

# Exercising Various Techniques to Engage the Public in Louisiana's Coastal Restoration

Thursday, August 4, 2011

NCER- National Conference on Ecosystem Restoration



# Coastal Wetlands Planning, Protection and Restoration Act or CWPPRA

Providing Coastal Restoration Since 1990





# An Interesting Partnership Idea



**U.S. Department of  
Interior -  
U.S. Fish and Wildlife  
Service**



**U.S. Department of  
Commerce – NOAA,  
National Marine  
Fisheries Service**



**U.S. Department of  
Agriculture - Natural  
Resources Conservation  
Service**



**U.S. Department of  
the Army - U.S.  
Army Corps of  
Engineers**



**U.S. Environmental  
Protection Agency**

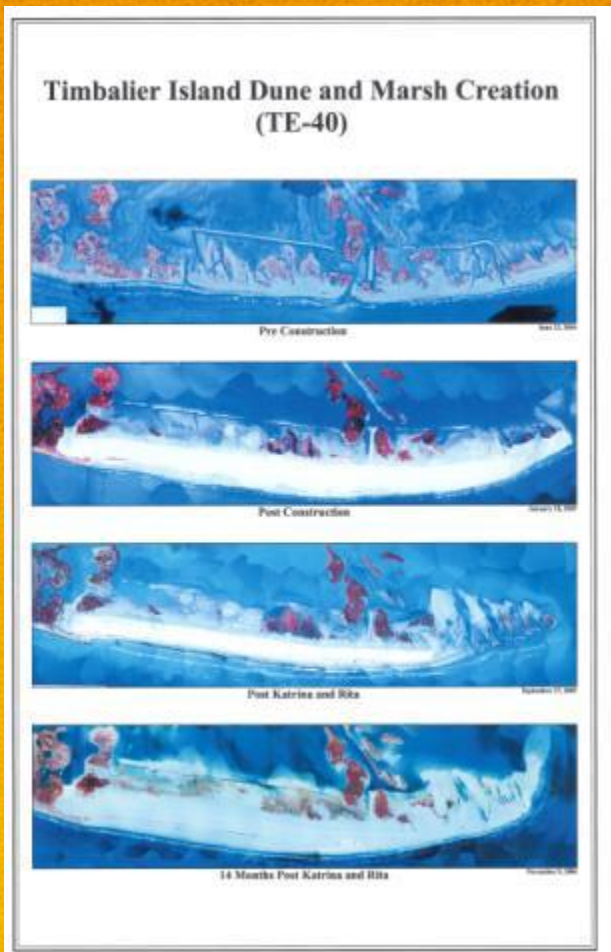


**Louisiana Governor's  
Office**





# Additional Partners

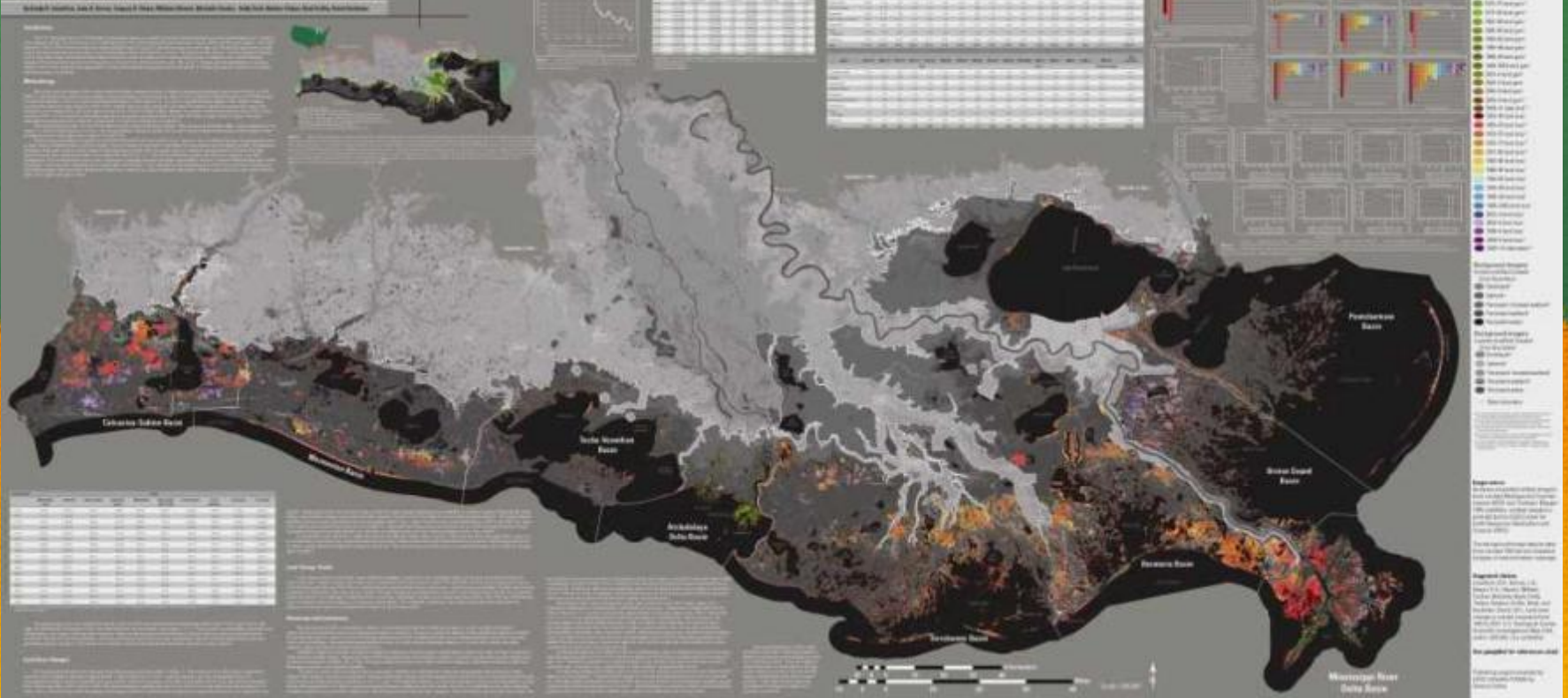


- Local Governments/Coastal Zone Managers (CZM)
- Land Owners
- Contractors
- Business and Industry
  - Oil and Gas
  - Navigation
  - Fishermen/women
- Legislators
- Non Governmental Environmental Agencies
- Sportsman/women
- Media
- Educators
- Public Spokesmen/women
- Volunteers





## Land Area Change in Coastal Louisiana (1932 to 2010)



# The Needs are Great.

On average, Louisiana loses a football field of wetlands every hour



# The Ideas for Restoration Are Greater.





# Secret to Engaging the Public:

## VARIETY

- Meaningful, Scheduled Public Meetings – 3 “CWPPRA Task Force” Meetings per Year
- Resource Tools – CRMS, Maps, Reports, Fact Sheets
- Education Tools – Lesson Plans, Educational CDs, Teacher Training
- Media Interaction
- Legislative Interaction
- Celebrations for Successes
- Tours for Stakeholders





# CWPPRA



Uses a Multi-Tiered Approach

-Providing Coastal Restoration Since 1990







# WHO IS INTERESTED?

AND WHY?





# CWPPRA at Work

Shoreline Protection  
Barrier Island Restoration  
Marsh Creation using  
Dredged Material  
Freshwater Reintroduction  
Sediment Diversion  
Hydrologic Restoration  
Marsh Management  
Sediment and Nutrient  
Trapping  
Terracing  
Outfall Management  
Vegetative Planting

- Total CWPPRA Projects: 149
- Completed CWPPRA Projects: 91
- CWPPRA Projects Under Construction: 11
- CWPPRA Projects in Engineering and Design: 47 (*with 8 of the 47 scheduled for construction in FY2011*)
- Since 1990, the net Louisiana wetland area that has been protected, created, or restored is 110,000 acres (*greater than 550,000 acres have also been enhanced*)





# Outreach Has to Explain Why and How?





# Three Things That Help Design Outreach

## Vision

- A comprehensive awareness of the urgent crisis that Louisiana's coastal wetlands are facing and their importance to the nation as well as to inspire support by stakeholders, community leaders, policymakers, and the public which results in conservation and restoration of those wetlands through the CWPPRA program.

## Mission

- To support the restoration and sustainability of Louisiana's coastal wetlands through CWPPRA by promoting technical solutions and restoration projects, involving public officials, stakeholders, and increasing public support through education and outreach.

## Goal

- Increase local, state, and national public awareness of, and support for, the conservation and restoration of Louisiana's nationally important coastal wetlands through CWPPRA projects.

# Strategic Plan



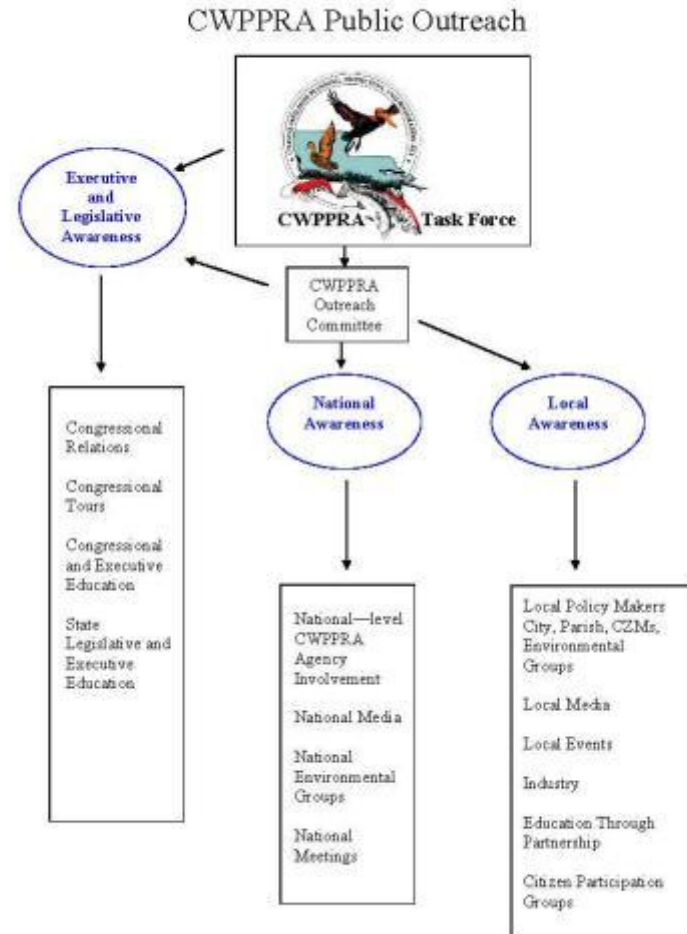


# Audiences

Identify exactly who you are targeting

Design a plan to share your information

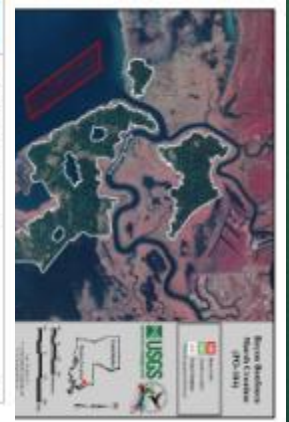
Create opportunities and products for the public





# Tools You Can Use to Help Share The Message

- Website
  - LaCoast.gov
- WaterMarks Magazine
- YouTube Short Movies
- “Partners In Restoration”
- CWPPRA One Page Summary
- CWPPRA Fact Sheets
- Share Your Knowledge





# Over 1 Million Hits per Quarter at [www.LaCoast.gov](http://www.LaCoast.gov)

The CWPPRA Web site includes:

- copies of the defining legislation,
- detailed standard operating procedures (SOPs),
- a fact sheet for each project,
- related wetland maps,
- educational materials,
- monitoring data and scientific reports,
- animations, videos, interactive classroom activities, slide shows,
- access to information on volunteering,
- and legislative delegate information.







# Public Meetings

## CWPPRA Task Force and Technical Committee Meetings

- Organized
- Scheduled
- Publicized
- Time for the Public to Comment
- Respect for Public
- Public Input is Used in Decision Making
- Record of Attendees







# Calendar of Events - Online

The screenshot shows a web browser window displaying the LUCC Calendar website. The website header features the CWPPRA logo (Coastal Wetlands Planning, Protection and Restoration Act) and the Sea Grant Louisiana logo. Below the header, there is a navigation menu with options like 'Home', 'Calendar', 'Upcoming Events', and 'About'. The main content area is titled 'Louisiana Unified Coastal Community Calendar' and 'Welcome to LUCC Calendar'. It includes a search bar and a calendar for August 2011. The calendar shows several events, including 'BANDER National Conference on Seagrass Restoration' on August 1st, 'Apalachee Gulf of Mexico Alliance-Hypoxia Task Force Meeting' on August 2nd, 'Sp. Louisiana's 2012 Coastal Master Plan Public Meeting' on August 6th, 13th, 20th, and 27th, 'Ap. Louisiana's 2012 Coastal Master Plan Public Meeting' on August 10th, 17th, 24th, and 31st, 'B. Sea Underwater Visual Survey & TMDLs Workshop' on August 14th, 21st, and 28th, and 'Sp. Louisiana's 2012 Coastal Master Plan Public Meeting' on August 14th, 21st, and 28th. A legend at the bottom identifies the event sources by color: Anishinau Wetland (blue), Louisiana Wetlands Regional Estuary Program (orange), Baton Rouge Geologist Society (green), CWPPRA - Coastal Wetlands Planning, Protection and Restoration Act (purple), Department of Environmental Quality (red), Governor's Office of Coastal Activities (yellow), Gulf of Mexico Alliance (light blue), Louisiana Department of Wildlife and Fisheries (dark blue), Louisiana Environmental Education Commission (pink), Louisiana Sea Grant (light green), and LUCCON - Louisiana Universities Marine Consortium (dark purple).

The Louisiana Unified Coastal Community (LUCC or Lucy) calendar includes upcoming events from a variety of sources.




CWPPRA at Work in Louisiana
Rebuilding and Protecting Wetlands
CWPPRA Projects

Coastal Wetlands Planning, Protection and Restoration Act







# CWPPRA



CWPPRA, the Nation's premier coastal wetlands restoration program, has made laws, policies, and conditions to deliver innovative and sustainable solutions for the citizens of Louisiana and the Nation.

[www.LaCoast.gov](http://www.LaCoast.gov)

Managing Agencies:





## Protecting Resources

Louisiana's coastal wetlands are unique and vital ecological assets to the State and the Nation. CWPPRA funds have been instrumental in helping to restore and safeguard Louisiana's remaining wetlands.

Coastal habitats act as a buffer against storm surge from hurricanes. They act as flood control devices, holding excess flood waters. Wetlands remove nutrients and purify water by filtering out pollutants and absorbing sediments.

Coastal wetlands also provide habitat for a variety of fish and wildlife species. Louisiana's rank in the breeding area and nursery for hundreds of species of aquatic life, land animals, and birds of all kinds—including one national symbol, the bald eagle. This ecosystem also provides habitat for over five million migratory waterfowl each year and countless shorebirds and rare tropical migrants.





People also benefit from Louisiana's coastal lands. Louisiana is responsible for a major part of our nation's oil and gas production, shipping, commerce, fisheries industry, for harvesting, and other production, accounting for thousands of jobs and billions of dollars in revenues. Additionally, coastal wetlands are valuable recreational resources and are part of Louisiana's growing ecotourism business.

[www.LaCoast.gov](http://www.LaCoast.gov)

## Restoration Techniques

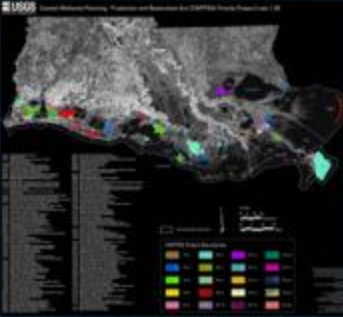
Proactive Rehabilitation  
Outlet Management  
Inland Diversion  
Designed Natural Water Creation  
Structural Restoration  
In-Situ Treatment  
Hydraulic Alteration  
Marsh Management  
Narrow Channel Restoration  
Regenerative Planning

[www.LaCoast.gov](http://www.LaCoast.gov)

## CWPPRA Projects

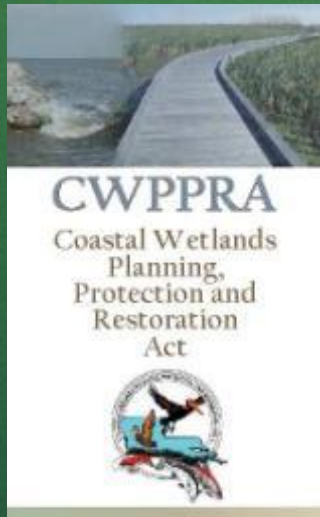
CWPPRA projects are a critical part of the continued protection and restoration of coastal Louisiana. Illustrated below are the finished projects that are in the engineering and design phase, under construction, and completed.



[www.LaCoast.gov](http://www.LaCoast.gov)

Create an exhibit you like and can use with relative ease!

# Hard Copy Products



Providing Coastal Restoration to Louisiana Since 1990

**SUPERIOR LAND BUILDING**  
 Superior Land Building is the most advanced and effective method of coastal wetland restoration projects. This process provides for the long-term recovery of wetlands and dependent fish and wildlife populations. Projects funded by CWPPRA are successful because of the superior, proven, and innovative methods of building, protecting, and restoring wetlands. CWPPRA has a proven track record of superior wetland restoration and is providing the best results in Louisiana.

**PROVEN EXPERIENCE**  
 Since 1990, Superior Land Building has been the CWPPRA's top performer, creating or restoring 12,000 acres. Over 100,000 wetland acres have been restored.

**BUILDING TECHNIQUES**  
 Superior Land Building uses the most advanced and effective methods of building, protecting, and restoring wetlands. CWPPRA has a proven track record of superior wetland restoration and is providing the best results in Louisiana.

**WORKING TOGETHER PARTNERS**  
 Superior Land Building is proud to be a part of the CWPPRA family. We are committed to working with our partners to restore Louisiana's coastal wetlands.

**TRINIDAD ISLAND**  
 Superior Land Building is proud to be a part of the CWPPRA family. We are committed to working with our partners to restore Louisiana's coastal wetlands.

**149** Total Acres Restored  
**91** Completed Projects  
**11** Active Construction Projects

**47** Projects Under Construction  
**8** + **47** Projects are being used for Construction in FY 2010





# Digital Products

## www.LaCoast.gov

The screenshot shows the CWPPRA Project List website. At the top, there is a navigation menu with 'Projects' highlighted. Below the menu is a table of projects. Two yellow arrows point to the 'Approved Estimate' and 'Current Estimate' columns of the table.

### CWPPRA Projects

Filter Project List by:

PPL  Basin  Agency  Parish

Restoration Type  Completed?  Deauthorized?

PPL	Number	Project Name	Agency	Project Types	Parishes	Approved Estimate	Approved Funded Estimate	Current Estimate	Net Acres Benefitted
16	PO-34	Alligator Bend Marsh Restoration and Shoreline Protection	NRCS	Marsh Creation	Orleans	1,660,985.00	1,660,985.00	29,891,722.00	127
02	AT-02	Atchafalaya Sediment Delivery	NMFS	Hydrologic Restoration, Marsh Creation, Dredged Material	St. Mary	2,532,146.83	2,532,146.83	2,532,146.83	2232
12	TE-49	Avoca Island Diversion and Land Building	COE	Water Diversion	St. Mary	2,229,876.00	2,229,876.00	19,157,216.00	143
11	BA-38	Barataria Barrier Island Complex Project: Pelican Island and Pass La Mer to Chalant Pass Restoration	NMFS	Barrier Island Restoration	Plaquemines	77,109,222.00	75,571,071.00	77,109,222.00	334
09	BA-27c	Barataria Basin Landbridge Shoreline Protection, Phase 3	NRCS	Shoreline Protection	Jefferson	46,231,597.00	37,205,013.00	46,231,597.00	264





# Examples of Additional Techniques to Engage the Public

CWPPRA 20<sup>th</sup> Anniversary  
Dedication Ceremony

*Invited Guests:*

Public

Media

Wetland Leaders

Landowners

Legislative/Public Officials







# Media Matters

Find a time and place to engage the media



## Coastal Wetlands Planning, Protection and Restoration Program

09-May-2011

Project	Project Code	Agcy	PL	Authorization Date	CSA Execution	Deauthorization Date	Phase I Approval	Phase II Approval	Construction Start	Construction Completion
Sabine Refuge Marsh Creation, Cycle 3	CS-28-3	COE	8	20-Jan-1999	28-Mar-2005 A		20-Jan-1999 A		25-Oct-2006 A	30-Sep-2010 *
Sabine Refuge Marsh Creation, Cycles 4 and 5	CS-28-4-5	COE	8	20-Jan-1999						
Sabine Refuge Structure Replacement (Hog Island)	CS-23	FWS	3	01-Oct-1993	26-Oct-1996 A		20-Jan-1999 A	19-Jan-2011 A	01-Oct-2011	
Sediment Containment System for Marsh Creation Demonstration (DEMO)	LA-09	NRCS	17	25-Oct-2007	28-Jan-2008 A		01-Oct-1993 A	03-Jun-2009 A	01-Nov-1999 A	10-Sep-2003 A
Sediment Trapping at The Jaws	TV-15	NMFS	6	24-Apr-1997	28-May-1998 A		25-Oct-2007 A	25-Oct-2007 A	01-Jan-2012	01-Jul-2012
Ship Shoal: Whiskey West Flank Restoration	TE-47	EPA	11	16-Jan-2002	17-Mar-2004 A		24-Apr-1997 A		14-Jul-2004 A	19-May-2005 A
Shoreline Protection Foundation Improvements Demonstration (DEMO)	LA-06	COE	13	28-Jan-2004	24-Mar-2005 A		16-Jan-2002 A	19-Jan-2012	15-Jan-2013	
Small Freshwater Diversion to the Northwestern Barataria Basin	BA-34	EPA	10	10-Jan-2001	08-Oct-2001 A		28-Jan-2004 A	28-Jan-2004 A	01-Nov-2005 A	28-Aug-2006 A
							10-Jan-2001 A	22-Jan-2014	01-May-2014	13-May-2015

Schedule Report:

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# CWPPRA Project Schedule

Note Agency, Phase I Approval, Phase II Approval, Construction Start Date On LACoast.gov site under Projects



# Formal Teacher Education Counts

Careful use of products and  
time

- Target Educators
- Target Students
- Target Media





# Additional Digital Products

The screenshot shows a web browser window displaying the CWPPRA website. The browser's address bar shows the URL <http://acoast.gov/new/GetInvolved/Legislators.aspx>. The website header features the CWPPRA logo, the text "CWPPRA MAJORING AGENCIES", and the subtitle "Coastal Wetlands Planning, Protection and Restoration Act". A search bar is located in the top right corner. The main content area is titled "Find Your Elected Federal or State Representative" and includes a section for "Federal Delegates" with a map of Louisiana. A callout box on the map highlights "Jeffrey Landry, District 3" with links to "Go to Website" and "Get Fact Sheet Booklet". Below the map, there is a section for "U.S. Senators for Louisiana" listing "The Honorable Mary Landry" and "The Honorable David Vitter", and a section for "Louisiana State Delegation" with a link to "View a map of the Louisiana House Districts and find your Louisiana Representative". The footer contains the text "Additional Coastal Restoration Resources" and logos for GOMESA, CIAP, ECA, DAVIS, Coastal 2020, and BROWN.

# Additional Meetings and Partners

- Award Ceremonies
- Meetings with other related wetland groups





# Finding Ways to Get the Most Bang for Your Buck

With less than 1% of the annual budget, the CWPPRA Public Outreach Committee has been creative in its outreach efforts.

## EXAMPLES:

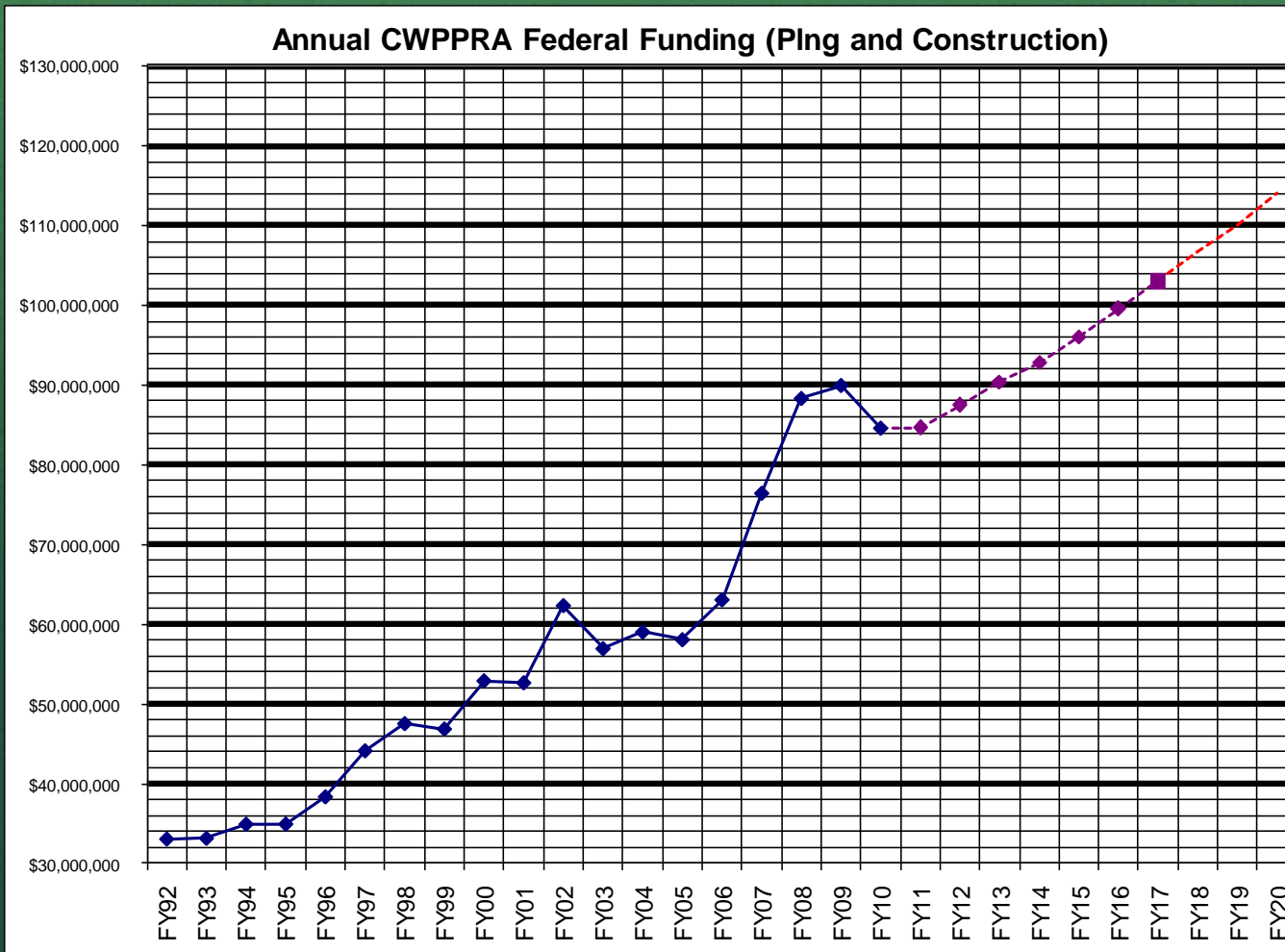
Poster Contest

Sponsor for the Louisiana Outdoor Writers Awards

Partner with other groups to create educational curriculum



# Money Matter Too - Funding Graph





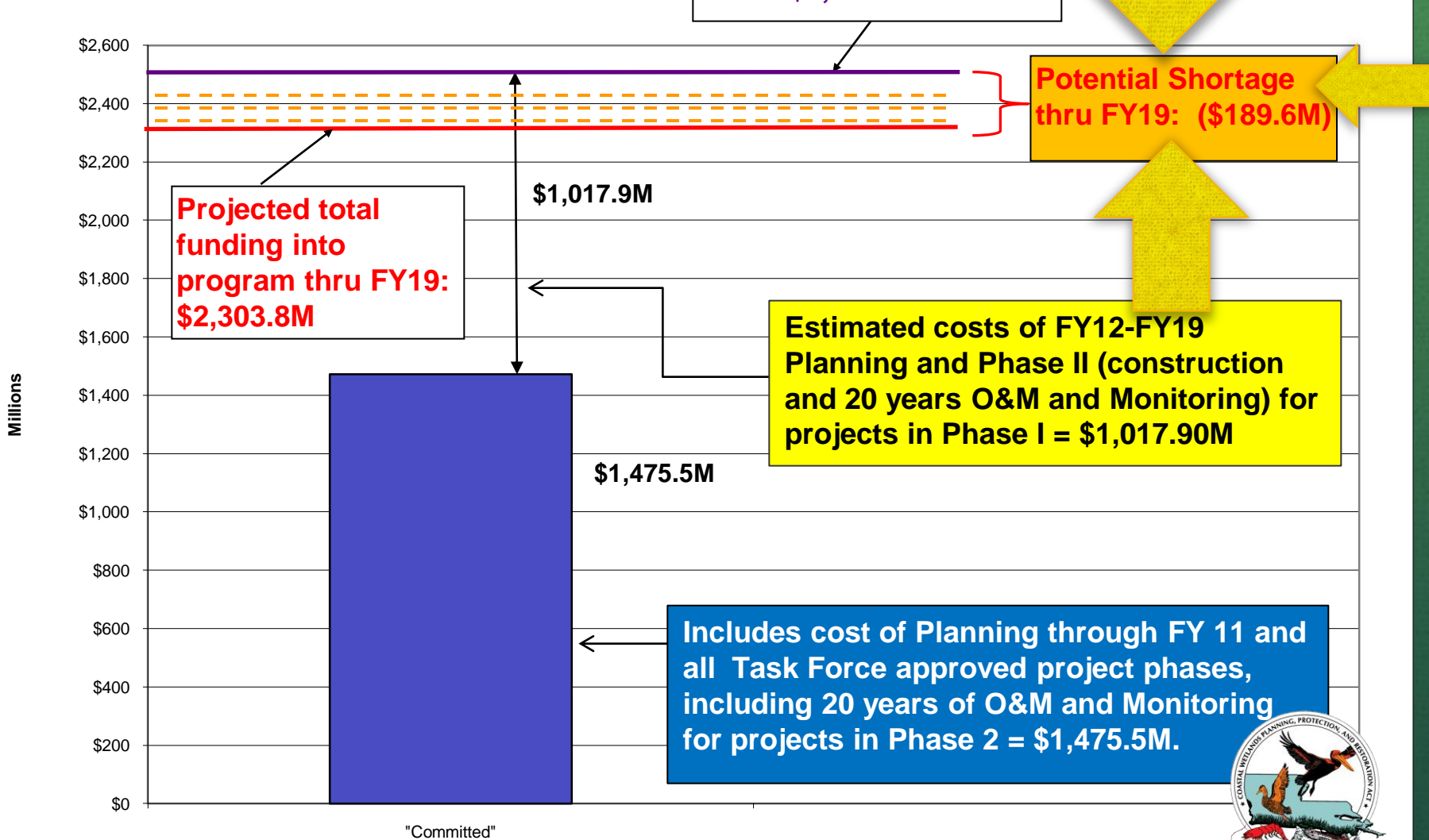
Funding Summary	Federal	non-Federal	Total Program
Thru FY11	\$ 1,139,602,004	\$ 192,497,248	\$ 1,332,099,252
Thru FY20	\$ 1,972,317,912	\$ 331,505,938	\$ 2,303,823,850

# Funding Totals

The total cumulative obligation to-date is \$1 billion; of that, CWPPRA has spent \$737 million.

CWPPRA is a \$2.5 billion program over its 29-year authorization period.

**CWPPRA, Program Commitments and Capacity  
Task Force Meeting, 8 June 2011**





# CWPPRA Funding Issues



This federal legislation was first enacted in 1990 and is authorized through 2019.

Its funding source, the Sport Fish Restoration and Boating Safety Trust Fund, has not been reauthorization since expiring in October 2009.

CWPPRA is currently being continued by Congressional continuing resolution. Current CWPPRA **funding for new construction projects** will likely **only continue for an additional two to three years.**



Providing the public with appropriate access to information and



logical, timely ways to become involved are key to promoting ecosystem restoration activities.





1. What image did you see on every slide?
2. What is our tag line?
3. What do you need to do to engage a wide variety of audiences?
4. What part of the total budget do you actually **NEED** to do effective outreach?

# CWPPRA Outreach Quiz

CWPPRA Providing Coastal Restoration Since 1990



# Additional Information

General Information about CWPPRA [www.LAcoast.gov](http://www.LAcoast.gov)

Program Administration

[www.mvn.usace.army.mil/pd/cwppra\\_mission.htm](http://www.mvn.usace.army.mil/pd/cwppra_mission.htm)

Outreach Staff:

*Dr. Scott Wilson*, CWPPRA Public Outreach Chairman

*Susan Testroet-Bergeron*, CWPPRA Outreach Coordinator

*Cole Ruckstuhl*, CWPPRA Media Specialist





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Contact Information