

3 **APPENDIX G:**
4 **COMMUNICATION/**
5 **OUTREACH STRATEGY**

6

7 **DECEMBER 2025**

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**PREPARED FOR: LAKE PONTCHARTRAIN BASIN
RESTORATION PROGRAM**

LAKE PONTCHARTRAIN BASIN RESTORATION PROGRAM

The purpose of the Lake Pontchartrain Basin Restoration Program is to restore the ecological health of the basin by developing and funding restoration projects and related scientific and public education projects to reduce the risk of pollution.

CITATION

Lake Pontchartrain Basin Restoration Program. (2025). Appendix G: Communication/Outreach Strategy. (pp. 1-16).

ACKNOWLEDGMENTS

This document was developed in support of the Lake Pontchartrain Basin Restoration Program's Comprehensive Conservation Management Plan update. The document was prepared by members of the Theodore Roosevelt Conservation Partnership team: Keesler Morrison and Madeline Conerly (Emergent Method, LLC).

22 Table of Contents

23	Lake Pontchartrain Basin Restoration Program	2
24	Citation	2
25	Acknowledgments	2
26	List of Abbreviations	4
27	Introduction	5
28	How to Use this Strategy	5
29	Guiding Principles, Goals, and Objectives	5
30	<i>Communication/Outreach Goal</i>	5
31	<i>Guiding Principles: Communication/Outreach</i>	6
32	<i>Communication/Outreach Objectives</i>	6
33	Plan Implementation: Communication and Outreach	6
34	CCMP Action Plan	7
35	Branding and Consistent Messaging	7
36	Dynamic Information Sharing	8
37	Online Resource Management	8
38	Educational Material and Content Creation	9
39	Content Distribution	10
40	Programs and Other Engagements	10
41	Target Audiences	11
42	Communication Channels	13
43	Education and Involvement Action Mapping	14
44		

LIST OF ABBREVIATIONS

Abbreviation

CCMP

PRP

Definition

Comprehensive Conservation Management Plan

Lake Pontchartrain Basin Restoration Program



47 INTRODUCTION

48 Effective outreach and communication are fundamental to the successful implementation of the Lake
49 Pontchartrain Basin Restoration Program's (PRP) Comprehensive Conservation Management Plan (CCMP).
50 This Communication/Outreach Strategy outlines an approach to foster broad understanding and support for
51 the plan's objectives and actions. By clearly conveying the importance of the Pontchartrain Basin and the
52 efforts to improve it, the PRP can cultivate informed participation and support for the CCMP's success.
53 Establishing consistent messaging and utilizing appropriate communication channels will be key to ensuring
54 that information reaches relevant parties and that valuable input is gathered throughout the implementation
55 process.

56 Through dedicated and consistent communication, the CCMP aims for a future in which every resident and
57 visitor of the Pontchartrain Basin understands and actively contributes to its ecological health, fueled by
58 consistent, clear, and compelling communication that fosters widespread participation and ensures the
59 basin's vibrant ecological health for generations to come.

60 This five-year Communication/Outreach Strategy aims to foster broad understanding and support for the
61 PRP's CCMP by clearly conveying its importance and ongoing efforts, cultivating informed participation, and
62 ensuring its successful implementation.

63 How to Use this Strategy

64 This strategy will serve as a Communication/Outreach guide for all restoration and conservation efforts
65 undertaken by the PRP, providing a framework for communicating to key interest groups and the public. The
66 CCMP's effectiveness hinges on meaningful and effective communication and outreach, regardless of the
67 type of action, ensuring consistent and clear methods are used to inform and empower the successful
68 implementation of the CCMP's actions. Program staff and partners should use this document to ensure all
69 communications are clear and consistent to build public trust, tailor information to be relevant to specific
70 target audiences, and select the most appropriate and accessible communication channels to facilitate
71 participation. This document should also be used to systematically document feedback from engagement
72 activities to inform the plan's implementation and to guide the development of outreach components for
73 individual restoration projects.

74 Guiding Principles, Goals, and Objectives

75 COMMUNICATION/OUTREACH GOAL

76 Foster broad-based support and engagement to guide and create champions for the implementation of
77 the CCMP.

78 GUIDING PRINCIPLES: COMMUNICATION/OUTREACH

79 To provide a clear pathway for implementation, the following principles require a structured and actionable
80 approach. It is recommended that the Executive Committee and the Management Conference adopt these
81 guiding principles by integrating them into the Program’s “Organizational Parameters Document.” To
82 translate these principles into practice, the Executive Committee, with input from the Management
83 Conference, should oversee the development of standardized procedures and guidelines for all
84 communication and outreach activities. This will provide staff and partners with the specific processes to
85 ensure the following guiding principles:

- 86 • **Clarity and Consistency:** Ensure that all communications will be clear, concise, and consistent in their
87 messaging to build public trust and recognition of the program.
- 88 • **Information Dissemination:** Prioritize the effective distribution of information about the CCMP's actions
89 and progress to all interested parties.
- 90 • **Stakeholder Input:** Create opportunities for relevant individuals and groups to provide feedback and
91 insights, recognizing their connection to the basin.
- 92 • **Accessibility of Information:** Ensure that information and engagement opportunities are readily available
93 through various channels to facilitate participation.
- 94 • **Relevance:** Tailor information and engagement activities to be relevant to the specific interests and
95 geographic areas of the target audiences.
- 96 • **Building Relationships:** Cultivate relationships with key organizations and individuals to foster ongoing
97 dialogue and collaboration.
- 98 • **Documentation and Integration:** Systematically document all feedback and outcomes from engagement
99 activities to inform the plan's implementation.

100 COMMUNICATION/OUTREACH OBJECTIVES

- 101 • **Highlight and emphasize the critical importance** of the Pontchartrain Basin to the region's economy, to
102 garner widespread support for the actions being implemented by the PRP.
- 103 • **Bring awareness to key issues** facing the Pontchartrain Basin related to environmental change, including
104 water quality and habitat loss.
- 105 • **Engage a wide range of interested individuals** in the CCMP development process, including government
106 agencies, community groups, businesses, academia, and the public.
- 107 • **Build trust and credibility** by maintaining open and transparent communication throughout the CCMP
108 process.
- 109 • **Leverage existing plans** to ensure alignment of the implementation of the CCMP with other relevant
110 coastal and regional plans.

111 PLAN IMPLEMENTATION: COMMUNICATION AND 112 OUTREACH

113 The PRP can play a vital role in the ecological health of the Pontchartrain Basin, but effective communication
114 and outreach will be a key element to fulfilling its purpose. For the program to succeed, the people and

115 groups who benefit from and are impacted by the PRP's projects and initiatives need to understand the
116 program itself.

117 This section highlights the methods essential for successful implementation, with communication and
118 outreach serving as key tools to maximize coordination, secure funding, and build awareness and education.
119 This involves a multi-faceted approach that leverages a range of channels to reach specific audiences. For
120 example, the PRP web page will be maintained as a central information hub for educational resources and
121 event calendars, while a periodic newsletter and social media outlets will distribute timely updates on
122 projects and engagement opportunities to the public.

123 By consistently applying these tools, the PRP can establish strong communication lines to engage its wide
124 range of interest groups, from government officials and funding partners to educators, landowners, and
125 recreational users. This deliberate outreach is designed to build the broad-based support and collaboration
126 necessary to carry out the actions in this CCMP, fostering a well-informed community of stewards dedicated
127 to the basin's long-term sustainability.

128 **CCMP Action Plan**

129 The CCMP Action Plan outlines 42 actions within the Education and Involvement chapter, organized under
130 three themes: Awareness, Education and Outreach, and Engagement. These actions were shaped by the
131 Issue Report, informed by Work Groups and the Management Conference, and refined through direct
132 feedback from community members. Together, they emphasize building public awareness, expanding
133 education and outreach efforts, and fostering meaningful engagement across diverse audiences. Each
134 action is numbered for clarity and corresponds to the Education and Involvement Action Plan table, which
135 also provides details on potential partners, timelines, and performance measures.

136 **Branding and Consistent Messaging**

137 Recognizable branding and consistent messaging are vital to highlighting the PRP as a force for improving
138 ecological health in the basin. A simple but distinct brand, with a logo, slogan, and color scheme, can set the
139 program apart and increase awareness of the PRP and its work.

140 Key messaging is also critical when implementing the actions in this CCMP. Not only should the PRP develop
141 key messages to promote the program, but each action being implemented should have an agreed-upon set
142 of key messages to be distributed to target audiences. Message consistency is imperative and empowers
143 participants, from the public to elected officials, to understand the basics of the program and its actions.

144 Some actions in the CCMP aim to create branding and key messages directly, and others promote the
145 program and its mission indirectly:

- 146 • 3.1.1 Create a unified and recognizable PRP brand, including a logo, slogan, and key messages to
147 promote a common thread among the communities within the PRP boundary.

- 148 • 3.1.6 Create a suite of booth materials (tablecloth, backdrops, cups, coasters, pens, etc.) to use at
149 conferences, trade shows, cultural events, and other events where PRP representation may be beneficial
150 in expanding awareness.
- 151 • 3.1.9 Co-sponsor events that promote recreation, responsible tourism, water quality improvement, and
152 other ecological health benefits, making the PRP logo prominent and recognizable.
- 153 • 3.1.10 Develop and distribute fish measuring magnets that include information about local fish
154 populations and the PRP logo.

155 **Dynamic Information Sharing**

156 Dynamic information is defined as data and resources that are subject to change and require consistent
157 updates to remain accurate and relevant for users. Maintaining accurate, up-to-date information will help
158 build trust with key interest groups and the public, positioning the PRP as a trusted and reliable source. To
159 execute some of the actions in this CCMP, consistent updates to dynamic information is paramount. If the
160 PRP (or partners helping to execute the actions) fail to provide reliable and up-to-date information, the PRP's
161 organizational reputation will suffer.

162 Some of the actions in the CCMP require sharing dynamic information, and to execute these actions properly,
163 the set timelines or intervals of updates will need to be consistent and adhere to pre-set standards:

- 164 • 3.1.2 Create and publicize updated maps of the PRP boundary that identify significant geophysical, civic,
165 and other landmarks.
- 166 • 3.2.2 Develop and publish a guide to understanding water quality and habitat data by creating clear,
167 concise, and non-technical summaries and definitions related to water quality and habitat monitoring.
- 168 • 3.2.13 Partner with local technical and community colleges to assess workforce needs in fields that
169 work to improve ecological health, such as independent water system managers.
- 170 • 3.2.16 Identify current efforts/opportunities to incorporate green infrastructure and nature-based
171 solutions and educate the public on their importance and impact.
- 172 • 3.3.1 Identify a comprehensive list of current and ongoing efforts to involve the public in improving
173 ecological health (invasive species removal, tree plantings, waterway cleanups, educational events, etc.).
- 174 • 3.3.7 Identify existing walking, biking, and recreational trails, and develop an immersive program that
175 guides visitors while educating them on the local environment and ways to protect it.

176 **Online Resource Management**

177 Online resource management centralizes critical resources to be as accessible as possible. Creating or
178 contributing to a centralized location online to provide users access to public content and information,
179 enhances accessibility and increases the usability of the resources created by the PRP. This will increase
180 program awareness and utility, allowing for better-informed decision making and more effective coordination
181 to promote complex restoration activities across a wide range of interested groups.

182 Like dynamic information sharing, online resource management is focused on making information readily
183 available. However, online resource management focuses on static and legacy resources that the PRP aims
184 to create, such as maps, guides, presentations, and educational brochures. While this information may

185 change slowly over time, the resources are considered evergreen to be accessed and downloaded for an
186 extended period.

- 187 • 3.1.4 Update and maintain the PRP website to serve as an information hub/clearinghouse that houses
188 educational resources such as maps and figures, include a calendar of restoration events, and make
189 other relevant information about the PRP publicly available.
- 190 • 3.1.5 Develop an interactive, online mapping tool for the PRP website that allows users to better
191 understand the basin and its watershed, its physical features, the recreational opportunities available,
192 flora and fauna within it, and other information.
- 193 • 3.1.7 Execute a public outreach campaign using traditional and social media to promote the PRP and its
194 activities.

195 **Educational Material and Content Creation**

196 Educational materials translate complex scientific information into easily digestible formats for diverse
197 audiences, fostering a shared understanding of the basin's ecological significance and the threats it faces.
198 By providing accessible and engaging content, these efforts cultivate environmental literacy and inspire
199 residents to actively participate in conservation initiatives, ultimately building a sustained culture of
200 stewardship for the basin's long-term health.

201 Several actions are directly related to creating these educational resources.

- 202 • 3.1.3 Produce and display signage in prominent areas within the PRP boundary (along busy roads, on
203 bridges, at boat launches, etc.) that make people aware they are in the Pontchartrain Basin to promote a
204 unified geographic watershed.
- 205 • 3.2.1 Develop a suite of educational slides that make up a comprehensive "Basin 101" presentation that
206 gives an overview of the PRP and its geographical areas and programs and can be adjusted to fit the
207 appropriate audience, from young students to technical experts.
- 208 • 3.2.3 Make educational materials more accessible to a wider range of audiences within the basin.
- 209 • 3.2.5 Create signage to be placed at boat launches, wildlife management areas, state parks, along nature
210 trails, and other prominent locations that showcases the history, importance, and potential stewardship
211 measures that can be taken to improve the basin's ecological health.
- 212 • 3.2.7 Create and display signage linking toxic contaminants in fish to negative health outcomes for
213 humans.
- 214 • 3.2.8 Create and execute interactive educational programs for schools in the Pontchartrain Basin to
215 teach students about the importance of water quality and habitat protection.
- 216 • 3.2.9 Organize workshops and immersive educational events to educate residents about water quality
217 issues.
- 218 • 3.2.10 Coordinate with local governments to create printable brochures on septic system maintenance
219 and best practices to be distributed to local communities.
- 220 • 3.2.15 Partner with schools to design and implement campus and classroom-based nature-based
221 solutions and green infrastructure projects that demonstrate co-benefits and introduce students to their
222 environmental and community importance.
- 223 • 3.3.6 Develop a printed guide to identify birds commonly found in the Pontchartrain Basin and make it
224 accessible at popular birding locations.

- 225 • 3.3.12 Develop a "Responsible Tourism Guide" to be printed and placed at visitor centers, rest stops,
226 state parks, and other areas commonly visited by tourists.

227 **Content Distribution**

228 While content creation is critical, these educational materials are rendered useless if they are not effectively
229 distributed to target audiences. Effective content distribution promotes the content and allows more people
230 to see it and use it. From policymakers to the public, the more widespread the content can be distributed, the
231 more effective it is.

232 By strategically disseminating educational materials, progress reports, and calls to action, the PRP can
233 cultivate widespread awareness, foster informed decision-making, and promote support for the basin's long-
234 term sustainability.

235 For more information on methods of content distribution, see the Communication Channels section of this
236 document.

- 237 • 3.2.4 Develop and execute a public campaign to distribute educational materials and information to the
238 public to promote increased stewardship of water quality and habitat preservation.
- 239 • 3.2.6 Develop a periodic newsletter to provide the public with updates on water quality data, PRP
240 projects, recreational opportunities, engagement opportunities, and other relevant updates.
- 241 • 3.3.3 Coordinate with local and state agencies to increase recreation opportunities (i.e., create and
242 maintain PRP maps that show recreational access points for land-based fishing, swimming, and boating
243 along the Pontchartrain Basin, Lake Maurepas, and their tributaries).

244 **Programs and Other Engagements**

245 Programs and other interactive engagement opportunities directly promote and encourage ecological and
246 environmental stewardship, transforming passive understanding into active participation in conservation
247 efforts. These initiatives, some outlined in the actions within this CCMP, provide crucial platforms for
248 education, knowledge sharing, and collaborative action, emphasizing that long-term sustainability of the
249 basin's restoration is a shared community responsibility.

250 When implementing these programs, consistency of communication and outreach is critical. To fully
251 capitalize on these interactions with the public, the PRP brand must also be prominent when executing these
252 engagements, generating positive media coverage and conducting widespread promotion to increase
253 participation.

254 Some of the actions to promote physical involvement and interaction include the following:

- 255 • 3.1.8 Participate in local cultural events and festivals to promote the PRP to the general public.
- 256 • 3.1.11 Create and promote an Adopt-a-Stream program for streams, bayous, and other tributaries within
257 the Pontchartrain watershed to assist in keeping urban waterways free of litter and other debris.

- 258 • 3.2.11 Establish lines of communication and schedule regular touchpoints with elected officials, local
259 governments, and water and sewer agencies to increase knowledge about key estuary and water quality
260 issues and have information and products to share with community members.
- 261 • 3.2.12 Develop a water quality career readiness program to present to local high school students,
262 informing them about job opportunities in promoting ecological health, with a focus on the Pontchartrain
263 Basin.
- 264 • 3.2.14 Develop and host professional workshops for engineers, landscape architects, and related fields
265 to increase awareness, technical knowledge, and practical application of nature-based solutions and
266 green infrastructure.
- 267 • 3.3.2 Conduct a basin wide assessment of the condition and accessibility of existing recreational
268 infrastructure to identify priority areas for investment and improvement.
- 269 • 3.3.4 Coordinate with local and state agencies to complete multi-benefit water quality projects that
270 include recreational components (i.e., repairing existing boat launches and fishing piers at access
271 points).
- 272 • 3.3.5 Coordinate with local and state agencies to increase safe public swimming access along fishable
273 swimmable waterways by funding facilities such as restrooms, picnic tables, and pavilions at existing
274 recreational access points.
- 275 • 3.3.8 Coordinate with local partners on developing and sponsoring programs that offer free or low-cost
276 recreational opportunities (fishing clinics, kayaking lessons, etc.).
- 277 • 3.3.9 Sponsor field trips for students to participate in water quality monitoring activities.
- 278 • 3.3.10 Sponsor and expand Adopt-a-Pond Program at stormwater ponds and accessible wetland areas.
- 279 • 3.3.11 Coordinate and support a program to encourage and incentivize residents to plant native trees on
280 private property.
- 281 • 3.3.13 Partner with local public transportation services to establish a "PRP Recreation Pass" that
282 provides free transportation to and from certain recreational access points.
- 283 • 3.3.14 Create and launch a 'Backyard Refuge Program' that encourages residents and local businesses
284 to enhance habitat for native wildlife by offering certifications, educational resources, and materials to
285 support improved habitat structure.
- 286 • 3.3.15 Launch a "Green Solutions, Greater Benefits" campaign to educate the public on the
287 environmental, health, and economic co-benefits of green infrastructure.

288 TARGET AUDIENCES

289 The PRP's wide range of interested people and groups can all contribute to the program's success in
290 different ways and maximizing the success of all involves effective communication and outreach. The chart
291 below depicts some of the major categories of interest groups across the Pontchartrain Basin that the PRP
292 could leverage and coordinate with to achieve the actions set forth in this CCMP.

KEY INTEREST GROUP	DESCRIPTION
General Public	Individuals interested in or impacted by the PRP's programs and projects.

KEY INTEREST GROUP	DESCRIPTION
Municipal, Parish, State, and Federal Officials	Local, regional, state, and federal government leaders who may be able to support the actions of the PRP.
Funding Partners	Organizations and agencies that may be engaged as collaborators to explore potential financial support for PRP initiatives.
Scientific Experts	Researchers and scientists seeking or able to contribute to data, methodologies, monitoring, and findings from the PRP analysis and collaboration.
Non-governmental and Community-based Organizations	Local groups and nonprofits that are working towards similar ecological improvement objectives.
Business and Industry Leaders	High-level decision-makers within commercial sectors who can influence or support the PRP's strategic direction and implementation.
Landowners	Individuals or entities owning property relevant to the PRP's projects or programs who may be willing to collaborate or contribute to the PRP's plan.
Educators and Students (K-12 and Higher Education)	Educational institutions and individuals seeking to learn about the PRP's work for curriculum development, research, and awareness.
Media	Local or national reporters, independent journalists, and other public influencers who may be interested in covering the ecological health of the Pontchartrain Basin and the activities associated with its improvement.
Recreational Users (Anglers, Boaters, Paddlers, Hunters, etc.)	Individuals who utilize the natural resources impacted by the PRP, interested in how the initiatives affect and can potentially enhance their activities.
PRP Management Conference and Executive Committee	Internal stakeholders responsible for the strategic oversight, decision-making, and operational management of the PRP.
Summer Camps/Youth Programs	External stakeholders that provide seasonal educational and recreational opportunities for youth, fostering environmental awareness, community engagement, and stewardship of the Pontchartrain Basin.
Commercial Fishery Users	Individuals and businesses engaged in harvesting, processing, and selling fish and seafood for commercial purposes, whose livelihoods depend on the sustainable health and productivity of the Pontchartrain Basin's aquatic resources.

KEY INTEREST GROUP	DESCRIPTION
Collegiate Universities	Academic institutions that contribute research, expertise, and student engagement to support environmental stewardship, innovation, and community involvement in the Pontchartrain Basin.
Libraries	Community hubs that provide public access to information, resources, and programs, serving as trusted venues for outreach, education, and engagement on issues affecting the Pontchartrain Basin.

293 COMMUNICATION CHANNELS

294 This section outlines the diverse communication channels the PRP can leverage to disseminate information,
 295 foster engagement, and gather valuable feedback. From direct, in-person interactions that allow for real-time
 296 dialogue and community involvement, to accessible digital platforms that broaden reach and provide flexible
 297 opportunities, a multi-faceted approach ensures that vital information reaches the target audience.

298 The PRP's communication strategy encompasses a range of methods designed to cater to different groups'
 299 needs and objectives to maximize successful implementation.

COMMUNICATION CHANNEL	INTENT
In-Person Meetings	To distribute information about and promote certain programs, the PRP may hold in-person public meetings. These meetings serve as an opportunity for the public to ask questions, receive feedback and are an effective way to involve more people in the program.
Webinars	To make information more accessible, PRP may promote and host live webinars to provide information about the program and its activities. Webinars can also be recorded and used as resources on the PRP web page or emailed out to wide or select audiences.
Social Media Outlets	The PRP may utilize social media outlets (Facebook, Instagram, LinkedIn, etc.) to reach the public. By posting in local government, area-specific, and Pontchartrain-specific groups, the PRP will be able to reach interested parties. Posting on social media platforms also allows other organizations and people to share the post, reaching even more people.

COMMUNICATION CHANNEL	INTENT
Website Content	<p>Website content should be PRP-branded and house both evergreen PRP resources and dynamic, up-to-date information on PRP programs and events. The PRP web page should allow users to learn the basics of the PRP, what it does, what its goals are, its CCMP, and the other educational resources available.</p> <p>The web page should also offer users the chance to contact the program and get involved in ecological health efforts. Any ongoing programs or activities should be advertised, and involvement should be prominently promoted.</p>
Email Campaigns	<p>To distribute information to or solicit feedback from a wide or select range of target audiences, the PRP may utilize email campaigns. For newsletters intended to distribute information as widely as possible, PRP would utilize the entire contact list to maximize information sharing. However, to solicit feedback on an in-person workshop, the PRP may request additional information from those who attended.</p> <p>A PRP email address should be easily available online for people to contact the program, ask questions, get involved, and sign up for regular communications.</p>

300 **EDUCATION AND INVOLVEMENT ACTION**
 301 **MAPPING**

302 Successful implementation of the CCMP relies on the correct timing of activities. The chart below details the
 303 dependencies within the Education and Involvement action portfolio, showing actions that are necessary to
 304 complete before other actions can be implemented.

ACTION	SUBSEQUENT ACTIONS
3.1.1: Create a unified and recognizable PRP brand, including a logo, slogan, and key messages to promote a common thread among the communities within the PRP boundary.	3.1.2, 3.1.3, 3.1.4, 3.1.6, 3.1.9, 3.1.10, 3.2.1, 3.2.11, 3.3.6, 3.3.7, 3.3.11, 3.3.12
3.1.3: Produce and display signage in prominent areas within the PRP boundary (along busy roads, on bridges, at boat launches, etc.) that make people aware they are in the Pontchartrain Basin to promote a unified geographic watershed.	3.2.5, 3.2.7

ACTION	SUBSEQUENT ACTIONS
<p>3.1.4: Update and maintain the PRP website to serve as an information hub/clearinghouse that houses educational resources such as maps and figures, include a calendar of restoration events, and make other relevant information about the PRP publicly available.</p>	<p>3.1.5, 3.2.2</p>
<p>3.1.6: Create a suite of booth materials (tablecloth, backdrops, cups, coasters, pens, etc.) to use at conferences, trade shows, cultural events, and other events where PRP representation may be beneficial in expanding awareness.</p>	<p>3.1.7, 3.1.8</p>
<p>3.2.1: Develop a suite of educational slides that make up a comprehensive "Basin 101" presentation that gives an overview of the PRP and its geographical areas and programs and can be adjusted to fit the appropriate audience, from young students to technical experts.</p>	<p>3.2.8, 3.2.9, 3.2.12, 3.2.13, 3.2.14</p>
<p>3.2.11: Establish lines of communication and schedule regular touchpoints with elected officials, local governments, and water and sewer agencies to increase knowledge about key estuary and water quality issues and have information and products to share with community members</p>	<p>3.2.10, 3.3.3, 3.3.4, 3.3.5</p>
<p>3.1.7: Execute a public outreach campaign using traditional and social media to promote the PRP and its activities.</p>	<p>3.2.4, 3.3.11, 3.3.13, 3.3.14, 3.3.15</p>
<p>3.1.8: Participate in local cultural events and festivals to promote the PRP to the general public.</p>	<p>3.2.6</p>
<p>3.2.8: Create and execute interactive educational programs for schools in the Pontchartrain Basin to teach students about the importance of water quality and habitat protection.</p>	<p>3.2.15, 3.2.16</p>

