



GREAT
LAKES
DREDGING
TEAM



GLDT Outreach

GLDT Annual Meeting
Dundee, Michigan
July 16-17, 2013

GLDT Outreach Communication Summary

Drought and historic low lake levels have brought greater attention to dredging, resulting in an opportunity to increase awareness of team's mission and revamp its strategic communication efforts.



Communication Goals



Communication Goals:

- Increase awareness and understanding of GLDT mission, goals and current framework
- Provide a strategic view of dredging issues on the Great Lakes to aid in focusing efforts
- Increase transparency and engagement across board
- Obtain continuous feedback
- Stay relevant
- Develop reputation as effective leaders in conflict resolution
- Produce meaningful products
- Move stakeholders to take action or assume a proactive posture (create value for beneficial re-use, and funding of Research and Design)

Stakeholders

What they think of us

- ▶ Slow, costly and bureaucratic.
- ▶ Don't care about recreation harbor or maintenance dredging.

What we know they want us to know

- ▶ The value of beneficial re-use of dredged material vs. building new confined disposal facilities (CDFs). The use of dredged material for habitat restoration can provide significant benefits to the environment.
- ▶ When harbors and channels are not dredged to their full capacity, a disruption in traffic flow is created. This leads to vessels waiting for movement and creates a negative impact on both the environment and the economy.
- ▶ Dredging dollars could be saved in lower watersheds by reducing flooding in upper watersheds.
- ▶ A safety issue exists when harbors of refuge are not dredged when necessary.
- ▶ When vessels are able to load to full draft, fuel costs and emissions are reduced.
- ▶ Efficient waterborne transportation is important to maintaining global competitiveness.
- ▶ Waterway carriers want to conduct their businesses with ease, and the public want to live in safe communities.
- ▶ Shipping = livelihood.
- ▶ Clean air and water are crucial to Great Lakes communities.
- ▶ Recreational harbors play a major role in the health of local economies.

Stakeholders

National	Administration	Congress	Fed Agencies	Interest Groups
<ul style="list-style-type: none"> -American Waterway Operators -Great Lakes Commission -Great Lakes and St. Lawrence Cities Initiative -International Joint Commission 	<ul style="list-style-type: none"> - Maritime 	<ul style="list-style-type: none"> - Senate Committee on Environment & Public Works -House Committee on Natural Resources -House Authorization Committee (T&I, Subcommittee on Water Resources and Environment) - House Committee on Agriculture - Senate Committee on Agriculture, Nutrition and Forestry -Senate/House Appropriations 	<ul style="list-style-type: none"> -US Environmental Protection Agency -US Coast Guard - US Fish and Wildlife Service -US Army Corps of Engineers - Natural Resources Conservation Service - Great Lakes Fisheries Commission - Dept. of Transportation -Dept. of Commerce -Dept. of Interior -National Oceanic and Atmospheric Administration -US Geological Survey -US Department of Agriculture 	<ul style="list-style-type: none"> -Lake Carriers Assoc. -Environmental (Alliance for the GL, Ducks Unlimited, National Wildlife Federation, Healing Our Waters) -Academia - American Great Lakes Ports Assoc. - Council of Great Lakes Industries -International Shipmasters Assoc. -Green Marine -Passenger Vessels Assoc. -MI Boating Industry Assoc. -Dredging Contractors of America -Seaway Development -Northeast-Midwest Institute -Upper Mississippi River Basin Association
State Government	State Organizations	Local Government	Local Population	
<ul style="list-style-type: none"> -Michigan -Illinois -Ohio -Pennsylvania -New York -Indiana -Minnesota -Pennsylvania 	<ul style="list-style-type: none"> -Council of GL Governors -Departments of Natural Resources 	<ul style="list-style-type: none"> -GL Small Harbors Coalition -Great Lakes and St. Lawrence Cities Initiative -Tribes 	<ul style="list-style-type: none"> -Waterway/ recreation users -Recreation clubs -Businesses 	

What do we want stakeholders to think of us?

- ▶ We are committed to maintaining navigation channels and considering environmental impacts of dredging to the fullest.
- ▶ We look forward to being transparent and working with each of our unique stakeholders to achieve a balance between adequate resource protection and cost-effective, timely dredging operations.
- ▶ We need authorization and appropriations or other funding sources to dredge.
- ▶ We will listen to concerns and strive to facilitate optimal outcome for all stakeholders.
- ▶ We are effective leaders in conflict resolution.
- ▶ We aim to make the processes surrounding dredging more efficient through continuous feedback, research and innovation.



STRENGTHS

- Diversity of stakeholders, organizations and committees actively engaged in coordinating the issues, needs and priorities of this international water resource.
- Historically apolitical, advocating only for adequate dredging resources and providing members with the information to make good policy.
- Website devoted to the team.
- Connects broad national technological advances to regional needs.
- Neutral forum to air issues and facilitate consensus across stakeholders.
- GLDT functions within context of National Dredging Team.
- Actions and decisions are based on science and well thought out. Always looking for value added.

WEAKNESSES

- Out-dated communication materials.
- Disjointed website that doesn't speak to each specific group of stakeholders.
- Lack of participation from some states and many regional stakeholders.
- The GLDT is not viewed as a strong power or influencer in the region in conflict resolution, and there is little public knowledge of team.
- No one position, except to try to be relevant and maximize benefits for all stakeholders.
- Lack of a spokesperson or face of the GLDT. Do we have an identifiable symbol?
- No standard reporting and analysis each year that we could forward to the committees.
- Unbalanced support among stakeholders. Little synchronized communication. Need better representation and active posture on team.
- Key constituents sometimes have unrealistic expectations.
- What are we doing to enhance nav interests? (partially a perception issue)

OPPORTUNITIES

- Take advantage of existing media/publications to expand messaging
- Work with local governments to give them the tools to communicate our messages. Mayors' interests to keep the harbors dredged and operating to encourage community economic viability.
- Leverage current historical low lake level crisis, current funding activity (State of MI engagement, HMTF reform) and a climate model that projects need for long term dredging strategy change.
- Build relationships with political influences, such as GLC state connections, GLSLCI, Northeast-Midwest Institute.

THREATS

- Lack of value and relevance to stakeholders.
- Resource constraints.
- All USACE Federal funding.
- No congressional mandate to form or maintain the GLDT.
- Self interest of some stakeholders gets in the way of consensus building and developing sustainable solutions to critical problems.

Messaging

Themes: navigation, environment, economic viability, sustainability, safety, innovation, efficiency

- ▶ **We are committed to national goal of maintaining safe, efficient navigation channels while considering environmental impacts of dredging.**



Key Messages

- ▶ We will continue to reduce and strive to eliminate toxic sediments from Great Lakes Areas of Concern.
- ▶ We connect broad national technological advances to regional needs.
- ▶ We will continue to seek avenues for beneficial re-use and work processes for open-water placement.
- ▶ We take air and water quality into account.
- ▶ We will keep ports open to optimum standards.
- ▶ We strive to balance economic development and environmental sustainability.

Talking Points

Messaging

Themes: navigation, environment, economic viability, sustainability, safety, innovation, efficiency

- ▶ We are taking a proactive, innovative posture.



- ▶ Currently working on a beneficial re-use pilot study.
- ▶ We connect broad national technological advances to regional needs.
- ▶ We will continue to seek avenues for beneficial re-use and open-water placement.
- ▶ Our actions and decisions are based on science and well thought out.

Key Messages

Talking Points

Messaging

Themes: navigation, environment, sustainability, efficiency

- ▶ **We strive to seek balance between adequate resource protection and cost-effective, timely dredging operations.**



- ▶ We aim to make the dredging process more efficient through continuous feedback and research.
- ▶ We seek fair and reasonable resource allocations.
- ▶ We will help provide direction on where efforts should focus to benefit the watershed, such as reduced funding for dredging, reduced sedimentation, reduced sediment handling and disposal, maximizing port availabilities and capabilities, as well as navigation channel widths and depths.
- ▶ We advocate for adequate dredging resources and aim to provide members with the information to make good policy.

Key Messages

Talking Points

Messaging

Themes: partnership, transparency

- ▶ **We are effective leaders in conflict resolution.**



Key Messages

- ▶ We are a dedicated inter-agency team with a range of expertise in different functional areas.
- ▶ Any proposed courses of action that change the management and availability of water must be carefully assessed.
- ▶ We will coordinate transparently with stakeholders to ensure they fully understand the near and long-term benefits and risks of any proposed courses of action.
- ▶ We are a neutral forum to air issues and facilitate optimal outcome for all stakeholders.
- ▶ We are an advocate for the region and consider the best interests for all stakeholders.

Talking Points

Getting the word out

Activities

- ▶ Great Lakes regional long-term event calendar
 - provide speaker and/or communication materials
- ▶ Webinars associated with major milestones and/or Great Lakes days (start of boating season, etc.)
- ▶ Pitch stories/interviews for related publications (Dredging Today) at least quarterly
- ▶ Leverage existing newsletters and social media
- ▶ Open houses for CDFs/start of dredging
- ▶ Groundbreakings/ribbon cuttings
- ▶ Public meetings

Products

- ▶ Website tailored to speak to each stakeholder with downloadable brochures
- ▶ Pop-up banners for meetings
- ▶ Articles
- ▶ Social media
- ▶ GLDT video



Evaluation Tools

- ▶ **Direct feedback from stakeholders**
 - Stakeholder surveys for each group
 - Q&As during stakeholder-specific teleconferences
 - Statements and sentiment expressed in local meetings/forums

- ▶ **News content analysis**
 - Monitor media during high-visibility news
 - Correct any misinformation with letters to the editor, etc.,
 - Update key messages and talking points based on feedback
 - Send clips with analysis to team biweekly
 - Monitor public response to Corps digital/social media

- ▶ **Looking for your ideas!**

