The Apalachicola Bay System Initiative

Community Advisory Board Outreach Sub-Committee

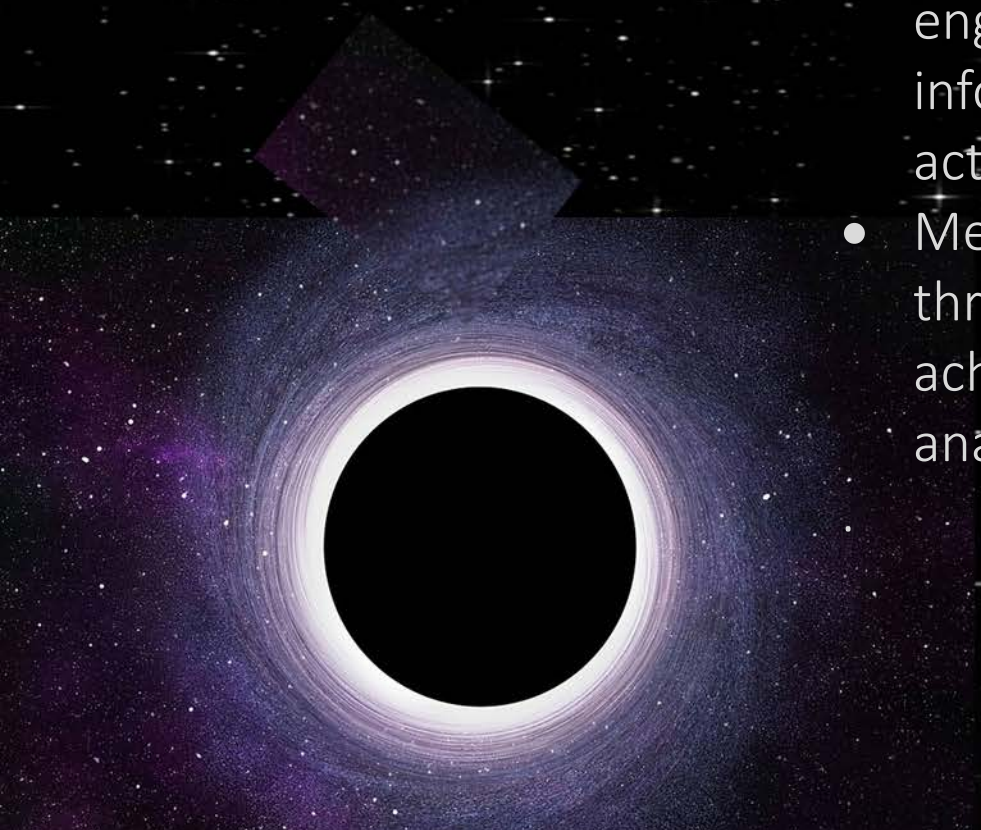
Members: G. Ackerman, S. Brooke, F. Coleman, A. Groves, C. Hanson, M. Mahood

Part of the Charge of the ABSI Community Advisory Board

As ambassadors for ABSI, members are asked:

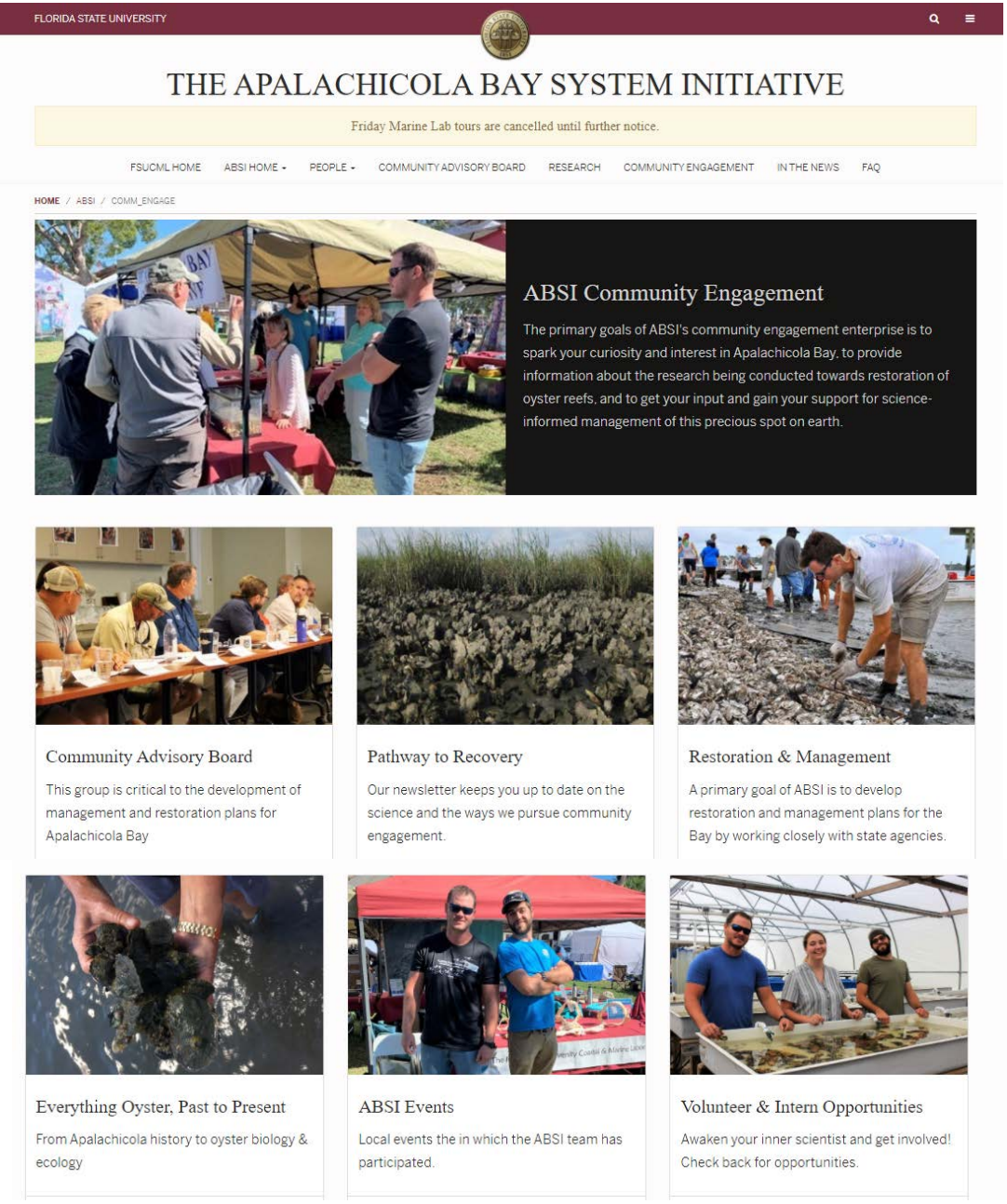
- to inform people w/in their sphere of influence @ ABSI
- to help tie ABSI tightly & positively to local communities
- to bridge the gap between ABSI and local & regional communities

Filling the Void



GOAL – TO BRING THE PUBLIC ALONG WITH THE ABSI PROCESS BY:

- Creating outreach & community engagement strategies that actively inform the public about ABSI's goals & actions.
- Measuring strategy effectiveness through direct participation in achieving actions, as well as web analytics & media stories

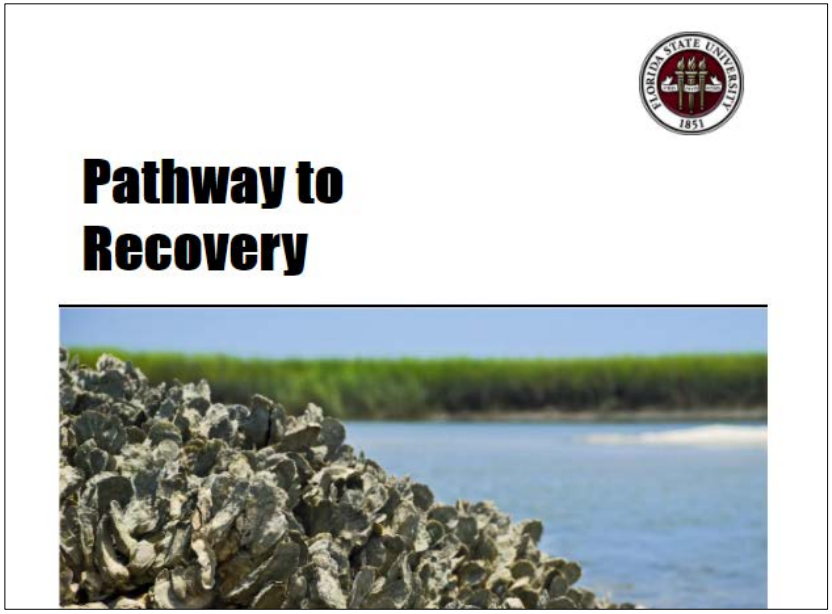


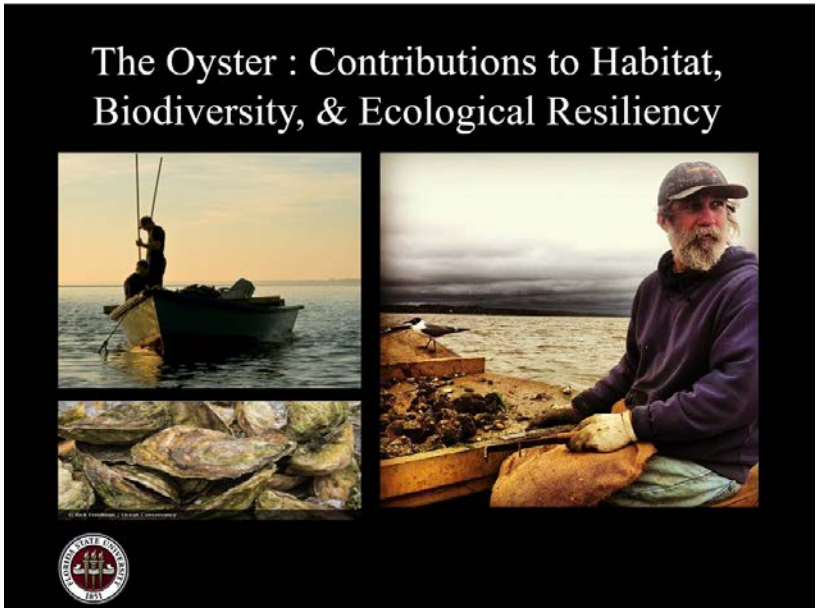
Proposed Strategies for Community Engagement

1. Develop CAB (created 2019)
2. Create paid hatchery internships (w/ Franklin's Promise Coalition)
3. Develop shell recycling program
4. Public meetings to engage community
5. Public events at FSUCML and at ANERR showcasing ABSI
6. Public interface through social media & the FSUCML website
7. Provide organized workshops & conferences, engaging the Science Advisory Board, media in press events and through press releases.

Initiatives for Outreach Sub-Committee

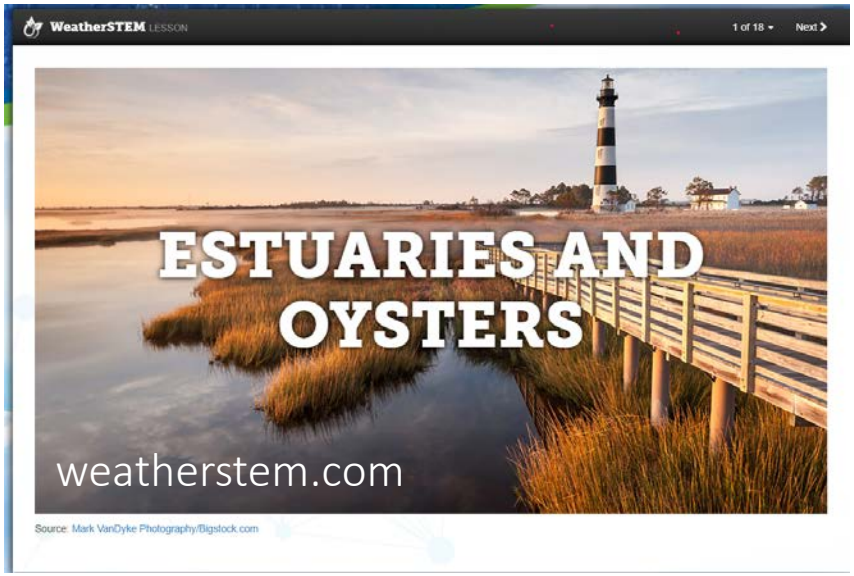
- Produce a newsletter after every CAB meeting
- Develop short (30 minute) seminars about ABSI as part of the regular FSUCML lecture series





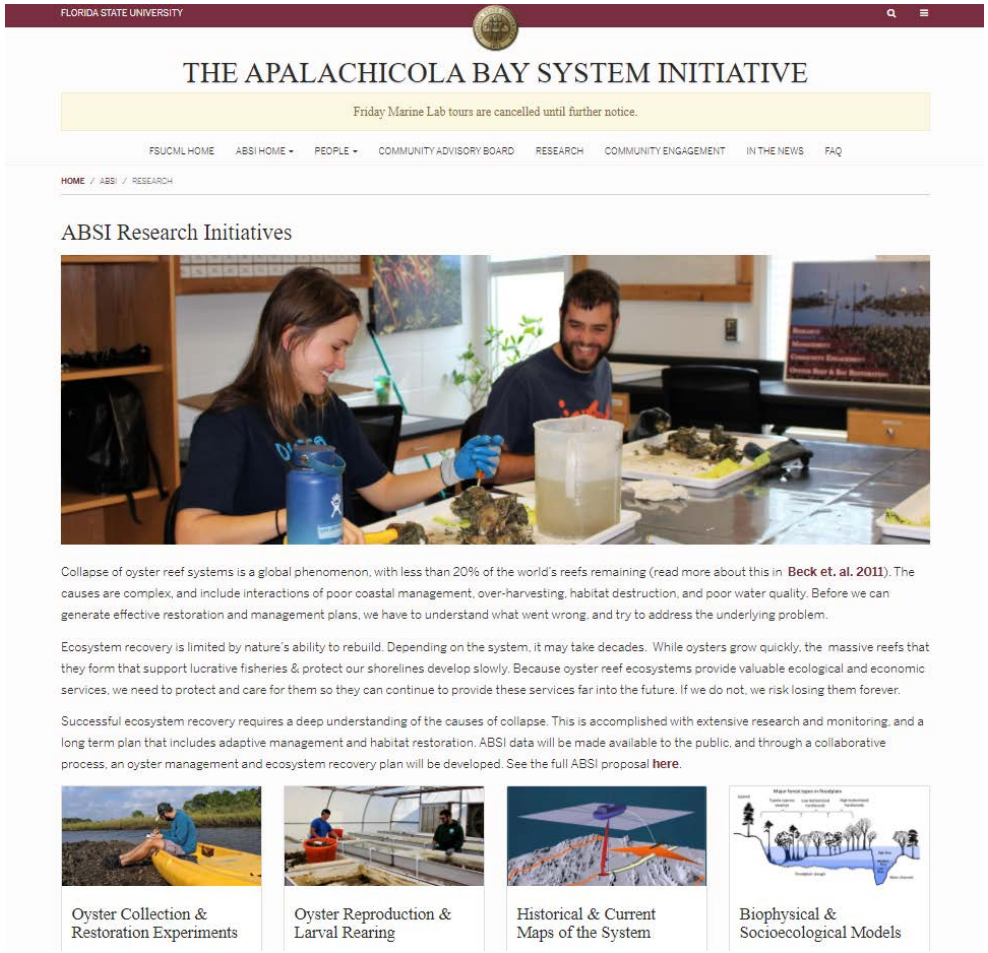
Initiatives for Outreach Sub-Committee

- Approached Weatherstem & approached by UF *"Scientist in Every Florida School"* about producing virtual content on their & our websites for K-12
- Developing a recycling program as a business



Points to Include in Public Updates

ABSI newsletter released soon after each meeting



- Provides links to articles on ABSI Website, including blogs by CAB members
- Emphasize what ABSI actions entail:
  - working, sharing data, & identifying/filling data gaps w/ partners, agencies, and others
  - ensuring that the restoration & management plans developed are available for review & comment, and embraced by the stakeholders & the public.
  - making all meeting presentations available on the website
  - highlighting that the goal is to restore the health of the ABS & its oyster reefs
  - assuring that these goals will have sustained actions that are taken up by the managing agencies and the community