



WATER QUALITY PROTECTION PROGRAM (WQPP) COMMUNICATIONS SUBCOMMITTEE

Approved by the Steering Committee July 30, 2024.



Genevieve Schave

Office of Resilience and Coastal Protection/
Florida Keys Aquatic Preserves
Florida Department of Environmental Protection

In-person Meeting | Nov. 13, 2024



WQPP COMMUNICATIONS SUBCOMMITTEE

Current Membership:

- Monroe County → Kristen Livengood.
- Environmental Protection Agency → Steven Blackburn and Elizbeth Smith.
- Florida Sea Grant → Shelly Kruger.
- Florida Fish and Wildlife Conservation Commission → Kristene Parson.
- Florida Keys National Marine Sanctuary (FKNMS) National Oceanic and Atmospheric Administration (NOAA)→Scott Atwell or Marlies Tumolo.
- Key Largo Wastewater Treatment→ Sue Heim.
- Lower Keys Guides Association→ Allison Delashmit.
- Eco Legacy Solution→ Sandy Walters.



WQPP COMMUNICATIONS SUBCOMMITTEE

First Meeting Update:

- Met on October 3 for an Introductory and “Meet and Greet,” virtual hour-long Teams meeting with 11 attendees.
- Covered:
 - Introductions, What is Interpretation (separate from environmental education), Star Requiem video, facts vs. emotional connection.
 - Preference for online course with virtual review after or in person workshop.
 - Discussed wanting to create plan to move forward.



WQPP COMMUNICATIONS SUBCOMMITTEE

Roles and Responsibilities:

- Participate in initial “WQ Interpretive Planning Workshop” to be facilitated by the NOAA staff.
- Participate in semi-regular subcommittee meetings and report outs to the WQPP Steering Committee.
- Coordinate communications and outreach related to ongoing and emerging water quality issues.
- Create shared messaging and products to amplify the work of the WQPP.
- Contribute to the biennial congressional report with written articles from outreach.
- Identify a Subcommittee Lead/Co-lead/Secretary.



WQPP COMMUNICATIONS SUBCOMMITTEE

Deliverables:

- Develop shared messaging about water quality.
- Recommend content and updates for the WQPP website.
- Support development and distribution of the WQPP congressional report.
- Coordinate on other external facing products and resources.
- Provide semi-regular updates and recommendations to the WQPP Steering Committee.



WQPP COMMUNICATIONS SUBCOMMITTEE

Discussion and Questions:

- Do you agree with the purpose and objectives identified for the proposed WQPP Communications Subcommittee?
- Suggestions or additions to the proposed membership list?
- Roles, responsibilities and deliverables — any additions or edits?
- Proposed next step: training meeting and group planning → along with the March 2025 in person Steering Committee meeting.
- Other questions or feedback?



THANK YOU

Genevieve Schave

Office of Resilience and Coastal Protection/
Florida Keys Aquatic Preserves
Florida Department of Environmental Protection

Contact Information

305-289-7085

Genevieve.Schave@FloridaDEP.gov