

## Waterways Advisory Committee

### White Paper on Public Education

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Goal- to educate the public on the state of our canals and the existing ordinances on the books to protect our waterways.

#### Strategy-

1. Permanent signage in high traffic areas with a distilled breakdown of prohibited activities in English and Spanish with large **STRICTLY ENFORCED POLICE WILL TAKE NOTICE**.
2. Cooperative cleanup initiatives between WAC and businesses on island.
3. Video/Digital media showcasing the beauty of our coastal waters contrasted with existing impairment (algae/trash etc.)
4. Publicize continued damaging practices (downspouts, over fertilization, nitrogen, phosphate, improper drainage etc.) presented in a public forum and available online.
5. Explore social media option- Facebook, Instagram, blogs, Tweets.
6. Explore email options to Marco Residents.
7. Explore more public education on Marco Island website.
8. Explore public presentations to Marco Island Chamber of Commerce, Marco Island Board of Realtors, Marco Island Civic Association, Marco Island Kiwanis Club.
9. Explore education brochure.
10. Finalize \$10,000 budget.