

Optimizing stakeholder communication strategies in the Orange Creek Basin

Steve Beck: Biologist IV

**Florida Fisheries and Wildlife Conservation Commission,
Division of Freshwater Fisheries Management**

Allegra Buyer: Program Manager

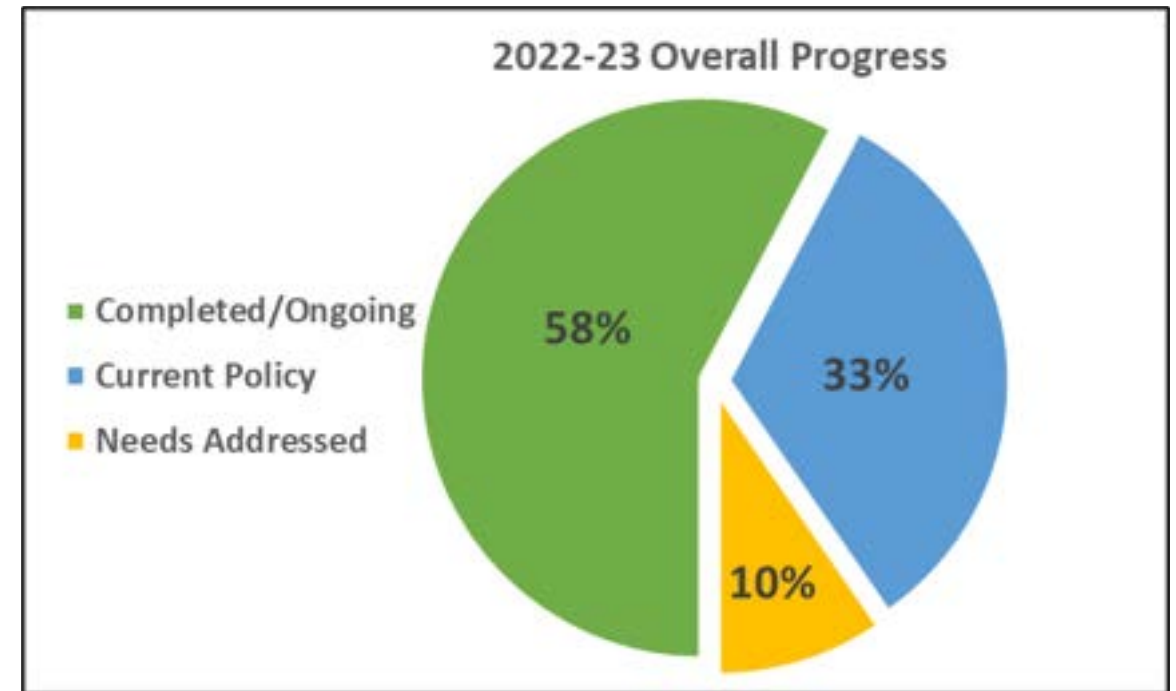
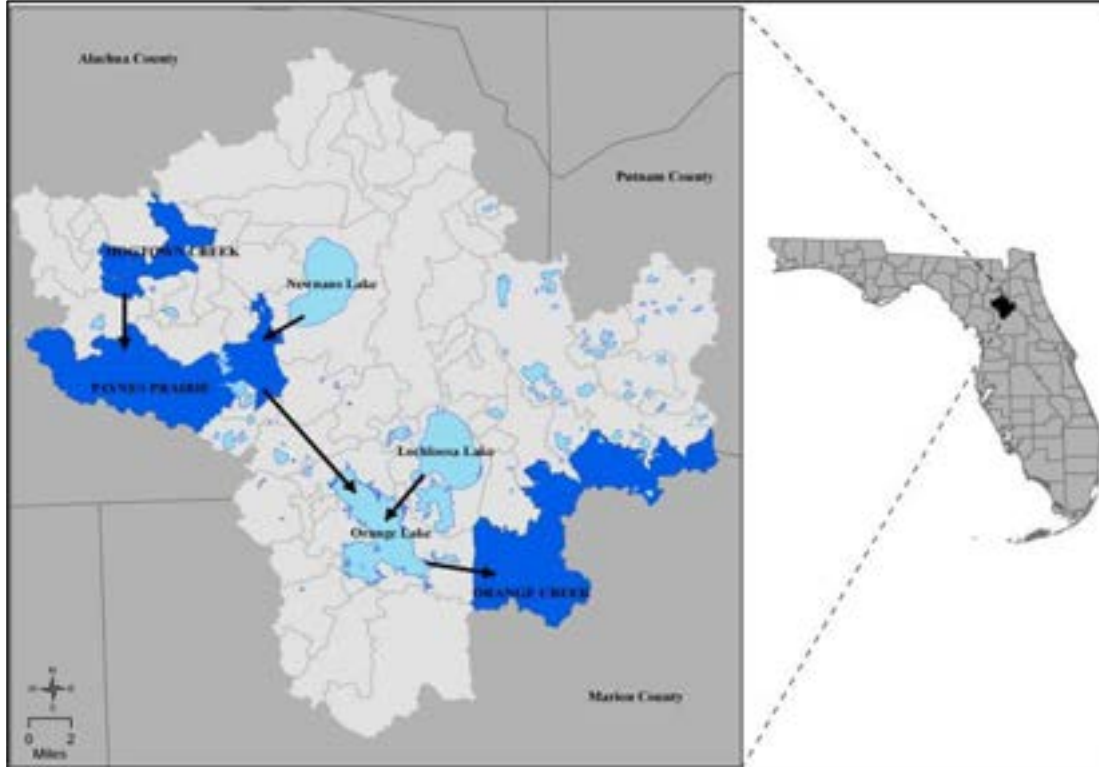
Seminole County Natural Lands Program

Natural Resource Leadership Institute

Practicum Presentation

Issue Summary- What

- Orange Creek Basin Working Group
- Orange Lake Habitat Mgmt Plan (2016):
 - REGULAR Public Meetings
 - Only high public turnout if controversy



Issue Summary- Why

- Maintenance Engagement Problem
- How to promote constructive engagement



Techniques: Stakeholder Survey

- Fall 2023 Online Survey: 8,000+ people
- Paper Survey: Fall 2023 Public Meeting
- Goals for these surveys
 - Characterize:
 - Stakeholder Types
 - Interests
 - Opinions on Outreach
 - Implement Results
 - Increase Engagement

ORANGE CREEK BASIN STAKEHOLDER SURVEY: October 26, 2023

The Florida Fish and Wildlife Conservation Commission (FWC) would like to provide information of greatest interest to Orange Creek Basin stakeholders in the best ways possible. Please complete this survey to help us improve our outreach activities.

1) Which activities do you participate in on the Orange Creek Basin? (CHECK ALL THAT APPLY)

☐ Bass Fishing
☐ Tournament Bass Fishing
☒ Crappie/Speck Fishing
☒ Panfish/Bream Fishing
☐ Commercial Fishing
☐ Waterfowl Hunting
☐ Alligator Hunting
☐ Bird Watching
☐ Recreational Motor Boating
☐ Recreational Airboating
☐ Recreational Canoeing/Kayaking
☐ Family Traditions
☐ Other (please describe: _____)
☐ Other (please describe: _____)

2) Which two activities above are most important to you? 1. Crappie
2. Panfish

3) What type of information are you interested in receiving from FWC? (CHECK ALL THAT APPLY)

☐ Fisheries Management/Research
☐ Habitat Management/Research
☐ Invasive Plant Management/Research
☐ Waterfowl Management/Research
☐ Alligator Management/Research
☐ Non-game Species Monitoring/Research
☐ Water Quality
☐ Geology/Hydrology
☐ Youth Educational Material: Fisheries/Wildlife Biology
☐ Youth Educational Material: Careers with FWC
☐ How to use the "What's Happening On My Lake" website
☐ Management/Research from other parts of the state that may benefit the Orange Creek Basin
☐ Other (please describe: _____)
☐ Other (please describe: _____)

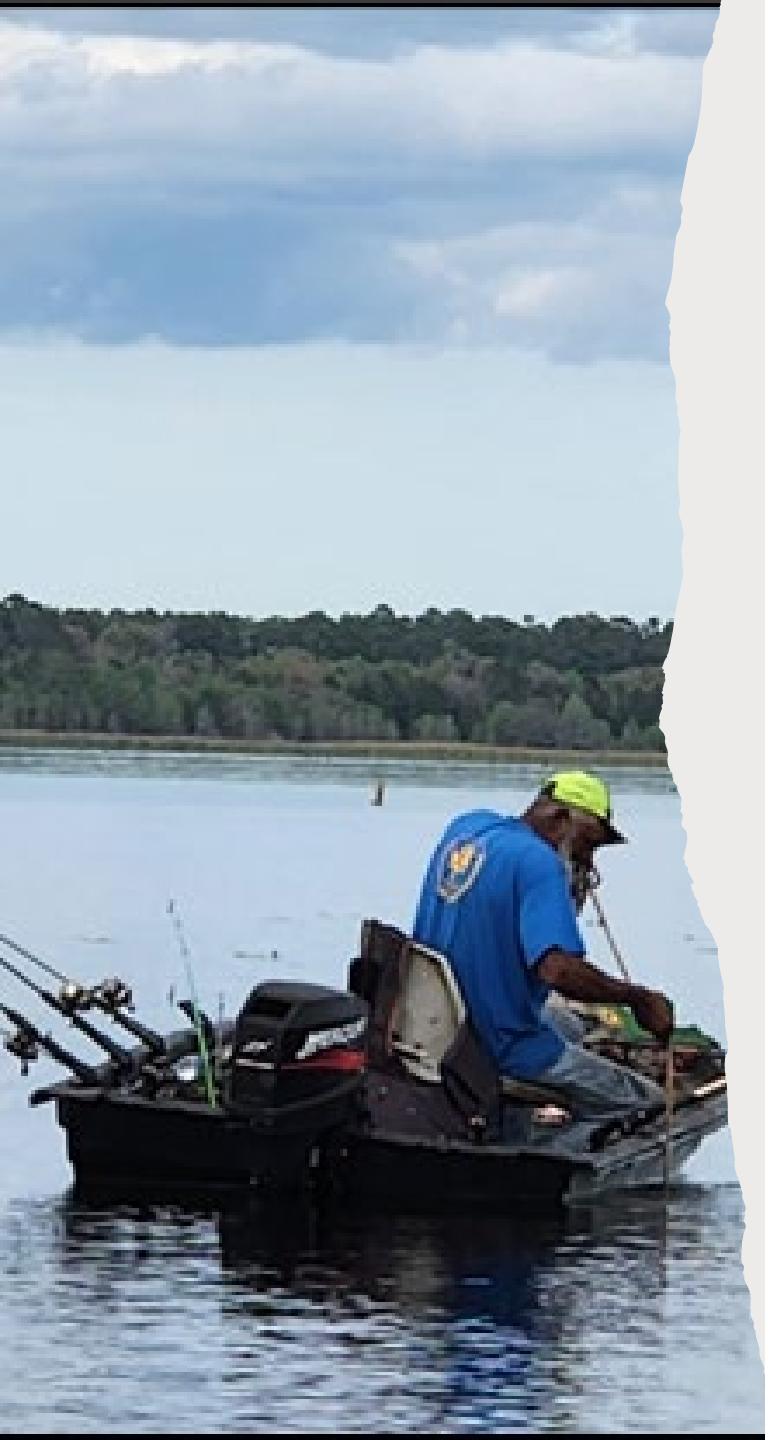
4) Which two topics above are most important to you? 1. _____
2. _____

Stakeholder Survey Results

(125 responses)

- **STAKEHOLDER TYPES:**

- **Bass Anglers:** 78%
- **Crappie Anglers:** 46%
- **Panfish Anglers:** 35%
- **Birdwatchers:** 22%
- **Bass Tournament:** 20%
- **Waterfowl Hunting:** 14%
- **Recreational Boating:**
 - **Motor:** 16%
 - **Canoe/Kayak:** 13%
 - **Airboat:** 2%
- **Alligator Hunting:** 5%



Stakeholder Survey Results

- INFORMATION OF INTEREST:

- **Management/Research:**

- **Fisheries:** **75%**

- **Habitat:** **70%**

- **Invasive Plant:** **54%**

- **Water Quality:** **52%**

- **How to Use Website:** **35%**

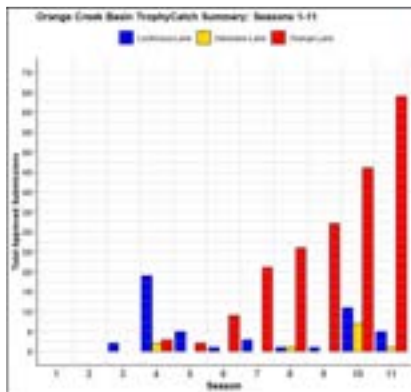
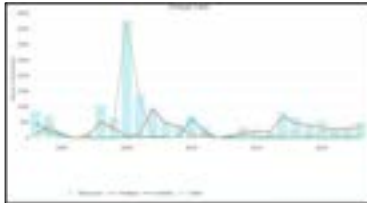
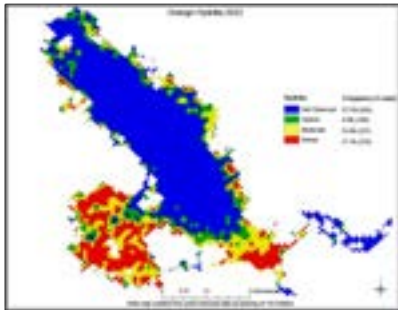
- **Waterfowl M/R:** **27%**

- **Geology/Hydrology:** **18%**

- **Alligator M/R:** **16%**

- **Non-game Species:** **15%**

- **Non-OCB M/R:** **14%**



Techniques:

• MEETING PREP:

- Process Agenda
- Timeline
- Stakeholder Survey Results
- Meeting Advertisement

• MEETING DESIGN:

- Icebreaker
- Presentations
 - Survey Results
 - Current Activities
 - Topic of Interest (Orange Lake Habitat Management Plan)
- Breakout Groups:
 - Discuss FWC Orange Lake Management
 - Decide on 3 primary likes/concerns
- Reconvene and review commonalities

Topic 1: Welcome/Intro

OVERALL:
- Increasing SH understanding
of each others viewpoints
- Provide constructive SH feedback

Agenda

Outcomes: - ~~Understand what/why~~
- BSH understands what/why

Activities: - Round the room Intro (if few people)
↳ Icebreaker - What like?
What Activity?
- Brief FWC presentation (Insert Intro)

Topic 2: Discuss Survey Results

Powerpoint

Outcomes: SH start to understand each other

Activities: FWC Pres (Survey Results)
(Upcoming Mgmt)

Topic 3: Upcoming Mgmt

Flipchart
Markers

Outcomes: - SH talk to each other (instead of FWC talking at them)
↳ understand who supports/opposes

Activities: - Understand Hab Mgmt Plan?
- Breakout Groups (4)
↳ Count off (randomizes groups)
↳ List 3 good things about mgmt
3 concerns
- Facilitator for each - Report
- Bring everyone together - Review - FWC will address/discuss later

Outcomes:

Meeting turnout - Icebreaker

- Low meeting turnout (20)
- Icebreaker awkward/fumbling mics
- Some didn't want to participate
- "Wife" intros (no names)



Outcomes: Presentations

- 45 min period too long
 - Have to provide info!
- 3 different speakers helped





Outcomes: Breakout Groups

- Minor confusion counting off
- Some people left (3)/did not participate (2)
- “Does this even matter”
- Maybe too much FWC explaining things
- Somewhat difficult focusing group on task

Office DEPOT

② LIKES:

- LOTS OF BIRDS & WILDLIFE
- FLOATING VEG. UNDER CONTROL
- FEWER / SMALLER TURSOCS
- FISHING HAS BEEN GOOD!

① LIKES

- X - Looks Great - Good Habitat
- X - Eagles / Bird Diversity / Small Kites
- Fishing / Big Bass
- Opening Up North End (Treatments / Shredding)
- Harvest Projects / Shredding
- X - Ramp Improvements

① Concerns

- HB Ramp Improvements (won't harm)
- X - Water Quality (Albidity)
 Could get worse Development / Seals / Road / Runoff
- X - Hydrilla (Invasive) - Out of Control
- X - Water Withdrawal (Golf Course Farming)
- Why No Burn? Tursocks
- No Luck Fishing
- Herbicide concerns - Fish Health

③ CONCERNS

- ★ SPRAYING - WHAT DOES IT DO? in ponds
- ★ MUCK DEATH
- DEVELOPMENT - NEW RV PARK
 INCREASED BOAT TRAFFIC
- ★ BASS TOURNAMENTS
 BASS POPULATION

Office DEPOT

② CONCERNS:

- TOO MANY TOURNAMENTS
- TOO MUCH HYDRILLA - LAKE ACCESS
- EFFECTS OF NEW RV PARK

③ LIKES

- ★ MEETINGS
 GOOD HELP FROM FWC STAFF
 LIKE FENCE WORKING FOR FWC
- ★ GOOD ACCESS (PLANTS)
- ★ HABITAT HAS COME BACK
 HYDRILLA

Outcomes: Wrap up

- “Aha” moments didn’t seem to happen
- Folks who stayed seemed to enjoy it
- Briefly covered commonalities between groups

Lessons Learned



- Meeting advertisement could be improved
 - reliant on email, could do “door to door”, better venue?
- Simplify Icebreaker (handraising?)
- Good Breakout Format
- While not the goal, good interaction between stakeholders/FWC staff
- Topic complex (focused more on good/bad conditions than mgmt. actions)
- Dependent on attendance (maybe issues with high numbers)
- Do intros in breakout groups
- Taking too many pics?
- Simplify Wrap-up



Next Steps

- **Implementing Survey Results: Long Term Process**
 - **Most stakeholders are satisfied with communication strategy**
 - Quarterly newsletters/utilizing social media
 - **Utilize Survey results in future meetings**
 - Focus topics on survey interests/stakeholder types
- **Keep utilizing interactive activities at meetings**
 - Some folks may not like this
- **Make public meetings more of an “event”**



**Thank You
Questions?**