

"Public Information and Education Recovery and Protection  
of  
Alaska's Marine and Coastal Resources"  
(Detailed Work Plan)  
Project ID#2

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for EVOS*

Project Leader:

Lead Agencies:

National Park Service & Fish & Wildlife Service

Cooperating Agencies:

Forest Service

Cost Of Proposal:

\$100,000<sup>1</sup>

Dates of Project

Implementation:

June 1991 to February 1992

Location of Project

Implementation:

Oil Spill area

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Project Leader

*Sanford P. Rabinowitch 6/7/91*

Sanford P. Rabinowitch, Project Supervisor

*Daniel M. Hanson 6/7/91*

Daniel M. Hanson, Chief Office of Oil Spill Coordination, National Park Service

<sup>1</sup> As of June 7, 1991 funding has not been obligated for this project.

## I. Introduction

This project will develop and distribute information designed to inform the public on ways they can help injured natural resources recover from the damages resulting from the Exxon Valdez oil spill. Specifically, the information will explain changes to the ecosystem resulting from the oil spill and how people can lessen their potential for creating additional harmful human disturbance.

Information products will be available to the public through park, refuge and forest service visitor centers, at boat harbors, at tour boat operations, at Homer's Pratt Museum, at the Oil Spill Public Information Center (Anchorage) and with guides and various types of businesses throughout the spill zone. Distribution at non-governmental sites will be done on a voluntary basis. Those products will include: posters; brochures; a slide program and; fact sheets.

The project will strive to publish and distribute information in the summer of 1991. If the availability of funds does not allow production by this summer, products will be made available as soon as funding allows.

## II. Project Description

The target resources of this education project are marine birds and mammals and the habitats which support those species. Specifically identified will be those species and their habitats which appear to have suffered the most notable injuries. To be included are: Common and Thick-billed Murres, bald eagles, harlequin ducks, goldeneyes, scoters, black oystercatchers, pigeon guillemots, marbled and Kittlitz's murrelets, sea otters, harbor seals, killer whales, brown bear and, river otter. Supporting information regarding habitat needs, key life history information, the relationship of habitat to parks, refuges, forests and wilderness areas will be presented.

Project methods are simple and well understood. Educational information will be developed that explains how various users can inadvertently disturb marine birds and mammals and how they can avoid creating these disturbances. The information will be delivered through the medium of posters, brochures, slide programs, and fact sheets. Delivery of the materials will occur in 1991 - 1992 at locations throughout the spill area including park, refuge and forest visitor centers, participating private businesses, local museums, the Oil Spill Public Information Center and on the state ferries. It is anticipated that up to 100,000 people will be exposed to the information at government visitor centers and on the state ferries. Additional people will see posters and brochures where they are displayed by museums, business and individuals.

The project will be accomplished by a single project leader working



with a core staff composed of Alaska National Park Service (NPS) and Fish and Wildlife Service (FWS) staffs in Anchorage regional offices along with staff from Kenai Fjords National Park, in Seward and, the Alaska Maritime National Wildlife Refuge, in Homer. The staff has skills and experience in: oil spill damage assessment and restoration, natural resource management, biology, planning, public involvement, visitor services and interpretation.

**Posters.** Two color posters, one on marine birds and one on mammals will be produced and widely distributed to the public. The posters will feature those species thought to be most affected by the oil spill in relation to their feeding/nesting habitat affected by the Exxon Valdez oil spill to the extent that the information is known. Their dependence upon undisturbed habitat and the importance of refuges, parks and wilderness areas to maintain this habitat will also be presented.

**Brochure.** The brochure will use the federal government's March 1991 summary of damages document as the basis of its content. Pictures and/or illustrations will be included to enhance understanding the information. Users will be made aware of the changes to the ecosystem resulting from the oil spill and be provided with information on how they can lessen the potential for additional harmful human disturbance by their actions.

**Slide Program.** The project will also provide an updated oil spill slide program and duplicate it for distribution in the summer of 1991. Duplication will be done in slide format and/or video. A new narrated text for this program will also be completed. This product will be used by federal interpreters who work on state ferries operating in the spill zone. Additionally, park, refuge and forest visitor centers will be offered copies of the program for their use. Other opportunities for distribution will be explored. A major revision of the slide program would be developed for use in 1992.

**Fact Sheets.** Approximately five single-page "Fact Sheets" will be developed along the lines of past Kenai Fjords National Park "Crude News" information sheets (1989). These will be single-page computer generated materials and will be reproduced in the most cost efficient method available.

**Environmental Consequences.** The environmental side effects of this project are considered to be insignificant. Although more people may choose to seek out experiences to view wildlife because of the posters and brochures the numbers which do so would be insignificant. No site specific information will be used in any of the project's products.

**Relationship to Natural Recovery.** This education project benefits the natural recovery of the injured natural resources by attempting to reduce further man-caused disruption to marine birds and mammals

affected by the oil spill and the resulting clean-up efforts. It is generally well understood that people can unintentionally disturb and actually harm wildlife. These situations develop in a number of rather ordinary ways, including but not limited to: crowding, destruction of habitat, interfering with breeding activities, making loud noises which makes animals flee and, feeding of wild animals.

#### **Alternative Measures Considered:**

Considered, but rejected for implementation during this one year project, were a 1991/1992 oil spill video, production of a book, and enhancement of school curricula. Although each of these methods of delivery has merit, and in some cases would be extremely valuable, they are beyond the scope of the project at this time. If the project continues in future years these methods of delivery will be reconsidered.

#### III. Schedules and Planning

June 1991

- \* Update slide program, duplicate and distribute to field
- \* Check availability of "birds" poster artist
- \* Begin development of fact sheets
- \* Arrange distribution with Pratt Museum

July - September

- \* Complete fact sheets and distribute
- \* Develop draft brochure
- \* Develop marine bird and mammal poster

October - December

- \* Conduct final review of posters and print
- \* Conduct final review of brochure and print
- \* Begin development of 1992 slide program
- \* Prepare Oil Year 4 project proposal

January - February 1992

- \* Complete 1992 slide program, duplicate and distribute to field
- \* Modify as required and complete Oil Year 4 project proposal
- \* Write final report on project and submit to Restoration Planning Work Group

#### IV. NEPA/Permit Status

There is no need for further National Environmental Policy Act, or



other regulatory compliance measures.<sup>2</sup> The various materials are commonly developed by the lead and cooperating agencies as part of their respective missions. The materials will be reviewed by each agency, through the normal chain of command.

#### V. Budget

##### **Personal Services:**

\* Staff time to update slide program (summer 1991) \$1,000

##### **Travel & Per Diem:**

\* Staff travel 3,000

##### **Contractual:**

\* Slide duplication - 10 copies X 100 1,000

\* Convert slide program to video tape with voice 500

\* Duplicate slide tape - 20 copies 200

\* Graphic artist - develop two posters 10,000

\* Print 10,000 copies (5000 each) 20,000

\* Graphic artist - develop brochure 5,000

\* Print 20,000 copies 20,000

\* Print fact sheets (5) X 5000 copies 1,500

\* Develop new slide program 5,000

\* Slide duplication - 10 copies X 100 1,000

\* Convert slide program to video tape with voice 1,000

\* Duplicate slide tape - 20 copies 200

\* Additional printing costs for 1992 distribution 20,000

\* Contingency 11,500

\* **Total cost** **\$100,000**

#### VI. Monitoring

No scientific monitoring of this project is recommended. All staff associated with the project, including park rangers, biologists and interpreters will be asked to gather opinion regarding the quality and usefulness of the products. These anecdotal reports will be collected and worked into a final project report in February 1992.

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<sup>2</sup>This type of project is "categorically excluded" from further NEPA review (516 Department Manual 2 Appendix 1.11)