

Capacity Building 1 Final Report

GULF RESEARCH PROGRAM

Project Title: Building Industry Engagement within the Gulf of Mexico

Alliance to Increase Impacts to Regional Efforts

Award Amount: \$149,744

Awardee: Gulf of Mexico Alliance Award Start Date: 05/01/17 Award End Date: 08/31/19 NAS Grant ID: 2000008095

Project Director: Laura Bowie **Affiliation:** Gulf of Mexico Alliance

Project Key Personnel:

- Kristen Kapiotis, Coastal Resilience Team Coordinator, Mississippi Department of Marine Resources
- Kayleigh Michaelides, Data & Monitoring Team Coordinator, Florida Department of Environmental Protection
- Lee Yokel, Education & Engagement Team Coordinator, Dauphin Island Sea Lab
- Jim Pahl, Habitat Resources Team Coordinator, Louisiana Coastal Protection and Restoration Authority
- Ann Porter, Water Resources Team Coordinator, Mississippi Department of Marine Resources

I. PROJECT SUMMARY (from proposal)

GOMA proposes to improve natural resource management policies and decision-making by increasing science-based knowledge exchange with businesses and industries that are most directly connected to the Gulf coast and associated coastal and marine environments. Increasing the participation of business and industry in collaboratively addressing regional issues is important because coastal and marine-based businesses are in a strategic position to have exponential effects on coastal challenges by their use and contribution to science, technology, and tools in the region. Although GOMA has an active Business Advisory Council, GOMA membership is comprised of mostly policy makers, natural resource managers, and outreach professionals who have come together to address common priority issues in the region. Through this proposed project, GOMA teams can develop deeper engagement with specific industries to work through priority coastal issues together. The results of this improved collaboration would have a significant impact on society, including more science-based solutions being applied to coastal challenges; more accessible data made available to a larger group of public and private users; and increased sharing of technology and tools to improve resource management.

Specifically, the objectives of the proposed project include:

- 1) Identify specific industries for engagement that are most directly tied to GOMA's priority issues;
- 2) Increase participation of business representatives within those industries through focused outreach and engagement efforts;

- 3) Incorporate industry knowledge and information into policy and management recommendations; and
- 4) Encourage the use of GOMA tools and technology in business and industry decisions.

II. PROJECT SUMMARY (from final report)

- GOMA's Data & Monitoring Team engaged with ESRI, Inc. (a GIS mapping software supplier) and started a series of discussions with them about data products and ways to make them better for resource and restoration planning in the Gulf.
- GOMA's Education & Engagement Team held an industry panel at their meeting where the
 primary agenda topic was how to effectively communicate the causes of beach closures to the
 tourism public.
- GOMA's Wildlife Resources Team held an industry discussion at their meeting to discuss sustainable seafood practices.
- Several of GOMA's Teams participated in an in-depth series of field experiences to build on the
 engagement efforts (Wildlife & Fisheries, Habitat Resources, Education & Engagement, and
 Water Resources). The immersion experience emphasized connecting the dots between beach
 tourism and water quality; ecotourism and habitat creation/restoration; and commercial
 fishing/restaurants and sustainable seafood.
- Additional opportunities for industry engagement were presented when the industry
 participants were invited to join GOMA's Business Advisory Council meeting. The meeting
 consisted of a business agenda plus a field trip to further connect business partners with the
 GOMA tools and techniques.
- Even more opportunities for industry engagement were provided when Esri conducted a drone mapping workshop for all GOMA partners, including state and Federal resource managers and industry representatives alike.

III. PROJECT RESULTS

Accomplishments

The problem that we addressed in the funded project was to improve the exchange and sharing of science-based knowledge, applicable tools, and experiences between GOMA state agency personnel and representatives of affected business and industry representatives in the Gulf of Mexico region. To address the problem, GOMA identified specific industries for engagement that are most directly tied to the priority issues in the region and increased participation of business representatives within those industries. Our industry engagement efforts resulting from this grant have made the GOMA Teams more informed and have helped the industry representatives to understand the tools and techniques that GOMA Team members bring to the table.

<u>Implications</u>

The impacts of our industry engagement efforts will go far beyond the period of performance for this grant and already include:

• continued collaborations with Esri through workshops for resource managers designed to help resource managers innovative mapping

- partnering with commercial fishermen to push sustainable seafood techniques, including applying for a grant with fishermen and Audubon Nature Institute to develop a shrimp trawl monitoring phone app
- privately funding the education and outreach efforts of FORTIFIED residential and commercial construction
- privately funding studies to quantify the impacts of HAB outbreaks to tourism and commercial fishing

Unexpected Results

GOMA anticipated that inviting industry representatives to engage with GOMA Teams would cost more than it did. Many of the industry representatives elected not to charge GOMA for their time and or/travel to participate, thereby allowing enough funds to create the additional immersion field experiences conducted in Year 2.

Project Relevance

The following audiences would be most interested in the results of this project:

- Local Government Officials
- State Government Officials
- Federal Government Officials
- Non-Profit Private Sector
- For-Profit Private Sector

State and Federal government officials, NGOs, and private sector businesses/industry would all be interested in the outcomes of this project as it can provide a road-map or blueprint for an effective method of engaging industry representatives to join the conversation about how natural resources are managed.

Education and Training

Number of students, postdoctoral scholars, or educational components involved in the project:

- Undergraduate students: 0
- Graduate students: 0
- Postdoctoral scholars: 0
- Other educational components: 0

IV. DATA AND INFORMATION PRODUCTS

This project produced data and information products of the following types: N/A

DATA

Data Management Report:

N/A

Additional Documentation Produced to Describe Data: N/A							
Other Activities to Make Data Discoverable: N/A							
Sensitive, Confidential, or Proprietary Data: N/A							
INFORMATION PRODUCTS							
Information Products Report: See attached Information Products Report.							
Citations for Project Publications, Reports and Monographs, and Workshop and Conference Proceedings: N/A							
Websites and Data Portals: N/A							
Additional Documentation Produced to Describe Information Products: N/A							
Other Activities to Make Information Products Accessible and Discoverable: N/A							
Confidential, Proprietary, Specially Licensed Information Products: N/A							
V. PUBLIC INTEREST AND COMMUNICATIONS							
Most Unique or Innovative Aspect of the Project							
The most unique aspect of our project so far is the collaborative relationship that the GOMA Data &							
Monitoring Team has developed with representatives from Esri, Inc. (a major GIS online mapping							
software company). Together, they started a series of discussions about data products and ways to							
make them better for resource planning in the Gulf. Currently, GOMA's Data & Monitoring Team and							
Esri have jointly submitted a proposal to a federal funding source for a coastal mapping program							
designed to compile benthic habitat maps in the coastal areas for all five states and link them to federal							

Relationships Between Data Sets:

N/A

data sets through an online visual tool developed on the Esri platform. Esri has also committed to

building true partnerships with the state resource managers in order to effectively communicate through innovative mapping techniques.

Also, while it was in the proposed scope of work all along, it's actually quite unique to have been able to recruit so many industry partners to participate in GOMA – not just for one panel discussion, or one meeting, but to actually become an active and contributing member of some of the GOMA Teams. For example, the Mississippi Commercial Fisheries United participated in the sustainable seafood effort of the immersion experience and as a result, they are collaborating with members of GOMA's Wildlife & Fisheries Team to submit a proposal to NOAA for an innovative phone app that shrimpers can use to demonstrate by-catch accountability.

Most Exciting or Surprising Thing Learned During the Project

GOMA has been pleasantly surprised at how easy it has been to invite industry representatives to cooperatively participate in panel discussions with their teams thus far; so much so that the business representatives have not charged us for their time and/or travel, saving a significant amount of funding for an additional immersion experience.

Most Important Outcome or Benefit of Project

GOMA Teams have made significant strides in developing collaborative relationships with representatives of industries that have direct connections to GOMA's priority issues, thus opening the way for broader communication and to impact natural resource management and/or the understanding thereof.

Communications, Outreach, and Dissemination Activities of Project

GOMA Article on Immersion Tour (February, 2019 newsletter):

https://gulfofmexicoalliance.org/2019/02/how-do-you-develop-an-appreciation-for-the-gulf-environment-economy-connection-you-immerse-yourself-in-it/

GOMA All Hands Press Release (June, 2019): https://gulfofmexicoalliance.org/2019/06/the-gulf-of-mexico-alliance-brings-in-gis-software-leader-esri-for-drone-training/

FOX10 Mobile, AL covered All Hands on Monday, June 10, including an interview with Drew Stephens, Esri, on their morning news show

https://www.fox10tv.com/news/gulf-shores-hosts-annual-gulf-coast-alliance-all-hands-conference/article 9dda9908-8ba6-11e9-a8f0-bbf0afa29b6a.html

GOMA newsletter: www.gulfofmexicoalliance.org GOMA Social Media @GOMAlliance (Facebook, Twitter)

Videos at <u>www.vimeo.com/gulfofmexico</u>

Information Products Report

InfoProductType	DigitalResourceType	Title	FileName	Creators	PublicationYear	Publisher	RepositoryName	DOIorPersistentURL	DatasetReference
		Immersion	How Do You Develop an Appreciation for the Gulf Environment- Economy Connection, You Immerse Yourself	Yokel, Lee; Mohrman,		GOMA monthly	GOMA news archives: https://gulfofmexicoalliance.org/2 019/02/how-do-you-develop-an- appreciation-for-the-gulf- environment-economy-connection		
Media Coverage	Web Based Resource	Tour article	In It Gulf of Mexico Alliance Brings in GIS software Leader Esri for Drone	Christina	2019	newsletter GOMA monthly	you-immerse-yourself-in-it/ GOMA news archives: https://gulfofmexicoalliance.org/2 019/06/the-gulf-of-mexico- alliance-brings-in-gis-software-	N/A	none
	Web Based Resource	Press Release	Training Interview with Drew	Yokel, Lee	2019	newsletter, Newswise	leader-esri-for-drone-training/ FOX 10 Mobile website: https://www.fox10tv.com/news/g ulf-shores-hosts-annual-gulf-coast- alliance-all-hands- conference/article_9dda9908- 8ba6-11e9-a8f0-		none
	Web Based Resource	coverage	Stephens, Esri	FOX 10 Mobile, AL	2019	FOX 10	bbf0afa29b6a.html	N/A	none