



Mount Agamenticus Conservation Program

2018 Outreach Report

Each year, the Mount Agamenticus Conservation Program expands efforts to engage visitors and local residents. The goal is to create an immersive experience, promote responsible use of the area, instill a greater appreciation, love and respect for the environment and inspire future advocates for protecting our natural resources.

The following section highlights annual and ongoing public outreach and environmental education that is designed to help visitors understand the unique resources located here and the importance of responsible low-impact recreation as they set out to explore the area.

Highlights

- Provided access to the summit Learning Lodge nature center to the general public on weekends from 11am-3pm from Memorial Day Weekend through Columbus Day Weekend. Staffed by the Outreach Specialist and volunteer docents, it provides a variety of intriguing resources and displays for discovery for all ages.
 - Refreshed Learning Lodge with new displays and hands-on materials.
- Continued support of several organized functions for diverse groups: group functions, outdoor ceremonies, trail runners, scouting trips, school group visits, summer camps, etc. (Annual)
 - 70 groups registered to visit totaling 3,434 people.
 - Over 2,100 children were identified with summer camp and school groups. 18 groups (871 students) utilized the Learning Lodge, with 10 staff-led programs.
- Led or co-led 14 guided nature walks, presentations, and/or educational programs for the public. (Annual)
- Hosted 2nd Annual Trail Challenge.
- Worked with the Cape Neddick River Watershed Restoration Committee to plan, promote, and host Earth Day clean-up event.
 - 33 volunteers helped clear 13 full construction bags of trash, 5 full gallon buckets of broken glass, 5 bags of redeemable cans and bottles, and 4 bins of mixed recyclables.



- Conducted Visitor Use Survey. (Annual)
 - 546 groups (over 1,400 visitors) were surveyed.
 - Information gathered to track trends and evaluate public opinion about the area.
- Swap out StoryWalk® pages quarterly to coincide with change of season. (Annual)
- Coordinated, managed volunteer work with Lodge Docents who interact with visitors each weekend. (Annual)
- Worked to engage and develop Friends of Mount A group. Provided input to Friends' quarterly "Summit View" newsletter editions. (Annual)
- Launched and maintained new Agamenticus.org website. Managed social media accounts (Facebook, Instagram, Twitter), e-mail distribution list, and produced press releases and other media with program listings and other newsworthy events. (Annual)
- Continued to provide tens of thousands of visitors with access to unique and memorable nature connections!



It takes a Community!

It has long been established that the volunteer workforce efforts are a critical element facilitating the quantity of work completed for on the ground stewardship. But volunteers have also been essential to our ability to engage and reach out to the community. This year we tallied 188 volunteer outreach hours (**Total volunteer hours for 2018 is 1002** combined with stewardship hours). This year, volunteers helped prepare and staff the Learning Lodge, run educational programs such as the Kids' Corner and assist in managing community events. Important Note- These hours do not include invaluable time contributed by the Friends of Mount A members.

For a more complete report see [Program Management Update](#).