

## Monroe County GreenKeys! Community Workshop

PHOTO SOURCE: Greenkeys! Project Team



# 10. PUBLIC Involvement

Public involvement was a critical component of the development of GreenKeys!. Several methods were employed to involve the residents in the planning process, including electronic forums supporting GreenKeys! discussion, emails, public workshops, public outreach at community events and to individual organizations and a public survey.

### A. GreenKeys! MindMixer

As part of the GreenKeys! development, the County maintained an online MindMixer site to facilitate public engagement in the GreenKeys! project. MindMixer is an online engagement platform that the Team used as an outreach and engagement tool for GreenKeys!. Because feedback from the community is critical to the success of GreenKeys!, creating and maintaining this online platform was an important tool for facilitating community engagement.

The GreenKeys! MindMixer site was launched in July 2014 and remained active until May 31, 2015 (visible online until June 30, 2015). Note that Monroe County IT staff also produced a video that was used as an overview to sustainability.

Overall, the GreenKeys! MindMixer site generated a total of 551 interactions, 89 comments, and 51 shares. This platform provided a forum for community members to keep informed about the GreenKeys! project and have their voices heard on issues of importance to them. For the County, this platform provided an invaluable means of obtaining feedback directly from community members on where County efforts should be focused and in what order of priority.

During the eleven (11) months the site was active, 72 registered participants engaged in 34 topic discus-



Green Keys! MindMixer Page Screenshot

PHOTO SOURCE: GreenKeys! MindMixer Site





sions posted to the site. These topics were posted to solicit feedback from County residents on the most important efforts the County can take regarding sustainability. Topics and polling questions were also posed to the group to get community feedback on how to prioritize various efforts. Topics posed to the community are shown at the right.

Community feedback provided in response to each of the polling questions was used to prioritize the importance of the recommendations in GreenKeys!. For example, many of the polling questions asked MindMixer participants to prioritize various actions within a given topic. That community prioritization was then used to shape specific recommendations in GreenKeys! to ensure that resident concerns and resident priorities are reflected in the recommendations being made (where possible). In some instances, community feedback was also used to guide the recommended timeline for implementation, particularly for climate change and sea level rise adaptation recommendations.

The final MindMixer report with all community feedback is provided in Appendix J.

## POLLING QUESTIONS TO PRIORITIZE COUNTY EFFORTS COVERED A WIDE RANGE OF TOPICS, INCLUDING:

- ➔ **How to make the Keys economically viable;**
- ➔ **Making buildings and homes more sustainable and resilient to climate change and sea level rise;**
- ➔ **How to make schools and community leaders work together to create a more sustainable County;**
- ➔ **Determining what sea level rise adaptation strategies are best suited for the Keys;**
- ➔ **How to best prevent the spread of invasive plants and animals in the County;**
- ➔ **Ways to increase ride-share and carpooling in the County;**
- ➔ **Best methods for reducing litter in the Keys;**
- ➔ **Reducing problematic wildlife encounters in the Keys;**
- ➔ **How to bolster local-sourced food networks and local food consumption;**
- ➔ **Most prominently used methods of water conservation by County residents;**
- ➔ **Prioritizing Monroe County's most important transportation enhancements;**
- ➔ **What residents are most concerned about regarding development and redevelopment in the County;**
- ➔ **How to incentive increased use of public transit;**
- ➔ **Identification of the biggest challenges to the County's current transportation system;**
- ➔ **Barriers to improving energy efficiency in residential and commercial buildings;**
- ➔ **Best strategies for protecting natural systems in the Keys;**
- ➔ **Understanding community concerns about health and safety in the Keys; and**
- ➔ **Most important aspects of sustainability and climate change/sea level rise that the County should be considering.**

## B. Public Workshops

As part of GreenKeys!, several public workshops and other education and outreach activities were conducted. These workshops and events were held to better understand the unique perspectives of Monroe County residents and solicit community engagement in the planning process.

Table 25 below illustrates the workshops and events used to engage the community in this sustainability and sea level rise planning process.

In addition to engaging the community about GreenKeys!, a database of potentially interested County residents and business owners was created. Using Constant

Contact, electronic invitations (email), save the date cards and flyers were distributed to the contact list created for the County in advance of each community workshop.

These electronic communications served a dual purpose, increasing attendance at subsequent workshops and ensuring that local residents and business owners remained engaged throughout the GreenKeys! planning process. Thirty-one (31) informational emails were sent over the course of the GreenKeys! project.

**Table 25. List of Public Workshops and Events Attended for GreenKeys!**

Date of Workshop / Event	Workshop / Event	Workshop / Event Description
September 3, 2014	Monroe County BOCC Workshop on Sea Level Rise, Key Largo	Presentation on sea level rise made to the Monroe County Board of County Commissioners. This presentation was made on initial modeling results from projected sea level rise impacts in 2030 and 2060. The Team showed results from its analysis on impacts to County buildings, electrical supply, water supply, wastewater, roads and habitat. This included impacts to actual facilities, but also projections in increased nuisance flooding. In addition to the impacts to facilities, the Team discussed the basis of the planning process including shifts in policies, regulations, laws and the availability of grant funding to plan and implement projects to mitigate impacts. The Team fielded questions and outlined the next steps to develop GreenKeys!.
October 2, 2014	6th Annual Southeast Florida Climate Leadership Summit Presentation, Miami Beach	Presentation on Monroe County GreenKeys! sea level rise modeling and planning project.
October 9, 2014	GreenKeys! Community Workshop #1	<p>The first community workshop was focused on the risks of sea level rise and the types of economic and flooding impacts that could affect Key Largo homes and businesses in the future. The Team presented the modeling process to address impacts to homes and businesses and provided an actual example of how modeling was used to mitigate rising water levels in another community. This showed how the flooding impacts of sea level rise with varying rates of severity can be managed.</p> <p>The workshop included a panel of local community leaders to discuss impacts and potential solutions to sea level rise on roads and other critical areas in Key Largo. Panelists at this first workshop included:</p> <ul style="list-style-type: none"> <li>• Mayor Sylvia Murphy, Monroe County;</li> <li>• Stephanie Scuderi, Centennial Bank, Senior Vice President;</li> <li>• Dr. Jerry Lorenz, Ph.D., Audubon Florida, State Research Director; and</li> <li>• Richard Barreto, Tavernier Community Association, President.</li> </ul> <p>During the meeting, there was a spirited discussion about the biggest concerns and Key Largo's unique characteristics that need to be considered when planning for sea level rise. Participants were eager to understand the appropriateness of the data being proposed for use in the overall COAST modeling process.</p>

**Table 25. List of Public Workshops and Events Attended for GreenKeys! *Continued***

Date of Workshop / Event	Workshop / Event	Workshop / Event Description
November 5, 2014	GreenKeys! Community Workshop #2	<p>The second workshop focused on how to best prepare for sea level rise in the Key Largo. Results of the sea level rise vulnerability assessment were presented showing anticipated impacts to homes and businesses. These results included predicted costs of building damage. Discussion focused on possible adaptation strategies, such as raising building elevations or relocating facilities entirely. Participation was critical to ensure that the diverse perspectives of community members were adequately considered when choosing the most appropriate adaptation strategies.</p> <p>During the meeting, participants discussed three (3) primary adaptation strategies, including: 1) elevating and floodproofing properties not already elevated or floodproofed; 2) constructing breakwaters at two “at risk” locations and 3) Voluntary property acquisitions where high tide would be at the center of the property either by 2030 or 2045.</p>
November 8, 2014	Community Day at Florida Keys Community College	<p>Conducted public education and outreach about the GreenKeys! projects during Community Day. Passed out GreenKeys! flyers, promoted upcoming public workshops and attempted to further engage residents in the sea level rise planning project.</p>
December 9, 2014	GreenKeys! Community Workshop #3	<p>The third workshop addressed the pros and cons of each of the adaptation strategies identified during the previous workshop. Implementing the right adaptation strategies should ultimately result in less damage over time. Discussions focused on how well each of the identified adaptation strategies is predicted to protect Key Largo in the future. Cost-benefit analyses were used throughout the entire evaluation process. Participation was again critical to ensuring that community perspectives were adequately considered when selecting the most appropriate adaptation strategies for this community.</p>
March 12, 2015	Bahia Honda State Park Earth Day Celebration	<p>Conducted public education and outreach about the GreenKeys! projects during the Bahia Honda State Park Earth Day Celebration. Passed out GreenKeys! flyers, promoted upcoming public workshops and attempted to further engage residents in the sea level rise planning project.</p>
October 6, 2015	Stock Island Sea Level Rise Community Workshop	<p>Workshop presented to inform Lower Keys residents about the sea level rise modeling Monroe County completed and how rising seas could affect roads, bridges, homes, businesses and habitat in Stock Island by the years 2030 and 2060.</p>
October 7, 2015	Middle Keys Sea Level Rise Community Workshop	<p>Workshops presented to inform Middle Keys residents about the sea level rise modeling Monroe County completed and how rising seas could affect roads, bridges, homes, businesses and habitat in the Middle Keys by the years 2030 and 2060.</p>



**Table 25. List of Public Workshops and Events Attended for GreenKeys! Continued**

Date of Workshop / Event	Workshop / Event	Workshop / Event Description
October 14, 2015	Upper Keys Community Workshop on GreenKeys!	Workshops held to provide Upper Keys residents and business owners with an overview of the recommendations provided in the draft GreenKeys! and solicit community feedback on those recommendations.
October 19, 2015	Lower Keys Community Workshop on GreenKeys!	Workshops held to provide Lower Keys residents and business owners with an overview of the recommendations provided in the draft GreenKeys! and solicit community feedback on those recommendations.
October 22, 2015	Middle Keys Community Workshop on GreenKeys!	Workshops held to provide Middle Keys residents and business owners with an overview of the recommendations provided in the draft GreenKeys! and solicit community feedback on those recommendations.



**C. GreenKeys! Public Survey**

To assist with the prioritization of goal area recommendations and further engage Monroe County residents and business owners, the Team used a “Survey Monkey” online survey tool to poll thirty-one (31) questions for distribution within the community. Questions drafted for the survey included strategies for ranking by asking residents and business owners to prioritize and rank several of the STAR recommendations, as well as for open responses to provide their thoughts and feedback

on the County’s sustainability efforts to date. This survey was distributed to the Constant Contact database (392 individuals on the Monroe County Climate List, 38 County staff on the Monroe County Employees list and entire Monroe County Climate Change Advisory Committee), as well as to Chambers of Commerce throughout the County for distribution to their membership.

The survey was left open from approximately April 20, 2015 to June 22, 2015 (62 days), during which time 161 responses were received.

Results of the survey are provided in the graphic on the top right of the next page.

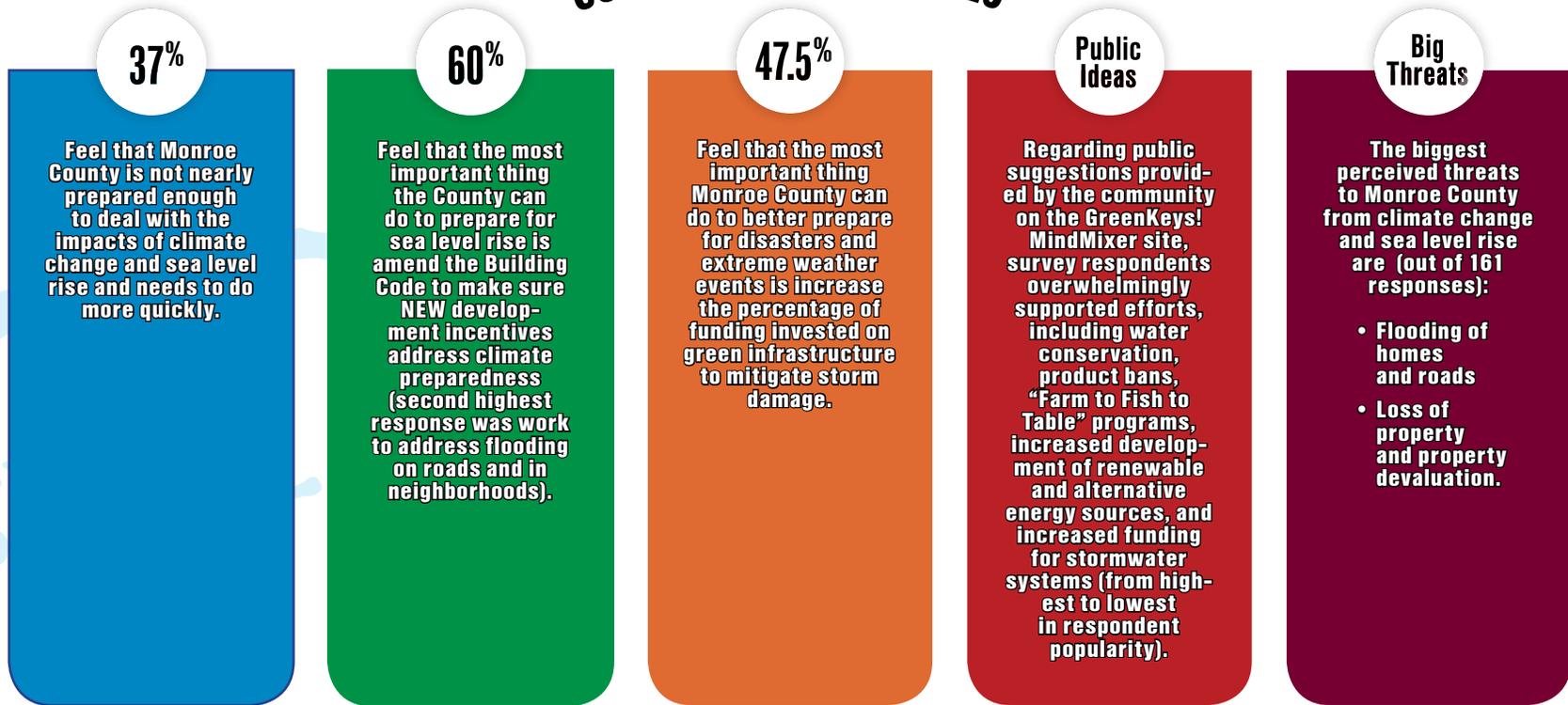
Copies of the survey and responses are included in Appendix K.

**D. Individual Outreach to Organizations and Agencies**

In addition to the public outreach efforts discussed above, individual outreach efforts were made to Monroe County organizations and agencies. This outreach was conducted to educate these local organizations and agencies on GreenKeys! and solicit their support for the project.



# COMMUNITY RESPONSES



**Table 26. Individual Outreach Conducted for GreenKeys!**

Date of Event	Organization	Outreach Description
November 3, 2014	Sea Level Rise Presentation to South Florida Regional Planning Council	Presentation provided to the South Florida Regional Planning Council on sea level rise and climate change.
December 10, 2014	Key Largo Chamber of Commerce	Presentation provided to the Key Largo Chamber of Commerce on sea level rise and climate change.
January 14, 2015	South Florida Water Management District	Presentation provided to the South Florida Water Management District governing board on sea level rise and climate change.
January 28, 2015	Republican Club, Key Largo	Presentation provided to the Republican Club on sea level rise and climate change.
January 30, 2015	Last Stand, Key West	Presentation provided at the Last Stand Annual Meeting on climate change.
March 12, 2015	Florida Keys National Marine Sanctuary, Marathon	Presentation to the Florida Keys National Marine Sanctuary Steering Committee on sea level rise.
May 7, 2015	Gulf Coast Symposium	Presentation at the Gulf Coast Symposium on sea level rise.