



**PENSACOLA & PERDIDO BAYS
ESTUARY PROGRAM**

**EDUCATION & OUTREACH
STRATEGIC PLAN
2022-2027**



INTRODUCTION

This Education and Outreach Strategy is an appendix of the Pensacola and Perdido Bays Estuary Program's (PPBEP) [Comprehensive Conservation and Management Plan](#) (CCMP) and supplements the six goal areas identified to address priority issues across the Pensacola and Perdido Bays Watersheds. Residents and visitors identified community outreach and education as a top five investment priority in a 2020-2021 Community Values Survey. Recognizing the critical role of education and outreach for achieving sustained improvements in the environment, economy, and quality of life, an Education and Outreach Strategy was developed to increase public understanding and stewardship of the natural environment through engagement and education.

Integrating a participatory framework into an adaptive management strategy provides an opportunity for increased community engagement and support. PPBEP was built upon an existing network of local stakeholders from its predecessor, the Bay Area Resource Council (BARC), providing a strong stakeholder base at the inception of PPBEP's development. During the early stages of program establishment PPBEP was faced with challenges associated with the COVID-19 pandemic. The Program had to pivot away from more traditional in-person meetings and community engagements to solely virtual platforms. Staff turned to innovative whiteboard tools to design activities and collect stakeholder feedback from various sectors of the community (e.g. state and federal agencies, NGOs, local community organizations, academia, teachers, community members, etc.) to shape the Education and Outreach Strategy.

The virtual workshop series identified priority education and outreach priorities, existing efforts, messaging, and target audiences. Once the workshop series concluded, PPBEP staff synthesized workshop outputs into a draft Education and Outreach Action Plan, which included relevant goals, objectives, actions, implementation strategies, partners, expected deliverables, performance metrics, and locations. To ensure the Education and Outreach Strategy aligned with the needs of the stakeholders, the Education and Outreach Committee was asked to provide comments and feedback on the draft.

The completed Education and Outreach Strategy serves to guide PPBEP's Education and Outreach Committee and staff in developing targeted campaigns, curriculum, community science and volunteer opportunities, and resources to communicate pertinent watershed related information to the community. The Program and its partners have already made notable progress toward the activities outlined in the Education & Outreach Strategy while finalizing the CCMP. This work includes the development of an Estuary 101 Campaign with individualized messaging for four target audiences that addresses several of the actions outlined within this plan.



During CCMP development, PPBEP established a strong foundation with a clear mission and vision for the future. The Estuary 101 Campaign builds off that momentum to bring PPBEP's vision to even more residents and visitors. The campaign will educate and drive awareness of PPBEP's work through messaging targeting four unique audiences: residents and property owners, business owners, influencers and opinion leaders, and philanthropists. Through this campaign, several of the actions outlined within the Education and Outreach Strategy will be addressed simultaneously.

To engage new audiences, the campaign features several options for participation requiring minimal effort from participants. The participation options all serve as a foundation for the public to dive deeper with PPBEP and build long-term engagement. Estuary 101 rollout will begin in 2023.



Residents & Property Owners
Explore, advocate, educate. Estuary 101.

Through Estuary 101, residents and property owners can learn about the Estuary Program and take action to preserve our waterways. From engaging content to educate our children, to everyday tips that can protect and restore our estuaries, to supporting estuary-friendly local businesses, the Estuary Program serves as a go-to resource for all the ways to protect our waterways.

Key Messaging

Let's work today to preserve our tomorrow.

Everyday ways to protect our bays, today.

A win for our waterways. Estuary 101.

Keep our waterways clean places to play.

Be a watershed warrior. Protect the environment that provides for us all.

Small changes can make a big difference - here's how!

Social Content Strategy: To educate our audiences on the Estuary 101 Program and the PPBEP. Expand the PPBEP audience, educate the community, and engage supporters to become advocates.

Engagements: Giveaways (Estuary Explorer, Estuary Eats, Estuary Enthusiast, Florida Yards packs), educational social posts, Take the Pledge, Share and Advocate, Individual Memberships, e-mail sign-up, etc.

Business Owners | Hospitality & Tourism

Do well by doing good. Become an estuary advocate today.

To provide partnership opportunities for businesses in the hospitality and dining space to not only voice that they're active in local preservation efforts through their involvement and actions, but to use their platforms to take actionable, attainable change in our community. Through their involvement with PPBEP, they're able to shift the expectation and direction of business practices.

Key Messaging

Protect our waterways so people want to come and stay.

Small changes, big impact. Protect your business and the environment that supports it.

Your impact is important. Education. Awareness. Action.

Together we can keep the bays a place where talent wants to come, work, and stay.

Do well by doing good. Become an estuary advocate today.

Attract and retain talent by supporting our most valuable asset - our environment.

Estuary Advocates

Participating businesses will be provided with social content, table tents, and window clings to share and show their support. Businesses can participate by encouraging patrons to choose litter-free options, sponsoring giveaways, participate in spreading awareness, sponsoring an explorer location, or donating money.

Influencers & Opinion Leaders

Curate your content to support a good cause.

PPBEP's mission, amplified by influencer platforms, can drive real change that impacts our local environment today and ensures healthy beaches and bays tomorrow. Through our Estuary Advocate partners, influencers can help spread the word about small changes that can easily be implemented - daily - by citizens, leaders, and businesses. Let's keep Pensacola and Perdido Bays a healthy place to live, work, and play.

Key Messaging

Curate your content to support a good cause.

Your influence can inspire change today that improves our tomorrow.

Volunteer with your voice. Be an Estuary Advocate today by driving awareness, sharing information, and taking action.

Help lead the charge. Be a waterway warrior.

Be a champion for our community. Become an Estuary Advocate today.

Estuary Advocates

Participating influencers will share original reels/social media content from the estuary. By highlighting the unique and diverse ecosystems in our estuary, these influencers can drive awareness of PPBEP across the region. These opinion leaders can also encourage awareness, engagement and advocacy.

Philanthropists

Leave a lasting, natural legacy. Help protect our estuary.

PPBEP provides donors an impactful and measurable way to protect our community's future. Their donation supports the scientific, evidence-based work that PPBEP does to preserve and enhance our quality of life on the Gulf Coast.

Key Messaging

Your opportunity to impact, invest in, and improve our waterways and way of life.

Leave a lasting, natural legacy. Help protect our estuary.

Keep our waterways a place to live, grow, and play.

Your gift can help protect and preserve our waterways today to ensure a healthy environment tomorrow.

Make a measurable difference in the quality of our waterways, and our quality of life.

Estuary Advocates

Donors can participate by sponsoring giveaways, participate in spreading awareness, sponsoring an explorer location, or donating money.



Goal 1:

Source of Watershed-Related Information

Objective 1.1 Be a trusted and reliable source for relaying pertinent watershed related environmental issues to the community		
Action	Implementation Partners	Expected Deliverables
1.1.1 Coordinate the communication of post pollution or post natural disaster event monitoring and use social media and other digital platforms to inform the public of current watershed related environmental issues	FDOH, DEP, ADPH, ADEM, Local utilities, Counties, NFWFMD, NOAA, FEMA, Community groups, EPA	Communication and Information Sharing Agreement among agencies/organizations/local governments and PPBEP
1.1.2 Strengthen media relations and feature PPBEP program activities through local and regional media outlets	All media partners (e.g., WEAR, BLAB, PNJ, Santa Rosa Gazette, WUWF, etc.)	Published social media posts, newsletters, press releases, and other media products, Estuary 101 Campaign

Implementation Strategy

PPBEP will partner with county and state representatives and subscribe to relevant list-serves to receive timely information and create visuals for sharing; integrate into counties' Emergency Management response network; work with local utility boards, FDOH, ADOH, FDEP, ADEM, and local governments to obtain pertinent information regarding events and health advisories.

The Program will partner with communication and media departments of agencies and organizations within our community and utilize local media outlets for the dissemination of information.

Objective 1.2 Provide regular reports of ongoing monitoring and restoration efforts and results to the public		
Action	Implementation Partners	Expected Deliverables
1.2.1 Develop State of the Bays Report	UF/UWF (FLRACEP), EPA	Published final State of the Bay report (interactive web-based platform)
1.2.2 Provide Community Grant Program updates via social media platforms and annual symposium	Funding agencies; States; Sponsors	Published social media posts; Community Grant symposium event; Articles posted on PPBEP website
1.2.3 Host biennial watershed science and outreach symposium	All Partners	Biennial symposium
1.2.4 Participate in events and support collaborative partner efforts	All Partners	Published social media posts, presentations, and other outreach products
1.2.5 Use social media and other digital platforms to update the public on current watershed information	All Partners	Published social media posts, presentations, and other outreach products; Monthly newsletter, Estuary 101 Campaign

Implementation Strategy

PPBEP staff and partners will assess watershed data, literature, and status and trends of selected indicators to develop the State of the Bays Report. Staff will work with Community Grant Program recipients to curate content highlighting grantee work. An annual Community Grant Symposium will provide an avenue for the public to engage with grant recipients and learn about funded projects and their findings. The Program will host a biennial watershed science and outreach symposium that will provide a venue for stakeholders and students to share information on their ongoing programs and projects within our watersheds. PPBEP will communicate Program and partner efforts and accomplishments to the public through social media posts, press releases, website features, community presentations, and PPBEP's monthly newsletter, the Pelican Post.

Objective 1.3 Become the central repository for watershed education resources, data, and visualization		
Action	Implementation Partners	Expected Deliverables
1.3.1 Compile environmental and watershed-related educational resources (e.g. curriculum guides, activities, resources for teachers)	PPBEP EOC, All Partners	Educational resources hosted on PPBEP website
1.3.2 Develop a publicly accessible bibliography of existing gray and peer-reviewed literature, reports, and oral histories of the Pensacola and Perdido Bay Watersheds	UF/UWF (FLRACEP)	Published annotated bibliography on website or alternate platform
1.3.3 Create an open science digital dashboard for tools, data, and status and trend reporting that is transparent and accessible	TBEP, FWC, Counties, Community of Practice (CoP) groups, NFWFMD	Completed open science dashboard that provides status and trend information on priority watershed health indices
1.3.4 Create an accessible list of current and relevant programs, projects, and grant opportunities within the watersheds	All Partners	Protocol for inclusion and maintenance of dashboard; Interactive map with project descriptions and locations hosted on PPBEP website; Inventory of grant opportunities (living document)

Implementation Strategy

Staff and partners will research existing educational resources and compile them on the “For Educators” page of PPBEP’s website. The Program will work with partners to ensure future educational resources are added with the best available watershed and locally relevant curriculum and educator resources. The Program will partner with UF/UWF (FLRACEP), GOMA, NOAA, EPA, and other partners to contribute to existing data platforms and develop and manage an opensource database of current and relevant literature for the watersheds. Staff will work with partners to digitize pertinent historical records. A protocol will be developed for design, inclusion, and maintenance of an open-source digital dashboard. PPBEP will partner with TBEP and other supporting programs and organizations to assist in building an effective dashboard and relevant tools for data analysis and visualization. A list of current projects within our watersheds will be created and maintained in collaboration with partners, using ArcMap or other open-source platform, to host on PPBEP website or stand-alone website. A protocol will be developed for project incorporation and maintenance.



Goal 2: Increase Public Understanding and Stewardship

Objective 2.1 Develop new community science programs and support existing programs for priority program topic areas (e.g., oysters, seagrass, water quality, manatees)				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.1.1 Develop oyster-centric monitoring programs (spat monitoring, oyster gardening, reef monitoring, etc.)	High School Students, College and University Students, Adults	PPBEP Oyster Sub-committee, TNC, UWF, BFA, college and university students, FWC, volunteers	Volunteer Monitoring Protocol; Volunteer Training; Spat Monitoring Report, Findings presented to volunteers and partners	Pensacola & Perdido Bay Watersheds
2.1.2 Expand existing seagrass monitoring efforts	College and University Students, Retirees, High School Students	Sea Grant, UWF, UF-IFAS, DISL, Volunteers	Volunteer Training; Seagrass Monitoring Report; Findings presented to volunteers and partners	Lower Perdido, Big Lagoon, Santa Rosa Sound
2.1.3 Increase long-term monitoring of manatee sighting coverage in Pensacola and Perdido Bays utilizing PanhandleManatee.org	Waterway Users (boaters, fishers, beachgoers, waterfront homeowners, etc.), Local Media	DISL, NWF, Sea Grant Extension, Community Science Groups and Volunteers	Annual maps of sighting locations hosted on panhandlemanatee.org	Coastal areas throughout watersheds, Areas with seagrass/SAV

Implementation Strategy

PPBEP will build on FL-TIG funded FWC oyster spat monitoring efforts to identify additional locations for spat collection and establish spat monitoring protocols. Staff will develop a training and protocols in coordination with FCW FWRI to be utilized by high school teachers and students studying watershed issues through the lens of Pensacola Bay oysters. Oyster spat monitoring efforts will be supported by a secured NOAA B-WET grant. Staff will work to recruit community scientists, develop protocols for other monitoring efforts, analyze data, and report findings back to the community. Existing seagrass monitoring efforts led by Sea Grant and UWF will be expanded to include Alabama, facilitate additional trainings, expand volunteer recruitment, analyze data and report findings back to the community scientists. The Program will continue to partner with DISL, NWF, and Sea Grant Extension to update and maintain Manatee Sighting Network database (DISL), maintain and update the Panhandle Manatee website with current data and reporting resources, and promote the sighting network to the public and share annual findings.

Objective 2.2 Engage the public in restoration and volunteer efforts				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.2.1 Host oyster-centric volunteer events (e.g., shell bagging, constructing oyster spat monitoring devices)	Adults, College and University Students, High School Students, Corporate Volunteers, Volunteer and Community Groups, Families	FDEP, OysterCorps, Escambia County and Santa Rosa County Oyster Shell Recycling Programs, Sea Grant, ACF, local restaurants	Annual volunteer events	Watershed-Wide
2.2.2 Offer opportunities for volunteers to help construct and install oyster reefs utilizing emerging methods (e.g., oyster prisms)	Adults, College and University Students, High School Students, Corporate Volunteers, Volunteer and Community Groups	OysterCorps, FDEP, PROS Team, UF-IFAS, Sea Grant, TNC, UWF, ACF	Volunteer training and event; 30 oyster reef prisms constructed; Oyster reefs installed	Watershed-Wide
2.2.3 Engage the community in trash removal and prevention to reduce waterborne trash and improve the safety, health, and beauty of local creeks	Middle and High School Students; College and University Students, Corporate Volunteers; Volunteer and Community Groups	Escambia County, Santa Rosa County, City of Pensacola, Ocean Hour, KPB, Emerald Coastkeeper, Clean Horizons, Bagdad Waterfront Partnerships, Sea Grant, Blackwater Pyrates, Osprey Initiative, WRC	Litter booms installed; Volunteer Events; Report on litter monitoring data; Findings presented to volunteers and partners	Carpenter, Jones, and Pond Creeks
2.2.4 Support and promote native vegetation restoration and invasive species removal on public lands	High School Students, College and University Students, Corporate Volunteer, Volunteer and Community Groups, Families	National Park Service, Forest Service, Alabama State Parks, Florida State Parks, Florida Forest Service, NFWFMD, FWC, ADCNR, Sea Grant, UF-IFAS, Six Rivers Cisma, Florida Native Plant Society	Volunteer Workday Events	Watershed-Wide
2.2.5 Establish a paid internship program with two focus areas: Research and Outreach	College and University Students, Recent Graduates	UWF, University of South Alabama, PSC, College and Universities	Internship Program; Two interns hired annually	N/A

Implementation Strategy

Volunteers will be engaged through oyster-related volunteer events coordinated by staff and partners, including constructing oyster spat monitoring arrays. Staff organize and host volunteer events and promote partner events. PPBEP will continue to participate in the PROS team and monitor success of oyster reef prisms, coordinate with FDEP to determine their materials of choice for restoration projects, and remain engaged with network of researchers exploring methods of oyster reef construction. PPBEP will recruit volunteer groups and host construction and installation events, directly or through partner organizations (e.g. OysterCorps). Through the EPA funded Trash Free Waters project, PPBEP will

purchase and install litter booms, develop volunteer monitoring protocols, host large volunteer workdays, recruit, and train volunteers for regular boom monitoring, analyze data and report findings to volunteers. Data will inform preventive measures and practices to reduce litter loading in Carpenter, Jones, and Pond Creek. Staff will work with public lands partners to identify native planting or invasive species removal opportunities, promote events, and provide financial support for supplies when possible. The program will develop internship workplans and applications, advertise to local colleges and universities and job boards, and hire and train paid interns.

Objective 2.3 Create strong partnerships with educators and educational institutions				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.3.1. Develop and support watershed educational programs and provide related teacher development opportunities	K-12 Teachers and Students	PPBEP Oyster Sub-committee and EOC, Scientists in Every Florida Classroom, Baldwin County Master Naturalist Program, TNC, UWF, BFA, College and University Students, FWC, FDEP, Sea Grant, UF-IFAS, Volunteers	Teacher Workshop; Curriculum developed; Lessons Taught	Watershed-wide
2.3.2. Engage area schools with watershed curriculum to reduce waterborne trash	K-12 Teachers and Students, School Districts	PPBEP EOC	Curriculum developed; Lessons taught	Watershed-wide
2.3.3. Partner with local schools to complete storm drain marking	Middle and High School Students, College and Universities, Volunteers	UWF CEES	Storm drain medallions installed; Storm drains marked with painted stencils	Watershed-wide
2.3.4. Distribute Community Grant funded videos and oyster documentary to educators	K-12 Teachers and Students, Parents, College and Universities	350 Pensacola, Blackwater SWCD, PSC WSRE, MSSTV	Videos publicly available	Watershed-wide

Implementation Strategy

Staff and partners will support opportunities for teacher professional development and co-developed curriculum. Teachers will be offered a paid week-long professional development workshop during the summer of 2023 focused on Pensacola Bay oysters through funding secured from NOAA B-WET. Outreach staff and partners will develop and implement watershed curriculum to reduce waterborne trash for elementary, middle and high schools that meet state standards. Staff began lessons in 2022 and will continue to implement and expand field trips and lessons. PPBEP has partnered with several local school to utilize a storm drain marking tool-kit developed by UWF CEES students. Staff will continue to work with volunteers and schools to expand storm drain marking efforts. PPBEP funded several

educational videos through the Community Grant Program. Staff will make these resources publicly available and notify teachers of these available resources.

Objective 2.4 Implement and support watershed related educational events				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.4.1 Promote National Estuaries Week through week-long programming (e.g., volunteer opportunities, immersive field experiences, Community Grant Symposium, etc.)	General Public	PPBEP EOC , City of Pensacola, UWF, City of Orange Beach, UF-IFAS, Sea Grant, Emerald Coast Oyster Company, Business Partners	Daily events held weeklong, Estuary 101 Campaign, Sponsorships	Watershed-wide
2.4.2 Develop an Oyster Awareness Event that celebrates oysters as an important feature of the area's cultural heritage and highlights the benefits of oyster restoration	Restaurant Industry, Seafood Consumers, Residents and Visitors	PPBEP Business Partnership Committee, Visit Pensacola, Local Businesses and Restaurant's, PPBEP Oyster Sub-committee, Sea Grant, UF IFAS, UWF	Oyster Trail App; Oyster Fundraising Event; Oyster Kid's Menus	Watershed-wide
2.4.3 Create an oyster documentary about the past, present, and future conditions of Pensacola Bay oyster fishery	K-12 Teachers and Students, Parents, College and Universities, Visitors, Relocators, Military	Mississippi State University Television Center, WSRE, PPBEP Oyster Sub-committee	Oyster Documentary; Documentary Premiere Event	Pensacola Bay Watershed
2.4.4 Lead watershed tours that highlight demonstration projects, climate adaptation and resilience planning, hazard mitigation, green infrastructure design and planning, and other related efforts	Florida and Alabama Decision Makers, Municipality and County Staff, Realtors, Developers	Sea Grant, UF-IFAS, Counties and Cities, Healthy Gulf, PLACE:SLR	Host Watershed Tours	Watershed-wide

Implementation Strategy

PPBEP will build upon the success of National Estuaries Week events held in 2021 and 2022. Staff will work with partners to coordinate a week long schedule of opportunities for the public to learn, explore, and experience the local estuary. The Estuary 101 Campaign will spread awareness, educate, and grow National Estuaries Week celebrations with the support of sponsorships and promotions by local influencers. National Estuaries Week will be advertised through press releases, the website, newsletters, regional event calendars, and at in person events and festivals. An Oyster Awareness Event will raise awareness of the status of Pensacola Bay oysters and support oyster restoration efforts. The Business Partnership Committee and Education & Outreach Committee will plan and host oyster fundraising event in coordination with staff. Oyster-centric kid's menus will be designed and distributed to local restaurants to educate visitors and residents. Production is underway for an oyster documentary

highlighting the past, present, and future conditions of Pensacola Bay oyster fishery. Staff will work with local PBS station, WSRE, and partners to host a premiere and air the documentary in 2023. PPBEP will identify demonstration projects and coordinate with relevant partners to develop watershed tours that highlight climate adaptation and resilience planning, hazard mitigation, low impact development, and green infrastructure design.

Objective 2.5 Implement and support watershed related programs and campaigns				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.5.1 Initiate a bay friendly yard campaign that emphasizes smart fertilizer use and living shorelines	Coastal and Waterfront Homeowners, Military Relocators	UF-IFAS Florida Friendly Landscaping Program, Sea Grant, PERT, NWF, Realtors, NAS Pensacola, Eglin Air Force Base, Hurlburt Field, Chambers of Commerce	Bay Friendly Landscaping Campaign; New Homeowner Packets, Estuary 101 Campaign	Watershed-wide
2.5.2 Promote stormwater campaigns related to Fats, Oils, and Grease (FOG), lateral line connection and maintenance, and environmental benefits of septic to sewer conversion	Homeowners, New Residents and Military Relocators, Realtors	ECUA, City of Pensacola, Sea Grant, Utilities, All Counties	Stormwater Campaign, Estuary 101 Campaign	Watershed-wide
2.5.3 Continue and expand the Community Grant Program	Non-Profits, Local Government, Educational Institutions, Media, Business Partners	PPBEP, Businesses, Donors	Community Grant Projects funded annually; Symposium, Estuary 101 Campaign	Watershed-wide
2.5.4 Support campaigns related to marine mammal and seagrass awareness and protection	Waterway Users (boaters, fishers, beachgoers, waterfront homeowners, etc.), Local media	NWF, Panhandle Manatee Volunteers, DISL Manatee Sighting Network, Sea Grant, UF-IFAS	Reporting website hosted, Outreach Events, Press Releases Issued, Estuary 101 Campaign	Watershed-wide

Implementation Strategy

The Estuary 101 Campaign will educate homeowners and new residents about Florida friendly landscaping practices, living shorelines, FOG, and other important sewer related messaging. Staff will work with local realtors, visitors' centers, and military bases to disseminate information to new residents and visitors. The Program funded the Perdido Key Coastal Demonstration Garden in 2021 and will support a Plant Giveaway and Landscaping Workshops in 2022 through the Community Grant Program. Funding will be secured to continue and grow the Community Grant Program. Staff will source private and public funding opportunities to support Alabama projects, continue grant administration and oversight, align the Community Grant Program with CCMP priorities, and promote the Community Grant Program and accomplishments through media, newsletters, social media, etc.

PPBEP will continue to partner with DISI, NWF, and Sea Grant Extension to support Panhandle Manatee outreach efforts and host panhandlemanatee.org. In 2021, PPBEP funded a Manatee Outreach Internship and developed manatee outreach materials. PPBEP awarded NWF a Community Grant for 2022-2023 to expand and continue outreach efforts.

Objective 2.6 Reach new audiences and underserved communities				
Action	Target Audiences	Implementation Partners	Expected Deliverables	Location(s)
2.5.1 Develop an Environmental Justice Working Group to help determine the needs of underserved communities	Communities with a history of environmental justice, Underserved Communities, Urban Communities, Agricultural Communities, Rural Communities	PPBEP, Unity in the Family Ministry, Gulf Coast Minority Chamber, Pensacola CRA, HOAs and Neighborhood Groups, Churches, Youth Organizations	Established partnerships with community groups and leaders, Environmental Justice Strategy, Potential projects identified for funding	Watershed-wide
2.5.2 Reduce barriers to participation by providing free hands-on watershed experiences such as guided kayak trips and seining explorations	Underserved communities, Urban and rural families, Recreation centers and after school programs, Summer Camps (Escambia County Learn Play Grow Program)	PPBEP, City of Pensacola, City of Orange Beach Coastal Resources, Paddle the Gulf, Florida Paddling Trails Association, Sea Grant, UF-IFAS Extension, Visit Pensacola, Chambers of Commerce, 4-H, FFA, churches and community groups	Pensacola OAR Fest, Free excursions/events held quarterly, Protocol for demographic data	Watershed-wide

Implementation Strategy

The Program convened an Environmental Justice Working Group in 2022 that will transition into a formal Committee in 2023. The EJ Committee will develop a strategy for identifying community needs, identifying EJ barriers in the community, and incorporating EJ principles into PPBEP operations. Free educational opportunities will be hosted or supported by PPBEP to reduce financial barriers to estuary exploration. PPBEP has partnered with the City of Pensacola and City of Orange Beach to offer free paddling trips. Staff will acquire a fleet of kayaks to continue to provide free recreational opportunities. Staff will participate in Pensacola OAR Fest Planning Committee to support free paddle craft demonstrations. The Program will provide other free opportunities, such as free seining events and public parks and access points.