

Gulf of Mexico Alliance Environmental Education Network Cross PIT Actions

Please note that individual state actions are still being refined for background materials and potential use as additional text in the GOMA Action Plan II.

Long-Term Alliance Partnership Goals

GOAL 1: Enhance functional environmental literacy¹ about the Gulf of Mexico resources and issues.

GOAL 2: Increase stewardship of the Gulf of Mexico through measurable, targeted education.

GOAL 3: Improve cross-Alliance communication and collaboration to assist other Priority Issue Teams with public education and outreach.

ED-1 Galvanize local communities to protect the Gulf of Mexico through education programs and projects.

ED-2 Conduct public awareness activities for the Gulf of Mexico.

ED-3 Galvanize the K-20 community to elevate environmental literacy for the purpose of creating a future informed citizenry that engages in action for the health and welfare of the Gulf and connected ecosystems.

ED-4 Utilize economic value for the Gulf in targeted environmental communications

COMPLETELY DEVELOPED GOAL WITH ACTIONS REQUESTED FOR CROSS PIT CONSIDERATION

ED-4 Develop environmental education/stewardship economic valuations (new goal and actions)

Action: Develop economic valuations related to environmental ethic, education, and stewardship.

Why Do This?: Although altruistic actions are often admired, their scope is rarely understood. Economics drives the workforce and the business community. By translating the manner in which conservation and environmental stewardship affect the bottom line, the Alliance—can in effect—yield a greater regional and national understanding of “how” the health of the Gulf of Mexico is tied to the nation’s economic vitality. With this shared understanding, policy-makers will see the value in promoting environmental education.

Five Year Outcomes:

- Conduct a review of natural resources and the services they provide;
- Conduct Pilot Valuations Indexes for each state; and
- Incorporate cultural and regional nuances into valuations and document historical environmentally related economic changes within the states and region.

¹ Literacy refers to reading and writing at a level adequate for [communication](#), or at a level that lets one understand and communicate ideas in a literate [society](#), so as to take part in that society.

Action 1: Translate conservation ethic and stewardship responsibility into terms of economic benefit.

- Conduct a review of natural resources and services they provide (i.e., tourism, locations, review of valuation methods, results, existing data/metadata).
 - Develop a regional report for methods to evaluate ecosystems services – comparing methods for effective valuation;
 - Develop a report valuing ecosystems services (tourism, non-market resources i.e., habitat, aesthetics, and recreation);
 - Inventory and create a demographic baseline of private nature tourism businesses (i.e., sales, activities, and audiences involved);
 - Include technology based information i.e., GIS/GPS locations, and other related information; .
 - Create an inventory of state and regional private existing nature based tourism activities (i.e., conferences, workshops, programs—to include the manner in which these venues are informing their visitors (It is also important to know the sources of visitors’ information);
 - Conduct baseline reviews of coastal and inland resources (“up” the watershed); and
 - Inventory of natural assets for crescent corridor
- Implement pilot valuation indexes in each state.
- Conduct a regional conference on conservation ethics and stewardship (form collaborations/partnerships with existing activities i.e., Watchable Wildlife or similar Sea Grant Extension activities);
- Develop a brand for this activity – how do we” tie together: the crescent corridor
- Develop a ‘code of conduct’ to address travel-related, poor behavior.
- Translate conservation ethic and stewardship responsibility into terms of nationwide economic benefit
 - Value of Louisiana Wetlands (working coast)
 - Value of Gulf of Mexico
 - Value of Regional Contributions (working coast)

ED-1 Galvanize local communities to protect the Gulf of Mexico through targeted education programs and projects

Action 7 (new action) Encourage and establish GOMA “model” communities.

- Address all priority issue areas in a community through demonstrable initiatives and activities that utilize best management practices that reduce said communities impact on the Gulf.
 - Utilize examples such as Resiliency Index and Clean Marina Programs,

Explanation: This effort would include all priority issue teams (PIT) and would involve each state identifying at least one community that is demonstrating, or that is willing to demonstrate initiative in the following Alliance areas of interest: resiliency, reduction of nutrient inputs, conservation of habitats, education for citizens, and protection of water quality. Steps in this

process would likely include clearly defining Alliance model principles, developing criteria and providing training or technical support. In Florida, there are models to help the effort including the Florida Green Building Coalition’s “Green Municipality” standard and the Department of Environmental Protection’s (DEP) Clean Marina and Green Lodging certification programs. A key element of this concept is highlighting and “advertising” the successes of these communities to encourage further adoption of Alliance model community principles around the Gulf.

Action: Pilot a tool for coastal communities to help them utilize best management practices related to Alliance priority issues, then make this tool available across the Gulf with at least one community in each state adapting some of the practices. Promote these communities and seek other sites to adopt the program. The program will include checklists, model ordinances, educational materials, professional training sessions and other methods that benefit the communities character and the health of the Gulf. These will initially gathered from existing BMP and municipal checklist programs such as the “Green Municipality” “Clean Marina” “Center for Watershed Institute, etc. Since many critical decisions that affect the environmental and economic health of the Gulf of Mexico occur at the local level, it is important to support decision-maker audiences in making informed decisions.

Action 4 (new action): Establish “GOMA Model Community” Program

- Document existing best management practices and programs available to municipalities
 - i.e. Waterfronts Florida Program, Clean Marinas, Resiliency Index, Green Municipalities
 - Create a “Model Community” criteria menu
 - Include tools in each priority issue area (nutrient reduction, education, etc.)
- Identify one pilot community per Gulf State
- Partner with municipalities to test adoption of strategies
- Evaluate pilot projects and determine next steps

Background:

The “GOMA Model Community” Program is meant to engage local communities in Alliance efforts, bridge the gap between Alliance partners, target elected officials and municipalities to become Alliance leaders, share best management practices across Gulf states, and raise awareness of important Gulf issues.

The “GOMA Model Community” concept was developed by Florida’s Alliance Team. A GOMA Model Community would demonstrate measurable success in each of the six priority issue areas: nutrient reduction, resiliency, education, habitat identification, water quality, and restoration. Communities would voluntarily adopt strategies to help the Gulf and the Alliance.

INDIVIDUAL CROSS PIT STATE ACTIONS

A = Old plan actions

B = New plan actions

ALABAMA

ED1 B2: Address public awareness through marketing and promotion of environmental aesthetics in new and innovative multimedia ways to reach alternative audiences (i.e GenX; GenY; NASCAR; faith-based etc.)

- Review existing science based media and their effectiveness (i.e. television, radio, podcasts, etc)
 - Edutainment; review cables resources (i.e National Geographic – magazine, TV, website); videogames, RTNDA (Radio-Television News Directors Association), Video Gaming Industry.
 - Include demographics - who is watching, utilizing the resource, what is the level of interest
Incorporate review material into creating new program
 - Develop research supported messages
 - Provide tools and resources for younger generations to compete among themselves and elevate attention to crescent issues
 - Provide experts to successful edutainment
 - Develop Explorer naturalists program for crescent corridor
- Utilize new and developing technologies (web-based, GPS-based; podcasts, etc.)
- Develop integration of priority team materials to help facilitate message development and dissemination

Note: This action crosses K-12 ED1 B1 as well as the Coastal Resiliency priority issue

ED-2 B1: Translate conservation ethic and stewardship responsibility into terms of economic benefit.

- Conduct a review of natural resources and services they provide (i.e. tourism, locations, review of valuation methods, results, existing data/metadata)
 - Develop a regional report for methods to evaluate ecosystems services – comparing methods for effective valuation
 - Develop a report valuing ecosystems services (tourism, non-market resources i.e. habitat, aesthetics, recreation)
 - Inventory and create a demographic baseline of private nature tourism businesses (i.e. sales, activities, who)
 - Include technology based information i.e. GIS/GPS locations, etc.
 - Create an inventory of state and regional private existing nature based tourism activities (i.e. conferences, workshops, programs, how are ‘they’ informing their visitors, where are they getting their information)
 - Conduct baseline reviews of coastal and inland resources (up watershed)
 - Inventory of natural assets for crescent corridor
- Conduct Pilot valuation indexes in each state
- Conduct a regional conference on conservation ethic and stewardship (look to partner with existing activities i.e Watch able Wildlife or similar; Sea Grant, Extension activities)
- Develop a brand for this activity – how do we tie together the crescent corridor

- Develop a ‘code of conduct’ to address travel related poor behavior

Note: This action crosses with Coastal Resiliency and Restoration/Conservation

FLORIDA

ED-1 B1 Encourage GOMA “model” communities

Explanation: This effort would include all priority issue teams (PIT) and would involve each state identifying at least one community that is demonstrating, or that is willing to demonstrate initiative in the following Alliance areas of interest: resiliency, reduction of nutrient inputs, conservation of habitats, education for citizens, and protection of water quality. Steps in this process would likely include clearly defining Alliance model principles, developing criteria and providing training or technical support. In Florida, there are models to help the effort including the Florida Green Building Coalition’s “Green Municipality” standard and the Department of Environmental Protection’s (DEP) Clean Marina and Green Lodging certification programs. A key element of this concept is highlighting and “advertising” the successes of these communities to encourage further adoption of Alliance model community principles around the Gulf.

Note: This action cross Coastal Resiliency

LOUISIANA ****indicates priority**

ED1 B1 Increase educational opportunities (K-Gray) including experiential education, data driven activities, and cross-curriculum opportunities.

- **** Match state standards to local and regional experiential learning opportunities (i.e. parks, reserves, aquariums, museums, field activities)**
- **** Educate policy makers on local and regional environmental values and issues; provide tools (fact sheets, power points, DVDs, etc.)**
- **** Create adult education opportunities through partnership with existing groups**
- **** Translate conservation ethic and stewardship responsibility into terms of nationwide economic benefit**
 - Rotary Clubs, Birders, Hiking Clubs,
 - Alternative groups i.e. landscapers, insurance groups, realtors, attorneys – continuing education courses
 - Conference field trips
 - Value of Louisiana Wetlands (working coast)
 - Value of Gulf of Mexico
 - Value of Regional Contributions (working coast)

Note: This action cross-cuts with coastal resiliency

MISSISSIPPI

ED2 B4 Develop innovative educational and communication methods to reach broad and varied professional audiences

- Target marina owners, managers, etc. people in position of making decisions, business owners, elected officials, DEQ people
 - Go to them by getting on their established programs and attending their meetings
 - Find alternative ways of educating people that are not meetings
 - Legislate environmental education requirements for officials
 - Develop list of contacts that is kept up to date and easily accessible by everyone
 - Work with local high school environ. groups to address local municipalities
 - Provide information into monthly utility bill reflecting the impermeable service at your home and what is recommended for driveways, etc
 - Develop Need glossary of terms

- Address the concept of land use and demographic change/impacts on broad coastal region
 - Need to educate decision makers up the watershed reflecting demographic changes – in terms of land use particularly
 - Need tools at a city council meeting which reflects their issues in relevance to land use and environmental issues
 - Technology use, GIS, more accurate maps
 - Tool kit (DMR stormwater pHII kit)
 - Important to track use, where they go, how they are distributed & used
 - Model build out scenarios

- Address nutrient loading issues related to too much fertilizer use in residential/suburban areas; Educate regarding proper fertilizer use
 - Home owners association groups
 - Municipalities developing ordinances

- Need incentives to use green methods at your home, Rain gardens, gravel driveways, etc.
- Need partnership with county extension/soil and water conservation districts
- Develop Best Management Practices in various developments – reaching contractors to address erosion and land use, buffers, zoning and planning reflecting smart growth and going green
- Engage proper audiences to develop home inspection criteria that require environmental reviews (i.e. working septic tanks, etc.)
 - Need bankers to not allow loans until certain criteria are met i.e. septic tank maintenance; MS framework legislation; involve Health Departments; mortgage companies; home buyers (general public)

- Develop a balance between needs for the working water front – water dependent use being dislocated by water enhanced use
 - Target, educate, and encourage action by decision makers regarding this economic issue; municipality planning departments and consultants; business owners to multiple use water fronts; Business Council organizations and conferences; outdoor organizations; Realtors and their annual meetings; bankers
 - Educational methods include: going to “them”, education of one on one; develop a working waterfront coalition (AL)

- State needs to buy property fee simple and set it aside; tax based incentives needed

Note: This action crosses with coastal resiliency

Note: this cross cuts with the Nutrient PIT and old ED2A1 PAC

TEXAS

Actions stayed closely tied to environmental education.