

Public Outreach

Public and educational outreach is an important part of any aquatic herbicide application. Public meetings, public service announcements, the internet, and being accessible via e-mail and phone are all an integral part of good customer service and public outreach.

LRS uses the following educational tools during aquatic herbicide application projects:

- **Internet:** A LRS website project page is posted on our website dedicated specifically to the project waterway. The page includes information about how the project will proceed, what the public can expect in the way of restrictions, the kind of herbicide being used, and maps of the waterbody showing where herbicide treatment will occur. Lakeland staff posts regular updates on the project page detailing the status of the project and applicable restrictions.
- **Email:** An email contact address is available via the website, giving the public a means to ask questions directly of the contractor and project manager. These emails are routed to directly to a LRS representative that returns the answer via email or phone call if requested.
- **Phone:** A toll-free, dedicated phone line is available which gives the public pre-recorded information about the project of their choice. LRS staff records daily restriction updates as the job is progressing. The number also allows customers to leave a message, and a return call is made by a LRS representative to answer any questions or concerns.
- **Public meetings:** LRS representatives are available for public meetings pre- and post-project, describing the project plus answering questions and concerns. LRS has several Power Point presentations available for public meetings.
- **Media:** Public Service announcements can be sent to local radio stations and newspapers at the request of the project manager containing a summary of the project and where residents can go to find more information.