***City of Lockhart***

***Plum Creek Watershed Protection Plan (WPP) Implementation – Town Branch Urban Trail***

***COMMUNICATION CAMPAIGN PLAN***

***for***

***Texas Commission on Environmental Quality***

***Project 18-80212***

***August 28, 2020***

*Lockhart will implement its educational component through a series of educational tours and events that will focus on riparian conservation at siters on Plum Creek. Park signage, residential community bulletin boards, a newsletter, and website updates will open a dialogue about ways to repair, maintain, and expand the riparian areas.*

*In addition to general public education, the tours and presentations will be aimed at encouraging the general public to volunteer and promote stakeholder participation for sustainable improvements to the Creek. Demonstrations of relevant training to preserve the riparian zones for City Parks Department staff -and volunteers will incorporate BMPs like maintaining buffers, installing and maintaining a rain garden and appropriate park lawn maintenance.  In additional informing and motivating citizens to appreciate and care for city parks, the long term goal of the hands on education is to encourage attitudes and actions by citizens to utilize BMP’s in the care and management of their own properties.  The health of Plum Creek will be dramatically impacted as citizens practice BMPs both at the creek and in the city in general.*

***Measures of success:***

Goal 1: New/revised City O&M policies developed for grounds maintenance that promote riparian restoration and preservation.

1. Parks Manager will develop and ensure implementation of new and/or revised O&M and practices for riparian restoration and preservation on City owned properties.

Measures:

* + 1. Increased buffers around the Creek when mowing
		2. No mow areas also known as grow areas
1. Parks Manager will ensure ongoing maintenance and support of O&M policies and practices for riparian restoration and preservation, making adjustments as conditions change at the sites.

Measures:

* + - 1. Monitoring the conditions and impacts of maintenance of the Rain Garden at City Park for annual review and updating O & M documentation as necessary.
			2. Monitoring signage and flyers available regarding the ongoing maintenance and activities at the City Park for annual review of necessary improvements and updating O & M documentation as necessary.

Goal 2: Increased public participation in water quality cleanup efforts and project BMPs.

1. City will work with Plum Creek Watershed Partnership, other area water quality cleanup advocates as well as state and other local government entities to promote and support public participation in water quality cleanup efforts.

Measures:

1. Promote volunteer and stakeholder participation in annual cleanup efforts for sustainable improvements by counting and reporting the number of volunteers attending the cleanup activities at the creek.
2. Compare annual attendance of volunteers at previous events to ensure continued support and ongoing maintenance of the riparian areas throughout Plum Creek waters in Lockhart.
3. City will develop and implement a website and other potential internet interactive activities for public participation.

Measures:

* + - 1. The City will develop and maintain a webpage that provides information regarding upcoming events, updating quarterly or as needed.
			2. The City will include an interactive component of the website that promotes public participation via questionnaires and diagrams that provide information about key elements of the water cleanup activities maintained by City Park staff.
			3. Website reference will be included on flyers, billboard information, a potential newsletter and education brochures. Materials will be reviewed annually for relevance and updates based upon current conditions and upcoming events. Key information will include:
* Educate the public about the significance of native flora and fauna, impacts of invasive species, pet waste disposal impacts, litter control, and will define the role of protected interactive creek viewing areas.
* City website will include updated information the project and provide information about the significance of native flora and fauna, impacts of invasive species, pet waste disposal impacts, litter control, and will define the role of protected interactive creek viewing areas.
* Draft educational materials will be sent to TCEQ for review and approval before dissemination, and will be reviewed annually by Park staff for updates consistent with changing conditions along in Lockhart at Plum Creek.
1. Utilities staff will develop signage and/or kiosks that supports the ongoing information sharing with the public regarding the status and/or condition of the riparian areas.

Measures:

* + - 1. Create, install five and maintain 1-ft. by 1-ft engraved metal signs along the urban trail identifying and explaining the functional purpose of protected interactive viewing areas along the creek.
			2. Create, install and maintain five 1-ft. by 1-ft. engraved metal sign and fifteen 5-in. by 8-in. plastic signs will be used to define and explain the balance needed for maintaining a healthy riparian area including the importance of maintaining a cleared channel, removing invasive plants, proper disposal of pet waste, increased buffer areas, and planting native plants. Use Questionnaire to determine understanding of issues by park users.
1. City will train Parks employees that in understanding and implementing the basics of riparian zone preservation including the use of BMPs where necessary

Measures

* + - 1. Locate specific training for parks employees to understand and implement basic riparian zone preservation
			2. Implement regular training for parks employees understand BMPS for maintaining integrity of preservation of riparian zones.