

Project ROC
(Reclaiming Our Coastline)
Implementation



Youth Environmental Alliance

"For Youth, For the Environment, Forever!"

Collaborator Driven Restorations and Municipal Projects as a Means for Community Buy In Efficiency and Lower Cost



Benefits

- Alliances such as YEA offer expertise, broad backgrounds and manpower
- Provide Education and a sense of accomplishment and community
- Expanding partnerships lead to increased bandwidth
- Community buy in and engagement
- Connects politicians to the people
- Reduced turn-around time
- Cost effective



Provide Education

- In-School programs with in-depth education on ecological and resiliency benefits coupled with restoration field trip.
- Education provided at each event as to the importance of the work being done-encourages participation and action
- Engages corporate partners- not just working but have a sense of being involved with solutions to resiliency and habitat loss, etc.
- Increased understanding, leads to fewer complaints and increased support from Community.
- Multiple project types engage and activate all ages
- New perspectives gained from each other and about the nitty gritty of resource management-increasing knowledge and understanding



More Partners= More bandwidth

- Corporations and businesses: team building or “give back” experience
- Developers: give back to the community, learn, mitigate and work with the community.
- Schools: unique opportunity for in and out of school field trips and experiential learning
- More partners + more sites , funding volunteers and opportunities



Connects politicians to the people

- Commissioners may take the lead on these types of restorations in their community
 - Mark Brown of Lauderdale By The Sea. Planted over 20,000 sea oats in one year and continues to expand into new areas of beach thanks to exposure of projects.
 - Won Recognition from the County as an Emerald Award recipient
- Elected officials often times show up to help –promotional, increases good exposure & digging in the dirt with their constituents
- Public and commissioners introduced to the idea in commission meetings which often provides a proclamation



Reduced turn-around time

- Once agreement made, within one month or 2, MOUs or proclamations are established, volunteers are activated and the project is completed in 1 or 2 days depending on complexity.
 - EX. With invasive removal of *Scaevola* on dunes, removal is 1 day, replanting is usually another.
 - Large-scale projects can be complete in a day with 200 plus volunteers and minimal municipal staff.
- Once known by permitting agencies, permitting is expedited



Cost effective

- YEA often receives materials at reduced prices or paid from grants-that savings is passed on to the municipality once project is billed out. Ex. Low bid: \$1.00/oat-7000 oats and 3200 diversity plants from grower-installed at \$13320-Does not include other benefits.
- Often projects have multiple funding sources, municipalities just pay part of the costs, if any, depending on the situation
 - Example is City has no money but they have restoration sites and County wants those sites restored-grant funded by County
 - City has site, YEA has corporate sponsor for time so City just pays for plants and supplies
 - Site provided, all expenses paid by YEA grant
 - Even if the municipality pays, the coast is still reduced because much of the labor associated with the project is volunteer.



Outcomes for 10 months of Coastal Restorations

- 16 restorations of coastal strand habitat including dunes, adjacent uplands and mangrove systems = 4.3 linear miles of habitat and 23,000 plants
- 504 volunteers for planting and 300 student volunteers for growing mangroves
- Provided in-school, engaging education programs to 12 schools over 17 days, educating 1376 children
- Instrumental in the addition of new permit conditions which require dune restorations whenever beach renourishment is sought
- Attended and taught at 13 outreach events reaching over 5000 attendees.
- Facilitated 3 coastal resiliency workshops
- Maintained at least a 90% survival rate
- Expanded our reach into tri-county area
- Piloted new feature-resiliency dune



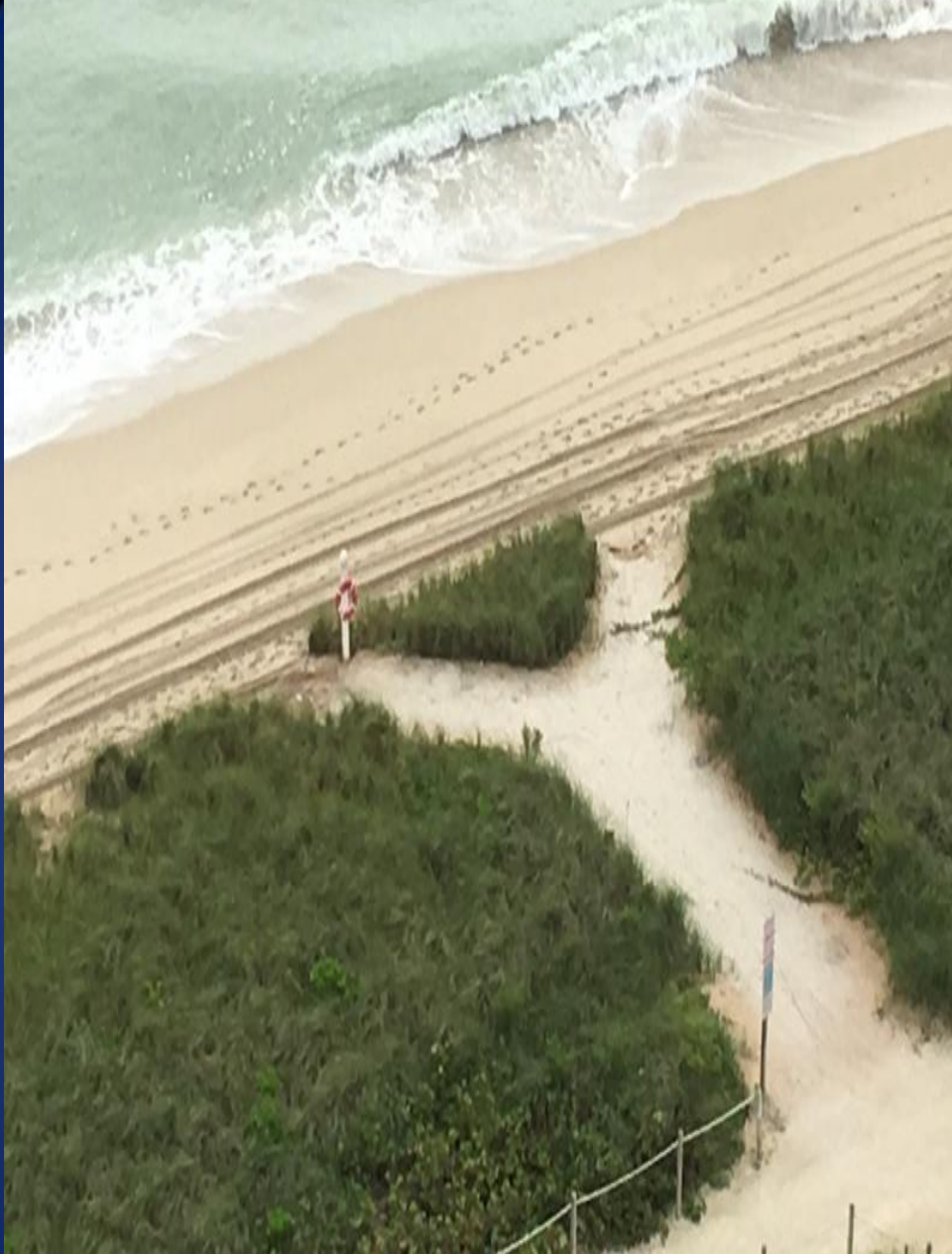
Project ROC-Together Reclaiming Our Coastline

- A collaborative effort between Youth Environmental Alliance, HandsOn Broward and South Florida Audubon
- Granted for a second year in a row because of our successes
- Funded by Jan Moran Unrestricted Fund, Kathleen Kinney Slappey Fund, Mary N. Porter Community Impact Fund and the Kiwanis Club of Fort Lauderdale



**I AM A
ROC STAR!**





Resiliency Dunes

Thank you!

Questions?

Contact:

Lee Gottlieb

954-684-0609

Lee@yeafrog.org

