1. Ongoing communication with general public
   - Media (local papers & newsletters, cable TV, )
   - Website – gather ideas for improvements (Links to WEC, Groundwater Association, kids’ sites; Counter.)
   - Newsletter – publish after PIM is planned.

2. Public access Survey, Plan & Brochure (look at County maps, BCWSOB maps, GIS)
   Boat Launches: (contact MCFAB, ___)
   - By Genesee River; Black Creek Park; Linear Park at Union Station; Churchville Park above dam;
   Parks/Trails:
     - Genesee Park and Forest; Churchville Park; Frankle’s Land; Greenway Trail;
     - Municipal-owned Land (include possible uses)

3. Student /Researcher collaboration
   Byron-Bergen High School; SUNY Brockport;

4. Commercial activity: survey and pollution prevention activities
   Programs: Fleet maintenance; Auto Recycling; Mercury Recycling

5. Education toolbox (get informational brochures together)
   - Community Water Watch
   - Great Lawns/Great Lakes
   - Storm drain stenciling
   - Septic system education
   - NYS DEC WET (Water Education for Teachers)
   - National Wildlife Federation Backyard Wildlife Habitat Program

6. Events
   - Caring for Creeks
   - International Coastal Cleanup Event
   - Lower Black Creek canoe trip
   - Bergen Swamp Hikes
Watershed bus tour (w/ Town Boards; talk to Bob King about his Ag. tour)