



CERP Outreach Update

Working Group Meeting
November 5, 2002



Presentation Topic

Project Level Outreach

- **The Vision**
- **The Staff**
- **The Approach**
- **Active Project Outreach Efforts**

CERP Outreach

Program Level Outreach

Project Level Outreach

Community Outreach

The Vision

Project Level Outreach

To inform the public and to actively involve them throughout the life of each project to ensure their input is considered as project decisions are made.

- To actively facilitate public involvement in ways that promote broad public understanding, acceptance and support for each project.
- To identify and provide meaningful opportunities for public involvement including socially and economically disadvantaged communities and those not proficient in English.
- To have Outreach Staff actively engaged in the development of the projects to ensure the public's concerns are considered.



CERP Project Outreach

The Staff



Who Leads CERP Outreach?

- **SFWMD**

Team Leader: Rhonda Haag

- **Corps**

Team Leader: Nanciann Regalado

Corps CERP Outreach Staff

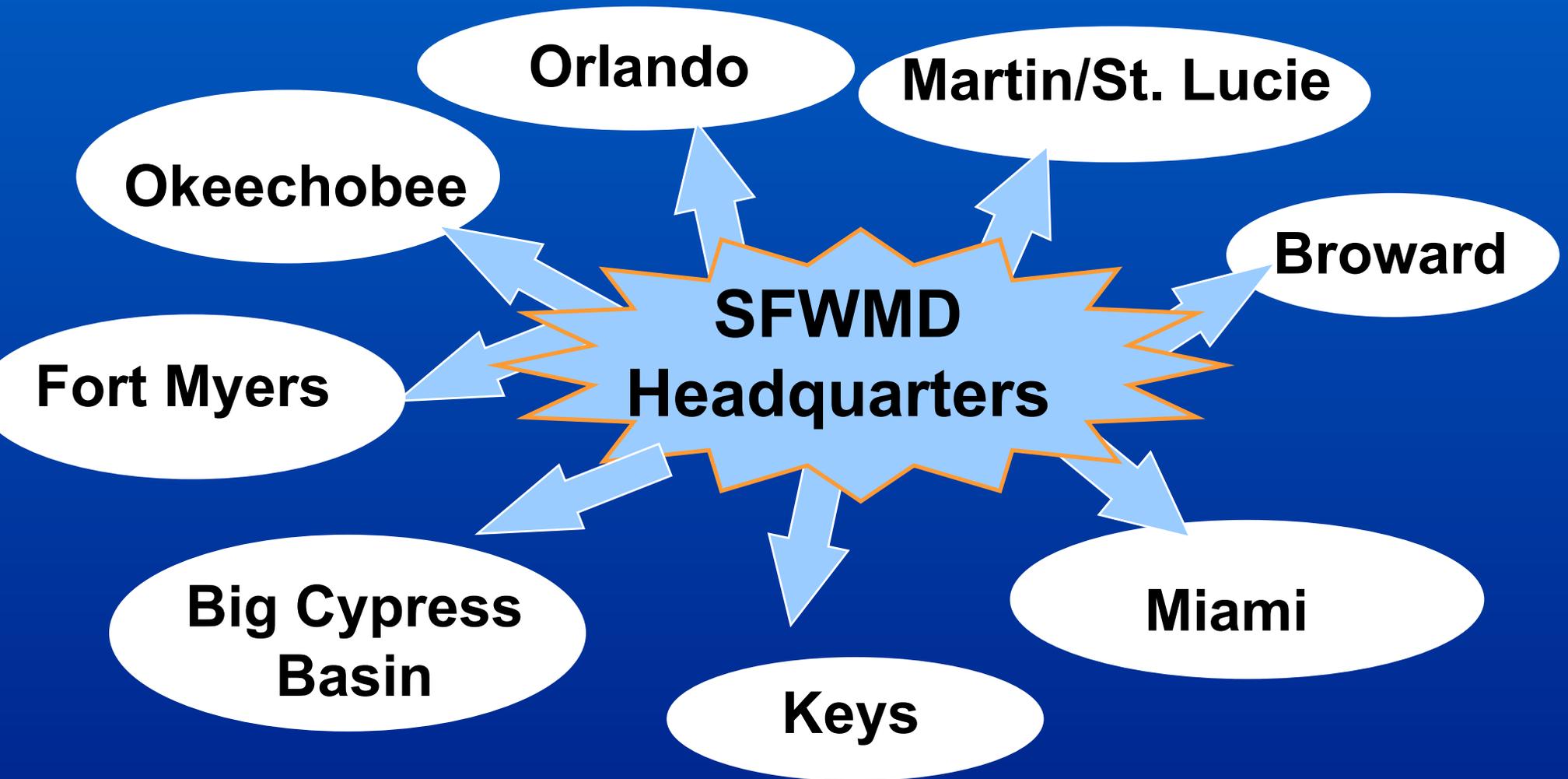
Jacksonville Office

- Amanda Ellison (South Projects)
- Christine Bruske (Central Projects)
- Nikki Nobles (Co-Op Student)
- Lisa Bradford (Contractor, meeting support)

West Palm Beach Office

- Nanciann Regalado (Outreach Coordinator)
- Brice McKoy (Project Level Outreach)
- Malissa Booth (Community Outreach)
- *To be Filled* (South Projects)
- *To be Filled* (Central Projects)

SFWMD Outreach Staff Headquarters and Service Centers



SFWMD Outreach Team

Many Talented and Strategically Located Staff

Department of Public Information

Jo Ann Hyres

- Media Relations
- Ecosystem Restoration Outreach

Service Center Outreach Directors

- Orlando, Tom Genovese
- Okeechobee, John Morgan
- Martin/St. Lucie, Paul Millar
- Fort Myers, Carol Wehle
- Lower East Coast, Humberto Alonso
- Palm Beach County, Tammy Moore
- Broward, Michael Jackson
- Florida Keys, Cecelia Weaver
- Big Cypress Basin Naples, Clarence Tears



CERP Project Outreach

The Approach

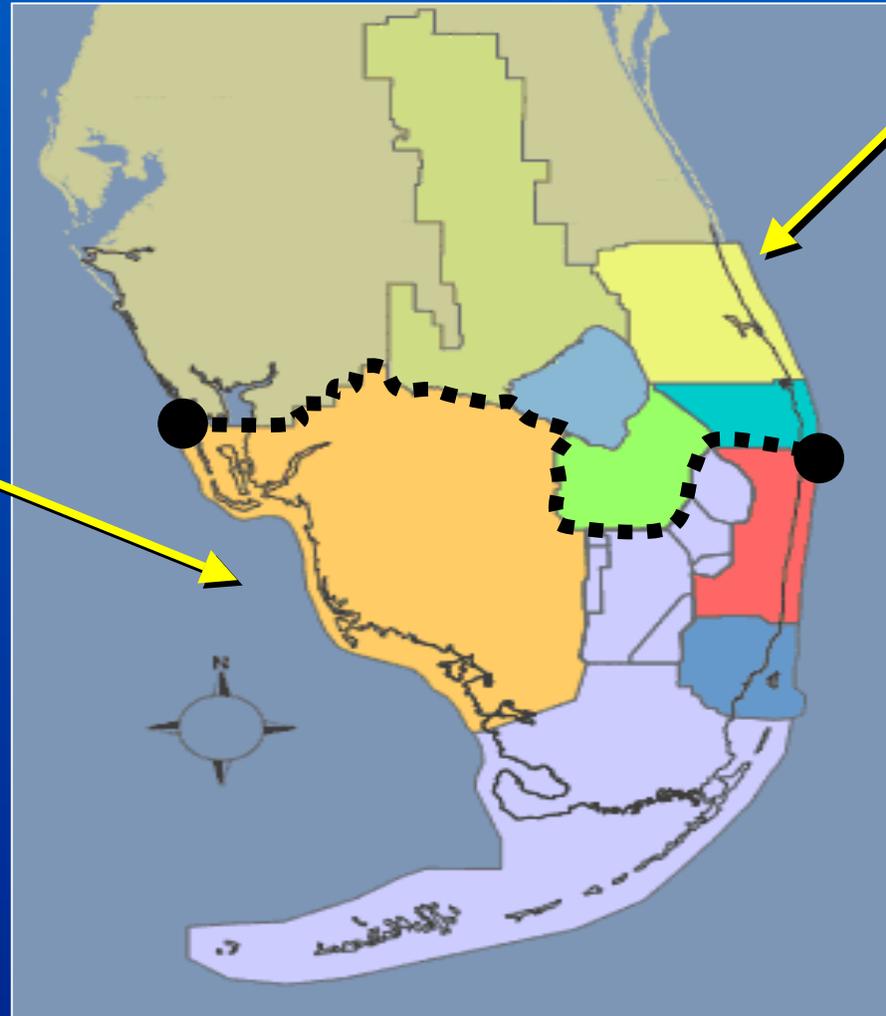


How We Will Reach Our Vision

Two basic approaches

- Regional
- Focused Efforts

Corps Project Outreach Think Regional



South

- Water Preserve Areas Region
- South Dade/Florida Keys Region
- Lower West Coast Region
- Everglades, Florida Bay & Keys

Central

- Lake Okeechobee Watershed Region
- Everglades Agricultural Area
- Upper East Coast Region
- Northern Palm Beach County Region

Corps Project Outreach Focused Efforts

Jacksonville Office

- Central Projects
- South Projects

These positions work closely with the Project Managers and other team members providing outreach support internally at every stage of a project's development (*inreach*).

West Palm Beach Office

- Central Projects
- South Projects

These positions work in the field in constant contact with public, stakeholders, community leaders, and SFWMD providing information on the projects in their regions and building relationships.

Corps CERP Outreach

Program Outreach



Project Outreach

Project Outreach Coordinator-Brice

Jacksonville Team

West Palm Team

Central
Christine

Central
To be Filled

South
Amanda

South
To be Filled

Stakeholders

Public

Community
Leaders

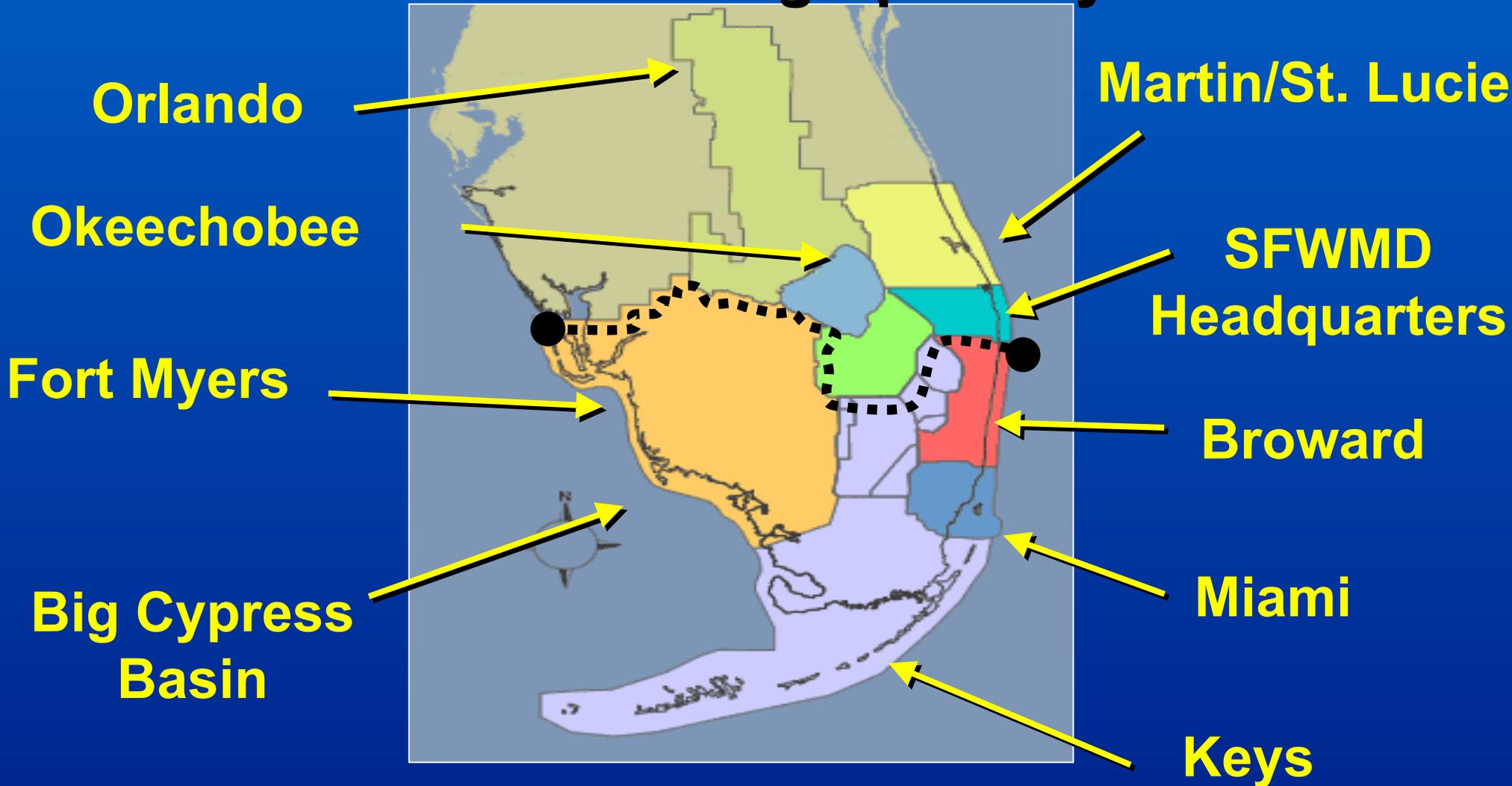
Project
Development

Community & Environmental Justice



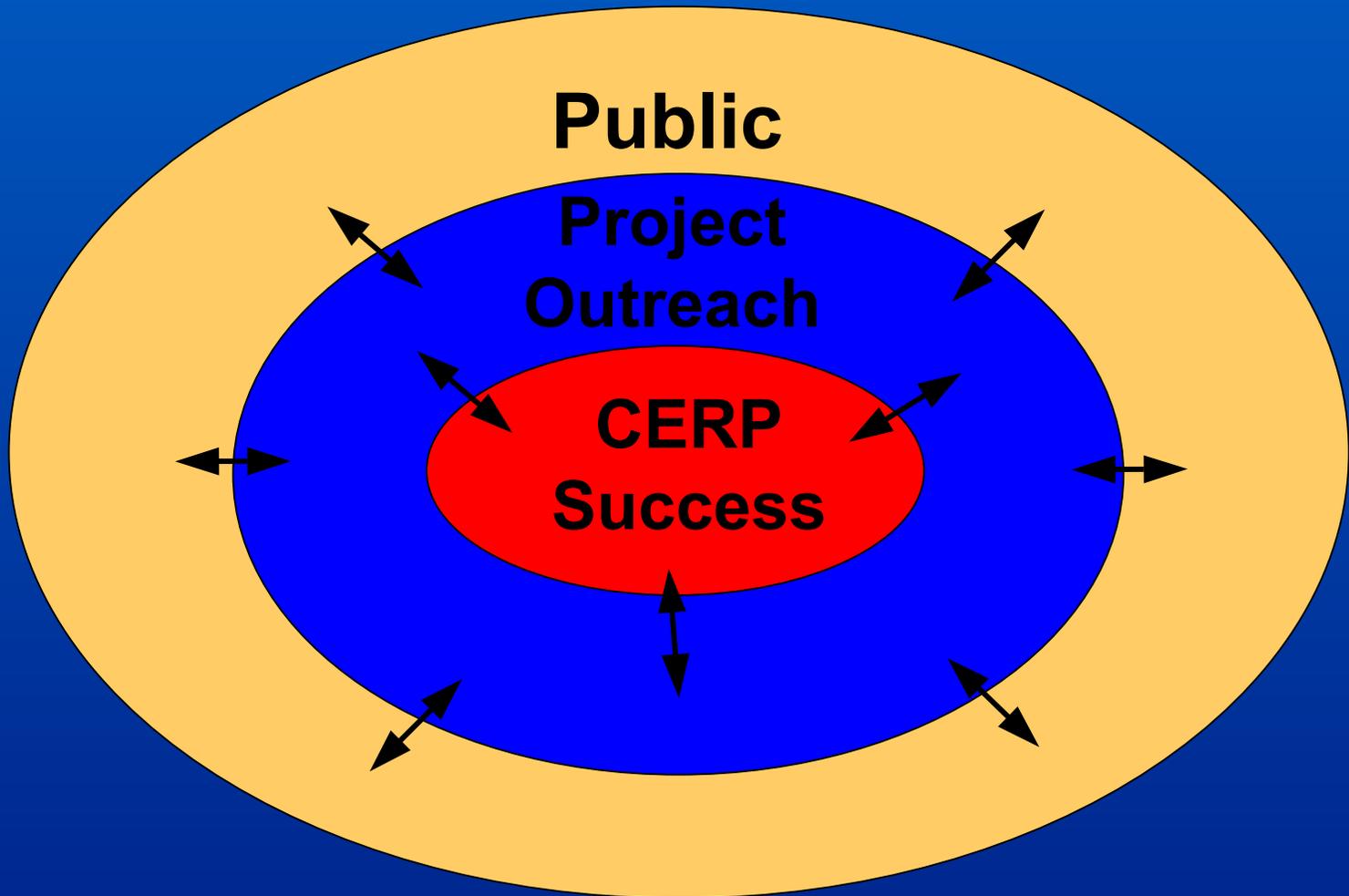
SFWMD Project Outreach

Service Centers Geographically Located



Project Outreach

A vital role in CERP's Success



Synergistic approach to Outreach

*Corps
Outreach* + *SFWMD
Outreach* = *CERP
Success*

CERP PROJECT Project Management Plan

Comprehensive Everglades Restoration Plan



Outreach Task

Task Group 1 – Public Information

- Public Workshops
- Publications & Presentation Materials
- Coordinate Media Activities
- Coordinate Guest Speakers/Lecturers

Task Group 2 – Public, Stakeholder and Agency Involvement

- Identify Target Audiences
- Hold Workshop and Community Meetings
- Plan Stakeholder Group Activities
- Identify and Manage New and Emerging Issues

Task Group 3 – Outreach to Minority and Socially and Economically Disadvantaged Communities

Task Group 4 – Internal Management and Communications

CERP Project Level Outreach



**CERP Project
Outreach Plan**

One Size Fits All



Getting the Outreach Right

Quantity

Quality



Timing

Distribution



CERP Project Outreach

**Current “high activity”
Efforts**



Active Project Outreach Efforts

- **CERP Contact Database (web self-subscribing)**
- **Outreach Toolbox (SFWMD & Corps joint effort)**
 - Outreach Budgeting
 - Outreach Guidance: Public Meetings, Printed Material, Web Use
- **Current Project Efforts**
 - Florida Bay & Florida Keys Feasibility Study
 - Florida Keys Tidal Restoration Project
 - Southern Golden Gates Estates
 - Northern Palm Beach County
 - Aquifer Storage and Recovery (ASR)



Wrap Up

Effective Project Level Outreach

- The Vision (Where we are going)
- The Staff (Corps and SFWMD working together)
- The Approach (The plan for the staff to reach the vision)



Questions?