

# **Peconic Estuary Program Public Education and Outreach Support Final Report 2015**

Prepared by Cornell Cooperative Extension of Suffolk County

Prepared for the Peconic Estuary Program and New England Interstate Water Pollution Control  
Commission

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**Cornell University**  
Cooperative Extension  
of Suffolk County

**Summary:**

The Cornell Cooperative Extension (CCE) of Suffolk County education and outreach programs enable citizens “to improve their lives and communities through partnerships that put experience and research knowledge to work”. On behalf of the Peconic Estuary Program (PEP), CCE is developing community awareness of PEP’s estuary management program by expanding upon existing programming and developing new and innovative ideas to implement the goals established by the PEP Comprehensive Conservation and Management Plan (CCMP) on nutrient management, water quality, habitat protection/restoration, stormwater control, and public education. Cornell Cooperative Extension has extensive experience directly working-on, and leading many of the “Call to Action” topics such as: eelgrass, habitat restoration, stormwater pollution and nutrients. CCE has a long-standing history of producing timely and relevant educational materials on these topics. During the contract period, the outreach team achieved this through public outreach at community events, seminars at libraries, and community groups through print, television, and Internet outputs by focusing on nitrogen and water quality issues as they pertain to the concerns of the Peconic community.

Within this past year the CCE team has developed a PEP outreach program with a targeted social media campaign, increased visibility within the community. We have also reinvigorated the Citizens Advisory Committee, increased public information, and documented attitudes toward estuary issues that result from educational outreach efforts this year. This successful campaign resulted in a renewed interest in the Peconic Estuary Program and created forward momentum for a productive outreach program in coming years for public input for the CCMP revision process.

**Task List and Status:**

- Task 1 – Citizen’s Advisory Committee (completed)
- Task 2 – Outreach Materials (completed)
- Task 3 – Green Infrastructure Rebate Program (ongoing)
- Task 4 – Residential Nutrient & Toxin Management Program (ongoing)
- Task 5 – Citizen Science and Volunteer Opportunities (completed)

**TASK 1- Citizen’s Advisory Committee (CAC)****Summary/Objective (from scope of work):**

The CAC is a vital component of PEP. The CAC members help facilitate and implement PEP management actions in their communities that benefit the environment and economy on the east end of Long Island. Reinvigorating the current CAC to increase visibility and recruit new members was the primary goal of our campaign. In addition, we focused our efforts on improving communication among members using social media and outreach programs. Through these efforts we increased membership and successfully recruited new members from the under-represented groups of stakeholders within the estuary. CCE was responsible for planning, advertising, recruiting, co-hosting, and providing administrative and logistical support for quarterly CAC meetings. PEP goals and information was presented at outreach events with active participations by community and CAC members during activities listed in Task 5.

**Outcomes:****1A: Quarterly CAC Meetings**

Four quarterly PEP Citizen Advisory Committee meetings were held during the 2015 contract period. Days, times, locations, meeting format and priority topics covered at these meetings varied to encourage citizen participation and increase overall attendance. Teleconferencing was setup for each meeting and

call-in information was available on the agenda and distributed via email, social media, and the PEP website. Video conferencing was available at the November meeting and will continue to be offered.

### **2015 PEP CAC Meeting Summary**

<b>2015 CAC Meetings</b>	<b>Time</b>	<b>Location</b>	<b>Township</b>	<b>Attendees</b>
Saturday January 31	10am-12pm	Southampton Town Community Center Hampton Bays, NY	Southampton	15
Saturday April 8	10am-12pm	Suffolk County Marine and Environmental Learning Center Southold, NY	Southold	8
Tuesday June 15	6-8pm	East Hampton Town Office East Hampton, NY	East Hampton Shelter Island	20
Wednesday November 18	1-3pm	Cornell Cooperative Extension Riverhead, NY	Riverhead Brookhaven	25

Each meeting agenda had a dedicated “open forum” section where citizens could voice their concerns and/or lead the discussion on estuary issues. Expert science-based presentations were also given to enhance the conversation among members. 2015 meeting agendas, meeting notes, and lists of topic presenters are available at <http://www.peconicestuary.org/committee.php>

#### **1B: Work with the CAC to facilitate PEP outreach activities, especially participation in and implementation of “Call to Action Conference” topics**

At the January 2015 meeting, CAC members expressed interest in participating in more PEP events, particularly hiking and paddle sport events. Also, one or two veteran CAC members suggested certain community festivals where PEP should participate in public outreach. These suggestions were incorporated into the event scheduling for the year (see more in task 1E). Based on feedback, April’s Alewife hike, the two summer Eco-Paddles, and participation in the Greenport Maritime Festival were designed with this in mind and used CAC members as “watershed educators” and PEP representatives. At all CAC meetings, outreach materials (print and online resources) were shared with members for distribution within their own neighborhoods.

#### **1C: Reinvigorate participation and reach a broader group of stakeholders in the CAC.**

As illustrated in the above table, attendance at each CAC meeting increased throughout the contract period. Attendees were wide ranging in their background including homeowners, business owners in landscape design, stormwater remediation, PEP partner NGO groups, civic organizations, and technical experts that could lead topic discussions. The CAC email list grew from 85 to over 200 contacts over the course of the contract period. Sign-in sheets included a dedicated check-box to indicate interest in CAC and permission to be added to that list.

#### **1D: CAC digital communication for engagement between in-person meetings.**

At the start of the contract period, the CAC webpage on the PEP website was updated with materials inherited from the previous outreach contractor [www.peconicestuary.org/committee.php](http://www.peconicestuary.org/committee.php). Announcements, scheduled CAC meetings dates, and meeting agendas were posted on the PEP CAC bulletin board on this webpage throughout the year. The CAC email database was updated and organized and the email address [cac@peconicestuary.org](mailto:cac@peconicestuary.org) was created and distributed widely as a resource for members to communicate directly with the contracted PEP outreach coordinator.

In preparation for the conference held in September, a new PEP Facebook community page was created in the early summer as an interactive forum for citizens. Since then, the page has become a new Facebook page devoted to the PEP Citizen's Advisory Committee. [www.facebook.com/PEP2015CalltoActionConference](http://www.facebook.com/PEP2015CalltoActionConference)

In order to stay in touch with members during the slower summer months, the outreach team created the "CAC Summer Survey" via Survey Monkey. This allowed the outreach team to continue promoting and recruiting for the CAC while gaining valuable feedback on the needs of the members and revitalizing the committee. Since July, it has been distributed via email correspondence and continues to be sent with each consecutive email. The link was also posted to social media sites to gain feedback from members who cannot attend meetings. <https://www.surveymonkey.com/s/LQ92QGR>. There have been 20 respondents resulting in the following feedback:

**Peconic Estuary Program's (PEP) Citizen's Advisory Committee (CAC) Poll**

<b>Question:</b>	<b>Responses:</b>
<i>How do you hear about PEP CAC meetings?</i>	40% Friend or colleague 27% Website 20% Email 7% Social Media 0% Radio
<i>What topics and issues are most important to you?</i>	19% Water quality/HABs 12% Habitat and shellfish restoration 12% Septic regulations and funding 12% Toxins and pollution 7% Estuary protection 7% Development 7% Fishkills 7% Recreation and access 5% Groundwater 5% Sustainability and climate change 5% Education 2% Data collection
<i>How far will you travel for a meeting?</i>	38% Anywhere in the estuary watershed 38% Centralized location 10% Only within my township 10% North Fork only 4% South Fork only
<i>Preferred days and times of CAC meetings.</i>	40% Evenings 30% Weekdays 13% Weekends 10% Daytime 7% Anytime
<i>Preferred format of CAC meetings.</i>	26% Presentations by experts 23% Regularly scheduled meetings 17% Presentations by community members 17% Additional special topic meetings
<i>Would you interact with a CAC Facebook page?</i>	47% Not at all 40% Occasionally 13% Very likely



<i>Preferred CAC member activities.</i>	34% Attending CAC meetings 25% Signing Letters of support 16% Volunteering as a citizen scientist 14% Staffing information tables at events 9% Hiking and/or paddle sports 2% Advocating with agencies and elected officials
<i>Preferred method of future CAC meeting notifications</i>	39% Email 17% Online community calendars 17% PEP website 11% Facebook 6% Flyers and Newsletters 6% Radio

*Summary:* The most common topics of concern to members of the community include water quality, habitat and shellfish restoration, septic system reform, and pollution. Based on feedback, future CAC meetings will likely be best attended if regularly scheduled on weekday evenings. The preferred way to learn about these meetings is via online resources separate from social media (which is only occasionally used by participants), as well as via email, website, and online listings. Generally, people are willing to travel to different locations in the estuary to attend meetings. Other than attending meetings, CAC members would be willing to also participate by advocating in person, via letters, and volunteering at events as staff or participant.

### **1E: Monthly PEP Community Events**

The E&O team has participated in a total of 50 events in 2015 and has reached over 2,200 community members and youth through the following: general outreach events, participation at partner events, PEP sponsored events, summer farmer's markets, and community festivals (See event list in the Appendix for complete list). All PEP programs including the CAC, Homeowner Rewards Program, fertilizer and Stormwater reduction education, as well as advertising for upcoming PEP-sponsored citizen science volunteer opportunities were featured at all outreach events using newly developed and existing PEP educational materials (see task 2).

### **Deliverables:**

See Appendix section 1 for samples of Task 1 deliverables.

PEP CAC 2015 Actions Items Completed under Cornell Cooperative Extension Outreach Efforts:

- Letter of support for the Preservation of Plum Island
- Letter opposing Dredge Dumping in Long Island Sound
- Summer survey- outreach and feedback to watershed citizens
- Alewife spring hike and CAC member outreach at local festivals
- Community Stormwater Stewardship Network conception
- Call to Action Conference during National Estuaries Week

**Setbacks/Challenges:** Timing of events and CAC meetings conflicts with personal schedules affected attendance. Turning talk into action with actual participation or useful ideas has been somewhat challenging to engage citizens outside of meetings. The PEP Facebook page is limited to those with accounts on Facebook. The citizen survey suggests social media is not a common method for information on meetings or action items.

### **Ways to Improve:**

1. Offer special topic meetings
2. Represent CAC at civic meetings by attending and presenting at their meetings.

3. Continue online engagement with citizens, offer video conferencing or archiving meetings for people to watch at a later time.
4. Use meeting time as open forum discussion. Let CAC ambassadors volunteer to lead discussion and possible form CAC subcommittees.
5. Follow the results of the CAC Summer Survey and continue polling the public to reach those not able to attend meetings.

## **TASK 2 – Outreach Materials**

### **Summary/Objective (from scope of work):**

Increasing the reach and integration of PEP's social media will allow PEP to capture a wider segment of the population. A constant and consistent feed of program information will allow for concise messaging posted via social media to allow for public understanding of items such as the "Call to Action" topics. Disseminating information to the public regarding the scope, goals, and progress of PEP's work via websites, social media, blogs, online media channels, pamphlets, booklets, public service announcements, conferences, workshops, and/or other methods will create an established Program presence. Current social marketing efforts to improve, protect, and enhance habitats and living resources will be maintained. Conducting public education efforts related to priority issues in person and via a variety of media types was a primary focus of the project.

### **Outcomes:**

#### **2A: Website and Social Media Marketing and Visual Media**

Website management was conducted immediately starting the project period. The outreach team worked on updating the following PEP website pages: CAC (see task 1), calendar of events, news postings, photo gallery update, Homeowner Rewards program (see task 3), etc. A focused campaign that gets people engaged with the PEP through social media also took shape at the start of the project. The existing Facebook and Twitter PEP sites were organized and started 2015 with weekly campaigns focused on Peconic Estuary issues: **#AskAnExpert** and **#FunFactFriday** offered interesting, educational, and often entertaining interaction with users. Monthly Partner Spotlights highlighted the work of PEP partner organizations and combined networks and overall reach of these organization's members as well.

Networking with and sharing posts of other National Estuary programs also increased PEP's reach with the new **#NatlEstuaries**. PEP participated in the Association of National Estuary Programs **#IHeartEstuaries** and **#CelebrateTheCoast** campaigns online and by offering affiliated local events including the PEP Penguin Plunge (February), the Call to Action Conference (September), and online photo contests. The outreach team created Instagram and Vimeo pages and shared the same campaigns and posts latterly across all social media platforms. Also at the start of the project period, the outreach coordinator organized the Constant Contact email server by collating databases of stakeholder and PEP committee member contact information. At each outreach event attended in 2015, we continued to gather email addresses of interested citizens using general education materials and by offering incentives for: email sign-ups, submitting a photo, posing a question for the Facebook page, or for completing the fertilizer survey. These efforts led to a substantial growth of PEP's online visibility illustrated below:

### **Summary of Social Media and Online Growth from Public Outreach and Education**

<b>Social Media Platform</b>	<b>Number of posts/emails</b>	<b>Followers at start (12/15/2014)</b>	<b>Followers at end (12/10/2015)</b>	<b>Percent Increase in Public Reach 2015</b>
Email List (Constant Contact)	46	378	762	101.5%
Facebook	304	215	591	174.8%
Twitter	---	---	396	32.0%
Instagram	152	NA	257	257.0%

In addition, CCE had a number of previously produced video and radio PSAs that were relevant to the Peconic Estuary action topics. The media team worked to update these existing recordings and posted them on all social media sites and the PEP website. New material was also produced and shared across all media platforms particularly for the Homeowner Rewards Program (see task 2 list of deliverables).

#### **2B: Quarterly PEP program newsletter**

The outreach team created four quarterly program newsletters that were distributed in print at outreach events and digitally via email, on the PEP website, and on all social media pages. These were co-authored by PEP staff and the CCE outreach team which offered a broad knowledge base and talents to draw from. Each issue had a section devoted to PEP priority topics: The Citizen's Advisory Committee, the Homeowner Rewards Program, information on native plants and conservation landscaping, flora and fauna of the Peconic Estuary called "Creature Spotlight", program office updates, and a calendar of events.

#### **2C: Call to Action Conference 2015**

Representing CAC initiatives and activities listed in tasks 1, 3, 4, 5 the outreach team organized a "Call to Action" Conference 2015 during National Estuaries week (September 21-25, 2015) focusing on positive water quality change. Discussion panels were led by all six east-end town supervisors and/or representatives, and recipients of 2015 PEP Mini Grant Award highlighting their PEP sponsored projects in the Peconic Estuary. The Call To Action Conference was held at the Atlantis Ballroom in Riverhead, NY and corresponded with the National Estuaries Week. Save-the-dates were distributed, Eventbrite registration was circulated, and postcards with agenda was circulated electronically and in print to promote the event.

Over 85 attendees representing citizen groups, environmental organizations, municipal and government officials learned about the issues facing the east end's Peconic Bays and Estuary. The CAC Chair, Kevin McDonald (The Nature Conservancy) served as the Master of Ceremony for the conference. Representatives from townships within the Peconic watershed presented a discussion panel on water quality improvement efforts within their jurisdiction moderated by New York State Assemblyman Fred Thiele, Jr.. Members of the panel included Sean Walters (Riverhead Town supervisor), Larry Cantwell (East Hampton Town supervisor), John Cronin (Shelter Island Town Engineer), Anna Throne-Holst (Southampton Town supervisor), and Michael Collins (Southold Town Engineer). They discussed nitrogen input mitigation measures including TMDL research and septic system reform for the east end townships to address the health of the Peconic Bays.

Additionally, presentations were given by Mike Reichel (Riverhead Sewer District superintendent), Peconic Green Growth, A Day in the Life of the Peconic Estuary (LI Pine Barrens Commission), and Conscience Point Shellfish Hatchery to illustrate positively impactful research and educational programs aimed at improving water quality that are currently occurring within the Peconic Estuary. The discussion

moderated by Bob DeLuca (Group for the East End) helped conference attendees further appreciate the efforts and challenges facing the Peconic estuary community. During the morning session of the conference, citizens were urged to spread awareness and take action to conserve the biological, economic, and aesthetic vitality of the Peconic Bays and River. A site tour of the Riverhead sewage treatment plant, the technological upgrade, and construction of the Indian Island golf course effluent recycling irrigation project was conducted in the afternoon by Mike Reichel as further evidence of Riverhead Town's efforts to improve the health of the western estuary near the mouth of the Peconic River. The event was filmed by CCE media staff and is available on Vimeo, social media, and public broadcast.

## **2D: Public education efforts on estuary priority topics.**

All outreach efforts focused on educating the public on PEP's priority topics including: homeowner practices to reduce nitrogen loading, invasive species, conservation landscaping, shellfish harvesting practices, boating in eelgrass areas, residential stormwater control, nutrient reduction, and water reuse. In addition to social media, the outreach team attended various community events, farmer's markets, etc. to use new and past materials created by the PEP (see task 1E). PEP brochures were distributed electronically, at CAC meetings, through partner offices and websites, as well as at large community events (e.g., The Peconic Paddle Battle and the Riverside Rediscovered Art Event). The following summary illustrates the reach of these efforts:

### ***2015 Outreach Supply, Merchandise, and Educational Brochure Distribution Summary***

Homeowner Reward Program Flyer	623
Newsletter	59
Bayscaping	697
Bayscaping Spanish	137
Bay-Friendly Techniques	521
Where does the rain go?	313
Where does the rain go? Spanish	30
Pesticides near the Bay	169
Cracking the Code	155
No Discharge Zone Maps	205
Shellfish	283
Euro Stickers	23
Bags	34
Preserving Fish Habitat	275
Pens	165
Logo Stickers	111
Ludwigia	8
T-shirts	19

Merchandise was produced during the contract period for people to use on a regular basis. Recycled pens, stickers of the program logo, canvas shopping bags, and T-shirts were distributed to volunteers and used to engage stakeholders. Rainbarrels were painted during outreach events and will be installed through Riverhead town to offer a continued public outreach benefit. A postcard of recreation areas with the Peconic Estuary was also created to distribute widely and posted on the PEP website.

**Deliverables:** See Appendix section 2 for social media pages, newsletter compilation, conference announcements and agenda, and the Peconic Estuary Recreation Postcard.

1. New Vimeo PEP page <https://vimeo.com/peconicestuaryprogram>
2. Created and distributed Homeowner Rewards Program lecture video
3. PSA for the the Homeowner Rewards Program

4. Photo and video coverage of multiple outreach events and the Call to Action conference
5. Video footage of the November CAC meeting
6. Rainbarrel/Rewards/Stormwater PEP segment :10
7. Video coverage of the Call to Action Conference 2015
8. Refreshed the “Voices of the Bays” PSA's on Fertilizer Education, Eelgrass, and Agricultural Stewardship
9. Peconic Bay Documentary produced in 2010 and reformatted for the current year

Deliverables are available in these locations:

<https://vimeo.com/peconicestuaryprogram>  
<https://cornell.box.com/s/6wwojfprksqugbj3d39wb7xiuwonhp5>  
<https://cornell.box.com/s/gcaz575snrn6orzzv0twawzyxlu0jvj>

**Setbacks/Challenges:** The PEP website is extremely limiting making it difficult to post relevant information or find important resources in a timely manner (such as the calendar of events). By limiting our online reach to social media, we are only reaching the people with Twitter and Facebook accounts. Multiple online community board listings (e.g. Patch.com) are time consuming and the reach is unknown. When we contact radio stations about airing the PSA's, many claimed to still be doing so. After sending these, they were still not being heard by local residents. Getting PSA's aired on local radio may require spending money on prime advertising time slots. Getting videos played on public access requires six-month advance registration.

**Ways to Improve:** The outreach team offers the following suggestions on improving challenges:

1. Use of a website platform that allows administrators to quickly update information will be key to make daily or immediate changes. Items on the website would include social media ready messages and information that are instantly shared through whichever social media outlet the web user desires (Facebook, Twitter, LinkedIn, etc.) widget. The peconicestury.org website will remain as the central hub through which all others will connect.
2. Create an account on Hootsuite or other multiple media platform to manage posts and collect online statistics.
3. In many cases existing media was relevant but just not being used. Finding reliable media contacts at newspapers, radio stations, and TV stations to provide educational materials would ensure PSAs are reaching the public. For other community members not on the Internet, additional workshops at civic club meetings, community meetings, etc. may be required.
4. Create brochure material that is general- describes the PEP, it's management plan and role within the estuary, and the program's it offers to the community.

### **TASK 3- Green Infrastructure Homeowner Rebate Program**

#### **Summary/Objective (from scope of work):**

We coordinated the PEP Homeowner Reward Program and launched a focused effort by targeting and encouraging participation of homeowners and working closely with them on the effort. We held several PEP outreach events to help increase awareness of the program. We worked with NEIWPCC to track rebates and actively took part in the approval process. Guidelines were established to streamline the process of determining what activities and designs will be approvable to fund. Databases were maintained to record and track the projects that were approved as well as those that were not. Details on the reason for disapproval has aided in revising the homeowner applications to include more concise language and reduce confusion. Finished installations have been documented and used to demonstrate what a successful green practice looks like, how it can benefit the look of the landscape and inform other homeowners how nature based practices can help the Peconic Estuary. CCE has coordinated and worked closely with the NEIWPCC project manager on all activities related to finance and developed a checklist to ensure quick

and easy reimbursement payments. Having a streamlined process for quickly reimbursing completed projects helps ease the strain of the initial monetary layout for the project by the homeowner.

#### **Outcomes:**

#### **3A: Recruit for and administer the Homeowner Rewards Program**

In February of the contract period, the outreach team petitioned the PEP Management Committee to expand eligible Rewards Program applicants from two impaired target watersheds, to the entire Peconic Estuary watershed. This was per the recommendation of the CCE outreach team and the previous outreach contractor. Please see Task 3 summary above for more information.

#### **3B: Homeowner Rewards Program Outreach**

The following events and efforts were completed in 2015:

1. 8 lectures at local libraries (Riverhead, Sag Harbor, Cutchogue/New Suffolk, Greenport, and Shelter Island) and at PEP partner meetings including Cornell Cooperative Extension's SPAT members, The Peconic Land Trust, South Fork Natural History Museum, Peconic Green Growth, and at the Southold and Riverhead Township work session meetings.
2. One of these lectures was filmed and produced for online viewing and has been available and promoted on PEP's social media pages including Vimeo. <https://vimeo.com/peconicestuaryprogram>
3. Brochures on Bayscaping, Pesticides Near the Bay, and Bay Friendly Gardening Techniques were distributed to nurseries and garden centers throughout the watershed- some offering native plant sections/displays as a result.
4. Two mulching and greens infrastructure events were held at the PEP native plant demonstration garden located at the Big Duck in Flanders, NY.
5. PEP gained approval by the Riverhead Town Board for a demonstration raingarden along the Peconic Riverfront slated for construction in the spring of 2016.
6. Rain barrel painting event for Stormwater pollution and runoff education slated for installation around Riverhead comfort stations in the spring of 2016.
7. Proposal and sites selection of three properties in the estuary watershed for coverage in This Old House Magazine to the editors.
8. Rewards Program PSA produced and narrated by Dr. Alison Branco, PEP Director <https://vimeo.com/149657040>

#### **3C: Summary of 2015 Rewards Program Application Process and Project Management**

A new application packet was designed and language was altered to make the project easier to understand. An e-mail address was created specifically for questions regarding the application and for application submission [rewards@peconicestuary.org](mailto:rewards@peconicestuary.org). A new website page with resources including an acceptable plant list, FAQs and a link to an interactive map of the watershed boundaries was added for people to easily access. Database maintenances, excel spreadsheets and a troubleshooting guide were created so staff could handle situations uniformly. [http://www.peconicestuary.org/projectdetails.php?pid=439&title=Peconic Estuary Rewards Program](http://www.peconicestuary.org/projectdetails.php?pid=439&title=Peconic%20Estuary%20Rewards%20Program)

#### **3D: Project Installation Summary and Environmental Benefit**

As result of the extensive outreach efforts (see task 3B), the Rewards Program accomplished the following:

### ***2015 Peconic Estuary Program Homeowner Rewards Program Summary***

Number of new projects completed:	18
Number of new projects in progress:	8
Number of rain barrels installed (50 gallon):	15
Area of converted green space:	10,871 square feet
Total amount in award money distributed: (Completed projects)	\$6,202.87

A map identifying the location and type of Homeowner Reward Project was created via GIS to act as a tool for future education and quantification <http://arccg.is/1CTqdGX>.

**Deliverables:** See Appendix section 3 for Homeowner Rewards Application, Rewards Program project summary, FAQs and snapshot of the Homeowner Rewards page, and online resources. Also see links on pages 7 (Task 2) and 9 (Task 3) for links to web resources, video links, and photographs.

**Setbacks/Challenges:** Although expanding the project to be estuary wide and increasing outreach efforts has helped, the number of people following through with the application was limited. Additionally, 1) reaching certain socio-economic groups who either don't have the interest or are unable to spend money on updating properties and 2) reaching seasonal/estate owners who are not environmentally-minded or don't maintain their own properties has been a challenge.

#### **Ways to Improve:**

1. Reach out to landscapers to educate them and encourage them to promote the program to their clients particularly during the off season when they are more available. There will be a need to create clear guidelines on using professionals to install these projects for residents (checks need to be made to the homeowner and not the business, for example).
2. Attend meetings and gatherings that already contain our target audiences instead of relying on meetings PEP has set to reach a larger audience of people.
3. Following up on how these projects continue to improve the environment and how the projects have withstood the winter. This will be beneficial for future projects and potential ways to alter project protocols.

### **TASK 4- Nutrient and Chemical Reduction**

#### **Summary/Objective (from scope of work):**

There is a need to reach both homeowners and landscapers on Best Management Practices (BMPs) for fertilizers and pesticides within the estuary. A fertilizer/pesticide use reduction program was designed to track and measure behavioral changes within the community. We conducted outreach on best management practices relating to fertilizer, pesticide, and stormwater pollution by engaging a variety of groups to participate in reduction efforts estuary-wide.

#### **Outcomes:**

##### **4A: Nutrient and Pollution Reduction Program 2015 Summary**

We have engaged a variety of groups (e.g., homeowners, property owners, golf courses, landscapers, municipal land owners, lawn care supply stores, environmental justice communities, etc.) and provided literature and social media at critical times of the year to educate and remind the citizens of the need to reduce nitrogen/pesticides on their lawns. Twitter and Facebook were also used to promote awareness of the various BMPs for nitrogen reduction. Many of the program brochures covered these topics and

outreach was in conjunction with Task 3 objectives and the Homeowner Rewards Program. Lectures were given at local libraries and brochures on BMPs, stormwater pollution, excess fertilizer and pesticide use, and Eco-Friendly Bayscaping techniques were distributed at over 50 outreach events (see task 1E). We forged partnerships with both the Perfect Earth Project (<http://perfectearthproject.org>) and CCE Ag Stewardship, who were involved by engaging with gardening schools and landscaper training sessions. Youth education was included in this effort throughout the year and specifically at the Big Duck Native Gardening events and the Rainbarrel painting workshop on the banks of the Peconic River.

#### **4B: Behavioral Change Survey**

We proposed to use measures of success such as those employed by the US EPA Pollution Prevention; P2 program. Specifically, we developed a short questionnaire that evaluates the homeowner's and professional landscapers' current use and attitude toward fertilizer and pesticide reduction in an attempt to quantify the amounts of fertilizer and pesticides that they reduced as a result of educational outreach. Surveys were distributed in person at outreach events, online, and as a part of the Rewards Program. PEP partnered with Perfect Earth Project to create, distribute, and track data. A rainbarrel raffle was used as an incentive to participate in the survey and was required by all homeowner applicants to complete before a reimbursement check would be delivered. According to the surveys distributed PEP has acquired the following information regarding attitudes and behaviors toward nutrients and pesticides.

Of 22 professional landscapers within the Peconic Estuary Watershed the following results were observed:

- 16 individuals were aware of the Suffolk County Fertilizer Reduction Law Local Law 41-2007 however there were inaccuracies as to start and end dates of the ban.
- A total of 1,514 pounds of fertilizer is applied on average (over two applications) and a total of 213 pounds of pesticide was applied over two applications annually on average.
- Major obstacles toward organic fertilizer usage include cost, lack of knowledge, and time to learn or teach new practices, client tolerance and consumer demand.

Of the 36 homeowners surveyed:

- 14 individuals use fertilizers on their lawn an average of twice a year.
- Only 4 of those individuals use conventional fertilizers all with the driving force being a healthier, lush, green lawn and the main deterrent for switching to more organic practices is cost.
- These individuals had a basic understanding of the health and environmental risks associated conventional fertilizer use.
- 15 individuals reported knowing Suffolk County fertilizer bans however, again, there were discrepancies in the start and end dates.

**Deliverables:** See Appendix section 4 for the homeowner and commercial fertilizer survey. STOP flyer for educational outreach on proper disposal of toxic pollutants (item Sb).

**Setbacks/Challenges:** Most participants are already environmentally conscious. We realized the survey method wasn't the best way to reach a representative sample size of estuary neighborhoods. The Peconic Estuary Program has found the most success in participation by requiring the fertilizer surveys to be filled out in entirety for our Homeowner Rewards Program. However, these individuals are already looking to improve landscaping practices on their property and do not represent a true cross section of estuary watershed residents. We need responses to the survey from a wider scope of the community (i.e. not people who are applying for the Homeowner Rewards program). No pre- and post-surveys were conducted due to participants already having an understanding of the issues and appropriate behavior.

**Ways to Improve:**



1. Offer an online version of the fertilizer survey, and direct our effort to reach those who aren't environmentally conscious. Leaving fill-in blank answers makes quantification difficult, therefore we would like to use a multiple choice or rating system.
2. Offer a map for participants to indicate their neighborhood so even if the participant is not in the watershed, data can be shared with the appropriate watershed managers.
3. Continue to work with partners to distribute the survey widely and reach the community civic groups.
4. Combine Tasks 3 and 4 to achieve the same goals. Much of the outreach uses the same materials and methods to educate the public on BMPs and offers the Homeowner Rewards Program as a solution.

## **TASK 5- Citizen Science and Volunteer Opportunities**

### **Summary/Objective (from scope of work):**

Cornell University and CCE's Marine Program are national and regional leaders in providing Citizen Science and community-based volunteer opportunities to residents and visitors of Suffolk County and New York State. CCE's organizations have an established history of experience in engaging citizens to participate in a variety of programs and projects. The outreach team was tasked with creating and planning at least eight volunteer opportunities and recruiting strong volunteer participation for events including alewife monitoring, eelgrass restoration, marine debris collection, invasive species removal, student citizen science collection, horseshoe crab monitoring, among others designed to promote a healthy community and a healthy estuary.

### **Outcomes:**

During 2015, the PEP outreach team represented the PEP at over 50 events throughout the estuary; 17 of which directly involved volunteer participation in citizen science or hands-on conservation activities engaging approximately 1307 members of the community including youth and adults at events covering these PEP action topics found below. Events were advertised via online flyers, hardcopy flyers, event pages on social media, and Eventbrite.com

### **5A: Long Island Alewife Survey**

Alewife are an important component to the Peconic Estuary's ecosystem and one of the most compelling organisms that utilize the majority of the estuary system (including the Peconic River) to spawn. This species has the potential to provide opportunities for volunteers to help collect scientific data and gather video data to quantify the number of Alewife utilizing the restored fish passage in the Peconic River during their spawning run. PEP partner citizen science programs enabled volunteers to assist with estimating the size of spawning runs at representative sites throughout the Peconic Estuary. This year, the outreach team, with partners, solicited and trained volunteers to count the number of fish during their upstream migration.

CCE hosted and participated in one of the four volunteer training sessions given by Seatuck Environmental Association for their Long Island Alewife Monitoring Program. The outreach team and CAC members hosted an alewife naturalist hike and citizen science event in Southampton with fish biologist Byron Young (retired NYS DEC). We also participated in the Seatuck Organization Alewife monitoring and education demonstration at Woodhull Dam as an opportunity for legislators to learn about the spawning activities within the estuary. Approx. 12 participants were present at these 3 events held on March 12, April 15, and April 28, 2015.

### **5B: Marine Meadows eelgrass restoration workshop**

Cornell Cooperative Extension's Marine Meadows programs uses land-based volunteers to create burlap planting disks that hold live eelgrass plants making for easy transplanting. Transplanting living eelgrass

plants by this method provides instant habitat to finfish and shellfish, as well as erosion protection and improved water quality. PEP stakeholder contacts and CCE's database of Marine Meadows contacts, and interested parties were combined and contacted to allow for a larger educational impact on restoring eelgrass meadows in the Peconic Estuary.

This event took place on Columbus Day weekend October 10, 2015 on the banks of the Shinnecock Canal overlooking the Peconic Bay in Hampton. There were 25 attendees including community members, Girl Scouts, and other volunteers. The event produced 210 planting disks totaling 2100 eelgrass plants transplanted at the site near Nichols Point, Shelter Island. This volunteer and outreach event resulted in 210 square feet of bay bottom was restored in the Peconic Estuary (disks planted roughly 1 ft. on center).

### **5C: Coastal Cleanup Events**

Marine debris Coastal Clean-up events around the estuary were conducted to compliment the NOAA Marine Debris outreach program in removing garbage from our beaches and in educating volunteers on the negative impacts associated with debris. The PEP outreach team organized and administered all logistical considerations with respect to volunteers, permits equipment, supplies, debris removal, and post event outreach analytics.

The Peconic Estuary Program (PEP) hosted two cleanup events in 2015: One following a CAC meeting on April 18 at Cedar Beach, Southold NY and a second on the banks of the Peconic River from Grangebel Park to Little River at Woodhull Dam in Riverhead, NY on May 5, 2015 (an area often neglected by municipal clean up crews). Attendees for both events was 7 people. Weights were not taken at the events, however, one bag of trashed was removed from the beach and seven large garbage bags of heavy bottles, cardboard, and Styrofoam cups were removed in Riverhead. Garbage removal at both events helped protect wildlife from harmful debris and beautified the natural landscape of the Peconic Estuary.

### **5D: Ludwigia invasive species removal events**

PEP conducted outreach and education on social media during Invasive Species Week in July presenting the work being conducted by NYSDEC and other PEP partners to garner interest by the public to support the PEP program. At that time, we also heavily promoted the two Ludwigia removal events hosted by PEP and the NYSDEC's Freshwater Fisheries unit that were scheduled in mid-summer to strategically target overgrown areas and coordinate volunteers in areas of greatest need within the Peconic River. There were 2 day-long removal events held on June 30 and July 23, 2015 producing 3 pickup truck beds worth of foliage removed at each event. 35 total attendees participated in these events (many attending both).

### **5E: A Day in the Life of the Peconic Estuary**

CCE has worked on both "A Day in the Life of the Peconic Estuary" programs, bringing with them the knowledge of what needs to be planned, and has worked with many of the experts and schools involved. The outreach team assisted as one of 34 field expert teams during A Day in the Life of the Peconic Estuary held on Friday October 23, 2015 helping 956 students and 36 teachers from 17 schools identify estuary species, take scientific measurements, and ensure that data is correctly recorded and communicated. Continued participation can greatly increase the PEP's visibility through this program and will cultivate it for future long-term participation.

### **5F: Additional Outreach and Volunteer Events**

In addition to the above events and the various outreach events attended by the outreach team during the contract period (see task 1E), there were three additional citizen involvement events held:

*Horseshoe Crab Spawning Surveys and Tagging:*

Participants in the 2015 NYS Horseshoe Crab Spawning Survey collected data on horseshoe crab spawning abundance, size distribution, and sex ratios to be used by NYS DEC for Horseshoe Crab management in the Peconic Estuary. Citizen scientists aided in the coast-wide mark and recapture tagging program supported by US Fish and Wildlife Service and other government and academic institutions. This program affords community members opportunities to help an important estuarine species at the local level.

Volunteers conducted monitoring at two Peconic Bay locations: Southold (north fork) and Hampton Bays (south fork) at a total of 3 events held May 16, 31 and June 14. Registration was capped at 5 participants and each event was filled- totaling 15 people. This was the most popular of all the events. Promoting occurred through PEP, CCE, NYSDEC, and site coordinators affiliations and dates were selected by choosing the earliest high tides times around lunar cycles as determined by CCE.

*Peconic Estuary Program and Cornell Cooperative Extension's Back to the Bays 5K event:*

Many participants of citizen science programs are drawn to active, outdoor events that support awareness to a cause or an organization. By promoting a health oriented sporting event, PEP promoted the vital resources of the Peconic Estuary while fulfilling CCE's mission to encourage the community to make healthy lifestyle choices. 95 runners and participants attended the 5K event on Labor Day weekend September 5, 2015 at Cedar Beach in Southold. The event coincided with ANEP's "Celebrate The Coast" campaign during September. PEP provided educational tabling and merchandise awarded to the winners of race categories. The setting on the Peconic Bay was essential to delivering the message of protection and conservation to participants.

*PEP Penguin Plunge:*

A voluntary "cold-water plunge" enticed community members to attend an off-season, winter-based event keeping PEP visual viable and participation heightened for citizen involvement during the quieter months of the contract period. This marine education event was held on Saturday December 5, 2015 at Cedar Beach in Southold and was followed by an educational information session spotlighting local marine restoration projects by partner organizations at Cornell Cooperative Extension's marine facility Suffolk County Marine Environmental Learning Center 3690 Cedar Beach Rd. Southold, NY. This event was scheduled in conjunction with the National Estuaries Program "I Heart Estuaries" campaign held each year in February. The original date was February 14, 2015 but was postponed twice due to dangerous ice conditions in the bay. Using social media and the hash tag #IHeartEstuaries, participants were encouraged to show Congress and the Administration that there is lots of love for estuaries. Protecting estuaries means protecting our future by demonstrating support for funding key programs in preparation for the February 2016 campaign. 5 people participated and 15 people spectated including PEP staff and CAC members.

**Deliverables:** See appendix Section 5 for flyers and Volunteer log for 2015 events.

**Setbacks/Challenges:** Low attendance was the biggest obstacle to successful citizen science events in 2015. Proper scheduling during the week interferes with the work/school day and on weekends (especially with nice weather) competes with a variety of other personal obligations of the public. Also in promoting these events, multiple community calendar platforms with individual log-ins and maintenance creates a very time consuming process and reach an unknown number of people.

**Ways to Improve:**

1. The best attended events were conducted with PEP partners and/or hosted by organizations with a strong and dedicated volunteer base, such as Cornell Cooperative Extension and Seatuck Environmental Assoc. Continuing to partner with PEP partner organizations to co-sponsor events

will help to inform a larger audience from which to attract volunteers while the PEP brand continues to grow within the Peconic community.

2. Offer event announcements in greater advance and detail and post in more places.

#### Appendix of Deliverables:

- A. Task 1: CAC PEP Website and Facebook Page Snapshots
- B. Task 1: CAC Meeting Sample Agenda
- C. Task 1: CAC Dredge Opposition Letter
- D. Task 1: CAC Preserve Plum Island Letter
- E. Task 1: CAC Summer Survey
- F. Task 1: List of PEP Outreach Events for 2015
  
- G. Task 2: Snapshot of PEP Facebook Page Statistics
- H. Task 2: PEP Newsletter Compilation
- I. Task 2: Call to Action Conference Postcard and Event Program
- J. Task 2: Explore the Peconic Estuary Recreation Map
  
- K. Task 3: Homeowner Rewards Program Flyer
- L. Task 3: New Homeowner Rewards Application
- M. Task 3-4: Fertilizer Surveys: Homeowner and Business
- N. Task 3: Homeowner Rewards Program FAQ Sheet
- O. Task 3: Homeowner Rewards Program Website and Project Map Snapshots
- P. Task 3: 2015 Report on Homeowner Rewards Program Projects \*\*
- Q. Task 3-4: Trimble Nursery Marquee
  
- R. Task 5: Volunteer Log for 2015 Outreach Events
- S. Task 1-5 (ALL): Event and Outreach Flyers:
  - a. CAC Meetings
  - b. STOP Hazardous Material Collection Date
  - c. Homeowner Rewards Program Lecture Flyers
  - d. Big Duck Raingarden Education Event
  - e. Rainbarrel Painting EventBeach Clean-Up FlyersLudwigia Removal Flyers
  - f. Spring Volunteer Flyer
  - g. CCE Horseshoe Crab Monitoring and Tagging Flyer
  - h. Marine Meadows Flyer
  - i. Alewife Monitoring Training Flyer
  - j. Alewife Hike
  - k. PEP/CCE 5K Flyer
  - l. PEP Penguin Plunge Flyer
  - m.

\*\*Required as a deliverable for 2015 outreach contract

## APPENDIX OF DELIVERABLES

### SECTION 1: CITIZEN'S ADVISORY COMMITTEE

- A.Task 1: CAC PEP Website and Facebook Page Snapshots
- B.Task 1: CAC Meeting Sample Agenda
- C.Task 1: CAC Dredge Opposition Letter
- D.Task 1: CAC Preserve Plum Island Letter
- E. Task 1: CAC Summer Survey
- F. Task 1: List of PEP Outreach Events for 2015



### COMMITTEE GROUPS

The PEP Policy Committee has ultimate responsibility for approval of the Program goals and objectives, and establishes priorities and direction for the development and implementation of the Comprehensive Conservation and Management Plan (CCMP). It reviews Management Committee recommendations, and approves resource and funding allocations.

- ▶ **Policy Committee**
- ▶ **Management Committee**
- ▶ **Citizens Advisory Committee**

#### Bulletin

JOIN US FOR THE ANNUAL PEP CALL TO ACTION CONFERENCE:  
Tuesday September 22, 2015 8:30am-12:30pm Atlantis Ballroom  
Riverhead, NY 11901 followed by a field trip to the Riverhead Sewer  
District Indian Island Irrigation Project site 1:00pm-3:00pm NEXT  
CITIZEN'S ADVISORY COMMITTEE MEETING: Wednesday November  
18, 2015 1:00pm-3:00pm Cornell Cooperative Extension 1st floor  
conference room 423 Griffing Ave. Riverhead, NY 11901. Please see the  
links below for past Meeting Notes and the current Meeting Agenda.  
CONTACT: [cac@peconicestuary.org](mailto:cac@peconicestuary.org) for more information on how to get  
involved!

#### Meeting Minutes

- November 18, 2015 (pdf)
- June 15, 2015 (pdf)
- April 18, 2015 (pdf)
- January 31, 2015 (pdf)
- October 8, 2014 (pdf)
- August 11, 2014 (pdf)
- June 19, 2013 (pdf)
- May 15, 2013 (pdf)

#### Committee Members

Kevin McDonald, Committee Chair

- ▶ **Local Government Committee**
- ▶ **Technical Advisory Committee**
- ▶ **Natural Resources Subcommittee**
- ▶ **Stormwater Workgroup**



**Peconic Estuary Program**  
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## Peconic Estuary Program's Citizen's Advisory Committee Community

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ABOUT



- Join the Citizen's Advisory Committee for the Peconic Estuary Program. Let your voice be heard for the conservation and restoration of the Peconic Bays,

<http://www.peconicestu...>[Boost Website](#)

PHOTOS



Status



Photo / Video



Event, Milestone +



Write something...

**Peconic Estuary Program's Citizen's Advisory Committee** shared Peconic Estuary Program's post.

Published by Sherryll Huber-Jones · Just now ·

**Peconic Estuary Program**

Yesterday at 8:36am ·

Thank you to Congressman Lee Zeldin for showing some holiday-season love to our National Estuary Programs!! #natleestuaries #PEP

<https://zeldin.house.gov/.../rep-zeldin-announces-win-long-is...>



### Rep. Zeldin Announces Win for Long Island Land and Water Conservation

Washington, DC — Congressman Lee Zeldin (R, C—NY-1), today announced that the House of Representatives passed legislation (H.R. 2029) which



### **PEP CAC Summer Meeting Agenda**

Monday June 15, 2015 6:00pm-8:00pm

East Hampton Town 159 Pantigo Rd. East Hampton, NY

Call in Information: 1-855-244-8681 WebEx meeting number: 647 397 660

Password: CaC2015

- 6:00PM Introductions- Kevin McDonald, CAC Committee Chairman
- 6:10PM Program Office Update- Alison Branco, PEP Program Director
- 6:20PM Peconic Estuary Protection Committee Partnership- Rachel Gruzen  
Coordinator
- 6:45PM Plum Island CAC Statement
- 7:00PM Community Program Presentations  
Presenter: Dan Gulizio, Peconic Baykeeper (20 min)  
*"Understanding the link between water quality, land use and public policy"*  
  
Presenter: Glynis Berry, Peconic Green Growth (20 min)  
*"Community Characteristics impacting water quality in the Peconic Estuary"*
- 7:45 PM Discussion and Closing Remarks

### **Important 2015 PEP CAC Dates**

- ✓ Thursday September 10 9:00am-12:00pm  
Joint Long Island Sound Study/Peconic Estuary Program Meeting  
Location TBD
- ✓ Tuesday September 22 8:00am-12:00pm  
Call to Action Conference Atlantis Aquarium Ballroom Riverhead, NY 11901  
FIELD TOUR: Riverhead Sewer District at Indian Island Golf Course
- ✓ Wednesday November 18 1:00-3:00pm  
Cornell Cooperative Extension 423 Griffing Ave. Riverhead, NY 11901

### **CONTACT**

[cac@peconicestuary.org](mailto:cac@peconicestuary.org)

Sherryll Jones, PEP Outreach Coordinator 631/727-7850 ext. 353





The Honorable Andrew M. Cuomo  
Governor of New York State  
NYS State Capitol Building  
Albany, NY 12224

September 4, 2015

Dear Governor Cuomo,

The Peconic Estuary shares a common border at “the race” located at the southeastern boundary of Long Island Sound. Water exchange between these two systems annually is considerable. It is for this reason that we register our strong concern over the adequacy of the draft dredge management plan prepared by the Army Corps of Engineers, and ask that the plan be rejected at this time.

Nearly 10 years ago the plan was mandated by New York and Connecticut to be a comprehensive plan to phase out open water disposal of dredged material, but instead the draft DMMP is a plan to continue dumping up to 30-50 million cubic yards of dredged material into the Sound over the next 30 years—perpetuating what had been intended to be phased out instead of developing a more enlightened and responsible way to manage dredged material.

In 2005, New York spearheaded the mandate for Army Corps to create a blueprint, the DMMP, to phase out open water dumping in the Sound while providing guidance and tools for a robust beneficial re-use program. It was clearly stated, in the 2005 letter co-signed by former Governor Pataki of New York and Governor Rell of Connecticut that the DMMP’s mandate, “would identify feasible and environmentally sound alternatives and establish future protocols for dredged material management. These alternatives include, but are not limited to, reducing sediment sources, reducing contaminate loading, and developing feasible beneficial reuses for dredged material, with the goal of reducing or eliminating the need for open water disposal.” New York State has a right and an obligation to hold the United States Army Corps of Engineers accountable to fulfill the requirements set forth in the signed 2005 agreement.

The Peconic Estuary Program’s Citizens Advisory Committee (PEP CAC) has historically been well represented by the marine trades industries. The CAC understands the need and importance of dredging and we support dredging harbors and marinas for safe navigation. However, there are safer, more sustainable options for preventing contamination of material that may need to be dredged. This plan was intended to investigate and help implement a modernized, new, and better approach to managing navigation and dredge material. It is here where the plan has its greatest failing. As presented in the plan, a substantial continuation of past practices of dumping dredged material in the Sound is inconsistent with federal and local efforts to protect and restore the Sound.



Instead, the draft DMMP is a long-term plan to continue using our Long Island Sound as the main dumping ground for dredged materials. An estimated 17 million cubic yards of dredged material has already been dumped in LIS. This plan seeks to allow an additional 30-50 million cubic yards to be dumped over the next 30 years. The DMMP does not fulfill the mandate set forth in the agreement signed in 2005. The evaluations in the draft DMMP and the accompanying Programmatic EIS, assign value in the decision making process only to the cost of beneficial reuse options and omits any and all value to beneficial re-use as a function in protecting the Long Island Sound. It appears the draft DMMP neglects to assign any value to environmental consequences attributable to open water disposal. In fact, it seems that the document is based on the false premise that open water disposal is environmentally benign. **By emphasizing only the short-term costs instead of long-term solutions, the Army Corps fails to live up to the 2005 agreement.**

Cooperating together, both states have been significantly successful in reducing nitrogen inputs from sewage treatment plants. This progress should not be hindered by a plan to increase dumping of dredged material, but to actually reinvent how navigation and its dependent dredging can be vastly improved and modernized as was intended by this plan.

For these reasons and more, We are respectfully requesting that you reject the proposed plan and require the Army Corp to go back to the original mandate and create a plan that phases out open water dumping in the Sound.

Sincerely,

Signed Members of the Peconic Estuary Program Citizens Advisory Committee

Kevin McDonald  
PEP CAC Chariman

**Peconic Estuary Citizens Advisory Committee  
Position Statement Regarding the Proposed Sale of Plum Island, NY**

Plum Island contains nationally significant natural, cultural, historic, and scenic features and resources, with 80-85% of the Island remaining in its natural state.

The fields, forests, wetlands, and shoreline habitats of Plum Island provide habitat essential to migratory songbirds, waterbirds, and birds-of-prey including the presence of an active and locally rare bank swallow colony and eight active osprey nests.

As of March, 2015, 218 migratory, overwintering, breeding, and resident bird species have been observed on Plum Island and in surrounding waters, including federally endangered and threatened species, such as the roseate tern and piping plover.

Plum Island contains the largest winter haul-out site for marine pinnipeds in southern New England, typically involving several hundred harbor and grey seals that utilize the rocky coastline of the Island's east end for this purpose.

Plum Island contains significant natural communities and plant species, including an extensive wooded freshwater wetland in the southwestern section of the Island and a maritime dune community (ranked by the NY State Natural Heritage Program) which collectively provide habitat for a number of rare and endangered plant species, including such rare plants as seabeach and slender knotweed, blackjack oak, and spring ladies' tresses.

Due to Plum Island's existing network of trails and roads, extensively undeveloped character and remoteness, and its location off the North Fork of Long Island where the Peconic Estuary, Long Island Sound, and Atlantic Ocean meet, the Island provides unparalleled opportunities for the general public to participate in passive recreational activities, such as birdwatching and hiking, and enjoy the scenic landscapes of the East End.

The proposed unfettered sale of Plum Island by the Department of Homeland Security and the General Services Administration runs counter to many past dispositions of federal property which have led to the creation of several national wildlife refuges in proximity to Plum Island including Nomans Island National Wildlife Refuge in coastal Massachusetts and Ninigret, Sachuest Point, and Block Island National Wildlife Refuges in coastal Rhode Island.

Moreover, the proposed sale runs counter to the several-decades-long effort by state and local governments on Long Island, at a cost of nearly \$1 billion, to acquire parkland possessing ecological, environmental, cultural, historic, recreational, and scenic value in the New York metropolitan area.

In recognition of the extraordinary ecological, wildlife habitat, environmental, cultural, historic, recreational, and scenic values possessed by Plum Island, the **Peconic Estuary Program Citizens Advisory Committee** strongly expresses its collective opposition to the sale of Plum Island and urges New York State and its agencies, the New York State Legislature, New York Senators Charles Schumer and Kirsten Gillibrand and members of the New York Congressional Delegation to support legislation that protects Plum Island.

Additionally, in recognition of the values described above, the **Peconic Estuary Program Citizens Advisory Committee** wishes to express its strong support for the permanent protection of Plum Island's wildlands, which could include transferring the undeveloped portions of Plum Island to the National Wildlife Refuge system and dedicating it as the "Plum Island National Wildlife Refuge," or in the event the Plum Island Animal Disease Control Facility is permanently closed and the buildings and associated infrastructure are not adaptively re-used, the entire Island be so dedicated as a National Wildlife Refuge.

Adopted by the Peconic Estuary Program Citizens Advisory Committee on June 15, 2015

Members of the Peconic Estuary Program Citizens Advisory Committee  
Kevin McDonald, PEP CAC Chairman

## Peconic Estuary Program's (PEP) Citizen Advisory Committee (CAC) Poll

**\* 1. How did you discover the PEP CAC and/or the meetings? (Choose all that apply)**

- ☐ Website
- ☐ Social Media
- ☐ Newspaper or print
- ☐ Radio
- ☐ Friend or colleague
- ☐ Other (please specify)

**\* 2. What are the issues and topics you deem as important as a citizen of the Peconic Estuary?**

**3. How far are you willing to travel for a PEP CAC meeting? (Choose all that apply)**

- ☐ Anywhere in the estuary- North and South Fork
- ☐ North Fork only
- ☐ South Fork only
- ☐ Centralized location- such as Riverhead
- ☐ Only within my township- please indicate below

Township

**4. What day and time during the week would you most likely attend a meeting?  
(Choose all that apply)**

- ☐ Weekends
- ☐ Weekdays
- ☐ Evenings
- ☐ Daytime
- ☐ Anytime

**5. Which format would you like PEP CAC meetings to be conducted? (Choose all that apply)**

- ☐ Guided open discussion only
- ☐ Presentations by community members
- ☐ Presentations by experts
- ☐ Voting polls to determine a future agenda
- ☐ Regularly scheduled general meetings throughout the year
- ☐ Special topic meetings separate from general meetings
- ☐ Other (please specify)

**\* 6. How likely are you to interact with a Facebook Page devoted exclusively to the PEP CAC?**

- ☐ Very likely
- ☐ Occasionally
- ☐ Not at all

**7. What types of PEP CAC activities would you participate in if they were available in the**



**watershed? (Choose all that apply)**

- ☐ Volunteering as a citizen scientist
- ☐ Hiking and/or paddle sports
- ☐ Staffing information tables at events
- ☐ Signing Letters of Support
- ☐ Attending CAC meetings
- ☐ Other (please specify)

**8. Please vote on one of the following potential slogans to be used formally by the PEP CAC.**

- ☐ Empowering citizens to protect the Peconic Estuary
- ☐ Sharing responsibility for the Peconic Estuary
- ☐ Community action for a pristine Peconic Estuary
- ☐ Stewards sustaining the integrity of the Peconic Estuary
- ☐ People. Protect. Preserve. Peconics.

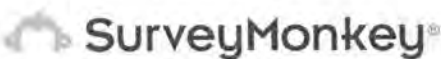
Other (suggestions welcome)

**9. How would you prefer to be notified about PEP CAC meetings and other news within the Peconic Estuary?**

**10. Please offer any additional feedback and/or indicate any special skills, background, or professional experience you would like to contribute to the PEP CAC. Thank you for your participation!**

Done

Powered by



See how easy it is to [create a survey](#).





### **List of Volunteer, Outreach, and Citizen Science Events for PEP 2015**

#### **JANUARY 2015 Winter 2015 Newsletter Release**

- 1/19 MLK Day of Service- 10am-2pm Southold Town Rec. Center Peconic, NY  
1/31 **CAC Meeting Southampton Town-** 10am-12pm Community Center Hampton Bays, NY

#### **FEBRUARY 2015**

- 2/11-13 I Heart Estuaries Social Media Campaign- online/daily  
2/13 Toxin Free Lawn Seminar- 9am-4pm Riverhead Fire Dept. Roanoke Ave Riverhead  
2/14 ~~Penguin Plunge~~-CANCELED DUE TO WEATHER  
2/23 *Invasive Species Week online outreach*  
2/28 Discover Education Day- 12pm-3pm Peconic Community School Aquebogue, NY

#### **MARCH 2015**

- 3/12 Alewife Workshop Training Event- 6-7pm CCE 423 Griffing Ave 2<sup>nd</sup> fl Riverhead, NY  
3/14 Greenport Library Rewards Lecture- 3-4pm Floyd Mem. Library Greenport, NY  
3/18 SPAT Rewards Lecture- 5pm SCMELC 3690 Cedar Beach Rd Southold, NY  
3/20-21 Long Island Natural History Conference- 9am-4:30pm Berkner Hall BNL Upton, NY  
3/22 Riverhead Library Rewards Lecture- 2-3pm Riverhead Library, Riverhead, NY  
3/22 *World Water Day online outreach*  
3/28 Cutchogue New Suffolk Library Rewards Lecture- 1-2pm Main Rd. Cutchogue, NY  
ONGOING Alewife Monitoring Network Estuary-wide [www.Seatuck.org](http://www.Seatuck.org)

#### **APRIL 2015 Spring 2015 Newsletter Release**

- 4/4 Sag Harbor Library Rewards Lecture- 10:30-11:30am J. Jermain Library Sag Harbor  
4/15 Alewife Hike/Monitoring (wByron Young)- 6:30pm Big Reed Pond/Alewife Creek Southampton  
4/18 **CAC Meeting Southold Town-** 10am-12pm SCMELC 3690 Cedar Beach Rd. Southold, NY  
4/18 NOFO Beach Cleanup- 12pm Cedar Beach Southold, NY  
4/22 *EARTH DAY ONLINE OUTREACH*  
4/22 PEP Citizen Science Lecture at SOMAS Undergrad Marine Science 12:30pm  
4/24 Earthstock Stony Brook- 8am-3pm Main Quad Stony Brook University, Stony Brook  
4/25 GFEE Earthday at Downs Farm- 10am Downs Farm Preserve Cutchogue, NY  
4/28 Seatuck Alewife Demonstration at Woodhull Dam "Lunch and Learn" 10am-2pm  
ONGOING Alewife Monitoring Network Estuary-wide [www.Seatuck.org](http://www.Seatuck.org)

#### **MAY 2015**

- 5/5 Peconic Riverfront Clean-Up Meet at Peconic Paddler parking lot – Noon  
5/14 Water We Gonna Do Conference PEP presence  
5/16 *Endangered Species Day online outreach*  
5/16 Horseshoe Crab Monitoring Event -11pm Hampton Bays, NY  
5/22 *International Biodiversity Day online outreach*  
5/30 PEP/LISS Great Gull Island Citizen Science Day – all day  
5/31 Horseshoe Crab Monitoring Event -11pm S. Harbor Rd. Southold, NY  
ONGOING Alewife Monitoring Network Estuary-wide [www.Seatuck.org](http://www.Seatuck.org)  
ONGOING Horseshoe Crab Monitoring Long Island-wide [www.nyhorseshoecrab.org](http://www.nyhorseshoecrab.org)

## JUNE 2015 Summer 2015 Newsletter Release

6/6 NOFO Blue and Green Tour- Peconic Green Growth Southold Rewards lecture and info table  
6/12 Raritan Bay NY/NJ Harbor Estuary Program Conference PEP presence  
6/14 Horseshoe Crab Monitoring Event- 10:30pm Southold, NY  
**6/15 CAC Meeting East Hampton Town-** 159 Pantigo Rd. East Hampton 6:00-8:00pm  
6/20 Shelter Island Farmer Market Outreach Table  
6/23 Big Duck Native Plant Garden Clean-Up Flanders Rd. Flanders, NY  
6/30 Invasive Species Event Ludwigia Pull Peconic River- PLECO 9am  
ONGOING Horseshoe Crab Monitoring Long Island-wide [www.nyhorseshoecrab.org](http://www.nyhorseshoecrab.org)

## JULY 2015

7/11 Shelter Island Farmer Market Outreach Table  
7/15 ~~Eco Paddle Red Creek Pond, Red Creek Road Hampton Bays 6:00-7:00pm~~ CANCELED  
7/16 Montauk Farmers Market Outreach Table 9:00am-2:00pm  
7/12-18 *State Invasive Species Week online outreach*  
7/18 Peconic River Paddle Battle Outreach (recorded in Merchandise Log)  
7/23 Ludwigia Pull Peconic River- Upper Mills Rte 25 Riverhead (across from Snowflake) 9am

## AUGUST 2015

8/7 Grown on LI Day County Farm Yaphank-tabling event 10:00am-2:00pm  
8/7 Homeowner's Program Rewards Lecture - Shelter Island Library 7:00pm  
8/8 SOFO Natural History Museum Bridgehampton, NY Rewards Lecture 10am-12noon  
8/11 ~~EcoTour Paddling Event - Peconic River Meeting location TBD 6-7pm~~ CANCELED  
8/20 PLT/PrftEarthPrjt Charnews Farm Sustainable Ag Event Brochure Outreach (Merch Log)  
8/22 Shelter Island Green Expo Outreach Table Youth Center- Shelter Island NY 11:00am  
8/22 Rainbarrel Painting Workshop- Riverhead Town/East End Rowers/Chris Dryer 11am-2pm  
8/23 Cardboard Boat Race RBID Riverfront 8:30am Outreach Table

## SEPTEMBER 2015 MONTH-LONG PHOTO CONTEST / #CelebrateTheCoast

9/5 CCE/PEP Back to the Bays 5K- Cedar Beach Southold NY 9:00am  
9/19-26 *National Estuaries Week- Social Media Campaign #EstuariesWeek **PEP Top five posts ANEP!***  
**9/22 Call to Action Conference 8am-12pm Riverhead Sewer District Field Trip 1-3pm**  
9/26-27 Greenport Maritime Festival Greenport Harbor, NY- all day

## OCTOBER 2015 Fall 2015 Newsletter Release

10/1 Pine Barrens Commission Research Conference outreach table BNL 8:00am-2:00pm  
10/10 Marine Meadows Eelgrass Workshop Canal Café Hampton Bays, NY 1:00-3:00pm  
10/17 Peconic Land Trust Bridgegardens Rewards Presentation Bridgehampton, NY 10am-12pm  
10/17 Riverside Rediscovered Brochure Outreach (recorded in Merch log)  
10/23 Day in the Life of the Peconic various sites around the estuary- all day  
10/24 Big Duck Native Plant Garden/ Rain Barrel workshop Rte 24. Flanders, NY 12:00pm

## NOVEMBER 2015

**11/18 CAC meeting Riverhead/Brookhaven-** 1-3pm CCE 423 Griffing Ave Riverhead, NY

## DECEMBER 2015

12/5 Penguin Plunge- Awareness and Education Event Cedar beach Southold, NY 12:00pm



**Follow us on Facebook, Twitter, Instagram, and Vimeo**  
**For more information on Event Programming please contact Sherryll Jones at**  
**[peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)**

## APPENDIX OF DELIVERABLES

### SECTION 2: OUTREACH MATERIALS

- G.Task 2: Snapshot of PEP Facebook Page Statistics
- H.Task 2: PEP Newsletter Compilation
- I. Task 2: Call to Action Conference Postcard and Event Program
- J. Task 2: Explore the Peconic Estuary Recreation Map

[Peconic Estuary Program](#)[Home](#)[Page](#)[Messages](#)[Notifications](#)[Insights](#)[Publishing Tools](#)[Export](#)[Settings](#)[Help](#)[Overview](#)[Likes](#)[Reach](#)[Page Views](#)[Posts](#)[Videos](#)[People](#)[Shop](#)

Daily data is recorded in the Pacific time zone.

1W 1M 1Q



Start: 12/15/2014

End: 12/9/2015

Total Page Likes as of Today: 591



#### BENCHMARK

Compare your average performance over time.

Total Page Likes





Overview

Likes

Reach

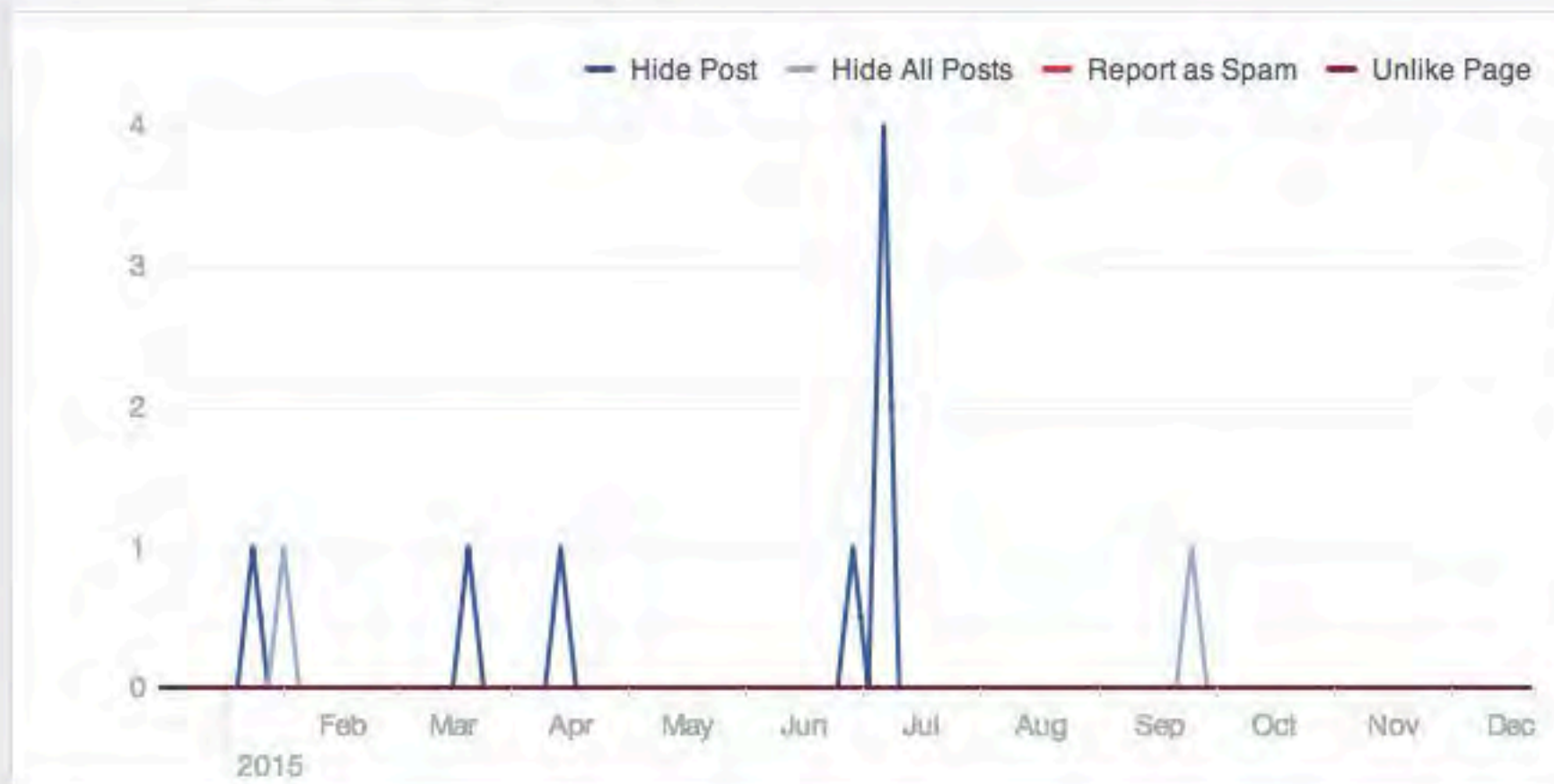
Page Views

Posts

Videos

People

Shop



### BENCHMARK

Compare your average performance over time.

Hide Post

Hide All Posts

Report as Spam

Unlike Page

## Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



### BENCHMARK

Compare your average performance over time.

Organic

Paid



# Peconic Estuary PROGRAM

**Protecting & Restoring  
Long Island's Peconic Bays**

## Winter 2015 Newsletter

*News from in and around the Peconic Bay watershed*



Peconic Bay, Hampton Bays NY

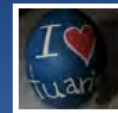
*We often think of the warm summer months as times we most enjoy our bays. But winter can be a lovely time to take a walk on the beach, view wildlife, and observe the many seasonal changes that occur in our estuary. Winter is also a great time to focus on conservation programming that supports our natural resources. Snow melt and land run-off inputs into the*

*bay are considerations this time of year. Also, late in the winter season, the Peconic tributaries see the return of anadromous fish that return upstream to spawn.*

*Our dynamic bays are bustling with activity year-round! Be an active participant in the Peconic Estuary Program.*

### IN THIS ISSUE

#### PEP Talk



Association of National Estuary Programs

I Heart Estuaries campaign

2



Estuary-wide Expansion of the PEP Green Infrastructure Homeowner's Reward Program

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Alternative Waste Water Treatment Systems

4

#### PEP Rally



Citizens Advisory Committee Member Spotlight- Mel Morris

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Creature Spotlight: Alewife Alewife Training Session

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PEP and Partners Calendar of Events

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## Citizens Advisory Committee (CAC) Meeting January 31<sup>st</sup> 2015

The Peconic Estuary Program (PEP) would like to invite you to participate in the Citizens Advisory Committee (CAC). The CAC holds quarterly meetings where members can meet and discuss a wide variety of topics about the Peconic Estuary with the common goal of promoting clean water and healthy bays. As a member of the CAC you will be given the

opportunity to **voice your concerns**, **express ideas** for improvement, and **actively participate** in community and environmental events. Bring your ideas for projects to the open forum and let us know what you want to see the Citizen's Advisory Committee accomplish in 2015! Hampton Bays Community Center 25 Ponquogue Avenue 10am [cac@peconicestuary.org](mailto:cac@peconicestuary.org)

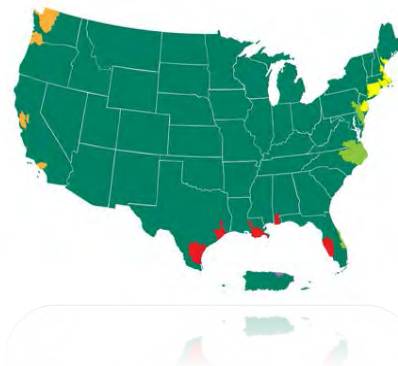
## Association of National Estuary Programs

The Peconic Estuary Program (PEP) is a member of the Association of National Estuary Programs (ANEP). This non-profit organization exists to promote the preservation and restoration of our nation's estuaries, especially the 28 Estuaries of National Significance in the US Environmental Protection Agency's (US EPA's) National Estuary Program (NEP), including PEP.

ANEP supports the local National Estuary Programs and serves as a unified voice for issues concerning them and vital estuary resources through:

- Support for ongoing stewardship of national estuaries and the ongoing education of diverse stakeholders and decision-makers about issues that impact estuarine ecosystems.

- Coordinating information exchange among the NEPs in order to share successful strategies to address common ecological and management issues.
- Sharing practical ideas about how the NEP consensus-based approach helps to solve ecosystem problems with other resource managers.
- Support for the formation and strengthening of the federal, state, local and public, private partnerships in decision-making leading to sound public policy.
- Consistency in collecting and organizing reliable and objective data that's useful for resource managers and policy decision makers.



*The Peconic Estuary is one of 28 nationally recognized coastal embayments designated by the EPA as "Estuaries of National Significance"*

Continued on page 6

## National Campaign for Continued Estuary Funding



*This February, show your love for PEP and the Peconics*

Maintaining federal funding for EPA's National Estuary Program, and NOAA's community-based restoration program, and the National Estuarine Research Reserve System has never been more uncertain. Particularly concerning is that high-level budget and deficit deals are not considering local impacts of funding cuts on these programs or the significant support that they garner.

Celebrate Valentine's Day through a joint, 3-day "I heart estuaries" campaign February 11-14<sup>th</sup>. We are encouraging NEPs, their partners, local coastal conservation organizations, stakeholders, friends groups, and advisory boards to tell their members of Congress why they love their estuary and to ask them to support key federal programs that benefit estuaries. Use Facebook and Twitter [#iheartestuaries](#) to communicate your message to your congressional representatives, educate them about the importance of estuaries, and demonstrate your support for federal programs that benefit estuaries. For campaign language visit the ANEP site [NationalEstuaries.org](http://NationalEstuaries.org)





NEMO UCONN

## Bayscaping: Expansion of the Peconic Estuary Rewards Program

The Peconic Estuary Program is expanding their Rewards Program to include all residents within the Peconic Estuary watershed. One of the factors negatively impacting water quality in the estuary is storm water runoff, which often contains nitrogen from fertilizers, pesticides, and other contaminants. There are two main techniques to reduce this problem: eliminate/reduce the use of potential contaminants (i.e. pesticides and fertilizers) and give storm water a chance to be used by plants or be absorbed into the ground.

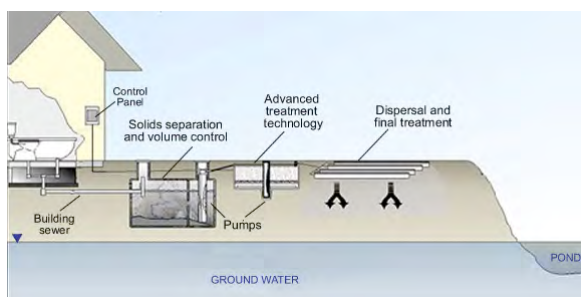
In order to address this, PEP is offering a unique reward opportunity for residents within the Peconic Estuary watershed. "This educational project will help homeowners reduce runoff from their property, which will help decrease the amount of pollutants ending up in our bays," said PEP Director Alison Branco, "The program will also provide an opportunity for residents to learn more about the Peconic Estuary and about what we can all do to help protect and restore this local treasure."

Up to \$500 per applicant will be available to homeowners who replace paved or grassy areas with native plantings and rain gardens. These types of projects reduce the amount of storm water leaving your property, and do not require fertilizer use. Also eligible for a financial reward is the installation of a rain barrel. Rain barrels catch water that would otherwise runoff your property and allow you to put it to good use, like watering your flowers or vegetable gardens.

Southampton Town has been very supportive in this project, and you can visit a demonstration site on the Big Duck property. "I hope many residents will take advantage of this exciting opportunity to help protect our local waters," said Southampton Town Supervisor, Anna Throne-Holst. The Town of Southold has also been supportive. Come visit a rain garden demonstration project at the Downs Farm Preserve.

*For more information, please visit [PeconicEstuary.org](http://PeconicEstuary.org) or read the program guidelines [here](#).*

## What Happens When You Flush: Our nitrogen footprint and alternative methods



It seems like a simple question. A better question that not many people give thought to may be: Where does the water go when you flush? For most of the residents of the Peconic Estuary the answer is to a septic system or a cesspool. Most of our neighbors to the west of us in Nassau County rely on a sewer system, which treats the wastewater off site. A majority of Suffolk County residents, nearly 75%, have a septic system or what are also termed as on-site sanitary systems.

Long Island soil and sand does a great job of filtering out biological contaminants, but nitrogen from on-site wastewater systems remains untreated and enters into the ground water or surface waters. The increase of nitrogen can have a detrimental effect on the drinking water we rely on from our underground aquifer or to the water quality of the nearest surface water system. To combat the nitrogen issue, Suffolk County is exploring options for the advanced treatment of sanitary wastewater. Technology now exists that can reduce nitrogen loading coming from septic systems. Advanced waste water systems treat the nitrogen before being released into the environment.

In an effort to make the public more aware of nitrogen issues and new technology that may become available, Suffolk County recently held a lottery for homeowners to receive a demonstration project septic treatment system installed at no cost. The effectiveness of these systems can then be monitored and evaluated. Residents, who met certain eligibility requirements such as location of the septic tank and number of residents, could fill out an online form to enter the lottery. 19 people within Suffolk County were chosen, with one being Thomas Pileski in Mattituck residing within the Peconic Estuary watershed.

### CAC MEMBER SPOTLIGHT



#### Melvyn Morris

Manager of Special Projects  
Brookhaven National Laboratory  
Coordinator of the Open Space  
Stewardship Program (OSSP)  
A Day in the Life programming

*What do you like most about the Peconic estuary?*

For starters the Peconic Estuary is an area of incredible beauty. The diversity of plant and animal life is spectacular. Its diversity of habitats, both coastal and underwater makes this diversity possible.

Additionally, it provides a major economic boost to the east end of Suffolk County through boating and fishing and harvesting of shellfish, which additionally adds to the charm and beauty of the area.

*Why are you interested in the Peconic Estuary Program?*

Given the importance of the Peconic Estuary to the ecological and economic survival of the east end, it is vital that citizens of this area become aware of the impact estuary has and ways in which they can work to preserve it. As a resident of the east end I am interested maintaining the health of the estuary for my quality of life.

## Signs of Spring

### Creature Spotlight: The Alewife

Everyone looks for the first harbingers of spring after a long winter. Most folks think of the first Robin but in reality there is another early arrival that enters our local streams toward the end of February or early March each year. The Alewife, or River Herring, (*Alosa pseudoharengus*), which spends most of its life in the ocean returns as an adult to spawn in freshwater. A number of our local eastern Long Island streams support alewife spawning runs. The Peconic Estuary supports several very strong runs.



Alewives are rather nondescript, light in color, grayish silver on top and white on their underside. One key distinguishing factor of the alewife is that they have relatively

large eyes. Alewives generally average about 12 inches in length, with the females being the larger than the males. The adults congregate in Block Island Sound during the late winter and then as the water temperature warms they begin to move into local spawning streams and rivers. The adults spawn in the quiet waters of the stream or in any impoundment they can access. The adults then return to sea. The young alewives remain in or near their natal stream for a few months and then move out into the Atlantic Ocean. They spend the next 3 to 5 years at sea, eating plankton and smaller fish.

Alewives begin to migrate into local streams as early as late February, but more typically in March and continue into May some years. They spawn in the ponds and slow moving waters of our coastal streams. The ideal setting for a successful spawn is a stream that drains from a small lake or impoundment that the adult alewives can access. Big Reed Pond in Montauk, and Big Fresh Pond in Southampton offer two such opportunities.

The Alewife runs in Maine are some of the best along the East Coast. Alewife numbers have decreased during the last half of the 1800's and much of the past century due to

### *What influence can a Citizen Advisory Committee have?*

People are living out here because they appreciate the beauty and the quality of life we have. In order to maintain this each resident bears a responsibility to do what they can to be environmentally responsible. One of the ways in which local citizens can do this is by either participating in or attending meetings of the PEP CAC and making their voices heard. With the pressure to develop it is critical to be vigilant and to work collaboratively with governments and organizations. Individual, concerned citizens are the lifeblood of organizations such as the PEP CAC. If community members value their quality of life then it is incumbent upon them to be active voices for sane and sensible growth. I think the most productive things a citizen can do is to participate.

### *How does the OSSP and PEP work together to benefit to estuary?*

The Open Space Stewardship program was designed to get students and teachers out on to local pieces of property within their school districts to become stewards of those properties. This is true citizen science and it is from a grass roots program such as OSSP that we can begin to change attitudes and to teach local students about the importance of being environmentally responsible. An outgrowth of OSSP is the Day in the Life of the Peconic Estuary program. In conjunction with a coalition of teachers, students and environmentalists we were able to get about 800 students out on the estuary to collect data and to experience firsthand the beauty of this valuable resource.



## Continued from page 2

### ANEP

- Support for developing and implementing the programs' Comprehensive Conservation Management Plans (CCMPs).

ANEP members gather twice a year to collaborate with one another and their US EPA colleagues. During these conferences, Program Directors and staff learn from one another and bring home ideas and lessons from sister programs that inform their own CCMP implementation. These information-sharing meetings foster regional collaborations, facilitate cooperation between NEPS and the US EPA, and enhance the effectiveness of all 28 NEPs.

ANEP also partners with fellow non-profit organizations Restore America's Estuaries (RAE) and the National Estuarine Research Reserve Association (NERRA) to educate the public and decision makers. For example, the *#IHeartEstuaries* campaign takes place around Valentine's Day and the *#ToastTheCoast* campaign takes during National Estuaries Week in late September. These social media campaigns help raise awareness about the importance of estuaries to our natural environment, economy, and quality of life of the local and national level. So join us in spreading the word, and your photos of the Peconic Estuary February 9-15<sup>th</sup>.

To learn more about the Association of National Estuary Programs and the 27 other *Estuaries of National Significance* around the country, visit: [NationalEstuaries.org](http://NationalEstuaries.org)



*Students and specialists seine net fishing in the Peconic River during A Day of The Life of the Peconic- October 2014. BNL*

## Continued from page 5

### Alewife

pollution, harvest, and dam construction. During the past couple of decades a considerable amount of effort has been directed to rebuilding the depleted Alewife populations through dam removal, fish passage construction, fishing restrictions, and habitat improvements including projects on the Peconic River in Riverhead, the installation of a fish ladder on the Carman's River, Argyle Lake, Babylon and at Massapequa Lake.

Everyone loves the alewife: fish predators like the striped bass, bluefish, tuna, sharks; mammal predators such on shore including raccoon, mink, otter; ocean mammals including seals and some whales; avian predators like the osprey, gulls; and of course humans. The species is used for lobster bait, fish bait, and food. Unfortunately, all of these mortality impacts along with the loss of alewife habitat caused by dams, pollution, and stream degradation have caused the alewife population to decline coast-wide. Efforts underway in a number of coastal states are aimed at improving habitat, controlling harvest and rebuilding the stocks of this important link in the food web. The efforts right here in the Peconic Estuary and around Long Island are part of that process to support is little harbinger of spring.



*Training workshop offered March 5<sup>th</sup>  
Become a volunteer and monitor the local  
streams for our Alewife Restoration effort*

*For more information, visit [Seatuck.org](http://Seatuck.org)*

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## Calendar of Winter 2015 Events

### JANUARY

- 19 MLK Southold Town Day of Service  
10<sup>am</sup> Town Recreation Center Peconic Ln. Peconic NY
- 31 Citizens Advisory Committee Meeting  
10<sup>am</sup> Community Center 25 Ponquogue Ave. Hampton Bays NY

### FEBRUARY

- 13 Toxin-Free Lawns & Landscapes Seminar  
9<sup>am</sup>-4<sup>pm</sup> Riverhead Fire Dept. 540 Roanoke Ave. Riverhead NY
- 11-14 I Heart Estuaries Campaign  
Daily on Facebook and Twitter

### MARCH

- 5 Alewife Training Workshop  
5<sup>30</sup><sup>pm</sup> Riverhead, NY Location TBD
- 20-21 Long Island Natural History Conference  
9<sup>am</sup>-5<sup>pm</sup> Berkner Auditorium Brookhaven National Lab Upton NY

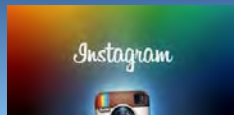
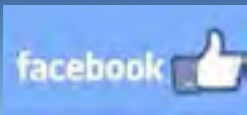


*Join us at one of our  
Special Events and take  
part in Citizen Science*

PEP Director - Alison Branco  
Alison.Branco@suffolkcountyny.gov

PEP State Coordinator - Julie Nace  
JulieNace@dec.ny.gov

PEP Outreach & Education- Sherryll Jones  
SJ497@cornell.edu



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*To join our mailing list please visit our website [PeconicEstuary.org](http://PeconicEstuary.org) or email [info@peconicestuary.org](mailto:info@peconicestuary.org)*

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## PECONIC ESTUARY PROGRAM

360 YAPHANK AVE, STE. 2B YAPHANK, NY 11980



# Peconic Estuary PROGRAM

**Protecting & Restoring  
Long Island's Peconic Bays**

Spring 2015 Newsletter

*News from in and around the Peconic Bay watershed*



## PEP Homeowners Rewards Program

The Peconic Estuary Program (PEP) is providing a unique opportunity if you live within the Peconic Estuary watershed area. The PEP will provide financial rewards for homeowners who remove turf and pavement, and add native vegetation areas and/or rain barrels to their properties.

Homeowners can earn up to \$500 to offset the expense of installing green infrastructure on their properties including rain barrels, rain gardens, and native vegetation gardens. Water filtered through sand and gravel within these gardens is dramatically cleaner when it enters our aquifers and storm drains. Rain barrels offer an opportunity to catch rainwater for reuse in gardens rather than running down paved surfaces and into storm drains.

Learn more about your local estuary and all its amazing bays, while improving your property and reducing pollution from entering local waters. Funds are limited and will be granted on a first come first served basis, so don't miss out!

For more information contact [Rewards@peconicestuary.org](mailto:Rewards@peconicestuary.org) or visit our [website](http://PeconicEstuary.org) Peconic Estuary.org

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- 2 Water Reuse in Riverhead
- 2 Spring is Spawning Season!
- 3 Creature Spotlight: Horseshoe Crabs
- 4 Suffolk County Fertilizer Law
- 4-5 CAC Member Spotlight
- 6 Native Plants
- 7 Spring Calendar of Events

Complete our [fertilizer survey](#) and be entered to win a rain barrel!  
Drawing will be held April 25<sup>th</sup>.



Mitigating Stormwater runoff into our bays can help improve water quality, reduce nutrient pollution, and help restore our natural resources



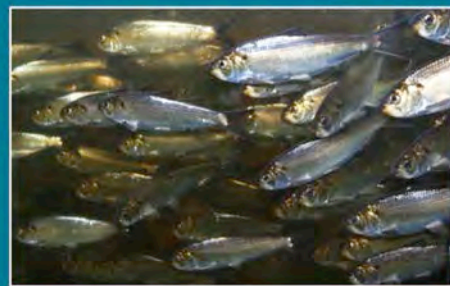
## Water Reuse at Riverhead Sewer District

This winter, the Riverhead Sewer District began a long-awaited major upgrade to its treatment system. They are installing Membrane Bio-Reactor (MBR) technology in order to remove additional pollutants from the waste stream before it enters the Peconic Estuary. This will be an important step toward achieving the Peconic Estuary's nitrogen Total Maximum Daily Load, or TMDL, (the pollution diet for the estuary).

Although the current plant discharges well below permitted limits, the plant upgrade and associated permit changes will take the allowable nitrogen discharge from 170 lbs/day to 40 lbs/day, a 76% reduction. Although the plant constitutes a small percentage of the total nitrogen load to the estuary, it is an important source locally, in the poorly flushed lower Peconic River and western estuary. Despite a difficult winter, construction is on track to be completed in early 2016.

But that's not even the most exciting part about this project. In addition to the plant upgrades, the Sewer District is partnering with Suffolk County to re-use the highly treated effluent to irrigate at the adjacent Indian Island County Golf Course. After piloting this system on a mini golf hole on the sewage treatment plant grounds back in 2004, the partners look forward to finally taking this idea to full scale. *continued page 5*

### SPRING IS SPAWNING SEASON!



### Volunteers are needed to monitor and survey our local rivers and beaches

With help from our community citizen scientists, the Peconic Estuary has seen rebounding populations of Alewife and Horseshoe crabs!

Please visit these sites to learn more about how you can contribute

[Seatuck.org](http://Seatuck.org)  
[NYHorsehoecrab.org](http://NYHorsehoecrab.org)

*Thank you to Byron Young NYSDEC for contributing his article on Alewife River Herring for the PEP Winter 2015 newsletter Creature Spotlight.*



Photo: Jeff Schultz

#### PEP CAC Meeting

Saturday April 18th, 2015

10:00am-12:00pm

Suffolk County Environmental Learning Center  
 3690 Cedar Beach Road  
 Southold NY 11971

## CAC Meeting April 18<sup>th</sup>

**The Peconic Estuary Program (PEP) would like to invite you to participate in the Citizens Advisory Committee (CAC).**

The CAC holds quarterly meetings where members meet and discuss a wide variety of topics concerning the Peconic Estuary with the common goal of promoting clean water and healthy bays!

The topics for this meeting include Stormwater pollution and shellfish bed closures. Afterward we will be giving a tour of PEP's atmospheric monitoring station and will be hosting a beach cleanup at Cedar Beach in Southold

Contact [cac@peconicestuary.org](mailto:cac@peconicestuary.org) for more information and visit the CAC website at [peconicestuary.com/committee.php](http://peconicestuary.com/committee.php)

## Creature Spotlight: Horseshoe Crabs

By Matthew Sclafani, Ph.D

You can quite easily witness these “living fossils” in the wild by venturing out at night to a local beach around the new and full moon lunar phases in May and June to watch them perform that mating ritual.

You can also volunteer to help collect scientific data through Cornell Cooperative Extension's NY horseshoe crab monitoring network [NYhorseshoecrab.org](http://NYhorseshoecrab.org) that has several sites in the Peconic Estuary. The data collected through this program is used for conservation management in New York State.



*Overharvest occurred in many areas and eventually regulations were established to protect horseshoe crabs*

Photos: Wetlands Institute, C. Ahn

Every May and June during the evening full and new moon high tides, the ancient sea creature known as the Atlantic horseshoe crab (*Limulus polyphemus*) comes onto our local beaches to perform their mating ritual. The Atlantic horseshoe crab is a primordial looking creature that has existed on earth for over 450 million years; before the dinosaurs. Although we call them “crabs” they are actually more closely related to scorpions and spiders and belong to their own class, Merostomata, which means the bases of the legs surround the mouth. Despite their prehistoric appearance, horseshoe crabs are very docile creatures and the spiky tail is not used for defense, but to flip them back over if turned upside down.

The horseshoe crab is widely distributed from Maine to Florida, with the highest abundances found in Delaware Bay, but New York's marine waters are also an important area for them and provide critical habitat for spawning and foraging, including the Peconic Estuary. Adult horseshoe crabs are thought to live for 20+ years and once they reach sexual maturity between the ages of 9-12, they will return annually along coastal beaches to spawn in the spring and early summer months. Female horseshoe crabs are typically much larger than the males, and during mating season the male horseshoe crab will “clasp” onto the back

of the female horseshoe crab and get towed around for the entire spawning season. A female horseshoe can carry as many 90,000 tiny green eggs, but they only bury small clutches of approximately 4,000 eggs at a time. The male then fertilizes these eggs and after about 2-3 weeks the trilobite larvae will hatch and grow through the molting process into the juvenile stages; but only a lucky few will survive. During the summer months the horseshoe crabs are busy roaming our waters foraging on worms and clams, and will eventually migrate offshore to deeper waters to overwinter and wait for spring months to repeat the spawning migration.

Horseshoe crabs have also benefited humans in many ways. Research performed on their large compound eyes have helped us understand some important principles about the function of human eyes, and the chitin from horseshoe crabs is used in manufacturing of chitin-coated wound dressings for burn victims that reduces healing times by as much as 50 percent. The blood of horseshoe crabs was also found to be highly reactive to gram-negative bacteria and is currently the standard diagnostic used to ensure that intravenous medicines and vaccines are free of bacteria and won't make us sick. *continued page 5*



## Suffolk County Fertilizer Law

Did you know that Suffolk County has a law banning the application of fertilizer between November 1st and April 1st? **To help protect our water, Suffolk County wants to promote ways to reducing lawn fertilizer use. When fertilizing lawns, be sure to fertilize properly, at the correct rate, and at the right time of year.**

Using pesticides and fertilizers on your lawn or garden poses a threat to water quality. Even though you are applying these chemicals directly to your lawn, there are many ways that they can percolate to groundwater, become airborne, or run off into storm drains and eventually surface waters. Fertilizers and pesticides should be used sparingly or not at all. If you choose to use fertilizers or pesticides on your lawn, it is important to be a responsible user of these chemicals. Minimize your contribution to water pollution! If you need to use pesticides or fertilizers please keep the following in mind:

1. Never apply either fertilizers or pesticides before a rainfall is forecasted. The chemicals you apply will be washed away, leaving your lawn untreated and polluting surface waters.
2. Always follow the manufacturer's instructions when using pesticides, herbicides or fertilizers on your lawn or garden. Please don't "double the dose" for good measure. This only increases the amount that could get washed away.
3. When applying, be careful not to apply fertilizer to the driveway or sidewalk. These chemicals will easily be washed into the street and storm drains. Granular pesticides on these impervious surfaces should be swept up.
4. If you do use a fertilizer, choose one that contains at least 30 percent slow-release nitrogen and check the three numbers on the front of the bag to select the right mixture for your soil. The numbers represent the fertilizer's percent nitrogen (first number), phosphorus (second number) and potassium (third number) content. The best way to determine what fertilizers you need is to have your soil tested pre-application. Choose organic when possible. See PEP's [Guide to Fertilizers](#).

Excess chemicals will probably be washed away by stormwater. Remember that using a fertilizer that a plant does not need, or applying fertilizers or pesticides beyond the recommended dose, is harmful and a waste of money!



### CAC Member Spotlight

C. & E. Northshield  
Homeowners Rewards Recipient  
Reeves Bay, Flanders

#### What do you like most about living in the Peconic Estuary?

The wild life, the sounds of nature, the solitude, the neighbors, the four seasons, off season it is different, a great get away place, it puts a smile on our faces, a place to make memories,

#### How did you become involved in the PEP CAC?

We became aware of PEP CAC by attending our monthly community meetings and by applying for the \$500.00 reward.

#### What influence can a Citizen Advisory Committee have?

We can rely on their expertise and advice as we attempt to make our home and property more nature friendly.

#### What would you like to see the PEP CAC accomplish in the future?

Continue to be a support group by being visible at fairs, in newsletters, in articles in local papers, placing signage throughout the area of physical work that was completed with their help.

## Water Reuse Continued from page 2

By irrigating with recycled water, the golf course will add another layer of polishing treatment to the effluent by allowing the water to filter through our sandy soils before entering the estuary, and by allowing the grass to take up the remaining nitrogen in the effluent. The return of this water to the aquifer will also help replenish our underground water supply to prevent saltwater intrusion into the coastal aquifer beneath the shoreline golf course.

The water used for irrigation will pass through additional UV sterilization units before being piped to the golf course to ensure that it is completely safe for contact. But recycled water will only be used to irrigate when the course is closed. Well water will remain available and be used for any daytime spray-downs. Although common practice in other states like California, Florida and Arizona, this will be the first effluent re-use project in Suffolk County.

This \$22 million project was funded in part by a \$2 million grant from New York State, and \$8 million from the Suffolk County Sewer Infrastructure Fund. The Town-owned Sewer District will cover the rest with low-interest loans from New York State's Environmental Facilities Corporation.

The Peconic Estuary Program would like to thank Sewer District Superintendent Michael Reichel for his persistence over the past 15 years to bring this idea through to completion.

## Horseshoe Crabs continued from page 3

Horseshoe crabs have historically been harvested as fertilizer on farms and to feed livestock, but more recently they have been harvested as bait to catch American eel (*Anguilla rostrata*) and channeled whelk (*Busycotypus canaliculatus*), which are desirable species for human consumption. Unfortunately overharvest occurred in many areas and eventually regulations were established to protect horseshoe crabs in response to a severe decline in the migratory shorebird; red knot (*Calidris canutus rufa*) that depend upon their eggs as a critical food source to fuel their annual journey to the arctic to fledge their young. The decline in red knot was so severe that the US Fish and Wildlife Service has listed them as "threatened status" under the Endangered Species Act in December 2014. It is hoped that through increased conservation of horseshoe crabs that the abundance of migratory bird species will also increase.

## CAC Member Spotlight continued

### How did you find out about the Homeowner's Rewards Program?

We attended a community meeting where a representative from your office was present and explained the program.

### What kind of improvements did you make to your yard through the program?

We installed rain barrels, a rain garden and planted many native plants.

### Where did you research the plans for your garden?

My master gardener course info, various websites like Houzz, UCONN's plant database, other state co-operative extensions, visits to various public and private gardens, monthly magazines that we subscribe to and several books that we own.

### Where there any obstacles to construction or receiving your reward reimbursement?

None what so ever, actually it was easy to contact staff members by phone or e-mail. Usually calls or e-mails were returned within a few days.

Photos: C. & E. Northshield



## Native Plants for Home Landscapes: Conserve Water, Reduce Need for Fertilizer and Provide Essential Wildlife Habitat

Using native plants in your home landscape is a great way to conserve water and reduce fertilizer usage. This is especially true if native plantings are used to replace grassy areas. Native plants are often available local nurseries and cover the full range of most homeowners' needs including flowering plants, grasses and trees.

According to the Long Island Native Plant Initiative ([www.linpi.org](http://www.linpi.org)), "Landowners that use native plants are going to have less to maintain in their landscape and save money on maintenance as well as help the environment. Native plants do not require the rigorous application of fertilizers and other chemicals that many gardeners mistakenly use. They also do not require much water or upkeep after the first year or two after planting." So another bonus of using native plants and reducing turf area is a lower carbon footprint.

But beyond reducing the need for water and fertilizer, native plants provide essential habitat and food for animals that non-native plants cannot provide. It is becoming increasingly clear, that the decline of native plants is leading to a decline in animals such as birds and insects. A common example of this is the Monarch butterfly (*Danaus plexippus*) and its dependence on many species of native milkweed (*Asclepias* spp). Though also affected by habitat loss, and use of pesticides, decreasing distributions of milkweed has greatly limited the ability of this butterfly species to reproduce. Monarch larvae have adapted to feed only on milkweed plant species, absorbing the cardenolides that make adult butterflies toxic and bitter tasting to their potential predators. Without habitat for their eggs and larvae, Monarch populations are rapidly decreasing.

Homeowners can make small changes that make big differences. By adding a selection of native plants to their yards, homeowners can benefit from reduced water and fertilizer usage, a lower carbon footprint and an increased diversity of birds and insects. Check with your local extension agent for a list of available native plants for your local area. Visit the PEP website for [Native Plant Lists](#).



Native Trumpet Honeysuckle (*Lonicera sempervirens*). A great alternative to Japanese Honeysuckle (*Lonicera japonica*). Photo: Julie Nace



Monarch butterfly larvae on native milkweed (*Asclepias tuberosa*). Photo: Julie Nace



## Calendar of Spring 2015 Events

### APRIL

- 4/4 Sag Harbor Library Rewards Lecture  
10:30-11:30am J. Jermain Library Sag Harbor, NY
- 4/15 Alewife Hike Monitoring (with Byron Young)  
6:30pm Big Reed Pond/Alewife Creek Southampton, NY
- 4/18 **PEP Citizens Advisory Committee Meeting**  
10am-12pm SCMELC 3690 Cedar Beach Rd. Southold, NY
- 4/18 NOFO Beach Cleanup and CCE Stewardship Day  
12-3pm Cedar Beach Cedar Beach Rd. Southold, NY
- 4/22 EARTH DAY!
- 4/24 Earthstock Stony Brook  
9am-3pm Main Quad Stony Brook University, Stony Brook
- 4/25 Earth Day Celebration at Downs Farm  
10am Downs Farm Preserve Cutchogue, NY

### MAY

- 5/16 Horseshoe Crab Monitoring PEP sponsored event  
11pm South Harbor Rd. Beach Southold, NY
- 5/31 Invasive Species Event Ludwigia Pull  
Peconic River- Time and Location TBD



Photo: NYhorseshoeCrab.org

**ONGOING CITIZEN SCIENCE**  
**Spring Projects Estuary-Wide**

**Alewife Monitoring Network**  
[www.Seatuck.org](http://www.Seatuck.org)

**Horseshoe Crab Monitoring**  
[www.nyhorseshoecrab.org](http://www.nyhorseshoecrab.org)

*For more information on these events and for advance registration please email [peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)  
To join our mailing list please visit our website [PeconicEstuary.org](http://PeconicEstuary.org) or follow us on social media*



**PEP Director** - Dr. Alison Branco, SCDHS

**PEP State Coordinator** - Julie Nace, NYSDEC

**PEP Program Coordinator** - Christopher Scott, SCDHS

**PEP Outreach & Education Coordinator** - Sherryll Jones, CCE Suffolk

**PEP Outreach & Education Assistant** - Christie Pfoertner, CCE Suffolk

### Peconic Estuary Program

360 Yaphank Avenue, Suite 2B Yaphank, NY 11980  
(631) 727-7850 Ext. 353





# Peconic Estuary PROGRAM

*Protecting & Restoring Long Island's Peconic Bays*



## Peconic Bay in the News

The region of the western Peconic Estuary recently experienced a series of fish kill events. Poor flushing and high nutrient loading characterize the water where this occurred. According to Stony Brook University researchers, a widespread bloom of "Mahogany Tide" (*Prorocentrum*) was ongoing in the area this spring. Although algae blooms naturally occur in the spring, they are made worse by excess nitrogen loading to the estuary. This system, already stressed by hypoxic conditions (low levels of available oxygen), saw an influx of thousands of schooling Atlantic menhaden ("bunker"). It is believed that these forage fish remained in the stressed water body due to the presence of predators such as Bluefish and Striped Bass to the east. The menhaden used up what little dissolved oxygen that was left, then perished in high numbers. The Peconic Estuary Program is working with its partners to develop new regulations, funding sources, and technologies to facilitate the upgrade of wastewater treatment systems on Long Island to mitigate non-point source nitrogen pollution.

### Save the Date!

#### Action Conference

**September 22**

Hyatt Ballroom  
Atlantis Aquarium  
8:30-12:30pm  
1:00pm FIELD TRIP  
Riverhead Sewer Dst.

#### CAC Fall Meeting

**November 18**

Special Meeting for  
Estuary Businesses  
Cornell Cooperative  
Ext. 423 Griffing Ave.  
Riverhead NY 1:00pm

#### Penguin Plunge

**December 5**

Suffolk Co. Marine  
Env. Learning Center  
3690 Cedar Beach Rd.  
Southold NY 12:00pm

S U M M E R 2 0 1 5

## In This Issue

PEP CITIZENS ADVISORY  
COMMITTEE

PEOPLE OF PEP

STORMWATER STEWARDSHIP

CREATURE SPOTLIGHT: JELLIES

HOMEOWNER REWARDS  
PROGRAM

GUIDE TO A SUSTAINABLE  
SUMMER

CALENDAR OF EVENTS

**Read more on the Peconic  
Fish Kill  
page 2**





## Peconic Fish Kill

Low oxygen levels and poor water quality to blame for this series of events.

Dr. Alison Branco, PEP Director

During late May and early June, the western Peconic Estuary suffered a series of major fish kill events. The New York State Department of Environmental Conservation estimates that over 300,000 Atlantic Menhaden (locally called bunker) washed up on the shores around Flanders Bay killed by low oxygen. The low oxygen was caused by a combination of dense fish schools and algal blooms fueled by excess nitrogen loading.

Bunker kills can occur naturally when fish pack tightly into shallow areas, sometimes chased by predators like bluefish and striped bass, their respiration uses up available dissolved oxygen in the water. But when these fish arrived, they found a stressed system with night-time oxygen levels already near zero, making this year's fish kill more severe and longer lasting than we would otherwise expect to see.

The low dissolved oxygen in the water column, known as hypoxia, is caused by harmful algae blooms (rapid growth of microscopic algae), and enhanced by poor flushing in the western estuary and seasonally rising water temperatures. The Peconic Estuary experiences a series of these harmful algal blooms every year. Many algal blooms are non-toxic, but can still cause hypoxia.

Others can be harmful to fish, shellfish, and even humans, prompting the closure of shellfish beds.

During the day, algae produce oxygen through photosynthesis, resulting in increased dissolved oxygen in the water column. At night, without sun to fuel photosynthesis, respiration draws down the dissolved oxygen in the water column. Dissolved oxygen in the western Peconic Estuary reached very low levels at night for several weeks in May and June due to algal blooms, and levels remained near zero for several hours at a time during the height of the bloom and while the bunker were in the area in the highest concentrations.

Although algae blooms can occur naturally in spring, they are made worse by excess nitrogen loading to our estuaries. Nitrogen loading in the Peconic Estuary comes primarily from treated sewage, but fertilizer and atmospheric deposition are also significant sources. Reducing the loads of nitrogen to the Peconic Estuary from septic systems, fertilizer use, and sewage treatment plants will, over time, help to reduce the frequency and severity of algal blooms and their adverse impacts.

To learn more about the fish kill, see:

<http://www.peconicestuary.com/reports/29aeb235f2b998b0d015476b12cff049695ec555.pdf>

To see data being collected in the Peconic Estuary in near-real-time, go to:

[http://waterdata.usgs.gov/nwis/uv/?site\\_no=01304562](http://waterdata.usgs.gov/nwis/uv/?site_no=01304562) for the Riverhead site, or

[http://waterdata.usgs.gov/ny/nwis/uv/?site\\_no=01304200](http://waterdata.usgs.gov/ny/nwis/uv/?site_no=01304200) for the Orient Harbor site.



## Creature Spotlight: Jellies

By Marianne E. McNamara, Ph.D.

Suffolk County Community College, Biology Department [mcnamam@sunysuffolk.edu](mailto:mcnamam@sunysuffolk.edu)



Sea gooseberry, *Pleurobrachia pileus*.  
Photo by Marianne McNamara

### Jellyfish

have received a lot of attention on Long Island in recent years. Although a natural predator in coastal waters, “the blobs of summer”, as

one reporter coined them, seem to turn everybody, from swimmers for their painful stings, to fisherman for their net-clogging tendencies, against them. The term “jellyfish” is actually a misnomer, since these delicate animals are not fish at all. In fact, our local jellies encompass three distinctive phyla, or groups, of watery animals: the stinging cnidarians, a group that includes the medusa-like jellyfish as well as sea anemones and corals, the non-carnivorous salps and doliolids which utilize internal mucus nets to collect phytoplankton, and the ctenophores, non-stinging jellies that are as voracious as they are beautiful.

Ctenophores, or “comb jellies”, are unique among the jellies in that they lack stinging cells. Instead, they possess colloblasts, or adhesive cells, which capture zooplanktonic prey such as copepods, juvenile fish and shellfish on sticky tentacles. Ctenophores are believed to be among the earliest of all animals, having a molecular signature that is unlike that of any animal found today. All ctenophores have eight rows of cilia, which propel the animal through the water and produce a brilliant display of colors when light is refracted off of them. They are the largest animals to use cilia for locomotion and most are bioluminescent, flashing bursts of beautiful blue light when disturbed. Ctenophores of Long Island include the sea gooseberry *Pleurobrachia pileus* found in relatively small numbers during the spring, the sea walnut *Mnemiopsis leidyi* which is typically present year-round, but extremely abundant during summer and early fall, and *Beroe ovata*, an occasional visitor from the Atlantic Ocean.

Of all the jellies in our local waters, ctenophores may have the greatest impact on their marine ecology. While they don’t sting, ctenophores consume

tremendous amounts of zooplankton, including young fish, shrimp, clams, and crabs during seasonal peaks or “blooms” in abundance. Composed of approximately 96% water, ctenophores invest much of this energy into feeding and reproduction. A self-fertilizing hermaphrodite, the sea walnut is capable of doubling in size and producing over 10,000 eggs per day. When zooplankton are abundant, *M. leidyi* can rapidly increase in size and abundance resulting in a ‘boom and bust’ population dynamic, which strips the marine environment of zooplankton and renders the ctenophore population prey-less. The timing of these boom and bust cycles can have significant consequences for species that spawn zooplanktonic larvae.

Ctenophores are now appearing earlier in the season and in greater number than previous studies had identified possibly taking advantage of regime shifts from pollution, overfishing and other major environmental change (e.g., global warming) possibly having substantial consequences for marine food webs. For example, in 2006, peak abundances of ctenophores overlapped with spawning events of the hard clam in Great South Bay at a time when ctenophores were projected to consume nearly all of the bivalve larvae present. Despite all of this, ctenophores are exceptionally beautiful. They produce pockets of rainbow colors by day and globs of iridescent blue by night. Besides, they don’t sting! In a world of gelatinous zooplankton, it simply doesn’t get any better than that.



Sea walnut, *Mnemiopsis leidyi*.  
Photo by Rebecca McKnight

# PEP CAC

## Peconic Estuary Program Citizen Advisory Committee

### Who we are

The CAC is one of the many committees that make up the PEP Management Conference. The CAC was initially established to act as the conduit for public involvement in the Program; provide communication between the Management Conference and the public; and promote awareness and understanding of PEP issues, goals, and recommendations through a public outreach and education strategy. The PEP CAC also acts as both an advocate on the recommendations in the Comprehensive Conservation Management Plan (CCMP) and an education entity for government officials in cooperation with other public policy and interest groups including fishermen, marine industry and recreation, educators, civic groups, agriculturalists and environmentalists among others. Define the problem → Act on a solution

### Our goals for 2015

- 1) Promote action-orientated stewardship of the system's resources
- 2) Increase communication and cooperation among the estuary's many and diverse stakeholder groups
- 3) Increase awareness of the estuary as a regional and national resource
- 4) Improve understanding of human interactions with, and impacts on the estuary.

Check our [webpage](#) for meeting notes and previous agendas to follow the topics and conversations our CAC hosts.

### Get Involved

As a member, you'll help us spread public awareness of the estuary while advising the PEP about important goals and concerns of the citizens of Long Island's East End. Exercise your right as a stakeholder of the PEP – the coordinating entity that works toward clean water and healthy bays in our community. Please e-mail [cac@peconicestuary.org](mailto:cac@peconicestuary.org) or call (631) 727-7850 x353



# Stormwater Stewardship Network

## An opportunity for Citizens in Action

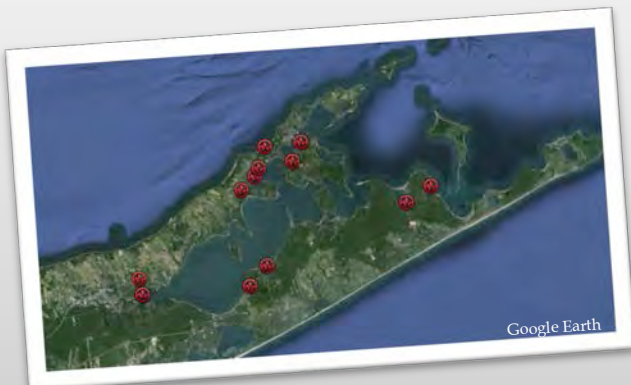
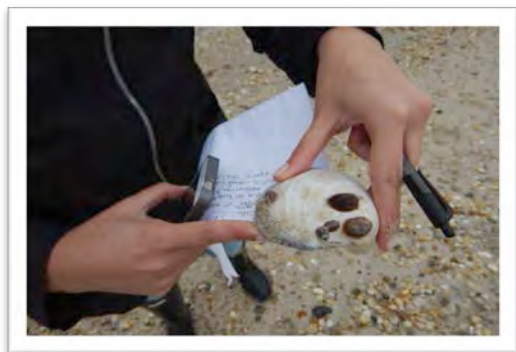
Here on the East End, when the weather starts getting warmer people start turning their attention to the water that surrounds us. Have you ever looked at this great resource and wondered how you can take a more active role in preserving and understanding the waters within the estuary? Become part of the Stormwater Community Stewardship Network. Participants will be trained in varying water quality testing parameters and how to interpret results.

This program is based on an existing program, the Master Watershed Steward Program, taking place in other parts of New York. For the Watershed program, "...designed for anyone with a willingness to learn about and protect watersheds in their community. We welcome watershed coordinators, citizen volunteers, local government officials, engineers, planners, conservation agency staff, stormwater managers, members of land trusts or community environmental organizations, drainage boards, town boards, or others that influence water management."

Using some of these same principles, the Stormwater Community Stewardship Network is looking to get started in the Peconic Estuary, specifically at the Suffolk County Marine and Environmental Learning Center in Southold. This location provides access to marine and

environmental professionals, as well as to water monitoring equipment and supplies. Being based out of this building allows for a training ground for different tests that can be performed. These tests and results may then be used to aid professionals in critical monitoring data that can be useful in areas of water quality, habitat restoration and aquaculture.

Starting at this location will also allow the program to grow and blossom, with a goal to extend the network to many participants across the entire estuary. Through this program there also exists the possibility of becoming personally involved in a watershed improvement project: construction of a demonstration rain garden, use testing kits to monitoring water quality, and participate in, wetlands, eelgrass and shellfish restorations. If interested please send an email to [cac@peconicestuary.org](mailto:cac@peconicestuary.org)



## Call to Action Conference!

### Tuesday September 22, 2015

**Save the Date for this informative day highlighting the work of local citizens and organizations focused on conserving the Peconic Estuary**

*Registration coming soon!*

8:30- 12:30pm

Hyatt SeaStar Room  
Riverhead, NY

Discussions with local  
advocates of the watershed

1:00-3:00pm

Tour the new Indian  
Island Golf Course  
Irrigation Project at the  
Riverhead Sewer District





## Peconic Estuary Homeowner Rewards Program

Now that the Peconic Estuary Program has expanded their Rewards Program to include all residents within the Peconic Estuary watershed boundary, many more homeowners have taken advantage of this program. Peconic Estuary residents are changing their landscape designs to help reduce stormwater runoff from their properties.

Most rainfall on urban surfaces such as roofs, driveways, roads, parking lots and patios ends up as stormwater runoff. In contrast, rainfall on natural surfaces soaks into the ground where it is filtered and can recharge groundwater. Our program encourages homeowners to capture and re-use rainfall with rain barrels, and to capture and filter rainfall through gardens. Residents can create beautiful gardens that reduce drainage problems, prevent stormwater pollution from entering our bays, reduce water usage during dry spells, decrease the need for mowing, fertilizer and pesticide applications, enhance

wildlife habitat and increase property values. Up to \$500 per applicant is available to homeowners who replace paved or grassy areas with native plantings and raingardens. These types of projects reduce the amount of stormwater leaving your property, and do not require fertilizer use. Also eligible for a financial reward is the installation of rain barrels. Rain barrels catch water that would otherwise run off your property and allow you to put it to good use, like watering your flowers or vegetable gardens.

To see these projects in action, visit our demonstration gardens. You can visit a native plant garden at Southampton's Big Duck. Grass was removed and native plants now thrive. And if they need a little water, the Big Duck now has a rain barrel ready to go. You can also visit a rain garden at the Downs Farm Preserve in Southold. This garden catches rainfall and water-loving plants filter the water before it recharges the groundwater.



Photos by Marta Thomas

### Project Spotlight

Greenport resident, Marta Thomas, has added two rain barrels to her property with the help of the Homeowner Rewards Program. Thank you, Marta, for conserving water and protecting the Peconic Estuary

For more information please visit [PeconicEstuary.org](http://PeconicEstuary.org) or read the program guidelines [here](#)

## People of PEP

*Get to know our new employee and an active citizen working for the estuary*



**Christopher  
Scott**  
Program  
Coordinator

I have been working with the Peconic Estuary Program (PEP) since April 2015 and I am very excited to be part of the team. I am dedicated to learning about the many initiatives of our program and look forward to getting more involved in each of these projects. I also look forward to meeting and working with the many project partners who have helped the PEP become the successful organization that it is today.

I come from a background of science and conservation, with a bachelor's degree in marine science and biology from the University of Tampa and a master's degree in Marine Conservation and Policy from Stony Brook University's School of Marine and Atmospheric Sciences (SoMAS). I am currently pursuing an Advanced Graduate Certificate in Geospatial Sciences from Stony Brook University as well. Preceding and during my masters studies I held positions with the NYS Department of Environmental Conservation as a Fish and Wildlife Technician for the freshwater and diadromous fisheries units. During this time I also worked with Seatuck Environmental Association on fish passage projects throughout Long Island. I was raised and live near the Great South Bay. I hold the opportunities that we have as Long Islanders to fish, dive, and recreate in our waters with the highest regard.

I am proud to be working with an organization that works hard to protect our waters and conserve the places that make Long Island unique. I am excited to have the opportunity to work for the PEP and hope that my education, experience, and firsthand knowledge of the ecological issues facing the Peconic Estuary will help this program achieve its goals.

**Suzie  
Germano**  
Trimble's  
Nursery

An employee at Trimble's Nursery on the North Fork has been educating the public on Peconic Estuary Program's Homeowners Reward Program. She has distributed over 100 flyers and brochures in the last two months.

**How did you first learn about the Homeowner Rewards Program?** The PEP outreach team, with amazing ambition towards the program, came in with flyers and gave me an overall education.

**What motivated you to take on such an active role in educating the public about this program?** I've always loved being environmentally involved in cleaning parks, beaches and giving back to our environment in anyway I could. So, when I heard about the project, I went to the website [PeconicEstuary.org](http://PeconicEstuary.org) to see what the program was all about, and knew I had to be part of it.

**What are the responses you get from people when you talk to them?** Most are unaware of the initiative. Then they are thrilled about it and want to do their part, and are extremely excited to get involved. Most people can't believe they'll receive a \$500 reward for planting native plantings, raingardens, and/or rain barrels on their property. They all want to get involved in anyway they can, and it's great seeing their positive reactions.

**How do you think the program benefits the environment the most?** I think it will help the water quality the most, and I think we need to protect our waters especially the shellfish and make sure no more fish go extinct.

**What plans do you have to incorporate the program at Trimble's?** The Program is on-going so I will continue to educate the locals as much as possible to get the word out. We are creating a new Native Plant section to make it easier to choose the plants you need to help this project, which include quite a few deer resistant plants.

## Are you ready for a sustainable summer?

*There are many things you can do with little effort to help the environment. Here are some tips on how to have a more eco-friendly and sustainable summer.*



### Out and About

- ✓ Get reusable grocery bags to reduce plastic consumption
- ✓ Dispose of fishing line properly
- ✓ Keep off the dunes at the beach to decrease erosion
- ✓ Be mindful of roped off Piping Plover nesting areas on the beach
- ✓ Throw out the garbage you bring to the park and beach
- ✓ Encourage others to have a sustainable summer too!

### Around the House

- Install a rain barrel and use the collected rainwater to water your garden and plants
- Don't drain your pool directly into stormwater drains or the ground. Use pump-out services for proper removal
- Stop using fertilizers (grass slows it's growth during the hot summer months)
- Buy reusable water bottles instead of plastic disposable ones
- Bring batteries, old paint and other hazardous trash to a STOP collection
- Drop off unused medications to any King Kullen pharmacy. Don't flush old Rx!
- Wash your car over a patch of grass to reduce pollutants entering the bay via





# Upcoming Events

## PECONIC RIVER LUDWIGIA REMOVAL

**WHEN**  
June 30<sup>th</sup>, 2015  
8:30am-4:30pm

**WHERE**  
**Peconic Lake Estates**  
South River Road, Calverton

Advanced registration is required to ensure the proper number of available canoes and PFD's. Please bring waders and personal kayaks if possible as our supply is limited. Wear sunscreen and bring lunch/water.

Call: 631-727-7850 ext. 337  
EMAIL: [PEPTALK@PECONICESTUARY.ORG](mailto:PEPTALK@PECONICESTUARY.ORG)



**STAY FOR A FEW HOURS OR ALL DAY!**

**JOIN PEP AND NYSDEC**

To remove water primrose aka Ludwigia from the Peconic River



**THIS INVASIVE AQUATIC PLANT**

Out competes native vegetation and degrades water quality



## STAND-UP PADDLE BOARD TOUR!



Join PEP and Aerial Fitness for Stand-up paddle board tours this summer. During the tour you will learn about local marine life and their habitat.

This class is appropriate for all SUP levels. Please arrive 15 minutes before launch time and dress for the weather. Registration is mandatory

**RENTAL BOARDS AVAILABLE!**

Wednesday July 15<sup>th</sup>  
6-7pm  
Red Creek Pond,  
Hampton Bays

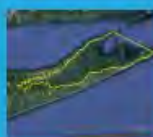
Tuesday, August 11<sup>th</sup>  
6-7pm  
Peconic River,  
Riverhead



Please e-mail [peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)  
Phone: 727-7850 x337



Do your part to protect our beautiful bays!



Rain Barrels collect water that would otherwise run off into our bays

Rain Gardens and Native Plants trap rain to recharge the groundwater

## \$500 HOMEOWNER REWARDS PROGRAM

**RECEIVE A REIMBURSEMENT FOR INSTALLING RAIN GARDENS, RAIN BARRELS OR PLANTING NATIVE PLANTS**

In order to help reduce the amount of pollutants entering our waterways, Peconic Estuary Program is offering homeowners that live within the Peconic Estuary watershed up to \$500.

Visit [PeconicEstuary.org](http://PeconicEstuary.org) to find the application, guidelines and interactive map to see if you qualify. For any questions about the rewards program please e-mail us at [rewards@peconicestuary.org](mailto:rewards@peconicestuary.org)



**DID YOU MISS OUR RAIN GARDEN LECTURES?**

Watch it online now at [vimeo.com/peconicestuaryprogram](http://vimeo.com/peconicestuaryprogram)

### SOUTHAMPTON 9:00am-2:00pm

**Hampton Bays**  
30 Jackson Avenue  
October 24<sup>th</sup>  
631-728-5578

**Sag Harbor**  
1404 Bridgehampton Turnpike  
August 29<sup>th</sup>

**North Sea**  
1376 Major's Path  
April 25<sup>th</sup>

**Westhampton**  
66 Old County Road  
June 27<sup>th</sup>

### SHELTER ISLAND 9:00am-1:00pm

Shelter Island Recycling Center  
North Menantic Road (Hazmat Area)

May 2<sup>nd</sup>  
June 4<sup>th</sup>  
July 4<sup>th</sup>  
August 1<sup>st</sup>

September 5<sup>th</sup>  
October 9<sup>th</sup>  
November 7<sup>th</sup>  
December 5<sup>th</sup>

Phone: 631-749-2033

## S.T.O.P. Collection 2015



To help protect Water Quality in the Peconic Estuary and our drinking water supply, proper disposal of unwanted household hazardous waste and old or unused medication is a must!

### DON'T DUMP HAZMAT!

Drop off your waste at your Town's sanitation center during one of the S.T.O.P. dates listed for free. Items can include old paint, batteries, and pool chemicals.

### DON'T FLUSH UNUSED MEDS!

Drop off unused prescription medications at east end Police Department drop boxes and King Kulien Pharmacies on Long Island for FREE!

**RIVERHEAD**  
8:00am-3:00pm

Town Hwy Dept. Yard  
1177, Osborn Avenue  
Riverhead

May 14<sup>th</sup>  
October 24<sup>th</sup>

Ph: 631-727-3200 x391

**BROOKHAVEN**  
8:00am-noon

350 Horseblock Road  
Brookhaven

Every Wednesday and Saturday

Ph: 631-451-8696

**EAST HAMPTON**  
10:00am-3:00pm

Montauk Transfer Station off Montauk Highway  
Montauk

October 17<sup>th</sup>

Phone: 631-324-7191

**SOUTHOLD**  
9:00am-3:00pm

6155 Cox Lane  
Cutchogue

May 30<sup>th</sup>  
August 22<sup>nd</sup>  
November 21<sup>st</sup>

Ph: 631-734-7685



# Be Involved!

## Calendar of Summer 2015 Events

### JUNE

- 23 Native Plant Garden - Big Duck Flanders, NY 10:30am
- 30 Ludwigia Removal- Peconic Lake S. River Rd. Calverton  
8:30am - 4:30pm Register at [peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)

### JULY

- 15 Red Creek Pond Eco Paddle Hampton Bays 6-7:00pm  
\$15 paddleboard rental. Registration required

### AUGUST

- 7 Rewards Lecture Shelter Isl. 7:00pm
- 8 Rewards Lecture SOFO Nat. History  
Museum Bridgehampton 10:00am
- 11 Peconic River Eco Paddle 6-7:00pm  
Registration required

*Look for PEP at our local summer festivals  
and farmer's markets!*



*For more information on these events and for advance registration please email [peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)  
To join our mailing list please visit our website [PeconicEstuary.org](http://PeconicEstuary.org) or follow us on social media  
all photos property of PEP unless otherwise specified*



### PECONIC ESTUARY PROGRAM DIRECTORY

**Director** - Dr. Alison Branco, Suffolk County Dept. of Health, Office of Ecology

**State Coordinator** - Julie Nace, New York State Dept. of Environmental Conservation

**Program Coordinator** - Christopher Scott, Suffolk County Dept. of Health, Office of Ecology

**Outreach & Education Coordinator** - Sherryll Jones, Cornell Cooperative Extension of Suffolk Co.

**Outreach & Education Assistant** - Christie Pfoertner, Cornell Cooperative Extension of Suffolk Co.

### Peconic Estuary Program

360 Yaphank Ave, Ste. 2B Yaphank, NY 11980  
(631) 727-7850 x337



### Climate Change: Is the Peconic Estuary ready?



The PEP in Collaboration with partners plan to find out! Research over the next few years will allow us to determine if we are a "Climate Ready Estuary"

3

### Eelgrass: Creature Spotlight



Eelgrass is an important habitat for many of the creatures we spotlight quarterly- Find out more about restoration efforts in our Estuary.

4

### Native Gardens: Preparing for Winter



Learn how to protect your garden from winter and protect plant roots without fertilizers for happy, healthy gardens.

5

### Out and About in the Estuary: Peconic Events



Join in the fun this fall while visiting one of the many parks in the estuary. Help protect the environment by volunteering at one of PEPs fall events!

6



### **CITIZENS AND POLITICAL LEADERS CALL FOR ACTION DURING NATIONAL ESTUARIES WEEK**

On Tuesday September 22<sup>nd</sup>, the Peconic Estuary Program held it's annual Call to Action conference at the Atlantis Ballroom in Riverhead, NY. Over 85 attendees representing citizen groups, environmental organizations, municipal and government officials learned about the issues facing the east end's Peconic Bays and Estuary. Town supervisors of five (of the six total) townships within the Peconic watershed presented a discussion panel on water quality improvement efforts within their jurisdiction moderated by New York State Assemblyman Fred Thiele, Jr. Members of the panel included Sean Walters (Riverhead Town supervisor), Larry Cantwell (East Hampton Town supervisor), John Cronin (Shelter Island Town Engineer), Anna Throne-Holst (Southampton Town supervisor), and Michael Collins (Southold Town Engineer) to discuss nitrogen input mitigation measures including TMDL research and septic system reform for the east end townships to address the health of the Peconic Bays.

Additionally, presentations were given by Mike Reichel (Riverhead Sewer District superintendent), Peconic Green Growth, A Day in the Life of the Peconic Estuary (LI Pine Barrens Commission), and Conscience Point Shellfish Hatchery to illustrate positively impactful research and educational programs aimed at improving water





## CALL TO ACTION CONFERENCE 2015



### (Continued)

quality that are currently occurring within the Peconic Estuary. The discussions moderated by Bob DeLuca (Group for the East End) helped conference attendees further appreciate the efforts and challenges facing the Peconic Estuary community. During the morning session of the conference, citizens were urged to spread awareness and take action to conserve the biological, economic, and aesthetic vitality of the Peconic Bays and River. A site tour of the Riverhead sewage treatment plant, the technological upgrade, and construction of the Indian Island golf course effluent recycling irrigation project was conducted in the afternoon by Mike Reichel as further evidence of Riverhead Town's efforts to improve the health of the western estuary near the mouth of the Peconic River.

Estuaries are ecosystems along the oceans where freshwater and saltwater mix to create wetlands, bays, lagoons, sounds, or sloughs. These extraordinary ecosystems are not only home to unique plant and animal habitats, but provide communities with food, recreation, jobs, and coastal protection. The Peconic Estuary Program's Call to Action Conference was held during this year's [National Estuaries Week](#), September 19 to 26, presents the perfect opportunity to experience America's amazing estuaries. Dr. Alison Branco, Director of the Peconic Estuary Program, says, "Estuaries provide countless recreational opportunities. This year, on National Estuaries Week, we invite everyone to get outside and enjoy all Long Island's estuaries have to offer." National Estuaries Week is a fantastic opportunity to explore your local estuary and to take advantage of volunteer opportunities and hands-on restoration in your nearby estuary.

Of the 32 largest cities in the world, 22 are located on estuaries. The National Estuary Program, which receives EPA support, protects 28 estuaries of national significance and brings together citizens, scientists, businesses and government to preserve estuarine ecosystems. The [Peconic Estuary Program](#) protects the Peconic Estuary that is an estuary of national significance right in your backyard! The estuary includes Flanders Bay, Great Peconic Bay, Little Peconic Bay, Gardiners Bay and the contributing watershed, totaling more than 110,000 acres of land and 121,000 acres of surface water.



# Creature Spotlight: Eelgrass *Zostera marina*



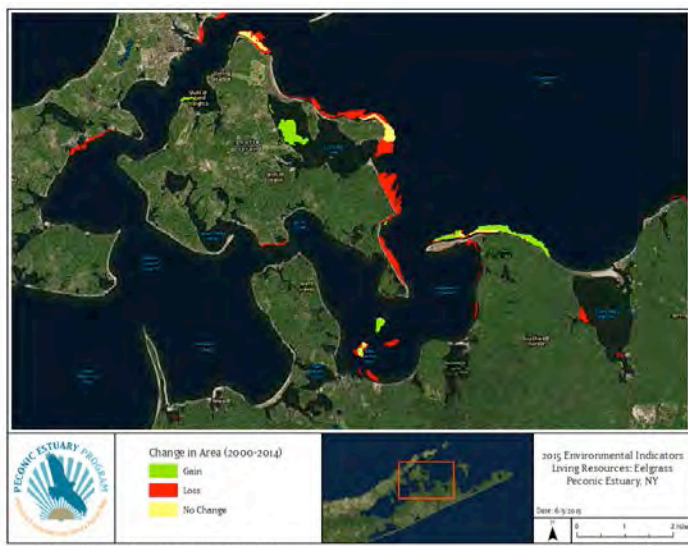
Eelgrass off Fisher's Island tempers high-energy wave activity providing protection of shoreline erosion and flooding.  
Photo: Chris Pickerell, Cornell Cooperative Extension Marine Dept.

Eelgrass (*Zostera marina*) is a rooted, vascular plant, which is an ecologically important species of submerged aquatic vegetation (SAV) found in temperate areas along the East Coast. It is limited to areas of high light penetration, usually within 6-10 feet of water. Eelgrass and other SAVs support abundant populations of invertebrates that are important food sources for waterfowl and fish. SAVs stabilize sediment, oxygenate bottom waters, and are critical habitat for many estuarine species, most notably juvenile bay scallops that attach to the eelgrass. Eelgrass beds provide nursery and feeding habitat for many fish species, including winter flounder, toadfish, juvenile bluefish, striped bass and weakfish.

Eelgrass populations have steadily declined over the last century due to disease, harmful algal blooms, and human disturbance of the environment. While wasting disease (caused by the slime mold *Labyrinthula macrocystis*) is not a significant problem in the Peconic's eelgrass beds today, this pathogen decimated the Peconic's eelgrass beds in the early 1930s. Eelgrass beds in the Peconics were further impacted by the periodic harmful algal blooms that reduce light availability since the 1980s. Eelgrass can also be impacted by turbidity, or the suspension of sediments in the water, that causes the decrease of light penetration. Along with increased nutrients, these stressors can promote the growth of epiphytes and algae, promoting the further decline of eelgrass. Eelgrass can also be damaged by anchor scarring, boating in shallow water and by some shellfish harvesting activities such as tonging or raking.

According to Cornell Cooperative Extension of Suffolk County (CCE), there were over 8,700 acres of eelgrass (a conservative estimate) in the Peconic Estuary during the 1930s. The most recent survey of this resource was funded by the Peconic Estuary Program in 2014. This survey identified less than 90 eelgrass beds covering under 1000 acres. That is a loss of about 90% of the eelgrass since 1930. All the eelgrass beds remaining in the Peconic Estuary are located east of West Neck Bay, Shelter Island, except for the meadow in Bullhead Bay, Southampton.

Attempts at re-establishing eelgrass have proven to be labor intensive, difficult and costly, though some new and promising methods are being tested. Conserving existing eelgrass beds and re-establishing new ones will be most successful if there is good water quality and clarity, minimal physical disturbance, and few predators. Summarized from the draft Peconic Estuary Program 2015 Environmental Indicators Report, Eelgrass Chapter written by Steve Schott of Cornell Cooperative Extension



An example of the loss of eelgrass (red) from 2000 to 2014 in the areas surrounding Shelter Island within the Peconic Estuary.  
Map: Christopher Scott, Peconic Estuary Program

## EELGRASS RESTORATION WORKSHOP

SATURDAY  
OCTOBER 10<sup>TH</sup> 2015  
CANAL CAFÉ 88 NEWTON ROAD  
HAMPTON BAYS, NY 1-3 PM

# Native Plant Gardens: Easy Winter Care

**Simple tips for a healthy garden.**

Photo credit: Julie Nace



**Autumn** is the time to take some simple steps to prepare your native plant garden for winter. Great news - since native plants are well adapted to the local climate and environment, there is very little to do to ensure a healthy garden in the spring.

Native perennial plants will prepare themselves for winter by "hardening off." This is a process of gradual adjustment to cold weather in response to changes in day length. The shorter days of autumn signal the plants to slow growth and then finally stop any new growth. Nourishment is withdrawn from the leaves as the plant enters dormant phase.

Though you may be tempted to fertilize and prune your native plants in the fall, it is not only unnecessary but it may hinder their ability to prepare for the winter weather. Both fertilizing and pruning stimulate plant growth. This interferes with the "hardening off" process leaving the plant unprepared for freezing temperatures.

Seed heads on flowers can be left on the perennials like coneflowers to provide food for wildlife. These seed heads also add visual interest to the garden in winter. Many bird species, such as juncos and goldfinches will appreciate the seed heads left in your garden as their winter food sources dwindle.

To help protect the roots of your plants during winter, place a layer of mulch in your garden. Mulch will insulate shallow root systems and help prevent injury caused by freezing and thawing of the soil throughout the winter. Create a layer of mulch about 2 inches thick but do not mound it around the base of the plants. Use locally harvested mulch that stay loose and airy, such as composted leaves or wood chips. A great resource is the leaves from your own yard.

#CelebrateTheCoast  
2015 Photo Contest Winner!

Congratulations Laura Tooman for her submission of the Peconic Bay captured





**\$500 HOMEOWNER REWARDS PROGRAM**  
RECEIVE A REIMBURSEMENT FOR INSTALLING RAIN GARDENS, RAIN BARRELS OR PLANTING NATIVE PLANTS

In order to help reduce the amount of pollutants entering our waterways, Peconic Estuary Program is offering homeowners that live within the Peconic Estuary watershed up to \$500.

Visit [PeconicEstuary.org](http://PeconicEstuary.org) to find the application, guidelines and interactive map to see if you qualify. For any questions about the rewards program please e-mail us at [rewards@peconicestuary.org](mailto:rewards@peconicestuary.org)

Do your part to protect our beautiful bays!



Rain Barrels collect water that would otherwise run off into our bays.

Rain Gardens and Native Plants trap rain to recharge the groundwater.

**DID YOU MISS OUR RAIN GARDEN LECTURES?**  
Watch it online now at [vimeo.com/peconic-estuaryprogram](http://vimeo.com/peconic-estuaryprogram)

## Want to learn more about the Homeowner Rewards Program?

Rewards Program Lecture 10:00am  
Saturday October 17<sup>th</sup> Bridgegardens  
35 Mitchell Ln. Bridgehampton, NY



Native Plant Event 12:00pm  
Saturday October 24<sup>th</sup> Big Duck  
Flanders Rd Rte 24 Flanders, NY

[Complete our fertilizer survey](#) and  
enter a chance to win a  
**FREE RAIN BARRELL!**

*Drawing will be held October 24, 2015*





# Peconic Estuary Program to Conduct Climate Vulnerability Assessment

The original Peconic Estuary Comprehensive Conservation and Management Plan (CCMP) did not address climate change. Back in the 1990's, when the plan was being drafted, we were just beginning to understand our changing climate and the impacts we should expect to see. But now in 2015, we have a much clearer understanding of how climate change will impact our estuary, and it is time to start accounting for those impacts as we plan and prioritize projects and set restoration targets.

As we move toward a revision of our CCMP during the next few years, we have begun to undertake a Risk-Based Climate Vulnerability Assessment, with financial support from the [US EPA's Climate Ready Estuaries Program](#). PEP has partnered with the Shinnecock Indian Nation on this project, because we have many of the same concerns and hope to learn from one-another's perspectives.

This process will involve stakeholders in a systematic process to identify the risks climate change presents to our program objectives, compare them, and determine which risks are most important to incorporate into a future Climate Adaptation Plan. This process will assess risks to PEP's program goals, and to regional water quality improvement and habitat protection initiatives. By participating in this assessment, we also hope local governments and partner organizations will come away with new tools and knowledge with which to assess their own vulnerabilities.



[US EPA's Climate Ready Estuaries Program](#) has developed a workbook and some online tools to facilitate this process. As one of the first few programs to pilot these tools, we were asked to help the EPA produce a video that explains some of the workbook steps and showcases some the climate threats and

adaptations underway in our estuary. PEP staff spent the last week with a film crew documenting these issues and interviewing key partners. Special thanks to Nathan Woiwode from the Nature Conservancy, Shavonne Smith from the Shinnecock Nation, and Kim Shaw from the Town of East Hampton for their help with the video shoot. Stay tuned to the [PEP Facebook Page](#) for links to the finished products in the coming months.

## CITIZEN'S ADVISORY COMMITTEE

Next meeting: **November 18<sup>th</sup> 1:00-3:00pm**

**Cornell Cooperative Extension 1<sup>st</sup> floor**

**423 Griffing Ave. Riverhead, NY 11901**



*Like the new [PEP CAC Facebook page](#)  
Be an active participant in your Estuary!*



## Meet Sarah Schaefer

### Peconic Estuary Program Coordinator



I started working with the Peconic Estuary Program (PEP) in September 2015 and I could not be more excited to immerse myself in the important work accomplished through the PEP. I look forward to working on the initiatives in the Comprehensive Conservation and Management Plan and collaborating with program partners to further the achievements of this successful organization.

My passion for protecting the habitats and ecosystems that make Long Island a special place started early and continued throughout my education and professional path. I grew up near the Great South Bay witnessing the invaluable resources that estuaries provide to countless organisms. These ecosystems are inherently ecologically valuable and are economically important to the surrounding communities. I am enthusiastic to be part of a program that fosters the collaboration between the community, stakeholders, environmental groups and government to protect the natural treasure that is the Peconic Estuary.

I have a bachelor's degree in environmental studies from Siena College and a master's degree in Marine Conservation and Policy from Stony Brook University's School of Marine and Atmospheric Sciences (SoMAS). Previously, I worked as a Laboratory Technician at Suffolk County Water Authority collecting and analyzing water samples and ensuring compliance with EPA drinking water standards. During this time I also worked as a website editor/contributor for Friends of Fire Island National Seashore. I am excited to have the opportunity to share my knowledge and experience at PEP and proud to be a part of an organization that protects an estuary of national significance.

## Explore, Learn, Photograph Fish, Kayak, Bird, Hike & Swim at these 36 locations throughout The Peconic Estuary



- |                                  |                                       |                              |  |
|----------------------------------|---------------------------------------|------------------------------|--|
| 1. Peconic Bog County Park       | 10. Meschutt Beach County Park        | 19. Cedar Point County Park  | 28. Mashomack Preserve                 |
| 2. Cornell Cooperative Extension | 11. Emma Rose Elliston Park           | 20. Maidstone Park           | 29. Arshamomaque Preserve              |
| 3. Grangabel Park Fish Passage   | 12. Conscience Pt. Shellfish Hatchery | 21. Fresh Pond Park          | 30. Suffolk County Marine Envi. Center |
| 4. Long Island Science Center    | 13. Elizabeth A. Morton NWR           | 22. Napeague State Park      | 31. Cedar Beach County Park            |
| 5. Riverhead Rain Garden         | 14. Peconic Land Trust Bridge Gardens | 23. Hither Hills State Park  | 32. Charnews Farm                      |
| 6. Atlantis Marine World         | 15. South Fork Natural History Museum | 24. Montauk County Park      | 33. Southold Indian Museum             |
| 7. Riverhead Sewer District      | 16. Mashashimuet Park                 | 25. Montauk Point State Park | 34. Downs Farm Preserve /Nature Cntr   |
| 8. Big Duck Native Plant Garden  | 17. The Nature Conservancy            | 26. Orient Point County Park | 35. South Jamesport Park               |
| 9. Hubbard County Park           | 18. Northwest Harbor County Park      | 27. Orient Point State Park  | 36. Indian Island County Park          |

**EXPLORE THE PECONIC ESTUARY** It happens every year- you always mean to travel out to the East End of Long Island in the summer. Or you live in the Peconic Estuary watershed and want to explore a different fork and want to find out what is going on in your neighborhood. While the crowds may leave when the calendar turns to September, that doesn't mean the fun and beauty of the region has packed up and left as well. The fall is a great time to plan a day trip, or even get away for a quick visit.

With the leaves changing color and the weather still holding out for some brisk days, the Peconic Estuary is home to some wonderful solo or family adventures. We have created a map that shows many of the locations that provide a great chance to see and experience all that the Peconic Estuary has to offer. Some of these sites are official parks that are part of New York State, Suffolk County, or individual Town Parks. Check the individual entities that house these parks, as many are still open at this time of year but may have more restrictive hours. Another added benefit is that many may not have a fee at this time of year. There is always somewhere or something new to see-sometime you just need to know where to look. Better yet, plan your trip to volunteer for a Peconic Estuary Program sponsored event!

<http://www.nysparks.com/regions/long-island/default.aspx>

<http://www.suffolkcountyny.gov/Departments/Parks/Parks.aspx>



## Peconic Estuary Program Penguin Plunge

Show love for your estuary by taking the plunge!

Saturday December 5, 2015 12noon  
Cedar Beach Southold, NY

An I ♥ Estuaries Awareness and Marine Education Event:

Come learn about PEP programming for the coming year, CCE's marine restoration projects and summer camps.

All ages welcome.  
Swimmers must be age 6 and over.  
Indoor facility available.  
Questions and registration:  
[peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)

Cornell Cooperative Extension is an equal opportunity employer. Protected Veterans and individuals with disabilities and preferences are encouraged to apply. Cornell Cooperative Extension is a business unit of Suffolk County through the Office of the County Executive and the County Legislature.

**For more information on Event Programming please contact Sherryll Huber-Jones at [peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)**



# Fall Calendar of Events

## SEPTEMBER 2015

### Month-Long Photo Contest to #CelebrateTheCoast

- 5 CCE/PEP Back to the Bays 5K 9:00am  
Cedar Beach Southold NY
- 19-26 *National Estuaries Week #EstuariesWeek*
- 22 **Call to Action Conference 8:00am-12:00pm**  
**Riverhead Sewer District Field Trip 1:00-3:00pm**
- 26-27 Greenport Maritime Festival Greenport Harbor, NY

## OCTOBER 2015

- 10 Marine Meadows Eelgrass Workshop 1:00-3:00pm  
Canal Café Hampton Bays, NY
- 17 Peconic Land Trust Bridgegardens 10:00am  
Rewards Presentation Bridgehampton, NY
- 23 *Day in the Life of the Peconic Estuary*
- 24 Big Duck Native Plant Garden/Rainbarrel Event 12:00pm  
Rte 24 Flanders, NY

## NOVEMBER 2015

- 18 **Citizens Advisory Committee Meeting 1:00-3:00pm**  
**Cornell Cooperative Extension 1<sup>st</sup> floor**  
**423 Griffing Ave. Riverhead, NY**
- TBD Beach Clean-Up Conscience Point Shellfish Hatchery  
Southampton, NY

## DECEMBER 2015

- 5 PEP Penguin Plunge- Awareness Event 12:00pm  
Cedar Beach Southold, NY

To join our mailing list please visit our website [PeconicEstuary.org](http://PeconicEstuary.org) or email [peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)

Director- Dr. Alison Branco Suffolk County Dept. of Health Services

State Coordinator- Julie Nace New York State Dept. of Environmental Conservation

Program Coordinator- Sarah Schaefer Suffolk County Department of Health Services

Outreach and Education Coordinator- Sherryll Huber-Jones, Cornell Cooperative Extension of Suffolk County

Outreach and Education Assistant- Christie Pfoertner, Cornell Cooperative Extension of Suffolk County

## Peconic Estuary Program

360 Yaphank Ave, Ste. 2B Yaphank, NY 11980







# CALL TO ACTION CONFERENCE 2015

TUESDAY SEPTEMBER 22ND

THE PECONIC ESTUARY PROGRAM CORDIALLY INVITES YOU  
TO ATTEND OUR ANNUAL CALL TO ACTION CONFERENCE  
ON SEPTEMBER 22, 2015 IN RIVERHEAD, NEW YORK

8:00AM-12:00PM ATLANTIS SEASTAR BALLROOM  
431 EAST MAIN STREET RIVERHEAD, NY

Presentations and panel discussions on improved  
water quality and habitat restoration projects within  
the Peconic Estuary and how to secure future  
funding for your own project.

1:00PM-3:00PM RIVERHEAD SEWER DISTRICT  
2 RIVER AVENUE RIVERHEAD, NY

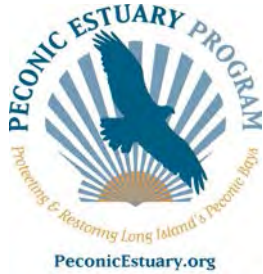
A site visit to the Indian Island Golf Course Irrigation  
Project led by EPA Award recipient Michael Reichel.



**Peconic Estuary.org**  
PROGRAM

CELEBRATE NATIONAL #ESTUARIESWEEK





# PEP'S CALL TO ACTION CONFERENCE 2015

TUESDAY SEPTEMBER 22 RIVERHEAD, NY

## MORNING AM SESSION

ATLANTIS SEASTAR BALLROOM SOUTH — 431 E. MAIN STREET

- 8:00 Registration and Coffee
- 8:30 Welcome and Introduction  
*Dr. Alison Branco—PEP Program Director*
- 8:45 Keynote Speaker with Q&A
- 9:15 East End Town Supervisor Water Quality Discussion Panel with Q&A  
*Moderator: Fred W. Thiele Jr.—New York State Assemblyman Dist. 1*
- 10:15 Indian Island Golf Course Irrigation Project  
*Mike Reichel—Riverhead Sewer District*
- 10:45 Community Water Quality Project Presentations and Discussion  
*Moderator: Bob DeLuca—Group for the East End*
- 11:45 Closing remarks  
*Kevin McDonald—The Nature Conservancy, PEP CAC Chariman*

## AFTERNOON PM SESSION

RIVERHEAD SEWER DISTRICT — 2 RIVER AVENUE

- 1:00 Meet at the Riverhead Sewer District
- 1:15 Site tour with Q&A conducted by Mike Reichel

LUNCH AND TRANSPORTATION ARE NOT PROVIDED

THIS CONFERENCE IS FREE AND IS  
OPEN TO THE GENERAL PUBLIC.

INDIVIDUALS INTERESTED IN  
WATER QUALITY ISSUES WITHIN  
THE SIX TOWNSHIPS OF THE  
PECONIC ESTUARY WATERSHED  
ARE WELCOME TO ATTEND BOTH  
MORNING AND AFTERNOON  
SESSIONS.

MEALS AND TRANSPORTATION ARE THE  
RESPONSIBILITY OF INDIVIDUAL ATTENDEES.

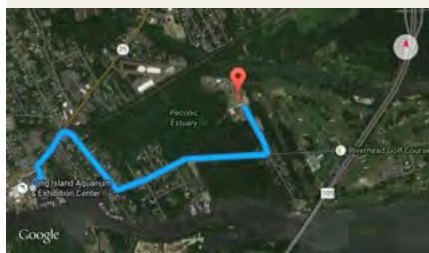
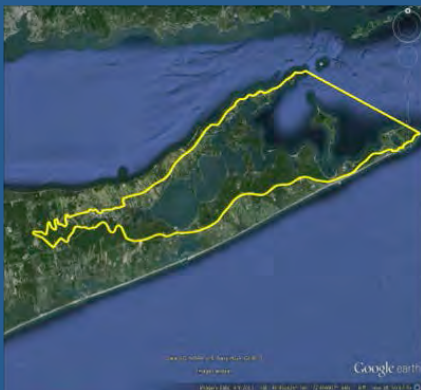
REGISTER FOR FREE AT EVENTBRITE:  
[HTTP://BIT.LY/1D8UEHV](http://bit.ly/1D8UEHV)



## Do you live within the Peconic Estuary watershed?

Please fill out the fertilizer  
survey found in your registration  
packet.

Visit the PEP Homeowner  
rewards table to learn more  
about monetary reimbursements  
for installing green infrastructure  
on your property!



From Atlantis continue east on Main St.  
(Rte. 25). Turn right onto Riverside Dr.  
Turn left onto River Ave. just before the  
golf course. From the east Rte. 105  
toward the golf course. Turn left onto  
Riverside Dr. and right onto River Ave.

*Park inside the gate near the main office.  
Please do not block trucks or equipment.  
Be advised the project is still under  
construction. Carpooling is encouraged!*

## Contributors:

Cornell Cooperative Extension of Suffolk County  
Group for the East End  
Conscious Point Shellfish Hatchery  
A Day in the Life Program  
Peconic Green Growth  
Perfect Earth Project  
Riverhead Sewer District  
Assemblyman Thiele

Town of Brookhaven  
Town of East Hampton  
Town of Riverhead  
Town of Shelter Island  
Town of Southampton  
Town of Southold

## Special Thanks:

*Bridgehampton National Bank  
for their generous support of  
refreshments.*



PeconicEstuary.org  
peptalk@peconicestuary.org



## Call To Action Conference 2015 Peconic Estuary Program

*Celebrate National Estuaries Week Tuesday September 22nd*



*A Community Call to Action to  
Conserve and Celebrate  
The Peconic Estuary During National  
Estuaries Week!*

**TUESDAY SEPTEMBER 22, 2015  
RIVERHEAD NEW YORK**

AM SESSION SEASTAR BALLROOM SOUTH — 431 E. MAIN STREET  
PM SESSION RIVERHEAD SEWER DISTRICT — 2 RIVER AVENUE



# Call to Action Conference Program

## Morning Session

- 8:00 Registration and Coffee
- 8:30 Welcome and Introduction  
*Dr. Alison Branco—PEP Program Director*
- 8.45 A Call to Action  
*Robert DeLuca—Group for the East End*
- 9:15 East End Town Supervisor Water Quality Discussion  
*Moderator: Fred W. Thiele Jr.—NYS Assemblyman Dst. 1*
- 10:15 Indian Island Golf Course Irrigation Project  
*Mike Reichel—Riverhead Sewer District Superintendent*
- 10:45 Community Water Quality Project Presentations and Discussion  
*Moderator: Robert DeLuca*
- 11:45 Closing Remarks  
*Kevin McDonald—PEP Citizens Advisory Committee Chairman*

## Afternoon Session

- 1:00 Meet at the Riverhead Sewer District Project  
*Site Tour and Q&A conducted by Mike Reichel*  
*2 River Avenue Riverhead*

*Please see back cover of this program  
for directions to the site tour.*

# Biographies & Program Descriptions

## Dr. Alison Branco

Alison Branco is the Director of the Peconic Estuary Program, and a Marine Biologist with the Suffolk County Department of Health Services. Before joining the Peconic Estuary Program in 2011, Dr. Branco led the marine environmental consulting group at an international engineering firm in Perth, Western Australia and worked in Australia and Connecticut studying the impacts of land use and human-induced nutrient pollution on coastal waters. Alison holds a B.S. from Connecticut College and a Ph.D. from the University of Connecticut.

## Robert S. DeLuca

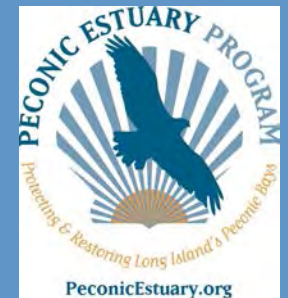
Robert S. DeLuca has served as President and CEO of Group for the East End since 1992. He holds a B.S. in Environmental Science from Fordham University and an M.S. in Environmental Science from the State University of New York's College of Environmental Science and Forestry, Syracuse. Prior to joining the Group, Bob worked as both a Biologist and Senior Environmental Analyst with the Suffolk County Office of Ecology and taught environmental advocacy and policy as an adjunct professor for Long Island University, Southampton, for over 15 years. Bob began his career with the Group in the mid-1980s as an Environmental Analyst. In this role, Bob developed the Group's first environmental outings and community education programs.

## Kevin McDonald

Kevin is a leader on The Nature Conservancy's government relations team on Long Island and regularly works with elected officials and policy makers across long island on issues including Public Finance for land protection, and water quality. He is also Chair of the Peconic Citizens Advisory Committee.

**Become an Active Citizen!**  
**Join the PEP**  
**Citizen's Advisory Committee**

Next Meeting:  
Wednesday November 18, 2015  
Cornell Cooperative Extension  
423 Griffing Avenue Riverhead, NY 11901  
[cac@peconicestuary.org](mailto:cac@peconicestuary.org)



## Biographies & Program Descriptions

### Conscience Point Shellfish Hatchery

The Conscience Point Shellfish Hatchery was founded in 2014 with the mission to advance Southampton Town's rich maritime history with modern practices of sustainable aquaculture and ecological stewardship of town waters. We achieve this by growing shellfish, which are used to seed local bays, restore shellfish populations and improve water quality; and by promoting sustainable aquaculture through education and opportunities. The hatchery is located in the Town of Southampton, at Conscience Point in North Sea Harbor, which is located within the Peconic Estuary, an estuary of national significance.

Josh Belury, Executive Director of The Conscience Point Shellfish Hatchery, was an Educator at the University of Texas, Austin, with a specialty in Mathematics/ Calculus. He taught mathematics for 18 years at the Texas School for the Blind. He's been a Swim Team Coach, and founded Austin Adapted Aquatics, a swim therapy program for paraplegic students. He has also been a Sailing Coach, and founder of two Sea Scout programs, including Sea Scout Ship 908 in North Sea, which started the Conscience Point Shellfish Hatchery with a summer program in aquaculture, growing oysters for restoration.

### A Day in the Life of the Peconic Estuary

Melissa Griffiths Parrott has been in the Environmental Education field for over 17 years. After receiving her degree from California State University Long Beach, she worked with El Dorado Nature Center in Long Beach California, the Natural History Museum of Los Angeles County, and Sweetbrier Nature Center in Smithtown, New York. Melissa is the former Director of Environmental Education for the Executive Office of Environmental Affairs for the Commonwealth of Massachusetts. She worked directly with the Governor, Lieutenant Governor, and the Secretary of Environmental Affairs and the Department of Education Commissioner on incorporating environmental education, particularly biodiversity- into the State learning standards. She attended Harvard University for Environmental Policy and is pursuing a professional certificate in Environmental Communication at Duke University's Environmental Leadership Program through the Nicholas School of the Environment.

## Biographies & Program Descriptions

Melissa is currently the Education and Outreach Coordinator for the Central Pine Barrens Joint Planning and Policy Commission and heads such efforts as *A Day in the Life* Programs: Carmans River, Connetquot River, Nissequogue River, and the Peconic Estuary. Also, the Pine Barrens Research Forum's Student Science Symposium, International Twinning Student Science Exchange with Pisa Italy, Pine Barrens Discovery Day, Barrens to Bay summer camp and k-12 environmental programming.

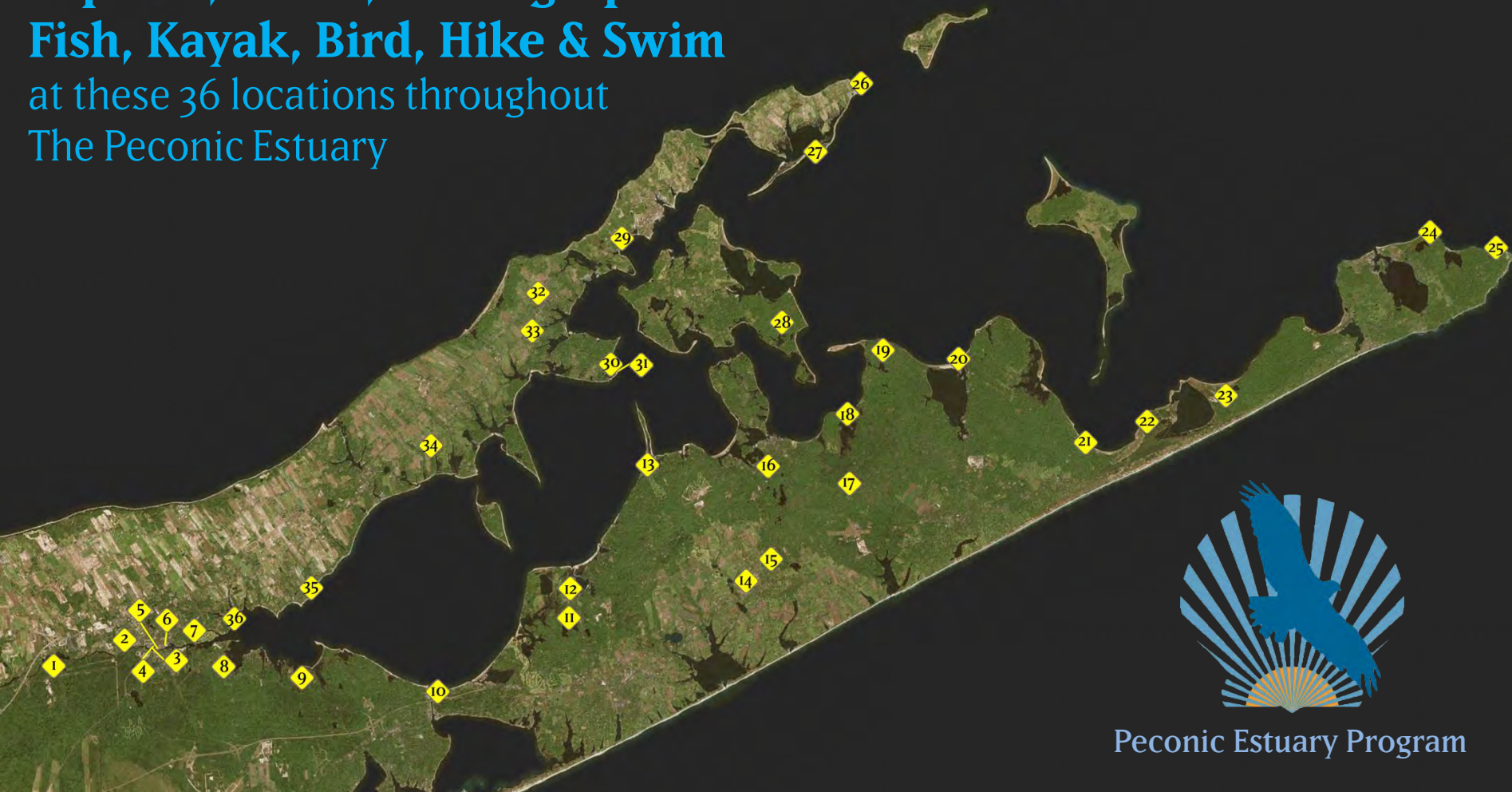
### Peconic Green Growth

Peconic Green Growth is to receive a grant from the Peconic Estuary Program to provide a public information campaign to encourage neighborhoods to act in concert to address water quality issues, with a focus on enhanced wastewater treatment. Over the past three years PGG has developed a unique trove of data and information on nitrogen-loading and the effects of sea rise on the North and South Forks. Revising this work into straight forward and clear information for local residents will be a key component of the project available to the general public.

Glynis Berry, AIA, LEED AP, an architect, urban designer and planner, is the Executive Director of Peconic Green Growth. Glynis supervised extensive studies of the the LI Sound watershed and the Peconic Estuary using existing data on the East End, which included mapping issues, conducting a citizen survey, generating initial engineering reports, and suggesting regulatory and operation changes. She has organized symposia on Decentralized Wastewater Treatment, both in 2011 and 2013. For Peconic Green Growth she wrote a *Proposed Methodology for Establishing Need for Decentralized Wastewater Upgrades based on Environmental Conditions*, to address wastewater treatment upgrades needed to ensure surface water quality as well as that of drinking water. Glynis will manage a pilot of alternative wastewater discharge practices for decentralized systems and hopes to start a local urine separation project in Suffolk County. Previously Glynis started NYC DOT's pedestrian and traffic calming program, as well as supervised the bicycle program, where she worked on comprehensive planning issues and developed criteria for the installation of new prototypes that are now part of the department's tool kit of solutions. She is also a partner in the firm *studio a/b architects*. She is a graduate of Smith College and Yale School of Architecture (M.Arch).



# Explore, Learn, Photograph Fish, Kayak, Bird, Hike & Swim at these 36 locations throughout The Peconic Estuary



Peconic Estuary Program

- |                                  |                                       |                              |  |
|----------------------------------|---------------------------------------|------------------------------|--|
| 1. Peconic Bog County Park       | 10. Meschutt Beach County Park        | 19. Cedar Point County Park  | 28. Mashomack Preserve                 |
| 2. Cornell Cooperative Extension | 11. Emma Rose Elliston Park           | 20. Maidstone Park           | 29. Arshamomaque Preserve              |
| 3. Grangabel Park Fish Passage   | 12. Conscience Pt. Shellfish Hatchery | 21. Fresh Pond Park          | 30. Suffolk County Marine Envi. Center |
| 4. Long Island Science Center    | 13. Elizabeth A. Morton NWR           | 22. Napeague State Park      | 31. Cedar Beach County Park            |
| 5. Riverhead Rain Garden         | 14. Peconic Land Trust Bridge Gardens | 23. Hither Hills State Park  | 32. Charnews Farm                      |
| 6. Atlantis Marine World         | 15. South Fork Natural History Museum | 24. Montauk County Park      | 33. Southold Indian Museum             |
| 7. Riverhead Sewer District      | 16. Mashashimuet Park                 | 25. Montauk Point State Park | 34. Downs Farm Preserve /Nature Cntr   |
| 8. Big Duck Native Plant Garden  | 17. The Nature Conservancy            | 26. Orient Point County Park | 35. South Jamesport Park               |
| 9. Hubbard County Park           | 18. Northwest Harbor County Park      | 27. Orient Point State Park  | 36. Indian Island County Park          |

## APPENDIX OF DELIVERABLES

### SECTION 3: GREEN INFRASTRUCTURE REBATE PROGRAM

### SECTION 4: RESIDENTIAL NUTRIENT & TOXIN MANAGEMENT PROGRAM

- K. Task 3: Homeowner Rewards Program Flyer
- L. Task 3: New Homeowner Rewards Application
- M. Task 3-4: Fertilizer Surveys: Homeowner and Business
- N. Task 3: Homeowner Rewards Program FAQ Sheet
- O. Task 3: Homeowner Rewards Program Website and  
Project Map Snapshots
- P. Task 3: 2015 Report on Homeowner Rewards Program  
Projects
- Q. Task 3-4: Trimble Nursery Marquee



# \$500 HOMEOWNER REWARDS PROGRAM

RECEIVE A REIMBURSEMENT FOR INSTALLING RAIN GARDENS, RAIN BARRELS OR PLANTING NATIVE PLANTS

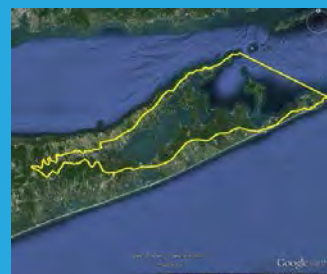
**In order to help reduce the amount of pollutants entering our waterways, Peconic Estuary Program is offering homeowners that live within the Peconic Estuary watershed up to \$500.**

Visit [PeconicEstuary.org](http://PeconicEstuary.org) to find the [application](#), guidelines and [interactive map](#) to see if you qualify. For any questions about the rewards program please e-mail us at [rewards@peconicestuary.org](mailto:rewards@peconicestuary.org)



Do your part to protect our beautiful bays!

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Rain Barrels collect water that would otherwise run off into our bays

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Rain Gardens and Native Plants trap rain to recharge the groundwater

**DID YOU MISS OUR RAIN GARDEN LECTURES?**

Watch it online

[HERE](#)





# Peconic Estuary PROGRAM

## Homeowner Rewards Program



**Mitigating storm water runoff into our bays can help improve water quality, reduce nutrient pollution, and help restore our natural resources.**

The Peconic Estuary Program (PEP) is providing a unique opportunity for if you live within the Peconic Estuary watershed area. The PEP will provide financial rewards for homeowners who remove turf and pavement, and add native vegetation areas and/or rain barrels to their properties.

Homeowners can earn up to \$500 to offset the expense of installing green infrastructure on their properties including rain barrels, rain gardens, and native plant gardens. Water filtered through the sand and gravel within these gardens is dramatically cleaner when it enters our aquifers and storm drains. Rain barrels offer an opportunity to catch rainwater for reuse in gardens rather than running down paved surfaces and into storm drains.

Learn more about your local estuary and all its amazing bays, while improving your property and reducing pollution from entering local waters. Funds are limited and will be granted on a first come first served basis, so don't miss out! [PeconicEstuary.org](http://PeconicEstuary.org)

## Rain Gardens, Native Plantings, Rain Barrels





# Land use is directly tied to the health of our bays!

## Benefits of program to our marine ecosystems



### Nutrients and Chemicals

Virtually everything that enters a storm water drain in the Peconic Estuary watershed empties directly into the bays- including excess fertilizer and pesticides from our yards. Harmful algal blooms and marine life die-offs have been linked to an excess of nutrients and other harmful chemicals in the Peconic Bay.



### Habitat and Natural Resources

Clean water promotes a bountiful habitat for fish and shellfish. Ninety percent of our local fisheries depend on estuaries for a diverse number of commercially and recreationally important marine species. Improving water quality in the Peconic Bay is everyone's responsibility.

## Details and How to Apply

For more information please visit [PeconicEstuary.org](http://PeconicEstuary.org)



- #1 Submit the attached application and fertilizer use surveys
- #2 Upon approval, construct your project
- #3 Submit project for final approval
- #4 Receive your rebate check up to \$500

(photo Google Earth)

## Guidelines

### Natural Vegetation and Rain Garden Installation

Replace pavement, turf grass, or lawn with native or "native compatible" plant species only. Minimum size of garden: 50 square feet. Maximum rebate per garden installation: \$500 for soil mulch and native plants only. Receipts must be provided.

<http://www.raingardennetwork.com/build.htm>

<http://www.peconicestuary.com/projectdetails.php?pid=439&title=Peconic%20Estuary%20Rewards%20Program>

### Rain Barrel Installation

Install based on manufacturers guidelines or follow DIY instructions. Mosquito netting must be included. Use appropriate mosquito protection attached to top of rain barrel Minimum size: 50 gallons Maximum rebate per barrel: \$100/barrel or at cost

<http://www.rainbarrelguide.com/how-to-install-rain-barrels/>

Residents of Brookhaven, East Hampton, Riverhead, Shelter Island, Southampton, and Southold Town ships who live within the Peconic Estuary watershed are eligible. Please contact the PEP staff office for further information.  
[PeconicEstuary.org](http://PeconicEstuary.org)

**Please send completed application and survey to [Rewards@peconicestuary.org](mailto:Rewards@peconicestuary.org) or  
Peconic Estuary Program Cornell Cooperative Ext.  
423 Griffing Avenue Riverhead, NY 11901 (631) 727-7850 ext. 337**



## Peconic Estuary Rewards Program Application Form

(Please read guidelines and disclaimer before beginning application.)

### Basic Information

Name:  
 Project Address:  
 Mailing Address (if different):  
 Phone:  
 Email:  
 Building Type (e.g. single family residential):

**Specific Project Description** (Please provide all information requested below for each project you are proposing.) For more information please visit [PeconicEstuary.org](http://PeconicEstuary.org)

#### 1. Native Plant and/or Rain Garden Installation:

Dimensions:  
 Describe location of project (e.g. back of house on east corner):  
 Estimated cost:

#### 2. Rain Barrel Installation:

Size of rain barrel:  
 Location to be connected:  
 Number of rain barrels:  
 Estimated cost:

### Project Cost (Estimate)

Total Estimated Cost:

Rebate Requested:

Rewards are available up to the maximum allowable, or the total cost per project, whichever is lower.

Example Project	Size	Unit Cost	Total	Allowable
<i>Example: Raingarden (50 sq. ft.)</i>	50 sq. ft.	\$250/50 sq. ft.	\$250	\$250
<i>Example: Rain Barrel (50 gl.)</i>	1 Barrel	\$100/Barrel	\$100	\$100
<b>Totals</b>				\$350

Project	Size	Unit Cost	Total	Allowable Reward
<b>Totals</b>				

Please provide a sketch of the proposed project here.

In completing this application, have you included:

- ☐ Project Description and Sketch
- ☐ List of native plants being used for Natural Vegetation and/or Rain garden projects
- ☐ Signed and read disclaimer
- ☐ Fertilizer Survey

**Disclaimer:**

Peconic Estuary Program and its partners are not responsible for the future of the project, or any problems associated with the project. If an application is approved, the rebate will be dependent upon approval of receipts and invoices for appropriate supplies/equipment only. One check will be issued per individual and property address. Please allow 4-6 weeks after final project approval for reimbursement. The applicant is responsible for ensuring that all projects meet all code requirements. By signing this application, you are verifying the accuracy of all above information, and asserting that you own the property or have permission from the property owner, and are confirming that you were not mandated to complete this project. You are providing your permission for the Peconic Estuary Program and it's partners to use photos of your property in relevant publications. You are also providing permission for a staff member to visit the property to physically observe the project site for documentation purposes. Your signature below also states that you will maintain the project for as long as possible and avoid the use of pesticides and fertilizer. Your willingness to keep a small PEP sign visible on your property throughout the next spring/summer/fall season is appreciated. By signing below, you are acknowledging the above disclaimer. Please sign and date here:

X \_\_\_\_\_ Date \_\_\_\_\_

Please send completed application and survey to [rewards@peconicestuary.org](mailto:rewards@peconicestuary.org) or  
Peconic Estuary Program, Cornell Cooperative Ext. 423 Griffing Avenue Riverhead, NY 11901  
PeconicEstuary.org 631-7247-7850 ext.337



NFWF



## Homeowner Questionnaire: Fertilizer & Pesticide Use

---

1. Please describe your landscaping practices. (I.e. just mowing, organic fertilizer/pesticides, conventional fertilizer/pesticides, etc.)

\_\_\_\_\_

2. Approximately how many acres is your lawn? \_\_\_\_\_

3. How often do you fertilize your lawn? \_\_\_\_\_

4. What is the primary motivation for fertilizing your lawn?

\_\_\_\_\_

5. What would motivate you to pursue an organic landscape?

\_\_\_\_\_

6. Do you know the consequences of excess fertilizer/pesticides in marine waters? Describe.

\_\_\_\_\_

7. Do you know the health risks associated with landscape pesticide use? Describe.

\_\_\_\_\_

8. Are you aware of any town/county/state fertilizer bans? Describe.

\_\_\_\_\_

9. Estimate your current yearly landscaping bill. (If you do it yourself, cost of supplies.)

\_\_\_\_\_

10. What are you willing to pay for organic/reduced chemical landscaping per year? \_\_\_\_\_

---

Are you interested in maintaining an organic/reduced chemical lawn this year, and being surveyed for your opinion on results? Participants receive free lawn care advice from the Perfect Earth Project and opportunities for free lawn and landscape training sessions throughout the year.

\_\_Yes, I am interested. Email address and/or contact info: \_\_\_\_\_

\_\_No, I am not interested.





## Professional Questionnaire: Fertilizer & Pesticide Use

---

1. Please describe your landscaping practices. (I.e. just mowing, organic fertilizer/pesticides, conventional fertilizer/pesticides, both, etc.)

\_\_\_\_\_

2. For a typical ½ acre property, what is your yearly service cost?

Organic: \_\_\_\_\_ Conventional: \_\_\_\_\_

3. How often do you fertilize a typical lawn? (Seasons, number of applications?)

\_\_\_\_\_

4. Estimate how many pounds of fertilizer you apply to a ½ acre property yearly: \_\_\_\_\_

5. How many pesticide applications do you make per year? \_\_\_\_\_

6. Estimate the amount of pesticides applied per ½ acre property yearly: \_\_\_\_\_

7. Do you know the consequences of excess fertilizer/pesticides in marine waters? Describe.

\_\_\_\_\_

8. Do you know the health risks associated with landscape pesticide use? Describe.

\_\_\_\_\_

9. Are you aware of any town/county/state fertilizer bans? Describe.

\_\_\_\_\_

10. Do you have knowledge of installing rain gardens or other green infrastructure for yards?

\_\_\_\_\_

11. What are the biggest obstacles you see for obtaining an organic/reduced chemical landscape?

\_\_\_\_\_

12. What would motivate you to provide organic/reduced chemical services to your clients?

\_\_\_\_\_

---

Would you be interested in maintaining organic/reduced chemical lawns this year, and being surveyed for your opinion on results? Participants receive free lawn care advice from the Perfect Earth Project and opportunities for free lawn and landscape training sessions throughout the year.

☐ Yes, I am interested. Email address and/or contact info: \_\_\_\_\_

☐ No, I am not interested.

# HOMEOWNER REBATE PROGRAM HOW TO...



So you've decided you want to participate in our Rewards Program. Here are some tips on how to get started and frequently asked questions.

## APPLICATION PROCESS

1. Download the application to be filled out and sent by e-mail to [rewards@peconicestuary.org](mailto:rewards@peconicestuary.org) or by mail to 423 Griffing Avenue, Riverhead NY 11901 addressed to Peconic Estuary Program. Make sure to look over the program guidelines. \*The fertilizer survey must be filled out and sent in to receive the rebate.
2. Once we receive your application, you will get a confirmation e-mail and a decision if you are pre-approved. If your application is approved, you may move forward with purchasing your items. If any changes need to be made, we will let you know. After those changes are made, you will be approved.
3. Upon completion of your project you will send us purchase receipts including plant names if you chose to use plants, and photographs to ensure correct installation. The entire project must be completed

before a check will be issued. \*Rain Barrels MUST have protective netting

4. You will receive a confirmation e-mail. If everything is installed correctly you will be sent a rebate check and letter shortly after. Only one check will be administered to each homeowner.

## FREQUENTLY ASKED QUESTIONS

1. What is conservation landscaping?

Replacing turf, lawn grass or pavement with native plants.

2. What's the difference between planting native plants and planting a rain garden?

A rain garden is a bowl shaped garden that must be between 4-8inches deep. Planting native plants is just turning over the top soil as you would with a flower garden.

3. Is there a limit on how many rain barrels I can purchase?

You can purchase up to 5 rain barrels. Each individual rain barrel receives a maximum of \$100.

4. Is there a time limit on the Rewards Program?

No. There is no time limit for our program however we work on a first come first serve basis until funds are depleted.

5. Where can I find native plants?

We have a list of [Native Plants](#) on our website but you can check local nurseries as well.

6. How big does my rain garden or native plant garden have to be?

50 square feet is the minimum, you must include measurements on your application in the drawing section. Another way to put it is 20 inches by 25 inches.





### PROJECT DETAILS

[Back to Project Library](#)

#### Peconic Estuary Rewards Program

Learn more about your local estuary and all its amazing bays, while improving your property and reducing pollution from entering local waters. The Peconic Estuary Program (PEP) is providing a unique opportunity for your neighborhood (Peconic Estuary watersheds). The PEP will provide financial rewards for homeowners that add raingardens, native plantings, and/or rain barrels to their properties. Funds are limited and will be granted on a first come first served basis, so don't miss out!

For questions, please e-mail us at [rewards@peconicestuary.org](mailto:rewards@peconicestuary.org)

PEP Homeowner Rewards Program  
Application

How To Apply and Frequently Asked  
Questions

Watch the Rewards Presentation Video!

PEP Digital Brouchures:

Why Use Native Plants

Rain Garden Construction

Bayscaping

Pesticides Near the Bay

Cracking the Fertilizer Code

#### ASSOCIATED REPORTS

- Wildlife Garden List
- Sun Loving Plants
- Partially Shade Plants
- Full Shade Plants
- Drought Tolerant Plants
- Sub-watershed Management plans-  
Hashamomuck Final Report

#### Number

701

#### Town

Southold, Riverhead,  
Southampton, East  
Hampton, Brookhaven,  
Shelter Island Townships

#### Start Date

November 2013

#### End Date

September 2016

#### Status

Active

#### Type

Target

### PROJECT IMAGES

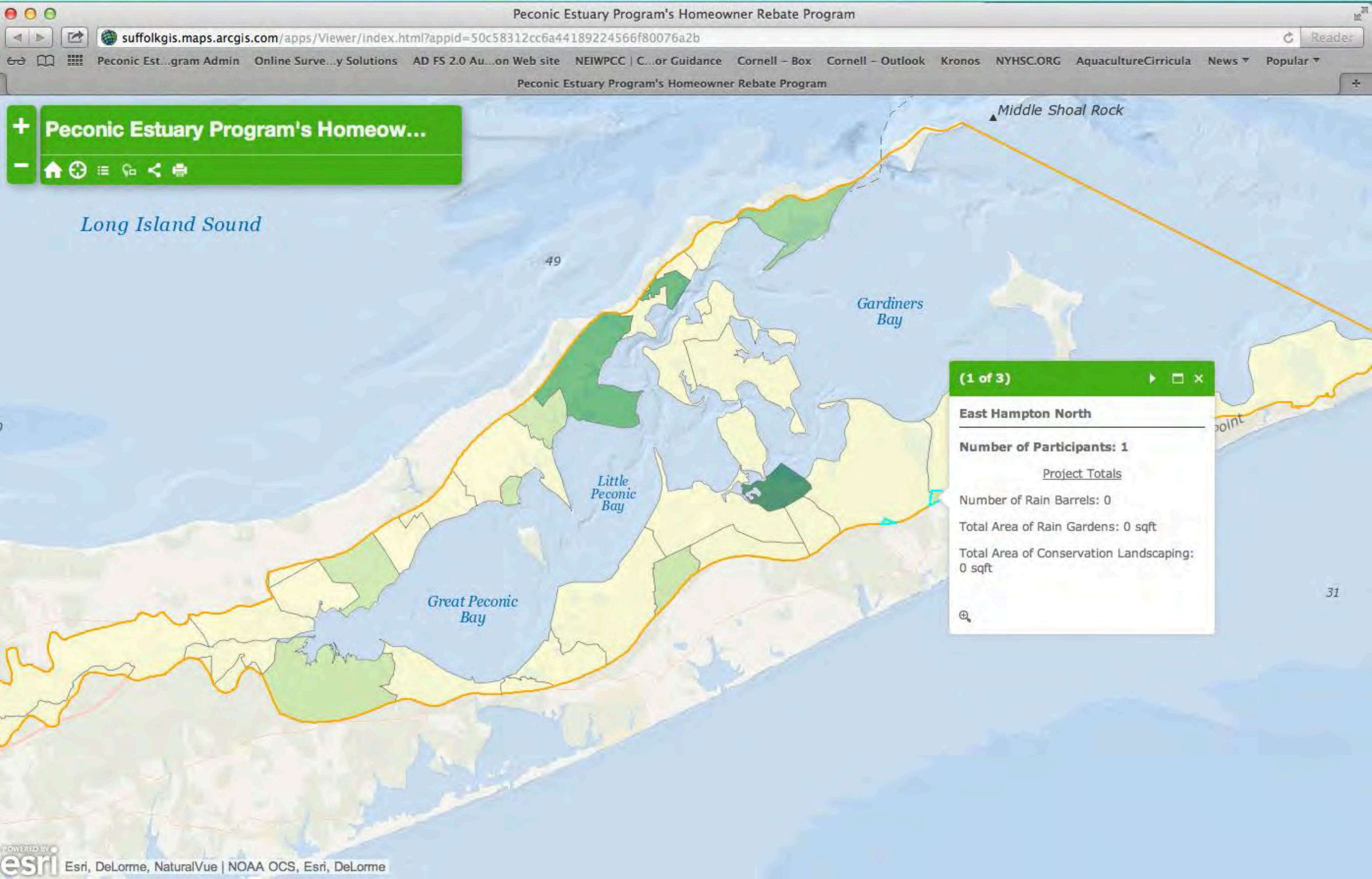


### MAPS

Peconic Estuary Watershed

[Back to Project Library](#)





## Peconic Estuary Program's Homeow...

Long Island Sound

Middle Shoal Rock

Gardiners Bay

Little Peconic Bay

Great Peconic Bay

(1 of 3)

### East Hampton North

Number of Participants: 1

#### Project Totals

Number of Rain Barrels: 0

Total Area of Rain Gardens: 0 sqft

Total Area of Conservation Landscaping:  
0 sqft



# 2015 Homeowner Rewards Program Report

## 1 COMPLETED PROJECTS

---

**Name:** Peter Meeker

**Project address:** 1020 Seawood Drive, Southold

**Amount awarded:** \$100.00

**Date Completed:** 04/20/2015

**Project Description:** One 55 gallon rain barrel was installed on the eastern corner of the residential home.



**Name:** Janet Lowry

**Project address:** 2760 Wells Road, Peconic

**Amount awarded:** \$175.98

**Date Completed:** 04/20/15

**Project Description:** Two 50 gallon rain barrels installed to reduce roof water runoff.



**Name:** Bob Simon

**Project address:** 3715 Main Bayview Road, Southold

**Amount awarded:** \$200.00

**Date Completed:** 04/20/15

**Project Description:** Two 50 gallon rain barrels installed to collect roof runoff



**Name:** Dave Pfoertner

**Project address:** 56 Eileen Circle, Jamesport

**Amount awarded:** \$300.00

**Date Completed:** 07/08/2015

**Project Description:** Two 50 gallon rain barrels installed at the front garage and one 50 gallon rain barrel installed on the rear porch.





**Name:** Marta Thomas

**Project address:** 211 Bridge Street, Greenport

**Amount awarded:** \$200.00

**Date Completed:** 05/18/2015

**Project Description:** Two 50 gallon rain barrels installed on the west corner of the home. One in the front and one in the back.



**Name:** Kathy Deacon

**Project address:** 330 Sterling Place, Greenport

**Amount awarded:** \$190.00

**Date Completed:** 07/27/2015

**Project Description:** Native garden planting of 50sq. ft.



**Name:** Sophie and Ernie French

**Project address:** 1 Sammy's Beach Road, East Hampton

**Amount awarded:** \$500

**Date Completed:** 05/27/2015

**Project Description:** Four small native garden plantings totaling 97x55. in the back yard, side yard, around the deck and next to the driveway.



**Name:** Howard and Ruth Eilenberg

**Project address:** 800 Goose Creek Lane, Southold

**Amount awarded:** \$500.00

**Date Completed:** 07/21/2015

**Project Description:** Native garden planting of 200sq. ft. on the front property parallel to Goose Creek Lane.



**Name:** Jeanne Bredemeyer

**Project address:** 2660 Village Lane, Orient

**Amount awarded:** \$477.69

**Date Completed:** 06/12/2015

**Project Description:** Native planting 26x30 at the front left side of the garage.



**Name:** John Bredemeyer

**Project address:** 425 Old Farm Road, Orient

**Amount awarded:** \$500.00

**Date Completed:** 07/28/2015

**Project Description:** 20x40 triangular rain garden at the back west corner of the home and a 50 gallon rain barrel installed.



**Name:** Muriel Hanson

**Project address:** 300 Madison Avenue, Sag Harbor

**Amount awarded:** \$500.00

**Date Completed:** 07/08/2015

**Project Description:** 7'x8' native garden planting on the back northwest corner of the house.



**Name:** Dorteia Hensel

**Project address:** 95 Crescent Street, Sag Harbor

**Amount awarded:** \$432.33

**Date Completed:** 09/02/2015

**Project Description:** 100 x 30 native planting garden at the back west side of the house.





**Name:** James Baker

**Project address:** 1600 Grathwohl Road, New Suffolk

**Amount awarded:** \$100.00

**Date Completed:** 07/08/2015

**Project Description:** 58 gallon rain barrel installed at the east corner of the home.



**Name:** Thomas Garcia

**Project address:** 10 West Trail Road, Water Mill

**Amount awarded:** \$500.00

**Date Completed:** 07/21/2015

**Project Description:** Native Planting garden 200-300 sq. ft. located on the perimeter of the house and eroded slopes.



**Name:** Linda Gordon

**Project address:** 218 5<sup>th</sup> Street, Greenport

**Amount awarded:** \$86.87

**Date Completed:** 07/29/2015

**Project Description:** One 50 gallon rain barrel located at the end of the porch.



**Name:** Jeff Zeiger

**Project address:** 359 Peconic Bay Boulevard, Aquebogue

**Amount awarded:** \$500.00

**Date Completed:** 09/02/2015

**Project Description:** 40 x 60 native planting garden located at the back of the property by the beach.



**Name:** Caroline Cassa

**Project address:** 158 Stoney Hill Road, Sag Harbor

**Amount awarded:** \$500.00

**Date Completed:** 09/02/2015

**Project Description:** 50sq. ft. Native planting garden.



**Name:** Lorraine Pacelo

**Project address:** 23 Nash Avenue, Flanders

**Amount awarded:** \$440.00

**Date Completed:** 10/02/2015

**Project Description:** Two 50 gallon rain barrels and a 50sq. ft. native plant garden.



---

Total projects completed: **18**

Total area converted: **10,871 sq. ft.**

Total Installed Rain Barrels: **15**

Total Amount of Money Distributed: **\$6,202.87**

## 2 ONGOING PROJECTS

---

**Name:** Sag Harbor Historical Society

**Project Address:** 174 Main Street, Sag Harbor

**Project Description:** Two 54 gallon rain barrels to be installed on the south side of the property under two gutter spouts

**Estimated Cost:** \$200.00

**Name:** Dan Welden

**Project Address:** 1649 Millstone Road, Sag Harbor

**Project Description:** 100sq. ft. native planting garden to be installed on the northwest corner of the property. Two 50 gallon rain barrels to be installed on the west side of the home.

**Estimated Cost:** \$500.00

**Name:** Pamela Topham

**Project Address:** 15 Collingswood Road, Sag Harbor

**Project Description:** Three 240 L rain barrels to be installed on the front, side and back gutters of the home. Resubmitting to include appropriate sized barrels.

**Estimated Cost:** \$300.00

**Name:** John Severini

**Project Address:** 565 Gull Pond Lane, Greenport

**Project Description:** Native planting garden 30x 6 located on the front lawn along the road and one 70 gallon rain barrel to be installed on the south corner.

**Estimated Cost:** \$500.00

**Name:** Kara Gilmour

**Project Address:** 8145 Peconic Bay Boulevard, Laurel

**Project Description:** Native planting garden 2,000sq. ft.

**Estimated Cost:** \$500.00



**Name:** Isabelle Gonzaleiz

**Project Address:** 146 Ostrander Avenue, Riverhead

**Project Description:** Four 50 gallon rain barrels to be installed on the gutters of the home.

**Estimated Cost:** \$400.00

**Name:** Les Cohn

**Project Address:** 295 Bayview Avenue, Southold

**Project Description:** 4 x 13ft native planting garden to be planted on the front North side of the home.

**Estimated Cost:** \$500.00

**Name:** Matt and Anne Ollen

**Project Address:** 480 Smith's Drive North, Southold

**Project Description:** Native planting garden, 140' x 5' to be planted at the back perimeter of the home.

**Estimated Cost:** \$500.00

---

Total projects in progress: **8**

Total area to be converted: **3,032 sq. ft.**

Total Rain Barrels to be installed: **12**

Total Amount of Money to be distributed: **\$3,400.00**

TRIMBLE'S  
OF CONCHAUG



NURSERY

**CLOSED**

PROTECT OUR BEACHES  
PECONICESTUARY.ORG  
♦\$500 REBATE♦  
PERENNIAL SALE  
OPEN 7 DAYS 9-5

## APPENDIX OF DELIVERABLES

### SECTION 5: CITIZEN SCIENCE AND VOLUNTEER OPPORTUNITIES

R. Task 5: Volunteer Log for 2015 Outreach Events

S. Task 1-5 (ALL): Event and Outreach Flyers:

- a. CAC Meetings
- b. STOP Hazardous Material Collection Date
- c. Homeowner Rewards Program Lecture Flyers
- d. Big Duck Raingarden Education Event
- e. Rainbarrel Painting Event
- f. Beach Clean-Up Flyers
- g. Ludwigia Removal Flyers
- h. Spring Volunteer Flyer
- i. CCE Horseshoe Crab Monitoring and Tagging Flyer
- j. Marine Meadows Flyer
- k. Alewife Monitoring Training Flyer
- l. Alewife Hike
- m. PEP/CCE 5K Flyer
- n. PEP Penguin Plunge Flyer

**List of Volunteer, Outreach, and Citizen Science Events for PEP 2015**

DATE	EVENT	TYPE	TASK	ATTENDANCE
1/19/2015	MLK Day of Service- 10am-2pm Southold Town Rec. Center Peconic, NY	citizen science ed.	5	20
1/31/2015	<b>CAC Meeting Southampton Town-</b> 10am-12pm Community Center Hampton Bays, NY	cac meeting	1	15
2/11/2013	I Heart Estuaries Social Media Campaign- online/daily	outreach	2	50
2/13/2015	Toxin Free Lawn Seminar- 9am-4pm Riverhead Fire Dept. Roanoke Ave Riverhead	outreach	3, 4	20
2/28/2015	Discover Education Day- 12pm-3pm Peconic Community School Aquebogue, NY	outreach and ed.	5	20
3/12/2015	Alewife Workshop Training Event- 6-7pm CCE 423 Griffing Ave 2 <sup>nd</sup> fl Riverhead, NY	citizen science ed.	5	5
3/14/2015	Greenport Library Rewards Lecture- 3-4pm Floyd Mem. Library Greenport, NY	outreach	3, 4	10
3/16/2015	Rewards Lecture to the Peconic Land Trust Board Meeting	outreach	3, 4	15
3/18/2015	SPAT Rewards Lecture- 5pm SCMELC 3690 Cedar Beach Rd Southold, NY	outreach	3, 4	8
3/20/2021	Long Island Natural History Conference- 9am-4:30pm Berkner Hall BNL Upton, NY	outreach	1, 5	25
3/22/2015	Riverhead Library Rewards Lecture- 2-3pm Riverhead Library, Riverhead, NY	outreach	3, 4	10
3/28/2015	Cutchogue New Suffolk Library Rewards Lecture- 1-2pm Main Rd. Cutchogue, NY	outreach	3, 4	10
<b>QUARTER 1 REPORT DUE</b>		<b>12</b>		<b>208</b>
4/4/2015	Sag Harbor Library Rewards Lecture- 10:30-11:30am J. Jermain Library Sag Harbor	outreach	3, 4	15
4/15/2015	Alewife Hike/Monitoring (wByron Young)- 6:30pm Big Reed Pond/Alewife Creek Southampton	citizen science ed.	5	10
4/18/2015	<b>CAC Meeting Southold Town-</b> 10am-12pm SCMELC 3690 Cedar Beach Rd. Southold, NY	cac meeting	1	10
4/18/2015	NOFO Beach Cleanup- 12pm Cedar Beach Southold, NY	citizen science ed.	2, 5	4
* 4/22/2015	PEP Citizen Science Lecture at SOMAS Undergrad Marine Science	outreach	2, 5	20
4/24/2015	Earthstock Stony Brook- 8am-3pm Main Quad Stony Brook University, Stony Brook	outreach	2	50
4/25/2015	GFEE Earthday at Downs Farm- 10am Downs Farm Preserve Cutchogue, NY	outreach	2	30
4/28/2015	Seatuck Woodhull Damn Alewife Demonstration for County Leg. Meeting	citizen science ed.	2, 5	15
5/5/2015	Peconic River Clean-Up 12-1:30pm Grangebelle Park	citizen science ed.	5	4
5/16/2015	Horseshoe Crab Monitoring Event -11pm Hampton Bays, NY	citizen science ed.	5	10
5/31/2015	Horseshoe Crab Monitoring Event -11pm S. Harbor Rd. Southold, NY	citizen science ed.	5	5
6/6/2015	NOFO Blue and Green Tour- Peconic Green Growth Southold, NY lecture and info table	outreach	2, 3, 4	50
6/14/2015	Horseshoe Crab Mont. Event- 11pm E. Landing Rd. Hampton Bays, NY	citizen science ed.	5	7
6/15/2015	<b>CAC Meeting East Hampton 196 Pantigo Rd. E. Hampton</b>	cac meeting	1	25
6/20/2015	Shelter Island Farmer's Market Outreach table	outreach	1,2,3,4,5	20
6/23/2015	Big Duck Native Plant Garden Clean-Up Flanders Rd. Flanders NY	outreach	2, 3, 4	8
6/30/2015	Invasive Species Event Ludwigia pull Peconic River- PLECO 9-3	citizen science ed.	5	26
<b>QUARTER 2 REPORT DUE</b>		<b>17</b>		<b>309</b>
7/11/2015	Shelter Island Farmer's Market Outreach table	outreach	2, 3, 4	25
7/15/2015	Eco Paddle Red Creek Pond, Hampton Bays NY 6-7pm	educational	2	CANCELED
7/16/2015	Montauk Farmers Market Outreach Table 9-2pm	outreach	2, 3, 4	25
7/18/2015	Peconic River Paddle Battle bag stuffers	outreach	1, 2, 3, 4, 5	100
7/18/2015	Riverhead Farmer's Market (Riverfront during the paddle battle and rivercraft fest.)	outreach	2, 3, 4	RAIN
7/23/2015	Invasive Species Event Ludwigia pull Peconic River- Upper Mills Pond 9am	citizen science ed.	2, 5	10
8/7/2015	Grown on LI Day County Farm Yaphank tabling event 10am-2pm	outreach	2, 3, 4	50
8/7/2015	Homeowner Rewards Program Lecture Shelter Island Library 6pm	outreach	3, 4	8
8/8/2015	Homeowner Rewards Program Lecture SOFO Natural History Museum 10am	outreach	3, 4	6
8/11/2015	EcoTour Paddling Event peconic River 6-7pm	educational	2	CANCELED
8/22/2015	Shelter island Green Expo Outreach Table	outreach	2, 3, 4	50
8/22/2015	Rainbarrel Painting Program East End Arts Riverside Park Riverhead, NY 11am-3pm	outreach	2, 3, 4	20
8/23/2015	Cardboard Boat Race Riverhead NY	outreach	1, 2, 3, 4, 5	20
9/5/2015	CCE/PEP Back to the Bays 5K	outreach	1, 2, 3, 4, 5	90
9/22/2015	<b>Call to Action Conference/Riverhead Sewer District Field Trip Hyatt Place 9am-1pm</b>	outreach, ed, cac	1, 2, 3, 4, 5	85
9/26/2015	Greenport Maritime Festival Outreach Table Greenport Harbor, NY	outreach	1, 2, 3, 4, 5	100
<b>QUARTER 3 REPORT DUE</b>		<b>13</b>		<b>589</b>
10/1/2015	Pine Barrens Conference	outreach	1, 2, 3, 4, 5	50
10/10/2015	Marine Meadows Program	citizen science ed.	5	25
10/17/2015	Bridgegarden Rewards Lecture	outreach and ed.	3, 4	8



10/17/2015	Riverside rediscovered event brochures and env. Justice	outreach	1, 2, 3, 4, 5	25	
10/23/2015	Day in the Life of the Peconic	citizen science ed.	5	1026	
10/24/2015	Big Duck Native Plant Garden Clean-Up Flanders Rd. Flanders NY	outreach and ed.	1, 2, 3, 4, 5	5	
11/18/2015	<b>CAC Meeting CCE Riverhead 423 Griffing Ave Riverhead NY</b>	cac meeting	1	25	
12/5/2015	Penguin Plunge- awareness and Education event	outreach	1, 2, 3, 4, 5	10	
<b>QUARTER 4 REPORT DUE</b>			10	1174	
<b>2015 OUTREACH/EVENT TOTALS</b>			52	2280	

<b>MEDIA OUTREACH</b>	<b>TYPE</b>	<b>TASK</b>	<b>EMAILS/POSTS</b>	<b>TOTAL CONTACTS</b>	<b>2015 BEHAVIOR CHANGE (%)</b>
3/31/2015 Constant Contact email list and newsletter distribution (started with 378)	outreach	1,2,3,4,5	10	455	<b>20.37</b>
3/25/2015 Facebook (started with 215)	outreach	2		421	<b>95.81</b>
3/25/2015 Twitter	outreach	2		300	
<b>FIRST QUARTER MEDIA SUMMARY</b>					
6/30/2015 Constant Contact email list and newsletter distribution (started with 378)	outreach	1,2,3,4,5	11	520	<b>37.57</b>
5/28/2015 Facebook (started with 215)	outreach	2		453	<b>110.70</b>
5/28/2015 Twitter	outreach	2		323	<b>7.67</b>
6/30/2015 Instagram	outreach	2		100	
<b>SECOND QUARTER MEDIA SUMMARY</b>					
7/10/2015 Facebook (started with 215)	outreach	2		497	<b>131.16</b>
7/10/2015 Twitter	outreach	2		337	<b>12.33</b>
7/10/2015 Instagram	outreach	2		196	<b>96.00</b>
7/10/2015 Constant Contact email list and newsletter distribution (started with 378)	outreach	1,2,3,4,5		545	<b>44.18</b>
9/30/2015 Constant Contact email list and newsletter distribution (started with 378)	outreach	1,2,3,4,5	13	742	<b>96.30</b>
9/30/2015 Facebook (started with 215)	outreach	2		556	<b>158.60</b>
9/30/2015 Twitter	outreach	2		374	<b>24.67</b>
9/30/2015 Instagram	outreach	2	37	239	<b>139.00</b>
<b>THIRD QUARTER MEDIA SUMMARY</b>					
12/10/2015 Constant Contact email list and newsletter distribution (started with 378)	outreach	1,2,3,4,5	46	762	<b>101.59</b>
12/10/2015 Facebook (started with 215)	outreach	2		591	<b>174.88</b>
12/10/2015 Twitter	outreach	2		396	<b>32.00</b>
12/10/2015 Instagram	outreach	2	152	257	<b>257.00</b>
<b>FOURTH QUARTER MEDIA SUMMARY</b>					

quarterly increase (239% annual)

# Please join us for our next PEP Citizens Advisory Committee Meeting In Riverhead!



The Peconic Estuary Program (PEP) would like to invite you to participate in the Citizens Advisory Committee (CAC). The CAC holds quarterly meetings where members can meet and discuss a wide variety of topics about the Peconic Estuary with the common goal of promoting clean water and healthy bays.

**WEDNESDAY NOVEMBER 18<sup>TH</sup>, 2015**

**1:00-3:00pm**

**Cornell Cooperative Extension of Suffolk County  
423 Griffling Avenue Riverhead, NY 11901**

As a member of the CAC you will be given the opportunity to **voice your concerns**, **express ideas** for improvement, and **actively participate** in community and environmental events.

**Bring your ideas for projects and let us know what you want to see the Citizen's Advisory Committee accomplish!**

*The Peconic Estuary was designated an "Estuary of National Significance" in 1993 by the Environmental Protection Agency. The Peconic Bay Estuary Program (PEP) was established to develop and implement a watershed-based comprehensive management plan. Priority topics include brown tides and nutrients, critical lands protection, habitat and living resources, and education and outreach.*

**Please contact [CAC@peconicestuary.org](mailto:CAC@peconicestuary.org) for more information**  
**Visit the website [PeconicEstuary.org](http://PeconicEstuary.org)**



## SOUTHAMPTON

9:00am- 2:00pm

Hampton Bays      Sag Harbor  
30 Jackson Avenue      1404 Bridgehampton  
October 24<sup>th</sup>      Turnpike  
631-728-5078      August 29<sup>th</sup>

North Sea      Westhampton  
1370 Major's Path      66 Old County Road  
April 25<sup>th</sup>      June 27<sup>th</sup>

## SHELTER ISLAND

9:00am- 1:00pm

Shelter Island Recycling Center  
North Menantic Road (Hazmat Area)

May 2<sup>nd</sup>      September 5<sup>th</sup>  
June 6<sup>th</sup>      October 3<sup>rd</sup>  
July 4<sup>th</sup>      November 7<sup>th</sup>  
August 1<sup>st</sup>      December 5<sup>th</sup>

Phone: 631-749-2033

# S.T.O.P. Collection 2015



To help protect Water Quality in the Peconic Estuary and our drinking water supply, proper disposal of unwanted household hazardous waste and old or unused medication is a must!

### ***DON'T DUMP HAZMAT!***

*Drop off your waste at your Town's sanitation center during one of the S.T.O.P. dates listed for free. Items can include old paint, batteries, and pool chemicals.*

### ***DON'T FLUSH UNUSED MEDS!***

*Drop off unused prescription medications at east end Police Department drop boxes and King Kullen Pharmacies on Long Island for FREE!*

## RIVERHEAD

8:00am- 3:00pm

Town Hwy Dept. Yard  
1177, Osborn Avenue  
Riverhead

May 14<sup>th</sup>  
October 24<sup>th</sup>

Ph: 631-727-3200 x 391

## BROOKHAVEN

8:00am- noon

350 Horseblock  
Road #A  
Brookhaven

Every Wednesday  
and Saturday

Ph: 631-451-8696

## EAST HAMPTON

10:00am- 3:00pm

Montauk Transfer  
Station off Montauk  
Highway  
Montauk

October 17<sup>th</sup>

Phone: 631-324-7191

## SOUTHOLD

9:00am- 3:00pm

6155 Cox Lane  
Cutchogue

May 30<sup>th</sup>  
August 22<sup>nd</sup>  
November 21<sup>st</sup>

Ph: 631-734-7685

# *Do you qualify for a rebate up to \$500?*



**Peconic Estuary Program is offering up to \$500 rebate to residents living within the Peconic Estuary watershed for adding rain gardens, rain barrels and/or native plants to your lawn.**

The Peconic Estuary Program will be hosting a lecture about what rain gardens are, how they benefit the environment, and how you can easily install one of your own.

❖ Saturday March 14	Floyd Memorial Library Greenport	3:00pm
❖ Sunday March 22	Riverhead Free Library	2:00pm
❖ Saturday March 28	Cutchogue New Suffolk Library	1:00pm
❖ Saturday April 4	John Jermain Memorial Library Sag Harbor	10:30am

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**Rain gardens reduce stormwater runoff by allowing the rain to be absorbed into the ground. Their main purpose is to improve water quality of nearby bodies of water like the Peconic Estuary. Come find out how to do your part to protect our beautiful bays!**

*For questions please contact [rewards@peconicestuary.org](mailto:rewards@peconicestuary.org)*

*For more information on the Peconic Estuary Program, please visit [www.peconicestuary.org](http://www.peconicestuary.org)*





## Volunteers Needed!

HELP PECONIC ESTUARY PROGRAM MAINTAIN  
OUR NATIVE PLANT GARDENS  
AND LEARN ABOUT OUR HOMEOWNER REWARDS PROGRAM!

Tuesday, June 23, 2015  
Big Duck Park Flanders Road  
10:30am

Contact [peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)  
to let us know you're coming. All tools will be provided.  
Wear appropriate gloves, shoes, and sunscreen!





# Rain Barrel Painting Event

Saturday August 22, 2015

11:00M-1:00PM Riverfront Park Riverhead, NY

(parking lot behind East End Arts Carriage House 133 E. Main Street)

## FREE WORKSHOP OPEN TO THE PUBLIC

Chris Dyer "What Floats Your Boat" Artist-in-Residence Series

Paint along side Chris during an open brush painting workshop of Peconic Estuary Program rain barrels and learn about the history of graffiti street art, the future of visionary art, and being a steward for your local environment.

Use public art to reinvent places and objects!

Lend an artistic hand for the good of the community and the environment!

Advance registration required. For more information and to register, visit [East End Arts](http://EastEndArts.org) or email [PepTalk@PeconicEstuary.org](mailto:PepTalk@PeconicEstuary.org)



**Peconic Estuary**  
PROGRAM



# Peconic River Clean-Up May 5<sup>th</sup>, 2015

12 pm Noon

Meeting Place:  
Peconic Paddler  
89 Peconic Avenue  
Riverhead NY 11901

Please bring gloves and wear  
comfortable shoes

To register please contact  
[sj497@cornell.edu](mailto:sj497@cornell.edu)

Use your lunch  
break to help  
Peconic River

----

It is Alewife  
spawning  
season, they  
deserve clean  
water!

----

Help keep our  
Peconic Estuary  
beautiful

----



# PECONIC RIVER LUDWIGIA REMOVAL

## WHEN

June 30<sup>th</sup>, 2015  
8:30am-4:30pm

## WHERE

Peconic Lake Estates

South River Road, Calverton

Advanced registration is required to ensure the proper number of available canoes and PFD's. Please bring waders and personal kayaks if possible as our supply is limited. Wear sunscreen and bring lunch/water.

Call: 631-727-7850 ext. 337

EMAIL: [PEPTALK@PECONICESTUARY.ORG](mailto:PEPTALK@PECONICESTUARY.ORG)



STAY FOR A  
FEW HOURS  
OR ALL DAY!

## JOIN PEP AND NYSDEC

To remove water  
primrose aka  
Ludwigia from the  
Peconic River



## THIS INVASIVE AQUATIC PLANT

Out competes  
native vegetation  
and degrades water  
quality



Department of  
Environmental  
Conservation



# PECONIC RIVER LUDWIGIA REMOVAL

WHEN

July 23<sup>rd</sup>, 2015  
9:00am

WHERE

## Upper Mills Dam

1129 W. Main St. Rte. 25 Riverhead, NY  
(across from Snowflake Ice Cream Shop)

This additional effort will focus on Upper Mills section of the River. Thank you to all of our volunteers for your help in Forge Pond during round one!

Advanced registration is required.  
Please bring waders, sunscreen, lunch and water.

EMAIL: [PEPTALK@PECONICESTUARY.ORG](mailto:PEPTALK@PECONICESTUARY.ORG)  
CALL: (631) 727-7850 EXT. 337

*Back for a second round!*

STAY FOR A  
FEW HOURS  
OR ALL DAY!

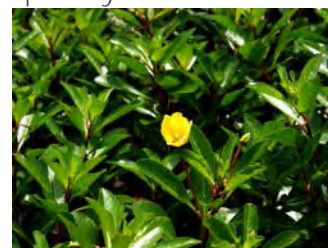
JOIN PEP  
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Out competes  
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Department of  
Environmental  
Conservation



# PEP Partner Volunteer Opportunities

**PEP Peconic Riverfront  
Clean-Up at 12 noon  
May 5<sup>th</sup>, 2015**

Peconic Paddler parking lot  
89 Peconic Avenue, Riverhead

For summer events visit [PeconicEstuary.org](http://PeconicEstuary.org)!



## Marine Meadows Workshops

**Avalon Park, Stony Brook**

**Friday May 1<sup>st</sup>, 2015 4:30-6:30pm**

For more dates and locations visit  
[MarineMeadows.org](http://MarineMeadows.org)



## Horseshoe Crab Monitoring

**West Meadow Beach  
Stony Brook**

May 1<sup>st</sup> 10:45pm

May 4<sup>th</sup> 12:01am

May 16<sup>th</sup> 10:52pm

For more times, dates and  
locations visit  
[nyhorseshoecrab.org](http://nyhorseshoecrab.org)



Cornell University  
Cooperative Extension  
of Suffolk County

## Alewife Monitoring

Ongoing until May 31<sup>st</sup>.  
[Seatuck.org](http://Seatuck.org)



## Ludwigia Pulls

Join DEC to remove  
invasive Ludwigia

**Peconic River, Riverhead**

**May 31<sup>st</sup>, 2015**

Email  
[peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)



# GET INVOLVED

## Help Monitor Horseshoe Crabs at Various Long Island Beaches



Your help is crucial to acquiring biological information on horseshoe crabs that will be used by the NYSDEC to assess the status of horseshoe crabs in New York's Marine District, and to assist with the regional management and conservation of this species.

Data is collected on horseshoe crab spawning abundance, size, sex and tag returns around full and new moon evenings from May to July.



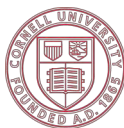
For more information  
Visit [www.NYhorseshoecrab.org](http://www.NYhorseshoecrab.org)  
or call: (631)727-7850, ext. 353



**Cornell University**  
Cooperative Extension  
of Suffolk County  
Marine Program







Cornell University  
Cooperative Extension  
of Suffolk County



Cornell Cooperative Extension of Suffolk County, in partnership with the Peconic Estuary Program and hosted by Canal Cafe invite you to participate in a marine habitat restoration project.

*Join us for a*  
***Marine Meadows Workshop***  
***Saturday October 10<sup>th</sup>, 2015 1pm-3pm***  
***Hosted by Canal Café, 44 Newtown Rd, Hampton Bays***

Eelgrass serves as essential habitat to many of our local marine species.

Eelgrass meadows have been on the decline in recent decades, but we are working to bring them back.

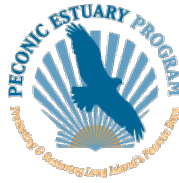
Restoring our local eelgrass meadows will result in the creation of habitat for many fish and shellfish species, help protect our shorelines from erosion, and improve the overall health and productivity of our bays.

This hands-on workshop will provide participants of all ages a chance to learn about the importance of eelgrass to our marine ecosystem, while helping CCE Staff assemble eelgrass planting units for use in local restoration efforts.



***Advance registration is requested.*** For more information or to register for this workshop visit our Eventbrite at <http://www.eventbrite.com/o/cornell-cooperative-extensions-back-to-the-bays-initiative-8266250523> or contact Kim Barbour at 631-727-7580 or [kp237@cornell.edu](mailto:kp237@cornell.edu)

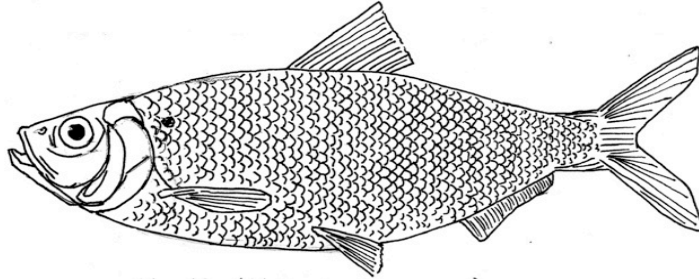




Department of  
Environmental  
Conservation



# ALEWIFE MONITORING TRAINING



*Alewife (Alosa pseudoharengus)*

Please join us and learn how to monitor alewives  
for the 2015 spawning survey

**THURSDAY, MARCH 12<sup>th</sup>**  
**6:00pm – 7:00pm**

Cornell Cooperative Extension  
423 Griffing Avenue, 2<sup>nd</sup> floor  
Riverhead, NY 11901

KINDLY RSVP TO:  
Julie Nace  
Peconic Estuary Program Coordinator  
[julie.nace@dec.ny.gov](mailto:julie.nace@dec.ny.gov)  
(631) 444-0871

Workshop hosted by Cornell Cooperative Extension of Suffolk County



Cornell University  
Cooperative Extension  
of Suffolk County



## Alewife Guided Hike and Monitoring Event

Join PEP and alewife specialist Byron Young to learn about River Herring's migration within the Peconic Estuary and take part in monitoring spawning activity!



Wednesday April 15<sup>th</sup> 6:30pm

Emma Rose Elliston Park Parking Lot

Millstone Brook Road, Southampton

6:30pm

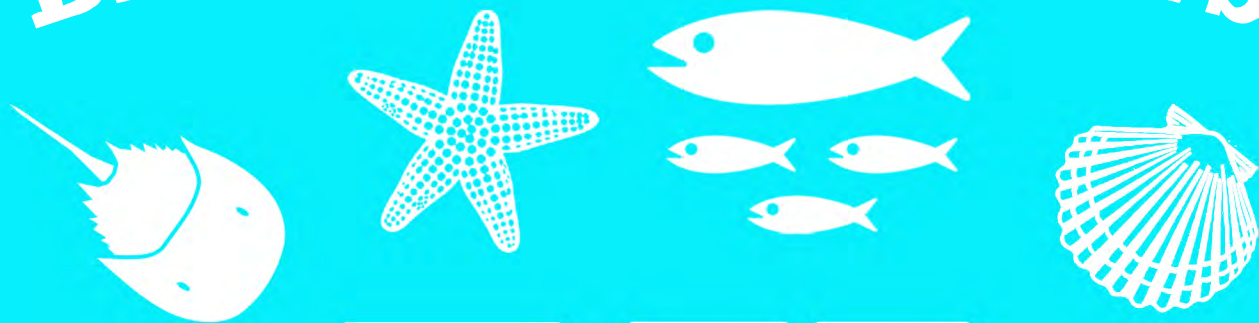
Please email [sj497@cornell.edu](mailto:sj497@cornell.edu) to register

*Alewife river herring spend most of their lives out at sea and only enter freshwater rivers to spawn in the spring. They are one of the most important prey for predators and support commercial and recreational fisheries. Monitoring will provide vital information on Alewife populations from year to year. Come do your part to help restore Alewife populations around Long Island while enjoying an evening hike.*

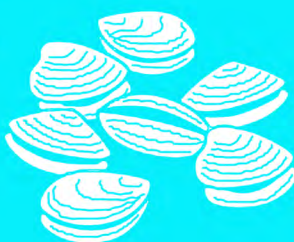
For more information on the Peconic Estuary Program, please visit [www.peconicestuary.org](http://www.peconicestuary.org)



# BACK TO THE BAYS



# 5K



**SEPTEMBER 5, 2015**

**STARTING POINT AT CEDAR BEACH COUNTY PARK  
SOUTHOLD, NY AT 9:00 A.M.  
TO BENEFIT CORNELL COOPERATIVE EXTENSION'S  
BACK TO THE BAYS INITIATIVE**

**LEARN MORE AND REGISTER AT:  
[CCESUFFOLK.ORG/MARINE](http://CCESUFFOLK.ORG/MARINE)**



Cornell University  
Cooperative Extension  
of Suffolk County



Peconic Estuary.org  
PROGRAM

# Peconic Estuary Program Penguin Plunge

Show love for your estuary by  
taking the plunge!

Saturday December 5, 2015 12noon  
Cedar Beach Southold, NY

**An I ♥ Estuaries Awareness  
and Marine Education Event:**

Come learn about PEP programming  
for the coming year, CCE's marine  
restoration projects and summer camps.

*All ages welcome.*

*Swimmers must be age 6 and over.*

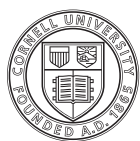
*Indoor facility available.*

**Questions and registration:**

**[peptalk@peconicestuary.org](mailto:peptalk@peconicestuary.org)**



**Peconic Estuary  
PROGRAM**



Cornell University  
Cooperative Extension  
of Suffolk County



Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

Cornell Cooperative Extension is funded in part by Suffolk County through the office of the County Executive and the County Legislature.