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Subject: Public Service Measures
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These are some of the educational public service measures, OBPA and NCBBA were prepared to offer to the court if needed. Please look these over and let me know how we can help you. Thanks again for your efforts on our behalf. Warm Regards, John Couch

ORV Educational Efforts

- 1) In conjunction with the NPS prepare a full color trifold pamphlet (people pay more attention to a professional document than just a zerox sheet) that contains the basic points of the consent decree with emphasis on the harm to ORV access for any resource closure infractions along with safe beach driving practices such as tire pressure, salt water damage to vehicles, pedestrian safety etc.
- 2) If possible provide a zeroxed sheet with the current NPS beach access report. This will require some effort on the part of the management companies, motels, hotels and campgrounds but if the visitor knows in advance that access between ramps is not available before setting out on the beach it might deter some resource violations. We could have the NPS include all visitor accommodations in their Email for weekly beach access.
- 3) Have all rental management companies, motels, hotels and campgrounds include the pamphlet with their check in packets.
- 4) Resurrect the NCBBA "Beach Ambassador" program complete with magnetic signs for the volunteers to place on the drivers side door. Have volunteers make one pass of the beach in the mid morning and mid afternoon stopping to chat with the users to make sure that they had a copy of the educational pamphlet and answer questions.
- 5) Produce a decal that users can display on their vehicle to show that the have read the rules and support responsible ORV access. This would allow the volunteers and NPS personal to concentrate on users who do not display the decal.
- 6) The pamphlet and decal should give credit to CHAC, NCBBA and OBPA who would share the cost of production.
- 7) Have Rob Alderman film a short segment on responsible beach driving for the local cable channel.

Costs estimates

Window decals run from .03 to .06 per 10,000 with set up charges of less than \$200 and can be ordered with removable adhesive.

High quality 4 color trifold flyers run from .045 to .077 per 10,000

Magnetic signs run from \$15 to \$25 depending on the size and artwork

It seems to me that even without donations to the educational effort we should be able to do a very professional job for between \$10,000 and \$20,000 depending on the number of units we decide to produce.

Public Service Measures on ORV driving

1. Provide and distribute to Outer Banks businesses, educational posters and handouts with current ORV driving rules and regulations that promote safe and responsible motorized access.
2. Expand NCBBA “Beach Respect” handouts and information on it’s website. Other CHAPA member organizations will provide and distribute web information on safe and responsible ORV driving.
3. Expand and update local cable TV access channel “Public Service Announcements” that contain “Beach Driving Etiquette” on surf fishing and other outdoors programs.
4. Provide to rental property companies, hotel, motel, and campgrounds and other lodging businesses etc, the necessary information concerning safe and responsible motorized access upon check in.
5. Help conduct awareness to local high schools about safe and responsible ORV driving and the consequences of the violations.
6. Offer human resource assistance to local NPS to help with.
 - a. Placement of ORV related signs.
 - b. Expertise on ORV driving in NPS interpretation programs
 - c. Assistance in application of historical and traditional ORV driving.