

Outreach to Local “Decision Makers”

8th Annual Southern and Caribbean Regional Meeting

Panama City, Florida

January 17-20, 2006

James Hackett, Environmental Planner

Who are “Decision Makers”

- **City/County Council**
- **Planning commission**
- **Planning staff**
- **Developers**
- **Engineers**
- **Realtors**

Identifying Issues

- **Coastal program concerns**
- **Local government concerns**
- **Outreach to potential stakeholders**

Types of outreach

- **Speakers bureau**
- **Council meetings**
- **Fact sheets**
- **Individual-small group meetings**
- **Workshops**

Speakers Bureau

- **Ensure all issues can be presented**
- **Each section should have a speaker in the pool**
- **Keep your audience broadly defined**
- **Develop a collection of presentations that can be given and marketed**
- **Keep same format and style throughout presentations**

Council Meetings

- **Agenda item vs. public comment period**
- **Know Council background and history**
- **Provide hard copy information**
- **Include follow-up opportunity and contact information**

Fact Sheets

- **One page**
- **To the point**
- **Bullet take home points**
- **Provide contact information**
- **Use same format and style for all sheets**

Individual – small group meetings

- **No more than two hours**
- **No more than eight people**
- **Limit number of topics to be discussed**
- **Distribute agenda beforehand**

N O R T H C A R O L I N A



SOUTH CAROLINA
COASTAL ZONE

ATLANTIC
OCEAN

Find a Local Champion



Workshop Tips

- **Send invitations 4-6 weeks ahead**
- **Personal invitations**
- **Call 2-3 weeks ahead**
- **Ensure easy access and parking**
- **Partner if possible to expand audience**
- **Provide food and drink, comfortable atmosphere**

Workshop Tips

- **Half day vs. full day**
- **Morning vs. Afternoon**
- **Registration**



State and Coastal Laws and Regulations

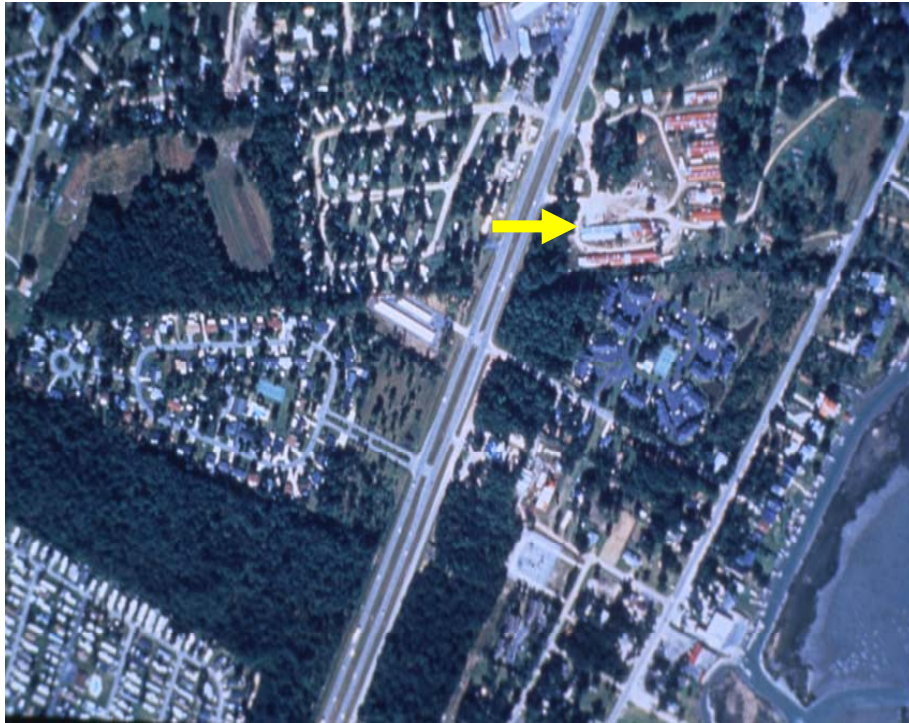
SC LLR Course No. CEC274001

Richard Chinnis, Regulatory Program Director

Workshop Presentations

- **Bullet information**
- **Don't read the presentation**
- **Print out slides**
- **Local experts**
- **Local success stories**
- **Put information on line**
- **Follow-up and contact information**

Murrells Inlet, South Carolina



1994



1997

Urbanization and Southeastern Estuarine Systems Project

Natural Resources

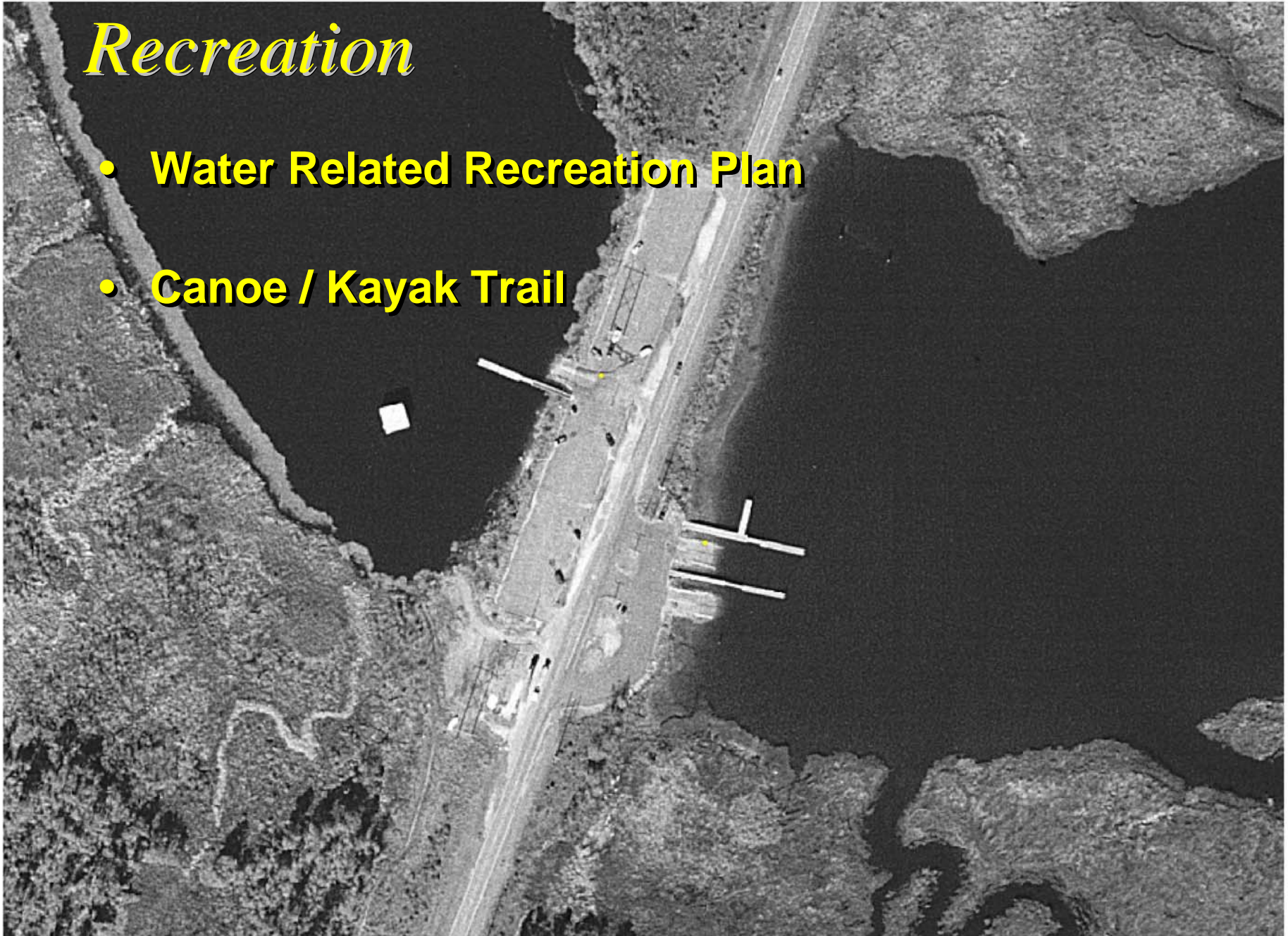
- **Stabilize Cooper River Water Flows**
- **Develop And Promote Measures To Protect Colonial Waterbirds**
- **Develop A Rice Field Succession Plan For The Upper Cooper River**
- **Integrate Ecosystem-Level Planning For Wetlands**
- **Establish Local Wetland Mitigation Banks**

Cultural Resources

- **National Register Historic District Nomination**
- **Cultural Resources Management Plan**
- **Interpretive Program for Historic Sites – Teachers report books**
- **Establish Advanced Coordination Program For Development Sites**
- **Living History Village**

Recreation

- **Water Related Recreation Plan**
- **Canoe / Kayak Trail**





Contact information



Ocean and Coastal Resource Management

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