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
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
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
- Publications
CWPPRA

Uses a Multi-Tiered Approach

-Providing Coastal Restoration Since 1990
WHO IS INTERESTED?

AND WHY?
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.
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”
- CWPPPRA One Page Summary
- CWPPPRA Fact Sheets
- Share Your Knowledge
Over 1 Million Hits per Quarter at 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
The Louisiana Unified Coastal Community (LUCC or Lucy) calendar includes upcoming events from a variety of sources.
Create an exhibit you like and can use with relative ease!
Hard Copy Products
Includes current Louisiana wetlands topics and upcoming meetings
Examples of Additional Techniques to Engage the Public

CWPPRA 20th Anniversary Dedication Ceremony

Invited Guests:
Public
Media
Wetland Leaders
Landowners
Legislative/Public Officials
Media Matters

Find a time and place to engage the media
## CWPPPPRA Project Schedule

Note Agency, Phase I Approval, Phase II Approval, Construction Start Date
On LA-Coast.gov site under Projects
Formal Teacher Education Counts

Careful use of products and time

- Target Educators
- Target Students
- Target Media
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

Annual CWPPRA Federal Funding (Planning and Construction)
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.

<table>
<thead>
<tr>
<th>Funding Summary</th>
<th>Federal</th>
<th>non-Federal</th>
<th>Total Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thru FY11</td>
<td>$1,139,602,004</td>
<td>$192,497,248</td>
<td>$1,332,099,252</td>
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<tr>
<td>Thru FY20</td>
<td>$1,972,317,912</td>
<td>$331,505,938</td>
<td>$2,303,823,850</td>
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Projected total funding into program thru FY19: $2,303.8M

Estimated costs of FY12-FY19 Planning and Phase II (construction and 20 years O&M and Monitoring) for projects in Phase I = $1,017.90M

Includes cost of Planning through FY 11 and all Task Force approved project phases, including 20 years of O&M and Monitoring for projects in Phase 2 = $1,475.5M.

Current estimate for PPL 1-20 & Planning thru 2019: $2,493.4M

Potential Shortage thru FY19: ($189.6M)
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?
Additional Information

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


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