Strategic Communication and Outreach

Where do we go from here?

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Why Outreach & Communication

- The PUBLIC HAS THE RIGHT to be involved in decisions that affect their lives - it’s the LAW
- Better projects
- More efficient
- More support; success likely
- Required by WRDA 2000
The Restudy Legacy

Information sharing

Engaging the Public

Working Group/Task Force

Public Workshops

Governor’s Commission
Early days of the Restudy

Enviros

Big Sugar
Adapting Public Outreach

- Public meetings ★
- Public workshops ★ ★
- Stakeholder meetings ★ ★ ★ ★
- Interest group meetings ★ ★ ★ ★
- Person-to-person dialogue ★ ★ ★ ★ ★
CERP Information & Outreach

- **WRDA 2000 provision for FUNDED outreach and education**
- **Project Level**
  - Development of Project Implementation Reports and NEPA documents
  - Project construction
- **Program Level**
  - Public Information
  - Environmental Education
  - Minority Outreach
  - Small Business Outreach
Public information - Projects
Picayune Strand Information

BUILDING STRONG®

US ARMY CORPS OF ENGINEERS | Jacksonville District
Public Information
Minority Outreach
Federal Advisory Committee Act

- Must comply with FACA - guidelines for Federal agencies seeking advice/assistance from public/experts
- CERP Guidance Memorandum 011.02
  - Notice meetings
  - Public is not “at the table”
  - Public comment period is distinct
  - Notes/minutes must be taken
- Seek guidance from Office of Counsel
Future Communication Challenge

- Moving from projects, groundbreakings, construction to monitoring, more research and adjustments
- Ecological responses become the focus
- Complexity creates increasingly difficult messages to deliver?
The simple message

Quality

Quantity

Timing

Distribution

“Getting the water right”
The Opportunities Ahead

How we will convey...

- Indicators of success
- Progress made
- Improvements needed

POPULAR MEDIA
ENVIRONMENTAL EDUCATION
Science and the media

Scientists are a major source of information for journalists.

“Journalists” are a major source of scientific information for the public.
“Scientists have a reputation for being unable, or unwilling, to share their knowledge and expertise with the general public, either directly or through the media.”

*National Centre for the Public Awareness of Science*
Scientists vs. the media

“The public image of scientists is one of nerds unable to communicate at a level outside of their peer group.”

Scientists view journalists as “science illiterates”

*National Centre for the Public Awareness of Science
Science and politics

- Growing tendency for politics to deal with scientific issues
- Decreasing public confidence in scientists and their research
- Greater tendency for the media to sensationalize and exaggerate
- More scientists avoiding the media
Meeting the media challenge

Team with Communication Professionals:
- Understand public level of knowledge and areas of interest
- Simplify into “sound bites”
- Seek media opportunities
- Adapt to the web
- Environmental education
- Do community outreach

Increase public trust, confidence, understanding
Environmental Education

St. Johns County Summer Reading Program reaching 1,000 children

Felina’s New Home
A Florida Panther Story
by Loran Włodarski
illustrated by Lew Clayton
The Future is in...  

...their hands