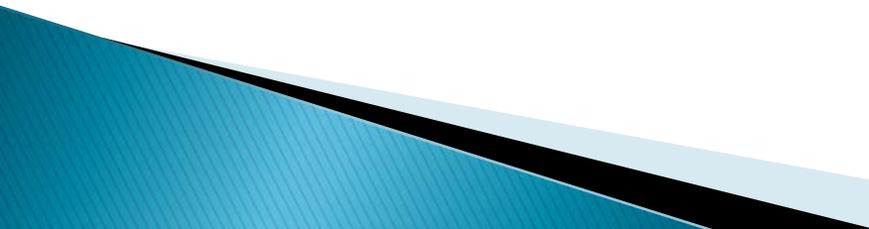


The National Estuary Program

- ▶ Established in 1987 by an amendment to the Clean Water Act to identify, restore and protect estuaries along the coasts of the United States.
 - ▶ By 1996, 28 “estuaries of national significance” were designated as National Estuary Program.
- 

National Estuary Programs





National Estuary Programs in the Gulf of Mexico

Coastal Bends, Galveston Bay, Barataria–Terrebonne, Mobile Bay, Tampa Bay, Sarasota Bay, Charlotte Harbor

From *Building Consensual Institutions: Networks and the National Estuary Program*, M. Schneider et. al., American Journal of Political Science, Vol. 47. No 1, January 2003

The networks in NEP areas:

- ▶ span more levels of government,
- ▶ integrate more experts into policy discussions,
- ▶ nurture stronger interpersonal ties between stakeholders, and
- ▶ create greater faith in the procedural fairness of local policy than other comparable estuaries.

NEPs are. . .

- ▶ **Partnerships to restore and protect through implementation of scientifically sound, community-based management plans.**
- ▶ Guided by a plan
- ▶ Directed by local committees
- ▶ Focused on identified issues of concern
 - Fish and Wildlife Habitat Loss
 - Water Quality Degradation
 - Hydrologic Alterations
 - Stewardship Gaps
- ▶ Often fulfills plans with
 - * Research * Restoration * Outreach * Advocacy

NEPs are . . .

- ▶ Creatively funded.
 - Federal funds must be matched.
- ▶ Creatively administered.
 - nonprofits, housed with governments, government/nonprofit, land trust . . .
- ▶ Independent from EPA.
 - Some NEPs don't include estuary program in their name!

Tampa Bay: Be Floridian

Fertilizer Education Four-Year Campaign

- ▶ Innovative social marketing campaign to support local fertilizer ordinances
- ▶ The media campaign
 - “Garden Like A Floridian” by using slow-release lawn fertilizer in the Spring,.
 - “Skipping the fertilizer’ in the summer when frequent heavy rains can wash fertilizer runoff into the bay and Gulf of Mexico.
- ▶ Flock of custom-painted plastic pink yard flamingos (the Be Floridian mascot)
- ▶ Be Floridian website
 - Homeowners toolkit of resources to facilitate low-maintenance, eco-friendly landscaping
 - an Events calendar promoting Extension landscaping workshops
 - A Yard 911 feature for website users to ask landscaping questions
 - YouTube videos featuring Be Floridian business partners

THIS SUMMER, THE RESPONSIBLE THING TO DO IS TO GO TO THE BEACH



SOMETIMES YOU NEED TO SACRIFICE

Like this summer. Sure, you'd like to sweat your butt off applying fertilizer that's only going to wash down drains to the gulf. But you recognize that triggers algae blooms and kills fish. So you're going to do what's right:

You're going to go enjoy the beach.





RELAX. IT'S THE RESPONSIBLE THING TO DO.

Be Floridian.org

Skip the fertilizer this summer and pledge to have fun.

CITY OF LARGO



DON'T THROW AWAY FUN!
Use less fertilizer –
and save the Bay for fun.
Be Floridian 

LESS FERTILIZER > CLEANER WATER > MORE FUN | Learn more at BeFloridian.org

Meet the Flamingo Artists

Backyard Dreamer
By Joe Weiss

Joe Weiss of Backyard Dreamer creates whimsical and colorful art in his yard. He specializes in creating large-scale outdoor sculptures, including his signature flamingo sculptures. His art is inspired by nature and his love for the outdoors. He has been featured in numerous publications and has a large following on social media.

To see more visit www.backyarddreamer.com



Blossom
By Kacey West

Kacey West of Blossom creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.blossomart.com



Dark Flamingo
By Arlin Coates

Arlin Coates of Dark Flamingo creates colorful and whimsical art. He specializes in creating large-scale outdoor sculptures, including his signature flamingo sculptures. His art is inspired by nature and his love for the outdoors. He has been featured in numerous publications and has a large following on social media.

To see more visit www.arlincoates.com



Dottie
By Anita Long

Anita Long of Dottie creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.dottieart.com



Environmental Pirate Booty
By Samantha Church

Samantha Church of Environmental Pirate Booty creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.environmentalpiratebooty.com



Fanny
By Gloria Ford

Gloria Ford of Fanny creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.fannyart.com



Flamingo Finley
By Carl Hays

Carl Hays of Flamingo Finley creates colorful and whimsical art. He specializes in creating large-scale outdoor sculptures, including his signature flamingo sculptures. His art is inspired by nature and his love for the outdoors. He has been featured in numerous publications and has a large following on social media.

To see more visit www.carlhays.com



FlamingoFish
By Mattie Lammiman

Mattie Lammiman of FlamingoFish creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.flamingofish.com



Floramingo
By Abby Masi

Abby Masi of Floramingo creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.floramingo.com



Fruity-Flava Flamingo
By Andrea Ramirez

Andrea Ramirez of Fruity-Flava Flamingo creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.fruityflava.com



Green Envy
By Jennifer

Jennifer of Green Envy creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.greenenvy.com



Lola
By Stacy Kiser

Stacy Kiser of Lola creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.lolaart.com



Lucinda
By Stacy Kiser

Stacy Kiser of Lucinda creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

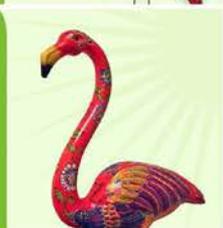
To see more visit www.lucindaart.com



Lucy
By Krista Greenstein

Krista Greenstein of Lucy creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.lucyart.com



Marilyn
By Christine Johnson Jones

Christine Johnson Jones of Marilyn creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

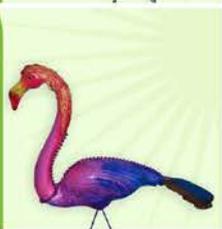
To see more visit www.marilynart.com



Maxine
By Betty Klausen

Betty Klausen of Maxine creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.maxineart.com



Mesheba
By Pete Lauriat

Pete Lauriat of Mesheba creates colorful and whimsical art. He specializes in creating large-scale outdoor sculptures, including his signature flamingo sculptures. His art is inspired by nature and his love for the outdoors. He has been featured in numerous publications and has a large following on social media.

To see more visit www.meshebaart.com



Fish Poach Paacomingo
By Virginia Parkins

Virginia Parkins of Fish Poach Paacomingo creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.fishpoachpaacomingo.com



Roaming Ronny
By Cathie Card Zurch-Wal

Cathie Card Zurch-Wal of Roaming Ronny creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.roamingronny.com



Ramblin' Rosie
By Cathie Card Zurch-Wal

Cathie Card Zurch-Wal of Ramblin' Rosie creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.ramblinrosie.com



Spot
By Anita Long

Anita Long of Spot creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.spotart.com



Sunny
By Anita Long

Anita Long of Sunny creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.sunnyart.com



Tiki
By Sherrill Lach

Sherrill Lach of Tiki creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.tikiart.com



Wilhelmina Wildflower
By Krista Greenstein

Krista Greenstein of Wilhelmina Wildflower creates colorful and whimsical art. She specializes in creating large-scale outdoor sculptures, including her signature flamingo sculptures. Her art is inspired by nature and her love for the outdoors. She has been featured in numerous publications and has a large following on social media.

To see more visit www.wilhelminawildflower.com



The CHNEP. . .

- ▶ Is a *partnership* to protect the natural environment of Florida from Venice to Bonita Springs to Winter Haven
- ▶ Recognizes that estuaries cannot be protected if the land that drains into the waters isn't also protected; therefore, the CHNEP focuses on the estuaries *and* their watersheds.





Outreach Principles

- ▶ **Increase awareness and understanding**
of the natural environment of southwest Florida and increase awareness and appreciation of the CHNEP.
- ▶ **Further partnerships**
with those who are helping to protect the environment.
- ▶ **Fill in the gaps** to successfully fulfill the CCMP.
- ▶ **Be fair and equitable**
so that efforts are supported throughout the CHNEP study area, particularly within the seven counties that participate in the CHNEP Management Conference.
- ▶ **Strive to change behavior, not just provide information.**

Outreach Goals

- ▶ Increase number of partners and strengthen linkages with each partner.
- ▶ Influence partners to implement the CCMP.
- ▶ Strengthen partners' capability and the quality of implementation efforts; develop partners' skills.
- ▶ Increase the awareness and knowledge of the CHNEP and issues of concern in the CCMP and change behavior to help others so their actions help implement the CCMP.
- ▶ Increase the relevance, connectedness and quality of the partnership system.

It's all about the strength of our partners.

A Few of our Outreach Projects

- ▶ Support partners
 - Grants
 - Networking: Environmental Education, Conservation Lands, High School Students (*new*)
- ▶ Stay in touch
 - *Harbor Happenings*
 - Website
 - Videos
- ▶ Target audiences
 - *Adventures in the Charlotte Harbor Watershed*
 - Science fairs
 - Calendars of donated images
 - Song contest

CHNEP Citizens Academy

- ▶ An e-learning site for people to learn more about the natural environment of southwest Florida through websites, videos, social media, online games and quizzes.
- ▶ Videos will help visitor understand issues and encourage them to continue. Video topics include:
 - human-earth connection
 - weather
 - state of water in Florida
 - importance of being in the environment
 - environmental literacy
 - watersheds and aquifers
 - wetlands
 - fire
 - indicator species
 - estuaries
 - conservation lands
 - climate change

