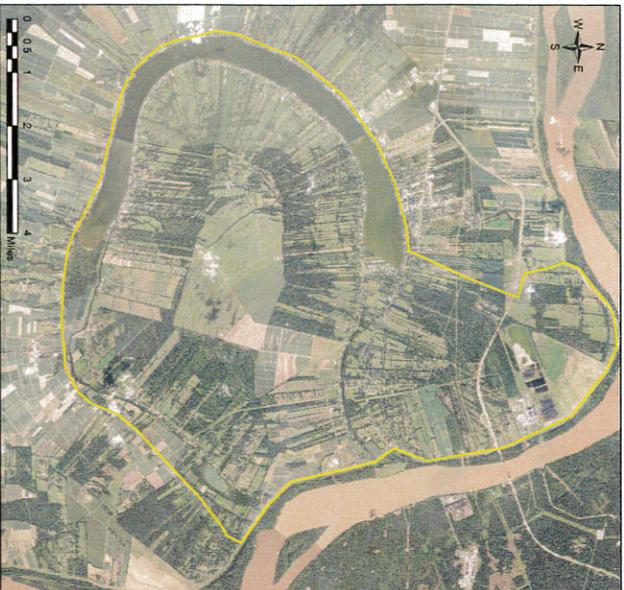
False River Ecosystem & Restoration & Nitrogen Impact Mitigation Projects





Scheduled activities:

- Lake and Drainage Channel Water Quality Sampling
- Channel Flow Monitoring
- Drainage Channel Redesign and Modification
- Drainage Channel Maintenance
- Shoreline Habitat Restoration
- Aquatic Habitat Restoration
- South Flat Dredging
- South Flat Island/Terrace Creation



The False River Ecosystem Restoration Project seeks to foster property owners, tenants and lake users involvement to improve the water quality and fisheries of the lake. During Fall 2014 and Winter 2014-2015 the lake level will be temporarily reduced by 2 to 2.5 feet to allow for the construction of the Island/Terrace in the South Flat. During this period nearshore sediments will be exposed to various degrees along the lakeshore allowing for beneficial clean-up and maintenance activities to take place.