

# “Have you Been Bay Friendly Today?”

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# Marella's Practicum Overview

- Background
- Situation Assessment
- Process Plan
- Results
- Lessons Learned
- Things I would change

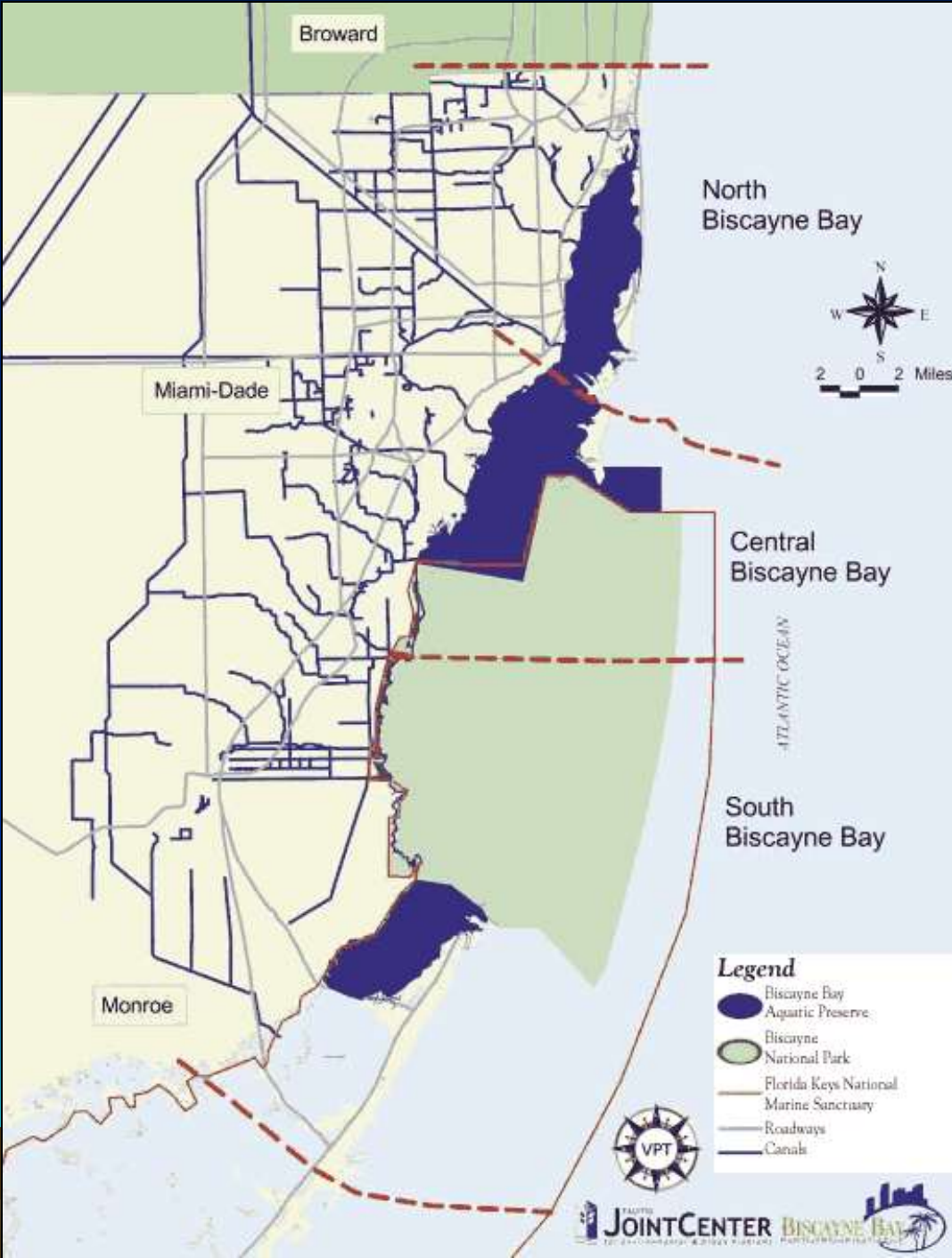


# Background...Biscayne Bay

- Biscayne Bay is a subtropical lagoon, 35 miles long, 1-8 miles wide.
- Home for recreational and commercial fish and invertebrates (shrimp, lobsters, stone crab, blue crab, snappers, and groupers.)
- Shoreline along the bay has mangroves, seagrass, and coastal dune habitats.
- 55,000 recreational boaters in Miami-Dade County.



# Biscayne Bay Map



# Situation Assessment

- Overview of problem
- Parties involved
- Relationship between parties
- Chances for consensus



# Problem

- Environmental education on Biscayne Bay is lacking. **Only 38% of citizens know Biscayne Bay exist.**
- Mangrove and seagrass habitats are being destroyed by urban development and coastal pollution.
- Fish populations are becoming stressed out and overfished.
- Boating activities dominate the bay throughout the year. Impacts from boating lead to oil spills, seagrass damage, and endangered marine animal fatalities.
- Tourism generates \$6 billion for south Florida. About 800 people move to Florida every day. Need to educate the newcomers and visitors.



# Parties Involved

Parties or Interest Groups	Interests in the Issue Desired outcomes	Representation	Power, Roles and Responsibilities
DEP Aquatic Preserve	Protect Biscayne Bay Aquatic Preserve	<u>Marsha Colbert</u>	Exec. Director of Biscayne Bay Aquatic Preserve
Dept. Environmental Resource Mgt.	County's interests in Coastal Resources	<u>Gary Milano</u>	DERM- Coastal Restoration and Enhancement Dept.
Individual Boater	Protect boating rights	<u>Mike Brescher</u>	Well-known in the community and advocate for boating
Citizens for a Better South Florida	Education and Awareness of Biscayne Bay	<u>Kiki Mutis/ Allison Turk</u>	CFABSF- project coordinator, works with community groups on Bay projects
Biscayne Nature Center	Education and Awareness of Biscayne Bay	<u>Theo Long</u>	Advocate for education and awareness
Capt. Harry's Fishing Supply's Co. Recreational Fishing	Recreational Fishing	<u>Carl Liedermen</u>	Advocate for recreational fishing
Biscayne National Park	Eco-Tourism	<u>Susan Gonshor</u>	Chief Park Interpreter
Graphic Designer - SFWMD	Limits for design ideas	SFWMD?	Designs product

# Is Consensus Possible?

FDEP Aquatic Preserve Manager

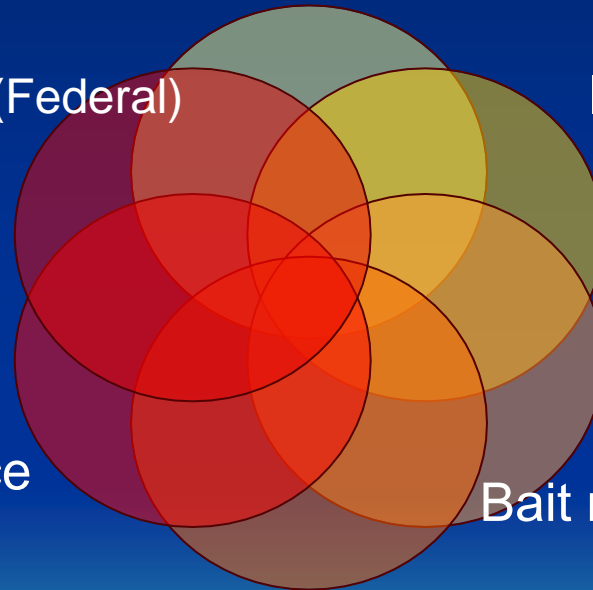
Biscayne National Park (Federal)

Individual Boater

County Resource  
Manager

Bait n' Tackle store owner

Non-for profit  
environmental group





# Practicum Plan

- Aha....Project Idea!
  - Develop an educational poster or calendar titled *“Have You Been Bay Friendly Today?”*
- Project Objectives:
  - Address different issues (boating safety, fishing conservation, water quality, species protection).
  - Foster the awareness and appreciation of the environmental and social-economic values of Biscayne Bay.
  - Promote the sustainability of bay practices to ensure healthy bay.



# Project Process Plan

- Establish network of diverse stakeholders communicating their needs, interests and issues.
- Meeting 1 - Build a foundation and explore range of options. (Brainstorming)
- Open Discussion. (Flip Chart)
  - Provide top 3 issues of bay
  - Identify target audience
  - Discuss project type (poster/calendar)

# Process conti...

- Meeting 2 – Seek Agreement
  - Agree on project type - Poster and Calendar
  - Seek agreement on issues (written text).
  - Seek agreement on project design.
- Constructive questioning to seek agreement
  - Window questions – reveals what is important to you.
  - Open ended questions- discovers interests.
  - Scenario questions- explores future.
  - Consensus testing- test if there is agreement, but open for changes.



# Process conti...

- Meeting 3 - Map out Product Design
  - Finalize poster/calendar images
  - Finalize text messages on poster
  - Finalize design look
  - Number of printed copies
- Build consensus
- Seek agreement by constructive questioning
- Held additional meetings via email & mail to seek agreement on project changes.



# Strategies with Artists

- Develop a positive collaborative action to engage artists.
- Persuasion Techniques.
  - Common interests- Biscayne Bay
  - Appeal to common standards
  - Build Trust
- Negotiation Strategy
  - Learn to better understand their interests
  - Create a Win-Win Situation- satisfy all needs



# Funding... Who's going to Pay?

- Seek Sponsors to Support Project Cost
  - Build foundation with stakeholders to explore options for sponsorship
  - Use Persuasion Techniques
    - Common interests
    - Use humor
    - Integrate solutions



# Results



Bear Cut - Paul Crockett



Egret at the Barnacle –  
Phil Capen



Morningside by Bay  
- Paul Crockett



Mangrove on the Rock –  
Phil Capen



Boca Chita Light-  
Carol Garvin



Stiltsville's Last Stand- Carol Garvin



# Lessons Learned

- Stay neutral as a facilitator and be flexible to changes.
- Listen opening, respectfully to all parties.
- Communicate clearly the goals and objectives.
- Communicate regularly and often to all parties.
- Multiply ways to reach consensus, method depends on group.
- Enhanced better working relationships with parties and knowledge of issues.
- Be prepared and organized at meeting
  - Flip charts, markers, tape, pens.



# More lessons learned

- Learned the consensus building process.
- Learned facilitation techniques.
- Learned inter-personal communication skills.
- Learned that two 100 lb. tanks of oxygen are the number one item you want when lost on the moon. (not a box of matches)



# Things I would Change

- Invite people with money. \$\$\$
- Develop a strong relationship with stakeholders. (strike interests)
- Devote more time to visit people, one-on-one contact or phone calls.
- Change meeting place, time, date to accommodate members.
- Serve food and drinks. Create a more cooperative climate.

