

Big Wave #3 Gameplan: Community Building

(Notes from breakout Feb 28)

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Goal: Increase awareness, build advocacy, and support implementation of IOCM

Objectives:

- Increase inclusion of diverse communities
- Promote community/resource awareness
- Build a community to develop advocacy (both policy and technical) for IOCM

(Ask broader audience for desired outcomes)

Assumptions:

- Community wants to work together
- Community will result in existence of mo' betta mapping
- There's a need for IOCM
- Waves 1 & 2 will exist and be successful
- Commitment from this group to keep effort moving forward

Team Resources: TBD

Approach: (Many ideas but immediate priorities are numbered)

1. Establish outreach team (ask committee to volunteer now) - Volunteers so far: NOAA/NGS/CSC, MAPPS, NSGIC, USACE, MMS, USGS - Feb 28 high noon

- Immediately develop succinct message that describes community and effort for various newsletters and other outreach efforts to build awareness – May 30
- Develop fact sheet for website that clearly articulates “WIFM” for stakeholders to participate and advocate – May 30
- Describe/define how IWG-OCM works with other national groups
- Link outreach to other regional/national efforts (e.g. Gulf Alliance outreach)
- Use “Spider” approach for outreach. Go thru multiple networks to distribute message/etc.

2. ID who stakeholders are (see starter list at end) – May 30

3. ID national/beltway/regional forums and get on agendas (NOW) to convey IOCM effort/message and approach – March 30. Identify calendar of events and host on iocm website. (e.g.NSGIC annual mtg agenda being developed now)

Other ideas and longer term:

Plan and host regional/stakeholder forums

Develop Bill that supports an IOCM Program (based upon Strategic plan). To include findings (the why?); Definitions (the roles and responsibilities); Policy (the What?); and the program (authorizations/mechanisms)

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ID and communicate training opps (3-months)

ID existing awareness opps such as training, wksp, conf. etc. (3-months)

ID joint agreements needed (do we need a Fed membership list?)

ID existing programs to facilitate these goals

Effectively communicate these items through empowered outreach team

Establish joint agreements for sharing resources as appropriate from above

Committee needs to learn to truly listen to community recommendations

Plan and host a National conference (3 YEARS OUT)

Challenges:

- Federal bureaucracy that provides roadblocks to more effective coordination/cooperation (e.g. MOUs, MOA's, JPA's and legal reviews)
- Need elevator speech that is tailored for both user/technical and policy audiences
- Don't have a "program" yet to "sell" to community. Thus need waves 1&2.
- Change is hard
- Feds can't "lobby"; thus need a community to advocate on their behalf.
- Diverse, very large group of stakeholders
- Cultural and language differences
- Some activities fall outside Fed ability
- Many National workgroups, how do we separate ourselves? Are we reaching too far?
- A sense of Ocean emphasis vs. coastal. Need to be aware internally to this group that political drivers are more influenced by where people live.

Success Factors:

- Increased awareness of IOCM
- Increased user satisfaction
- Increased stakeholder participation, contributions, and use
- Demonstrated societal benefits to more efficient and thus effective decision-making

Interdependencies:

Other national efforts - How to leverage?

Stakeholders (a starter list):

- Coastal engineers and Scientists (practitioners)
- Research/academic community
- State and Local Coastal resource managers (e.g, CZMs, DEPs, DNRs, FMCs, Sea Grant, NERRS, NEPs, etc.)
- State and local gov't
- Economic developers
- Board of supervisors
- Fisheries mgrs
- FEMA
- Flood plain mgrs
- Land owners

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- Emergency mgrs
- Conservation orgs/NGOs
- Private geospatial firms
- USGS
- Tax assessors
- Navy/Coast guard – port security/DHS
- Port authorities
- Real estate industry
- Insurance industry
- Shipping and recreational boating industry
- “friends of NOAA”
- Regulatory programs
- Civil engineers
- Architects and engirneers
- Oil and gas industry
- Alternative energy
- Popular science rags/jounrals