

**Jakes Branch Demonstration Project**  
Education and Outreach Goal and Objectives

**Goal:**

Jakes Branch County Park will be a multifaceted demonstration site that will promote “Barnegat Bay Friendly” landscaping practices to increase visitors’ knowledge of relationships between the health of the watershed, the community, the economy and the ecosystem.

**Objectives:**

While participating in active and passive recreation, visitors to Jakes Branch County Park (including watershed residents, turf managers, stormwater professionals, etc.) will:

- Learn how to maintain their property through practices such as compaction reduction, organic soil amendments, low fertilizer use, native plantings, water conservation, etc.;
- Identify and select appropriate native plants for gardens, landscaping and stormwater management applications;
- Have access to tools and techniques (via signage, literature, interpretative and instructional programs, diagrams, online resources etc.) to be able to take knowledge into action;
- Understand the ecologic and economic benefits of these practices;
- Appreciate the interrelated connections between the highlighted practices and healthy Barnegat Bay ecosystem functions;
- Be able to visualize an attractive alternative to a lawn;
- Become better consumers and more informed about ecosystem friendly purchasing;
- Share what they learned with others;
- Feel empowered to encourage additional local, sustainable practices.

## Jakes Branch Demonstration Project Education and Outreach Goal, Objectives, Tasks and Responsible Parties

### Goal

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### Objectives

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(1)  
Learn how to maintain their property through practices such as compaction reduction, organic soil amendments, low fertilizer use, native plantings, water conservation, etc.

(2)  
Identify and select appropriate native plants for gardens, landscaping and stormwater management applications.

(3)  
Understand the ecologic and economic benefits of these practices.

(4)  
Feel empowered to encourage additional local, sustainable practices.

(5)  
Become better consumers and more informed about ecosystem friendly purchasing

(6)  
Share what they learned with others.

(7)  
Appreciate the interrelated connections between the highlighted practices and healthy Barnegat Bay ecosystem functions.

(8)  
Be able to visualize an attractive alternative to a lawn.

(9)  
Have access to tools and techniques (via signage, literature, interpretative and instructional programs, diagrams, online resources etc.) to be able to take knowledge into action.

<b>Task</b>	<b>Responsible Party</b>	<b>Objective(s)</b>
Advertising, registration and marketing outreach support	JC NERR	Project Administration
Assembly of supplemental handout materials	JC NERR	1, 2, 3, 4, 5, 6, 7, 8, 9
Evaluation on the effectiveness of programs	JC NERR	1, 2, 3, 4, 5, 6, 7, 8, 9
Design and oversee native plantings	ALS – via Judy DeFiglio	1, 2, 3, 5, 7, 8
Communicate about the project through multimedia and social networking (i.e. weekly blog writing, posting on Facebook page, special e-announcements through email lists)	ALS – via Judy DeFiglio	1, 3, 5, 7, 9
Update web pages with pertinent information, fact sheets, links, photos	ALS	1, 2, 3, 5, 7, 8, 9
Write articles for the ALS newsletter (6000 members and state and federal delegations)	ALS	1, 2, 3, 5, 7, 9
Incorporation of project information into Barnegat Bay presentations	ALS	1, 3, 5, 7, 8, 9,
Lead a local field trip to the completed project site	ALS	1, 2, 3, 4, 5, 7, 8, 9
Develop a Homeowners Factsheet on amending soil with organic materials	ALS	1, 3, 5, 7, 9
Create a site profile of the Jakes Branch Soil Health Improvement Project (SHIP) on a variety of websites	RCE	8, 9
Collaborate and assist in developing and implementing education and workshops	RCE	1, 2, 3, 4, 5, 6, 7, 8, 9
Create and conduct a “Train the trainer” workshop for Master Gardeners, park volunteers and staff and other partners to prepare individuals for giving presentation at and/or about Jakes Branch	RCE	1, 2, 3, 4, 5, 6, 7, 8, 9,
Provide Jakes Branch staff with a curriculum of relevant reference materials relating to sustainable landscape and the BMPs in use at the site	RCE	1, 2, 3, 4, 6, 7, 8, 9
Coordinate with Jakes Branch staff to create educational opportunities for the site	RCE	1, 2, 3, 4, 6, 7, 8, 9