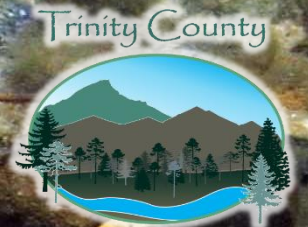


Education and Outreach

Trinity River Restoration Program

In partnership with

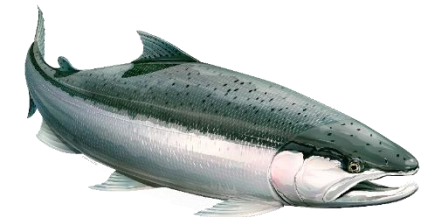
Trinity County Resource Conservation District





TRRP Education and Outreach Goals

Build Community Support and Trust
Build Community Awareness of Benefits of Restoration
Build Program Identity



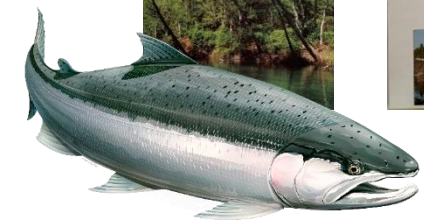
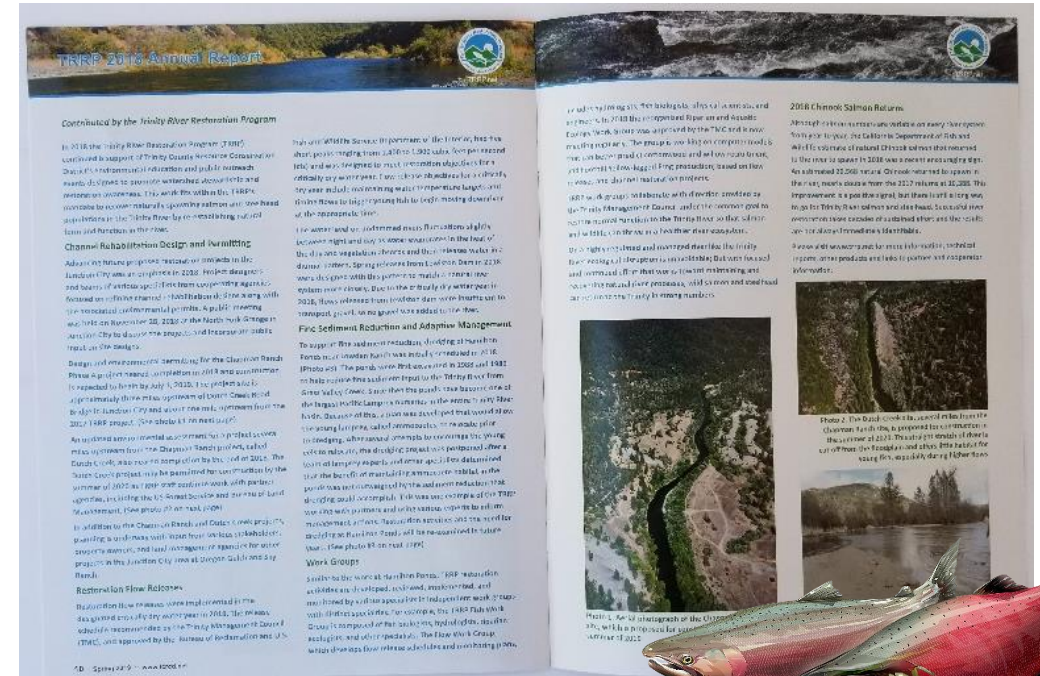
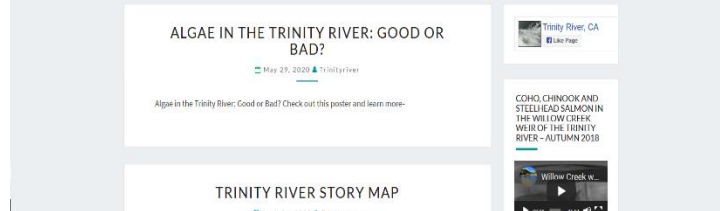
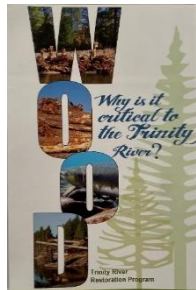
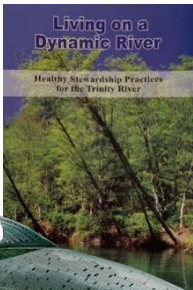
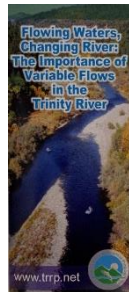
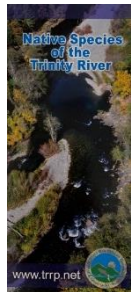


Community Support and Trust

Strategic Messaging – printed and electronic materials

Community Meetings – TRRP open house, river restoration project planning, flow releases, etc.

Public Outreach Events – science nights



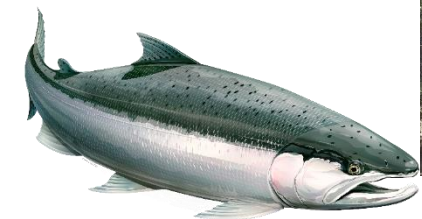


Awareness of the Benefits of Restoration

Experiential Public Events – Trinity River watershed events

Experiential Student Events - Youth watershed education and stewardship

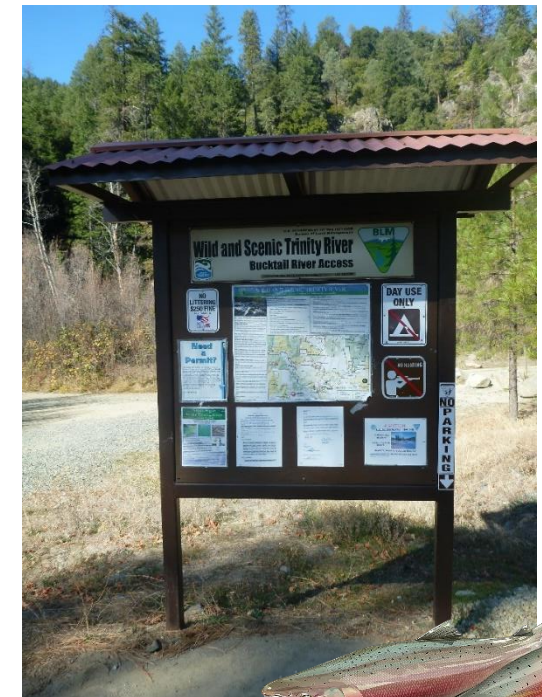
Volunteer Opportunities – Trinity River clean-up





Build Program Identity

Spotlight Program Structure and Successes – signs, posters, photography
Communication and Collaboration – science nights, symposiums





2019 Outreach Statistics

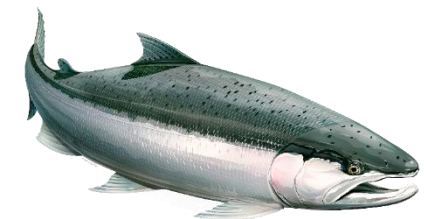
Printed materials – 25,000 copied distributed

Electronic outreach – 10,300 views/clicks

Public event participation – 1,400 people

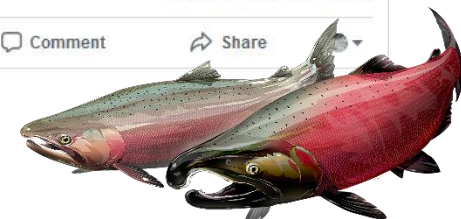
Student event participation – 536 youth

Awareness of events on social media – 38,000 views
(this information does not capture the post to the right)



The screenshot shows the Facebook profile of 'Trinity River, CA' (@TrinityRiverCA). The page has a cover photo of a river and a profile picture of a river. The post is titled 'Trinity River, CA' and was published by Elizabeth Sissy Sandoval on August 21. The text of the post reads: 'The Trinity River flows are increasing from 450 cfs (cubic feet per second) to 2,650 cfs between September 1st and 2nd (During Labor Day weekend!). Flows will return to 450 cfs by September 5. Please be careful out there! SPREAD THE WORD!'. Below the text is a large red banner that says '-CAUTION- THE RIVER IS ALWAYS CHANGING'. To the right of the banner are two small images of the river. Below the banner is a text box that says 'Releases from Lewiston Dam will increase Sept. 1 to a peak of 2,650 cfs on Sept. 2! Releases will return to 450 cfs by Sept. 5.' and another text box that says 'Expect much colder water temperatures and increased turbidity levels.' Below these is the U.S. Department of the Interior logo and the text 'BE AWARE BE SAFE RESPECT THE RIVER!'. At the bottom of the post, it shows '24,221 People Reached' and '3,404 Engagements'. There are also buttons for 'Boost Post', 'Like', 'Comment', and 'Share'.

This post received over 24,000 views which is more than any other post on Trinity River Facebook page!





What's next?

Concise messaging about TRRP and TCRCDD partnership

More volunteer opportunities and symposiums

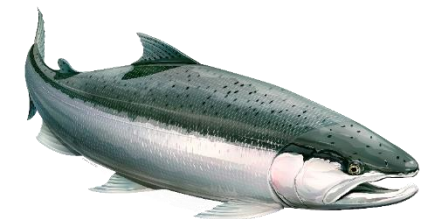
Videos of TRRP watershed restoration projects

Formal watershed education curriculum

Enhancing established education and outreach efforts

Incorporate native cultures in Trinity River watershed education

Trinity River Survey 2021 distribution and complete analysis





Resources

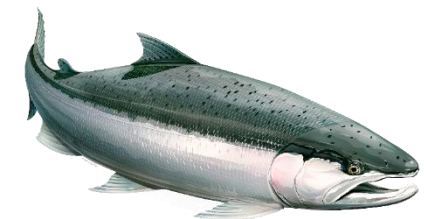
Brochures:

- Flowing Waters, Changing River
- Native Species of the Trinity River
- Guide to Restoration and Recreation Sites
 - Want to get nose to nose with a fish?
 - So you think you know Trinity County?
 - Living on a Dynamic River
 - Wood in the Trinity River
- Wildflowers of the Weaverville Basin
 - Updated TRRP brochure
 - Trinity County RCD brochure

Other Printed Materials

- *Conservation Almanac* (also available at www.tcrd.net/publications)
- Trinity River Watershed Map – cartoon
- Trinity River Watershed Poster – available in late 2020

Sign up to be notified of events, publications, and Trinity River news. Email esandoval@tcrd.net



Follow the Trinity River at
TrinityRiver,CA on Facebook, YouTube, and at www.trinityriver.org



Questions?

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Thank you!

