

Manatee Awareness Coalition: Outreach Working Group

Virtual Work Session

September 12, 2023, 3-4pm

Join the meeting: <https://meet.goto.com/455405245>

Invite additional people to this working group if they have interest in this work. Remember that we're especially looking for individuals from coastal businesses and neighborhoods to provide input and participate. A long term commitment is not necessary. *Who do you know? Break out the Rolodex!*



Agenda

1. Welcome and introductions for any new attendees - 5 minutes
2. Review Notes from September 5, 2023 - 5 minutes
3. Finalize campaign goals - 40 minutes
 - a. The rough draft of the campaign plans are below. Please add or edit info in "Suggesting Mode," or comment on specific items. We will nail down at least the short term and long term goals for both the boater campaign and the resident campaign during this meeting.

Target: Tampa Bay area recreational boaters

- Short Term Goal(s)
 - Identify boating partners (rental clubs, boater education course instructors)
- Long Term Goal(s)
 - Behavior Change
 - Every boater knows and abides by manatee protection regulations
 - Every boater practices seagrass safe and manatee safe boating BMPs
 - Every boater uses FWC hotline for injured manatees
 - A. x% of boaters that take a survey know and practice above?
 - Awareness
 - Increase awareness of manatee-safe and seagrass-safe BMPs and FWC hotline
 - B. n# people reached?
 - 111k boats registered
 - SMART goal: 50k individuals reached over 3 years with digital and/or in-person outreach
 - How to measure it? Self-reporting vs. observational measurement?
- Coalition Lead(s) and Team

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- Tactics
 - MAC apply for funding through the Tampa Bay Environmental Restoration Fund (TBERF) for a manatee protection zone compliance study
 - Develop a before and after survey of boaters to be administered at XYZ sites/locations (self reporting of knowledge and practice)
 - Getting the right spokesperson(s)?
 - Boating community leaders: Buffett, Harvey, etc.
 - Businesses (West Marine, insurance companies, etc.)
- Timeline
 - September: Engage the project team from the last manatee protection zone compliance study to gauge their interest in assisting/leading the updated study
 - November: Build list of partners, including at least one business letter of support for TBERF application
 - November: Identify matching funds for TBERF grant application
 - January: finalize a TBERF LOI
 - February: engage broader MAC for review of TBERF application
 - March: finalize TBERF application

Target: Tampa Bay area coastal residents

- Short Term Goal(s)
 - identify target areas (seagrass adjacent, manatee boat strike areas)
 - identify partners within those target areas
- Long Term Goal(s)
 - promote awareness and stewardship around landscape practices in consideration for nutrient pollution
 - practice manatee manners
 - Behavior Change
 - Awareness
- Coalition Lead(s) and Team
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- Tactics
 - Apply for TBERF funding for outreach materials and staff time
- Timeline
 - October: Compile contact list (HOAs, neighborhood associations, elected representatives) for target areas
 - November: Identify matching funds for TBERF grant (city neighborhood grants?)
 - January: finalize a TBERF LOI
 - February: engage broader MAC for review of TBERF application
 - March: finalize TBERF application

4. Schedule next meetings, between September and January, and set agenda for the next meeting - 10 minutes
 - a. We should also decide the most appropriate timing for updating the broader MAC to gain input and assist with funding and partner requests.

Participants:

Jessica Lewis

Lenka Kneschke
Taylor Masnjak
Blake Simmons
Katie Murray
Jen McLachlan
Paige Lansky
Frank DeJohn
Jim Bigham
Eric Stearns
Kate Schmid
Sabrina Bahre
Angel Ward - awarf@pinellas.gov
Cathy Bigham - cathybigham@gmail.com

Notes:

Meetings moving forward: meet more frequently and for longer at first

Chat notes:

Angel Warf to Everyone

I work for Pinellas County Water Conservation. I am in a Water Stewardship Program with UF IFAS we are required to attend some kind of stakeholder meeting and I do love manatees!

Angel Warf to Everyone

I like the measuring who has been reached. and maybe follow up in a few years with the people who have been reached and make sure they still remember and are still continuing to spread the word.

Katie Murray to Everyone

111,000 Boats registered in Tampa bay region

Paige Lansky (NWF) to Everyone

that doesn't include boat renters

Paige Lansky (NWF) to Everyone

We aimed for 10,000 each year and reached that every year with only 1 staff and 2 interns

Angel Warf to Everyone

50K Sounds good out of the 959.11 K in Pinellas alone

Sabrina Bahre, TBW to Everyone

i think 50K over 3 years is attainable

Jim Bigham to Everyone

I think based on the fact that there are so many manateed deaths due to boat strike, it says that people are not aware and the goal should be getting awareness out

Katie Murray to Everyone

Awareness campaign vs. behavior change campaign?

Angel Warf to Everyone

I think getting the word out is more important and then letting people take the common sense they should learn and let that be the result of the changed behavior.

Frank DeJohn (FWRI) to Everyone

I think we should start with B to see how popular the survey might be, and then use A to gauge the success of the survey based on design and questions being asked.

Angel Warf to Everyone

awarf@pinellas.gov

Jim Bigham to Everyone

cathybigham@gmail.com