

Public Engagement Programs

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Partnerships and Educational Outreach



NRP Program Recommendations: Public Engagement Programs

◆ Objective:

- TVA will actively develop and evolve administrative and public outreach programs to increase public awareness, education, and involvement opportunities (e.g., volunteers), and implement NRP programs in an integrated manner with TVA and external stakeholders

◆ Critical Success Factors:

- Develop a strong communications and public outreach campaign to ensure the good work of the NRP is shared with TVA stakeholders (e.g., signage, promotional material, etc.)
- Create a consistent message across all resource stewardship efforts
- Actively engage the public in special projects and day-to-day management/maintenance
- Drive awareness and a sense of ownership by all those who enjoy the Valley's lands



Currently, TVA spends approximately \$100K to \$150K to fund public engagement programs. This will increase to between \$1M to \$2M with the recommended program mix*

* Costs are annual estimates



NRP Program Recommendations: Public Engagement Programs (Cont'd)



Program	Highlight(s)	Additional Benefits
Environmental Education Program	<ul style="list-style-type: none"> — Creates a consistent education message across all NRP programs and stewardship efforts — Enhances TVA's focus on public education of natural resources management 	<ul style="list-style-type: none"> — Overarching benefits across all resource areas
Volunteer Program	<ul style="list-style-type: none"> — Provides TVA with a robust volunteer network from which to leverage during implementation efforts — Expands education, awareness, and ownership message across the Valley 	<ul style="list-style-type: none"> — Overarching benefits across all resource areas