MOBILIZING AND EMPOWERING COMMUNITIES

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What is a “Community”?

A group of people with shared interests, perceptions and values.
What are “Coastal Solutions”? 

Issues of governance among people who are interested, in, or involved with, the coast
SCIENCE AND COASTAL GOVERNANCE

SCIENCE:

OBJECTIVITY, RELIABILITY, VALIDITY

(NON-NORMATIVE: WHAT WILL, OR MIGHT, HAPPEN)

GOVERNANCE:

HUMAN VALUE-BASED DECISION-MAKING AND ADVOCACY

(NORMATIVE: WHAT SHOULD Happen)
What is “The Coast”?  

Upper reaches of the watersheds to the limits of the 200-mile EEZ
Yukon River Watershed
Columbia River Watershed
Rio Grande River Watershed
Mississippi River Watershed

[Map showing landcover classes and geographical boundaries]
The U.S. Exclusive Economic Zone
Our Problem:

Preaching to the Choir...
New Directions in Coastal Governance
ANALYSIS, FACILITATION AND ADVOCACY IN COASTAL GOVERNANCE

**ANALYSIS**

ANALYZING THE POTENTIAL NEED FOR PERCEPTUAL OR BEHAVIORAL CHANGE

**FACILITATION**

FACILITATING THE PROCESS OF CONSIDERATION OF PERCEPTUAL OR BEHAVIORAL CHANGE, WITHOUT BIAS TOWARDS A PARTICULAR END STATE

**ADVOCACY**

ADVOCATING A PARTICULAR SOLUTION OR END STATE
New Directions in Coastal Governance

- Identify the Communities/Constituencies
- Evaluate Their Attitudes, Perceptions and Values
- Engage Them in a Facilitation/Consensus-Building Process
- Evaluate Common Goals and Commonly-developed Alternatives
- Promote Effective Advocacy
Freedom to Fish

NO-FISHING ZONE
Next 25 Miles
By Govt. Order

JOINRFA.ORG
The Recreational Fishing Alliance - "Your Voice on Capitol Hill"
Black Sea Program