Restoring our Earth: Art and Public Outreach

The “Earth” without “art” is just “eh”

CEER Conference
August 2014
Why Outreach?
The Outreach Imperative

- To get a good plan
- It’s the right thing to do – the public has the right
- Legal requirement of the NEPA
Typical Outreach Efforts

- Public meeting at the beginning
- Public meeting for draft plan
- Take public comment
- Release final plan
Everglades Outreach Challenges

- High stakes - tendency toward conflict
- Technically complex
- Public knowledge ranges high to low
- Cultural/language differences
- Socio-economic differences
Everglades Outreach Approach

Build trust & positive relationships

• Rely least on large public meetings
• Rely most on small meetings

Enlarge the circle of participants

• Increase public understanding
Everglades Outreach Approach

Increasing the number of engaged

Not engaged  Observing  Commenting  Active Participant

No awareness  Some understanding  Knowledgeable  Very knowledgeable
Everglades Outreach Tools
Environmental education - a worthy investment
Art is many things...
Including music videos!

ENJOY!
The New Journey

Gulf of Mexico Restoration
Major Funding Streams

- Natural Resource Damage Assessment
  $1 billion + X based on injury assessment

- Gulf Coast Restoration Trust Fund
  $800 million + up to $17.6 billion

- National Fish and Wildlife Foundation
  $2.54 billion
Outreach Challenges

- 5 states and many communities
- Large areal extent
- Cultural variation
- Multiple languages
this is your world. shape it or someone else will.
Opportunities Galore!

- Habitats
- Wildlife
- Conservation
- Wetlands
- Oceans
- Preservation

[Image of oil spill with text]
To learn more

Environmental Law Institute

Funding Deepwater Horizon Restoration & Recovery

www.ELI.org/gulf