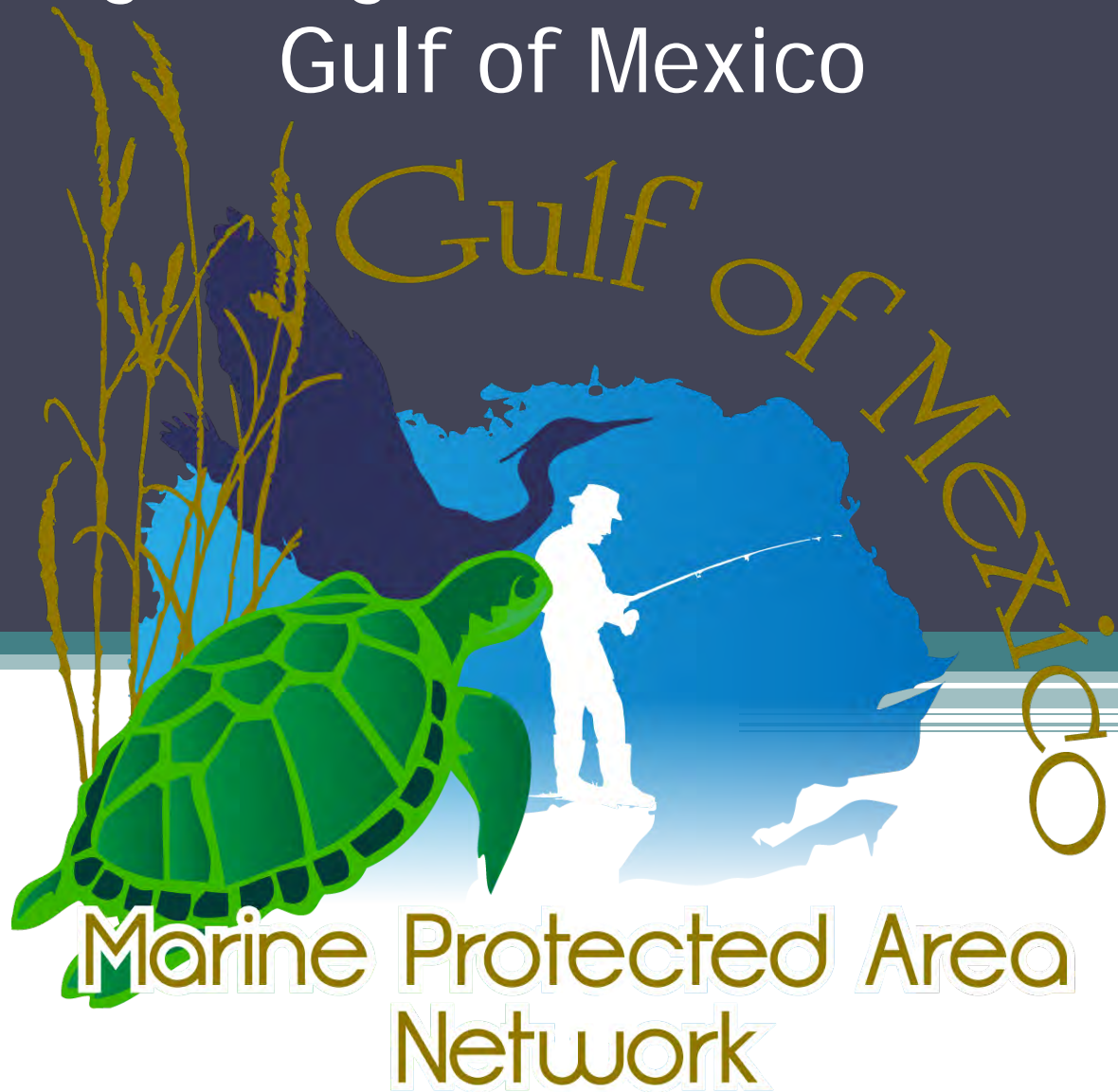


# Developing a Regional MPA Network for the Gulf of Mexico



**Ryan Young**  
**Project Coordinator/MPA Specialist**  
**Rookery Bay NERR**

# The Project - Phase I

## GOAL

Development of a regional plan and functional network within coastal states of the Gulf of Mexico, highlighting priority actions and common interests.

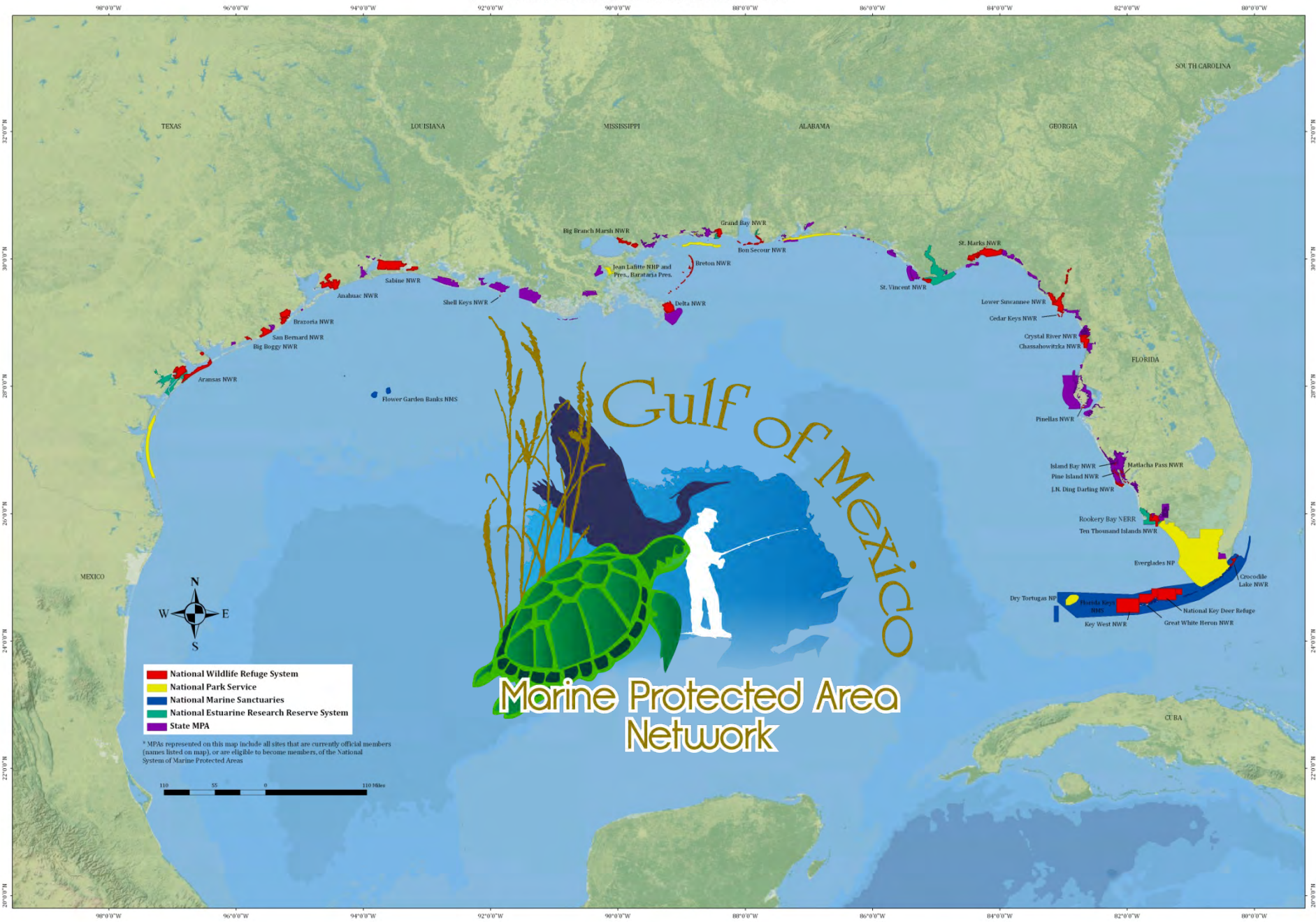
## OBJECTIVE

Identify parameters and develop a draft framework needed to establish a functional MPA network to increase communication, collaboration, coordination and effective sharing of resources in the Gulf of Mexico.



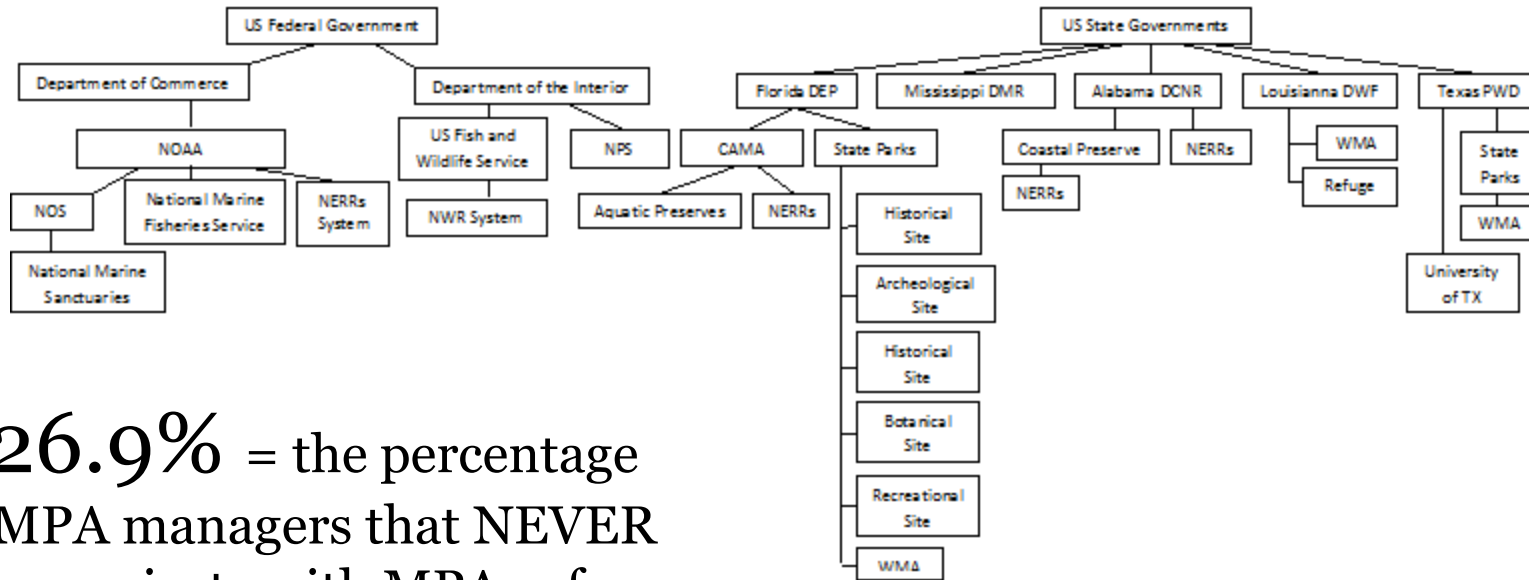
# The Gulf of Mexico

## MARINE PROTECTED AREA NETWORK



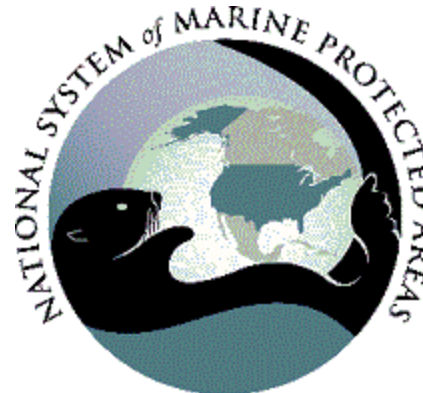
\* MPAs represented on this map include all sites that are currently official members (names listed on map), or are eligible to become members, of the National System of Marine Protected Areas

# What do Gulf MPAs look like?



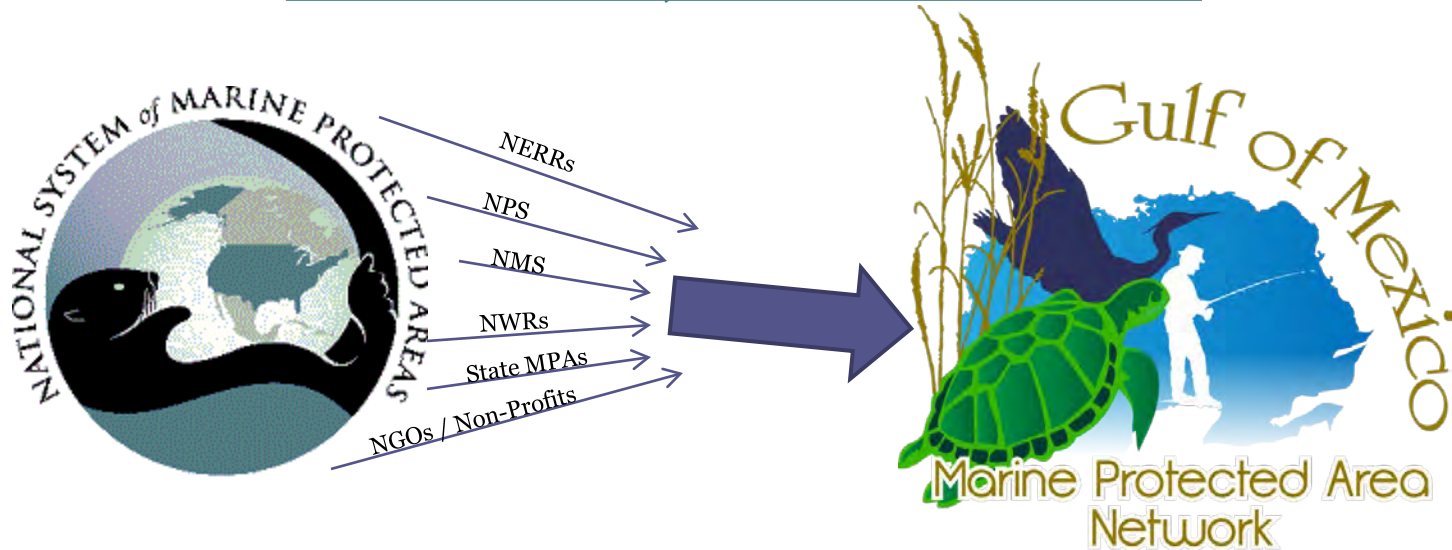
~26.9% = the percentage of MPA managers that NEVER communicate with MPAs of other agencies.

THE COMMON DENOMINATOR?



# Creating a Network...

The aim of the Network is to increase the 4 C's  
- Communication, Cooperation,  
Coordination, and Collaboration



*Use the National System of MPAs as a vessel to move towards a functioning Network.*

# So where do we start...?

- Advisory Committee
- MPA Management Plan Research
- Site visits and interviews
- MPA Audience Needs Assessment

Gulf of Mexico Marine Protected Areas Network



The site-based network of marine protected areas (MPA) is using the 'power of place' to cooperatively conserve and restore the Gulf of Mexico and raise awareness of the value and importance of these areas to our

quality of life, the environment and the economic vitality of the region. The Network was formed in April 2011 and includes places of significant national value such as National Parks, National Wildlife Refuges, National Marine Sanctuaries, and National Estuarine Research Reserves.

All Materials Developed as a result of this work is available at:

[www.mpa.gov/Gulf](http://www.mpa.gov/Gulf)

or

<http://www.rookerybay.org/professional-development/gulf-mpa-network>

# Focus Areas

- Communications Strategy
- Climate Resiliency
- Education and Outreach
- Disaster Response



# Gulf of Mexico MPA Network Planning Meeting

- 22 managers from MPAs around the Gulf
  - US Fish and Wildlife Service
    - National Wildlife Refuge System
    - Florida Fish and Wildlife Commission
  - National Park Service
  - NOAA
    - The Office of National Marine Sanctuaries
    - National Estuarine Research Reserve System
    - National Marine Protected Areas Center
  - TNC
    - Florida Keys TNC
- Round Table Discussion





# Issues

- **Climate change**
  - Addressing its effects and impacts
  - Focusing on adaptation
  - Skepticism and lack of understanding
  - Need for models and visualization of impacts
- **Education and Outreach**
  - Describing the breadth, extent, and value of an MPA Network
  - Presenting proper valuation of MPAs (economic, cultural/historic, aesthetic, etc.)
  - Developing partnerships
  - Reaching “beyond the choir”

# Issues continued...

- **Disaster Response**
  - Need for damage assessment data
  - Lack of understanding of command chain structures
  - Natural and manmade disasters
  - Pooling resources
- **Communication**
  - Checking your logo at the door
  - Time constraints
  - Need for defined and achievable outputs
  - Financing

# The Gulf of Mexico MPA Network



## Vision

*Develop a site-based network of coastal and marine protected areas using the 'power of place' to cooperatively conserve and restore a shared ecoregion, and to raise awareness of the value and importance of these areas to our quality of life, environment and economic vitality.*

## Mission

*To improve coordination, cooperation, communication, and collaboration among Gulf coastal and marine protected areas by creating opportunities for collective environmental planning and response; information sharing; leveraging resources; and conveying a common message.*

# What will this Network do for us?

- Develop a single, collective voice
- Not having to re-invent the wheel
- Easy access to information and expertise
- Leveraging agreements
- **CONTINUITY!**



## Next Steps:

# PHASE II - Implementation

### Goal

*Implement the key elements of the newly created Gulf of Mexico Regional MPA Plan focusing on managing for climate change, catastrophic event response, and outreach/training about the value of MPAs.*

### Objective

*Increase collaboration and communication among Gulf MPAs by implementing stewardship projects that enhance conservation strategies in the Gulf of Mexico region.*

Over 150 Eligible MPAs with 50% having >20 staff members...



The image features the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font. The text is centered within a dark blue rounded rectangle. Below the rectangle is a light blue gradient reflection. The background is white with a dark teal header bar at the top.

**facebook**®

Search

Applications edit

- Photos
- Scrabulous
- Like
- Posted Items
- Movies
- Messenger
- Twitter
- Texas HoldEm Poker
- Mobile
- My Flickr
- Developer
- Marketplace
- Groups
- Events
- Notes



Eddie Powers

25 minutes ago ·

Check it out! My culinary masterpiece!



<http://southernfood.about.com/od/pastasalads/r/r100530a.htm>

Like · Comment



## Garden Pasta Salad

Be the first to [write a review](#) >

By [Diana Rattray](#), About.com Guide

See More About: [salads](#) [pasta salads](#)



Garden Pasta Salad

Image © Diana Rattray

- 1 can (approx. 2 1/2 ounces) sliced black olives, drained
- 1/2 red bell pepper, diced
- 1/4 cup chopped celery
- 2 tablespoons finely chopped red onion, optional
- 3/4 cup mayonnaise
- 2 tablespoons prepared pesto
- 2 tablespoons lemon juice
- 1/4 teaspoon ground black pepper
- 1/2 teaspoon salt, or to taste
- 2 tablespoons fresh chopped parsley, optional

### Preparation:

Cook rotini in boiling water following package directions. Drain, rinse with cool water, and set aside to cool.

Toss the pasta with the lemon cucumber, tomato, black olives, bell pepper, celery, and onion, if using.

Combine the mayonnaise, pesto, lemon juice, pepper, salt, and parsley, if using. Combine with

Pesto and lemon juice help to flavor this tasty pasta salad. Add a little diced cooked chicken, shredded cheese, or ham for a heartier supper salad.

**Cook Time:** 10 minutes

**Total Time:** 10 minutes

### Ingredients:

- 8 ounces rotini pasta
- 1/2 medium cucumber, peeled and diced
- 1 cup diced seeded tomato

## New Developments:

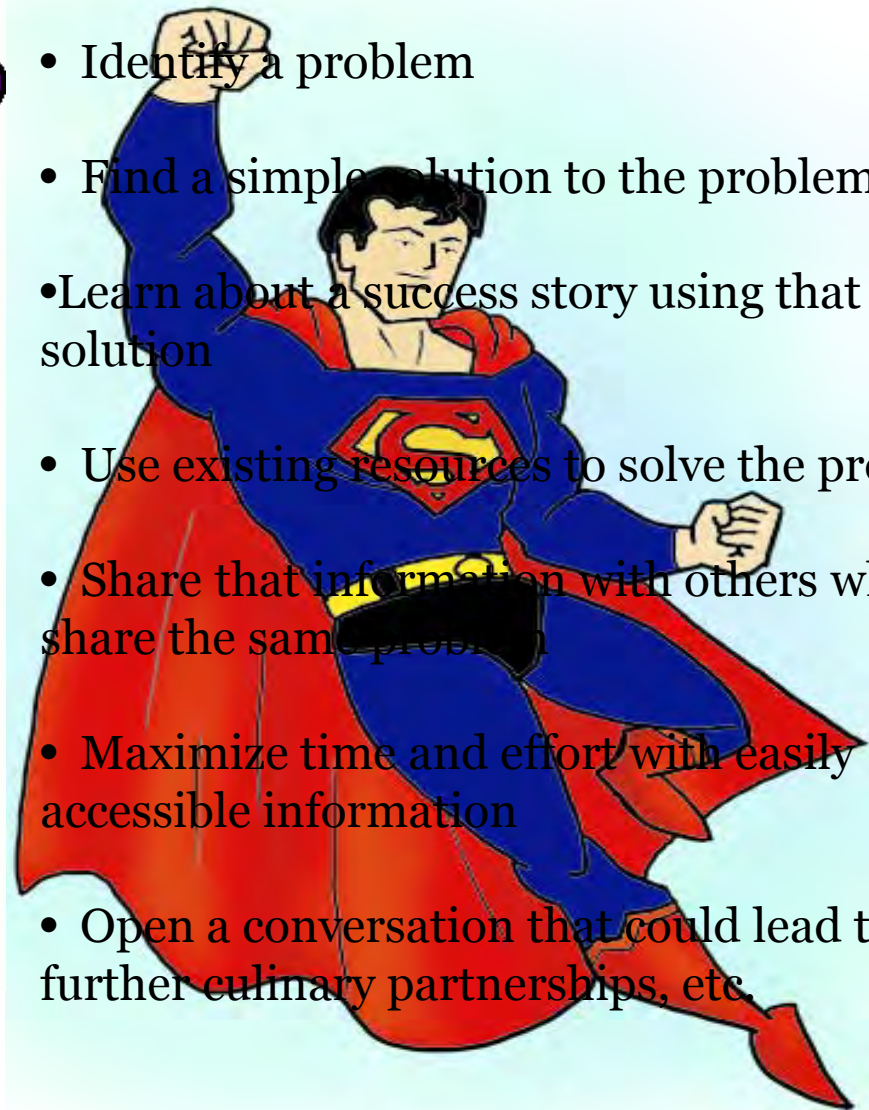
- **Problem:** I'm Hungry
- **Possible Solution:** Make a simple recipe
- **Approach:** - Find Recipe  
- Find Ingredients  
- Make Recipe  
- Satisfy Hunger





## **Eddie Powers** has helped me to:

- Identify a problem
- Find a simple solution to the problem
- Learn about a success story using that simple solution
- Use existing resources to solve the problem
- Share that information with others who may share the same problem
- Maximize time and effort with easily accessible information
- Open a conversation that could lead to further culinary partnerships, etc.



# The Gulf of Mexico MPA Network: Online Communication Portal



Username or email   Login  
Forgot login? | Register

Home | Forums | Blog Central | My MPA

- MPA SITES
- MEMBERS
- BLOGS
- FORUMS
- NEWSLETTERS
- EVENTS
- WIKI

### Main Menu

- Home
- Forums
- Blog Central
- My MPA

### Online Now

- Gulf MPA WebMaster

### User Menu

- Register!
- Your Profile
- Edit Your Profile



ABOUT THE GULF OF MEXICO MARINE PROTECTED AREAS NETWORK



NEW - BLOGGING FOR MPA MEMBERS AND SITES



NEW - FORUMS OPEN TO ALL MPA MEMBERS

## NEW - Blogging for MPA Members and Sites



### Introducing Blogs

- Each Member has a Blog.
- Each Site has a Blog Features...

### Categories

- You can create categories for your Blog.
- E.g. if you are an MPA Site, you could have one category per department or team; or create a category for your CSO, etc.
- If you are an MPA Member, you could create a separate category for each Project you are working on.

[Read more...](#)



# Member Profiles



- Main Menu
- Home
  - Forums
  - Blog Central
  - My MPA
    - My Profile
    - Connections
    - My Blog
    - My Library
    - My Forums

Moderation

No Pending Actions

Member   Connections   Blog   Library   Forums

## Ryan C Young

**Contact Details**

<b>MPA Site:</b>	Rookery Bay National Estuarine Research Reserve	
<b>Office Phone</b>	(239) 417-6310 Ext 219	<b>Title:</b> MPA Specialist
<b>Cell Phone</b>	(973) 479-0602	<b>Department:</b> CTP
<b>Fax</b>	(239) 417-6315	
<b>Email</b>	Send Email	
<b>Alternative Email</b>	ryoung@eagle.fgcu.edu	

**Expertise**

Marine Protected Areas, Networking, Ecology, Regional Coordination, Meeting Facilitation, Itchthyology, Limnology, Restoration Ecology

**Certifications**

Wildland Firefighter - Red Card, NAUI SCUAB Diver, Wilderness First Aid, Python Capture and Transport, CPR, Wilderness First Aid

**Current Projects**

The Gulf of Mexico MPA Network, Fish as Bioindicators for Restoration Success in the Picayune Strand Restoration Project, MPA Enforcement International



[Connect](#) ⓘ

# MPA Site Profiles

## Main Menu

[Home](#)

[Forums](#)

[Blog Central](#)

[My MPA](#)

## Moderation

No Pending Actions

## Online Now

- Gulf MPA WebMaster
- Ryan C Young

## User Menu

[Register!](#)

[Your Profile](#)

[Edit Your Profile](#)

[Logout](#)

[Site](#)

[Blog](#)

[Library](#)

[Forums](#)

## Rookery Bay National Estuarine Research Reserve

### Mission Statement:

*To provide a basis for informed stewardship of estuaries in Southwest Florida through research and education.*

**Established:** 1978

**Acreage:** 112822

**Department of Government:** Department of Commerce

**Lead Agency:** Florida Department of Environmental Protection (FL DEP)

**Designation:** National Estuarine Research Reserve (NERR)



[Connect](#)



### MPA Site Details

**Address** 300 Tower Road  
Naples, FL 34113

**Main Phone** (239) 417-6310  
**Fax** (239) 417-6315  
[www.rookerybay.org](http://www.rookerybay.org)

### Habitats

- Mesic Flatwoods
- Tidal Freshwater Marsh
- Estuary
- Mangrove Islands
- Sandy Bottom
- Seagrass Meadows
- Coastal Water
- Oyster Reefs
- Disturbed / Developed Habitat

### Designated Uses

Single use for conservation and preservation

### Unique Features

Ten Thousand Islands and Rookery Bay estuaries are considered westernmost extent of the Everglades ecosystem. The site includes extensive pristine mangrove forested wetlands, undeveloped barrier islands, and some of the last remaining intact tropical hardwood hammocks and coastal scrub habitats in Southwest Florida.

# Blogs

Marine Protected Area  
Network

Home Forums Blog Central My MPA



MPA SITES



MEMBERS



BLOGS



FORUMS



NEWSLETTERS



EVENTS



WIKI

## Main Menu

Home

Forums

Blog Central

All Blogs

My Blog

Write a Post

My Drafts

Edit my Posts

Featured Posts

My MPA

## Moderation

No Pending Actions

## Online Now

- Gulf MPA WebMaster
- Ryan C Young

## Gulf MPA Blogs

Subscribe to this blog

Blogs from Members and Marine Protected Area Sites from around the Gulf of Mexico.

Home Categories Tags Bloggers Search Archives Write Blogging Dashboard

### LATEST ENTRIES

Subscribe to feed



Gulf MPA  
WebMaster

### New Feature - Chat

Posted on Saturday, June 02, 2012 in Website News

We have added "Chat" to the site, providing the ability for users to chat to one another while they are online. Some feature of the new Chat Solution are: Security: Chat is only available to registered Members. The chat bar will not appear to Guests. In addition, only Members and users that you have Connected to, will appear in your chat client. Unified Login: Once you are logged on to the MPA website, you are automatically logged onto the Chat Solution, and a black, 'facebook' like, chatbar appears at the bottom of the screen. You can continue to move from screen-to-screen on...

Tags: Untagged

Rate this blog entry ★★★★★ 0 votes

Hits: 1 0 Comments Continue reading →



Gulf MPA  
WebMaster

### New Feature - File Libraries

Posted on Thursday, May 17, 2012 in Website News

MPA Members and MPA Sites now all have a Library, where they can easily post files to! Some features that have been implemented are. File Types: Right now the Gallery supports zip, doc, docx, xls, xlsx, pdf, txt, rtf, ppt, pptx Oversight: A moderator can revoke a file in a Library (limits: Currently we are limiting libraries to a Maximum Size of 20MB, with no one individual file size greater than 5MB and no more than...

# Forums



MPA SITES



MEMBERS



BLOGS



FORUMS



NEWSLETTERS



EVENTS



WIKI

## Main Menu

### Home

### Forums

- ▶ All Forums
- ▶ Recent Topics
- ▶ New Topic
- ▶ No Replies
- ▶ My Topics
- ▶ Search

### Blog Central

### My MPA

## Moderation

No Pending Actions

## Online Now

- Gulf MPA WebMaster
- Ryan C Young

## User Menu

Register!

Your Profile

[Edit Your Profile](#)

All Forums

Recent Topics

New Topic

No Replies

My Topics

Search



Welcome, **Ryan C Young**

Last Visit Date: Today

[Logout](#)

[Private Messages](#)

[Announcements](#)

MPA Forums

1... (1 viewing) **Ryan C Young**

[Mark all topics read](#)

Board Categories  [Go](#)

## Main Forum

This is the main forum section. It serves as a container for categories for all MPA topics.

	<b>Welcome Mat</b> We encourage new members to introduce themselves here. Get to know one another and share your interests. Moderators: <a href="#">Gulf MPA WebMaster</a>	0 Topics	0 Replies	No Posts
	<b>Webmaster's Suggestion Box</b> Have some feedback and input to share? Don't be shy and drop us a note. We want to hear from you and strive to make our site better and more user friendly for our guests and members a like. Moderators: <a href="#">Gulf MPA WebMaster</a>	2 Topics	2 Replies	 Last Post: Re: Member Profiles, Connect ... by <a href="#">Gulf MPA WebMaster</a> 5 days, 4 hours ago
	<b>Bug Reports</b> Found a bug with the MPA Website, then we want to know! Moderators: <a href="#">Gulf MPA WebMaster</a>	0 Topics	0 Replies	No Posts

## Who is online

In total there are 40 users Online :: 3 Members and 37 Guests



[Gulf MPA WebMaster](#), [Ryan C Young](#)

Legend :: [Site Administrator](#), [Global Moderator](#), [Moderator](#), [User](#), [Guest](#)

## MPA Forums Forum Statistics

Total Messages: 4 | Total Subjects: 2  
Total Sections: 1 | Total Categories: 3  
Today Open: 0 | Yesterday Open: 0  
Today Total Answer: 0 | Yesterday Total Answer: 0

Total Users: 38 | Latest Member: [Wiki Admin](#)

[User List](#) ▶

[More Statistics](#) ▶

# Wikis

The screenshot shows the homepage of the Marine Protected Area Network. At the top, there is a navigation bar with links for Home, Forums, Blog Central, and My MPA. Below this is a row of icons for MPA Sites, Members, Blogs, Forums, Newsletters, Events, and Wiki. The main content area displays a Wiki page titled "Gulf MPA Disaster Response". The page includes a search bar, a navigation menu, and a main text area with sections for "Disaster Response Report", "Definitions", and "Requirements for Successful Response".

**Marine Protected Area Network**

Home - Forums - Blog Central - My MPA

MPA SITES MEMBERS BLOGS FORUMS NEWSLETTERS EVENTS WIKI

**Gulf of Mexico Marine Protected Area Network**

Page Discussion Read Edit View history Go Search

## Gulf MPA Disaster Response

**Disaster Response Report** The following report was generated from the information gathered by the NERRs Disaster Response grant as it applies to Gulf of Mexico MPAs. Included in this report are definitions, communication protocols, perceived hazard rankings, a planning scenario, successes from the Deepwater Horizon disaster, issues and challenges to disaster response efforts, goals, objectives, and next steps for achieving a regional disaster response plan.

**Definitions** – common terms for disaster response events

- Emergency: an unexpected, sudden, short duration event
- Disaster: an event that causes serious loss, destruction, or hardship with long term effects
- Incident: an event

**Requirements for Successful Response** – Structure of response mechanisms for a successful response effort

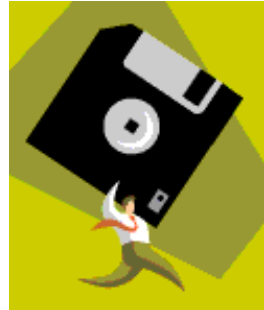
1. Command Center – headquarters of the disaster response team
2. Operations – directing tactical response
3. Planning – critical thinking team to identify problems and find solutions
4. Logistics – finding the people, resources, food and water for workers, etc.
5. Finance and Administration – finding personnel and coordinating finances

YOU ARE HERE: HOME - WIKI



# Web-based Communication Portal

- Interactive Wall/News Feed Function
- Email Listservs
- Resource Libraries
- Group Calendars
- Discussion Forums
- Wikis – Living Documents
- Individual and Group Blogs
- Live Chat
- Contact Database
  - Individual Profiles
  - MPA Site Profiles
- Interactive Gulf MPA map linked to profiles



# Gulf MPA Network Webinar Series

Lunch Bag Webinar Series  
**Google Earth's "Explore the Ocean" Layer**  
 Thursday, April 19, 2012  
 12:00pm to 12:30pm (EDT)



## Effectively Managing Marine Resources Through Collaboration

Learn how this powerful tool can help Marine Protected Area managers and staff. Get your MPA on the map. Learn how to get your MPA into Google Earth, searched by millions every day.



**Presenter**  
**Charlotte Vick**

*Charlotte is a leading expert on information management for marine protected areas. She is the project lead for the Google Earth's "Explore the Ocean" layer, developed and supported by the Sylvia Earle Alliance.*



For more info contact Ryan Young, Gulf MPA Coordinator  
 (239) 417-6310 ext. 219 or [ryan.young@dep.state.fl.us](mailto:ryan.young@dep.state.fl.us)  
[www.rookerybay.org](http://www.rookerybay.org)



**REGISTER** <https://www2.gotomeeting.com/register/214052554>

Lunch Bag Webinar Series  
**Measuring and Communicating Socio-Economic Values of MPAs**  
 Thursday, May 10, 2012  
 12:00pm to 12:30pm (EDT)



## ELUCIDATING THE LINK BETWEEN ENVIRONMENTAL WELL-BEING AND HUMAN WELL-BEING

Marine Protected Area managers know inherently the value of the resources they manage, but in many cases measuring and communicating that value to stakeholders and decision makers can feel overwhelming, and so it doesn't get done. In this webinar we will try to break down the barriers a little bit and start to put some basic tools in the hands of MPA managers.

### Presenters



*Socio-Economics Group at Harte Research Institute*

#### Dr. David Yoskowitz

Dr. Yoskowitz is the Harte Research Institute Endowed Chair for Socio-Economics at the Texas A&M University-Corpus Christi Harte Research Institute (HRI), where he leads the Socio-Economics Group, a team of experts working in the forefront of Marine Protected Areas valuation.

#### Dr. Cristina Carollo

Dr. Carollo is an Assistant Research Scientist at HRI and part of the Socio-Economics Group. She is Professor's Yoskowitz right hand, with extensive experience in integrating ecosystem services to strengthen the management of Gulf of Mexico coastal and marine resources.



For more info contact Ryan Young, Gulf MPA Coordinator  
 (239) 417-6310 ext. 219 or [ryan.young@dep.state.fl.us](mailto:ryan.young@dep.state.fl.us)  
[www.rookerybay.org](http://www.rookerybay.org)



**REGISTER** <https://www2.gotomeeting.com/register/205381994>

Lunch Bag Webinar Series  
**A Connected Vision for Conservation in the Gulf of Mexico**  
 Tuesday, June 12, 2012  
 12:00pm to 12:30pm (EDT)



## CREATING OPPORTUNITIES FOR COLLECTIVE ENVIRONMENTAL PLANNING, RESPONSE, AND INFORMATION SHARING

Learn about the efforts of the Gulf of Mexico MPA Network to bring together MPAs throughout the Gulf, and cooperatively conserve and restore the region. Learn how your MPA can benefit from joining the network, and experience the new "Online Communication Portal," a tool designed to help MPA managers and staff around the Gulf stay connected and collaborate.

### Presenters



#### Ryan Young

Ryan is the founder and the current coordinator of the Gulf MPA Network, stationed at the Rookery Bay National Estuarine Research Reserve. Since 2010, he has been persistently working to strengthen the network. He is also the developer of the "Online Communication Portal."



For more info contact Ryan Young, Gulf MPA Coordinator  
 (239) 417-6310 ext. 219 or [ryan.young@dep.state.fl.us](mailto:ryan.young@dep.state.fl.us)  
[www.rookerybay.org](http://www.rookerybay.org)



**REGISTER** <https://www2.gotomeeting.com/register/160101658>

# Next Steps

- Complete Website Construction
- Build Active MPA Network Member Base
- Conduct regional collaborative projects using the MPA Network communication portal as the workspace
  - Climate Resiliency
  - Disaster Response
  - Education and Outreach
- Expand users to include Educational Institutions and International MPAs in the Gulf
- Implement Regional Network Design and build Regional Networks in other regions
- Secure Funding for Network Management



# BECOME A BETA TESTER!

- Help to shape and fine tune the Gulf MPA Network by giving input on its functions and design from an MPA staff/manager perspective
  - To get involved, email me at [ryan.young@dep.state.fl.us](mailto:ryan.young@dep.state.fl.us)



**I WANT YOU**  
**For some BETA Testing**

# Questions?



To get involved with the Gulf of Mexico MPA Network, please contact Ryan Young at [ryan.young@dep.state.fl.us](mailto:ryan.young@dep.state.fl.us) or call at (239) 417-6310 ext. 219