

## **CONTRACTOR'S EXECUTIVE SUMMARY REPORT**

Contractor: Marmillion + Company

Re: Texas General Land Office Coastal Marine Spatial Planning Effort

Contract: 12-587-000-6885

Term: 08/2012 – 09/2015

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### **PURPOSE**

This document provides a synopsis of the public awareness and stakeholder engagement work that Marmillion + Company (MCo) has undertaken in partnership with the Texas General Land Office (GLO) in support of the GLO's broader coastal resiliency assessment and planning efforts.

### **BACKGROUND**

Following an evaluation of the Texas Coastal Management Program, pursuant to Section 309 of the Coastal Zone Management Act, by the Harte Research Institute (HRI) for Gulf of Mexico Studies at Texas A&M University – Corpus Christi, MCo responded to a communication and outreach Request For Proposals (RFP) issued by the GLO. MCo was awarded the contract in August of 2012 to highlight and promote the economic and ecologic features along the Texas coast and to help identify the primary issues of concern that threaten its sustainability. The larger goal was to support broader efforts to help communities along the Texas coast better manage coastal resources in a more comprehensive fashion.

### **SCOPE OF WORK & ACCOMPLISHMENTS**

MCo's multi-year scope of work comprised three primary tasks:

- **Outreach Messaging, Strategy & Planning**
- **Local Officials & Stakeholder Engagement**
- **Outreach Tools Development**

The following is a summary of accomplishments under each task.

#### Outreach Strategy, Messaging & Planning

MCo developed a multi-year outreach strategy in coordination with the GLO Coastal Management Program's leadership and staff. The strategy was built on the following components:

- Develop a coherent message and supporting evidence to communicate the values and vulnerabilities of the Texas coast, and the interdependent nature of economic development and ecological sustainability.
- Develop and distribute an overview report of the values, vulnerabilities and major regional issues of concern of the Texas coast to raise awareness among coastal community leaders and local officials – and legislative leaders across the state.
- Facilitate a series of workshops in coastal communities for local officials, planners, experts and other stakeholders to: 1) Raise awareness of the GLO's ongoing coastal leadership, resources & planning efforts; 2) Learn more about local officials' primary issues of concern to aid GLO planning, communications and tool development; 3) Facilitate an exchange of ideas and increase coordination among coastal leaders from communities in each region; and 4) disseminate the overview report to encourage a more coherent and coordinated message among coastal leaders.
- Facilitate a follow-up series of workshops in coastal communities for local officials, planners, expert and other stakeholders to: 1) Position the GLO as a leader on coastal resiliency; 2) Convey the importance and benefit of resiliency planning; 3) Assess coastal communities' understanding of resiliency, along with their existing resiliency efforts and primary needs; 4) Demonstrate the top tools for resiliency assessment and planning; 5) Facilitate an exchange of ideas and ongoing communication among leaders and planners from coastal communities in each region.
- Develop a website that incorporates lessons learned and common requests from local officials to serve as a communications tool and a central source of basic resiliency planning information. The website highlights: 1) The values and vulnerabilities of the Texas coast; 2) The interdependent nature of economic development and ecological sustainability; 3) The primary regional issues of concern, 4) The importance and benefits of resiliency planning; and 5) Key coastal resiliency planning tools.

#### Local Officials and Stakeholder Engagement

Pursuant to the strategy above, MCo engaged coastal leaders and stakeholders in the following ways:

- In partnership with the GLO's Coastal Management Program leadership & staff, MCo helped to coordinate the five Local Officials Meetings in coastal communities from Port Isabel to Beaumont in July and August of 2013. Nearly 200 local officials and other stakeholders participated. In collaboration with CMP leadership & staff, MCo helped to conduct research, develop invite lists, assist with registration, develop agendas

and presentation materials. MCo facilitated the group discussion, took notes and provided meeting minutes.

- In partnership with the GLO's Coastal Management Program leadership & staff, MCo helped to coordinate the three Resiliency Workshops in coastal communities from Port Isabel to Houston in December of 2014. Nearly 100 local officials and other stakeholders participated. In collaboration with CMP leadership & staff, MCo assisted with registration, and developed agendas, presentation materials and discussion questions. MCo facilitated the group discussion, took notes and provided meeting minutes.

### Outreach Tools Development

To support and extend the outreach strategy outlined above, MCo developed the following tools:

- In partnership with the GLO's Coastal Management Program leadership & staff, MCo assisted with the development of "The Texas Coast: Shoring Up Our Future" – the first real comprehensive look at the Texas coast's value and vulnerabilities. This overview report was distributed to hundreds of coastal leaders and stakeholders, the Texas Legislature, the Texas Congressional Delegation, the U.S. Army Corps of Engineers, and numerous other officials and stakeholders.
- Building on the success of 'Shoring Up Our Future,' and in response to comments and common needs expressed by coastal leaders, MCo and the GLO's Coastal Management Program leadership designed and develop a website that details the importance of the Texas coast, the state's top coastal concerns, the importance and benefits of resiliency planning, and key tools and data available for coastal resiliency planning.
- In concert with the GLO, MCo developed icons for the eight primary coastal issues of concern and 16 types of coastal projects to address these concerns. These icons were developed to support the development of a Texas coastal master plan and supporting documents.
- Based on elements developed for the website and the coastal brochure, MCo designed a two-page template for GLO leaders to communicate a strong message regarding investing in the future of the Texas coast. This collateral was designed to support outreach to Texas state leaders and the Texas congressional delegation. This template also offers a way to engage local officials by highlighting the GLO's leadership on coastal issues, and by speaking to concerns and projects specific to each of the state's four coastal regions.

## **EVALUATION OF GLO'S COASTAL PLANNING INITIATIVE**

Below you will find excerpts from an evaluation of the Texas GLO's Coastal Management Program published by NOAA in February of 2015 that pertain to MCo's work in partnership with the GLO.

### **Coastwide Planning with Communities**

**Accomplishment:** The Texas CMP coastwide planning effort resulted in federal and state agencies, scientists, and other stakeholders coming together to agree upon data standards and needs to improve information for coastal decision-making, the identification of regional priorities, increased communication and collaboration among coastal decision makers, and sharing of information regarding the value of coastal resources.

Local government officials and staff members that the evaluation team met with were very appreciative of the state's efforts to look at, and assist them with, prioritizing projects and expressed interest in repeating a similar process annually or biennially. The Texas CMP also used the information to analyze the projects that they had funded and found that most addressed these priority issues of concern. The analysis of past projects and prioritization of future projects will also assist local communities with determining funding priorities for future projects, including RESTORE Act funding. The NOAA Office for Coastal Management encourages the Texas CMP to build on these initial efforts to identify priorities and link resources with identified needs and facilitate communication between the local governments, nonprofits, researchers, and others engaged in coastal management.

### **Example: Regional Identification of Priorities**

*To assist coastal communities, and to guide future state funding, the TX CMP worked with a contractor to compile a list and description of coastal projects funded in each of the four coastal regions. The projects were compiled into four regional books, and decision makers in the regions were invited to provide information for proposed projects. During July and August 2013, five Coastal Issues Forums were held with elected officials in the coastal regions to bring the decision makers together and facilitate a discussion of past projects, proposed projects, and issues of concern in their coastal communities. The stakeholders at the forums identified a number issues of concern, including wetland and habitat loss, gulf and beach erosion, flooding and storm surge, and impacts to fish and wildlife, as high priorities for all coastal regions.*

*For many of the attendees, it was the first time they had discussed coastal projects with neighboring jurisdictions. The meetings increased communication between jurisdictions and in the case of the City of South Padre Island and Cameron County, they are now meeting regularly to discuss regional issues and working together to apply for funding to address issues of common concern.*

## **The Texas Coast: Shoring Up Our Future**

As part of the coastwide planning initiative, the Texas CMP worked with partners to identify the most important coastal issues, to develop messages around these issues, and to better share existing information and tools.

**Accomplishment:** The Texas CMP coastwide planning effort resulted in federal and state agencies, scientists and other stakeholders coming together to agree upon data standards and needs to improve information for coastal decision-making, the identification of regional priorities, increased communication and collaboration among coastal decision makers, and sharing of information on the value of coastal resources.

### ***EXAMPLE: THE TEXAS COAST: SHORING UP OUR FUTURE***

*The 16-page booklet, The Texas Coast: Shoring Up Our Future, highlights the value of coastal resources and includes the regional priority issues identified through the coast-wide planning workshops for the four coastal regions. The booklet emphasizes statistics, graphics, and photos to tell key messages about coastal issues. The booklet is available on the web and copies were distributed to state legislators and other interested parties. The deputy commissioner also provided the booklet to, and met with, members of Texas' congressional delegation to discuss coastal issues. In addition, the Army Corps of Engineers has used the document to assist with its report, Coastal Texas Study, and according to Texas CMP staff members, the statistics cited in the Texas CMP reports are now more widely used.*

# HEADLINE

Slug / Subhead

Texas General Land Office  
George P. Bush, Commissioner

## THE TEXAS COAST IS VALUABLE

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# ISSUES OF CONCERN



FLOODING & STORM SURGE



MARINE DEBRIS



WATER QUALITY & QUANTITY



WETLANDS & HABITAT LOSS



PUBLIC ACCESS



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# FEATURED PROJECTS IN REGION ONE



HYDROLOGIC RESTORATION

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DEBRIS & STRUCTURE REMOVAL

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THE TEXAS COAST  
SHORING UP OUR FUTURE

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## TEXAS DEPENDS ON A STRONG COAST, AND ITS FUTURE IS IN JEOPARDY




**COASTAL VALUE**

Home to millions of people, priceless natural resources and critical industries, the coast matters to all Texans.



**COASTAL THREATS**

The Texas coast faces a number of challenges that contribute to its growing vulnerability.




**COASTAL RESILIENCY**

Securing a resilient Texas coast depends on balancing stewardship with smart development, and preparing for the natural disasters of tomorrow.


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## COASTAL VALUE: WHAT'S AT STAKE?



**ECOLOGIC HEALTH AND ECONOMIC GROWTH**


The entire Texas economy depends on a sustainable coastal ecosystem.

Overview Coastal Communities Ecological Health Clean Water Economic Growth

### STRONG COAST, STRONG TEXAS

As a powerful economic engine and an invaluable environmental treasure, the coast is truly vital to our state's and nation's success. But stronger storms, land loss, population growth and a number of other forces pose a growing threat to one of the state's most productive regions.


Home to major industries such as energy, shipping, tourism, commercial fishing and more, the Texas Coast provides a diverse opportunity for economic growth. This rapid development, though, is signaling the need to protect the land, natural resources and infrastructure that will support continued prosperity.





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## COASTAL THREATS: WHY ARE WE AT RISK?


**VULNERABLE SHORES AND COASTAL REGIONS**  
Each region of the Texas Coast faces its own set of challenges and opportunities.

### ISSUES OF CONCERN

The Texas Coast faces a number of threats that contribute to its increasing vulnerability. These issues may seem confined to our shores, but in truth, the consequences of a fragile coast ripple far inland. Statewide economic growth, job creation, community resiliency and environmental sustainability all tie back to the Texas Coast.




**WETLANDS & HABITAT LOSS**



**IMPACTS TO FISH, WILDLIFE & MARINE**

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## MEETING THE CHALLENGE: TOWARD A MORE RESILIENT COAST

**PLANNING TOOLS**  
A number of tools have been developed to help communities plan for a more resilient future. [Learn more.](#)

Overview | The Challenge | A Smarter Approach | The Process | Who Benefits? | FAQs

### SHORING UP OUR FUTURE


The Texas Coast is extraordinarily valuable to the state and national economies. But the coast is increasingly at risk. To encourage smart development and a balanced use of coastal resources, the Texas General Land Office (GLO) will be working towards a more comprehensive plan for a resilient coast. Resilience is our ability to prevent a short-term hazard from becoming a long-term disaster. Although most communities are prepared to respond to emergency situations, many are neither designed nor equipped to withstand hazards and fully recover in the aftermath.

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# RESILIENCY PLANNING TOOLS




## TEXAS GLO RESOURCES

From resource management to GIS mapping, the GLO offers a number of useful planning tools and data sets.

### SMARTER TOOLS, SMARTER PLANNING

A number of increasingly powerful tools have been developed to help coastal communities address their vulnerabilities and become stronger, safer and better prepared. Many of these tools incorporate sophisticated but easy-to-use modeling technologies that give local leaders and planners a chance to learn from the past and build a more resilient future. Learn more about some of these tools below.



#### Harte Research Institute: Geohazard Mapping

Barrier islands are highly vulnerable to relative sea-level rise, erosion, and tropical storms, but simply categorizing them as risky places is not an effective resource for planners. These interactive show which areas are most susceptible to relative sea-level rise, erosion, and storm-surge flooding and washover. Information about terrain.