



Speak Up! Environmental Advocacy with Gov. Bob Graham

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About 1000 Friends of Florida:

- Founded in 1986, 1000 Friends of Florida is a 501(c)(3) nonprofit membership organization.
- We work to save special places and build better communities.
- We educate, advocate and negotiate to protect Florida's high quality of life.
- Our bipartisan board of directors includes advocates and experts from across the state.
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Dr. John M. DeGrove Webinar Series



- May 4, 1924 – April 13, 2012
- Icon of comprehensive planning both in Florida and across the nation
- One of the founders of 1000 Friends of Florida
- First Secretary of the Florida Department of Community Affairs
- His accomplishments recognized with the John M. DeGrove Eminent Scholar Chair in Growth Management and Development at Florida Atlantic University
- To find out more, please visit:
www.1000friendsofflorida.org/dr-degrove/



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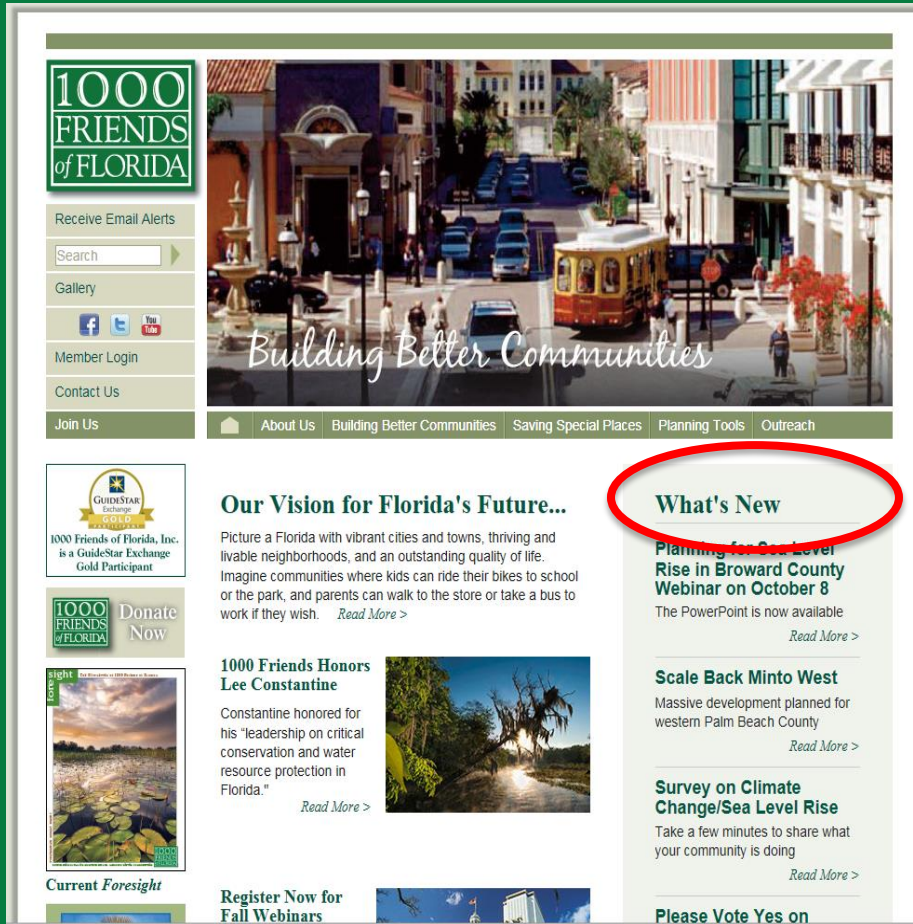
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Our Vision for Florida's Future...

Picture a Florida with vibrant cities and towns, thriving and livable neighborhoods, and an outstanding quality of life. Imagine communities where kids can ride their bikes to school or the park, and parents can walk to the store or take a bus to work if they wish. [Read More >](#)

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What's New

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The PowerPoint is now available [Read More >](#)

Scale Back Minto West

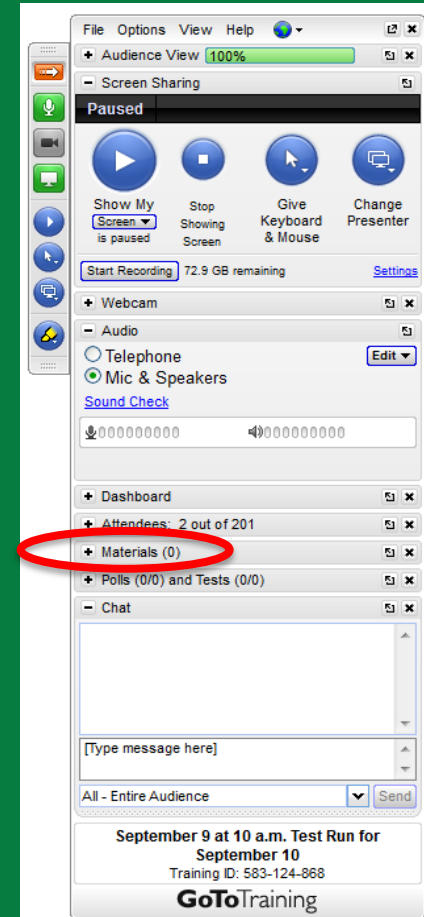
Massive development planned for western Palm Beach County [Read More >](#)

Survey on Climate Change/Sea Level Rise

Take a few minutes to share what your community is doing [Read More >](#)

Current Foresight

Register Now for Fall Webinars



The screenshot shows the GoToTraining interface. The top bar includes 'File', 'Options', 'View', and 'Help'. Below this is a 'Screen Sharing' section with a 'Paused' status and buttons for 'Show My Screen', 'Stop Showing Screen', 'Give Keyboard & Mouse', and 'Change Presenter'. A 'Start Recording' button is also visible, along with a '72.9 GB remaining' indicator. The 'Webcam' section shows 'Audio' settings with 'Telephone' and 'Mic & Speakers' options. The 'Dashboard' section displays 'Attendees: 2 out of 201', 'Materials (0)' (circled in red), and 'Polls (0/0) and Tests (0/0)'. The 'Chat' section has a text input field and a 'Send' button. At the bottom, there is a 'September 9 at 10 a.m. Test Run for September 10' section with a 'Training ID: 583-124-868' and a 'GoToTraining' logo.

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Audience View 100%

Screen Sharing

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Stop Showing Screen

Give Keyboard & Mouse

Change Presenter

Start Recording 72.9 GB remaining

Settings

Webcam

Audio

Telephone

Mic & Speakers

Sound Check

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Dashboard

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Polls (0/0) and Tests (0/0)

Chat

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All - Entire Audience

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This webinar has been approved for:

- 1.5 AICP CM credits for planners (#9029114)
- 2 CLE credits for Florida Attorneys (1602499N)
- 1 CEC for Certified Floodplain Managers

There is a link to a brief survey in the follow-up email you will receive. Please take a few minutes to give us feedback!

This link will be in the follow up email after today's webinar:

<https://www.surveymonkey.com/r/1604speakupwithgraham>



Upcoming Dr. John M. DeGrove Webinars

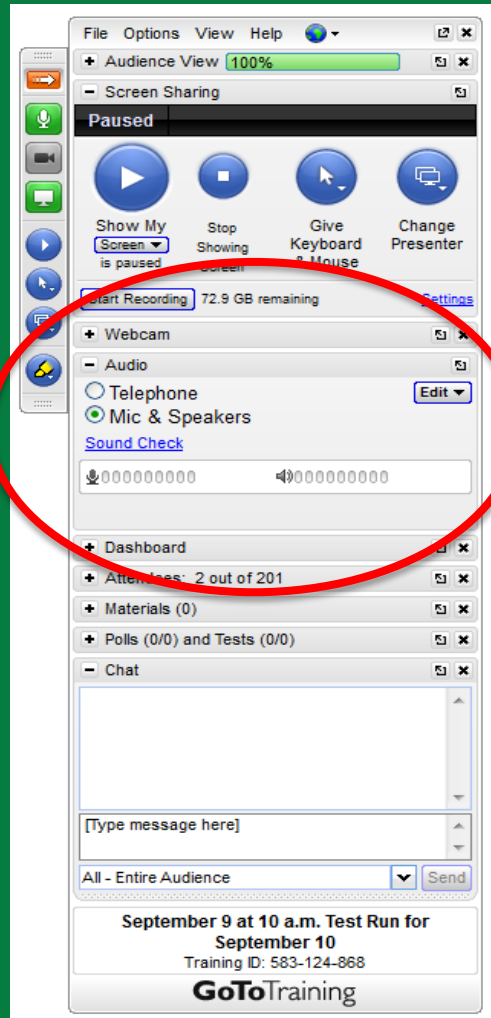
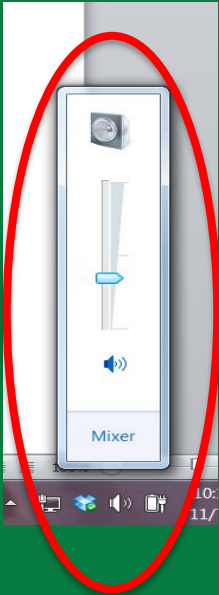
Register now:

- **Ethics in Leadership Development for the Planner**
Wednesday, May 11
Noon to 1:30
Approved for 1.5 AICP CM ETHICS CREDITS (#9073701)

Visit www.1000friendsofflorida.org/webinar/
to find out more!

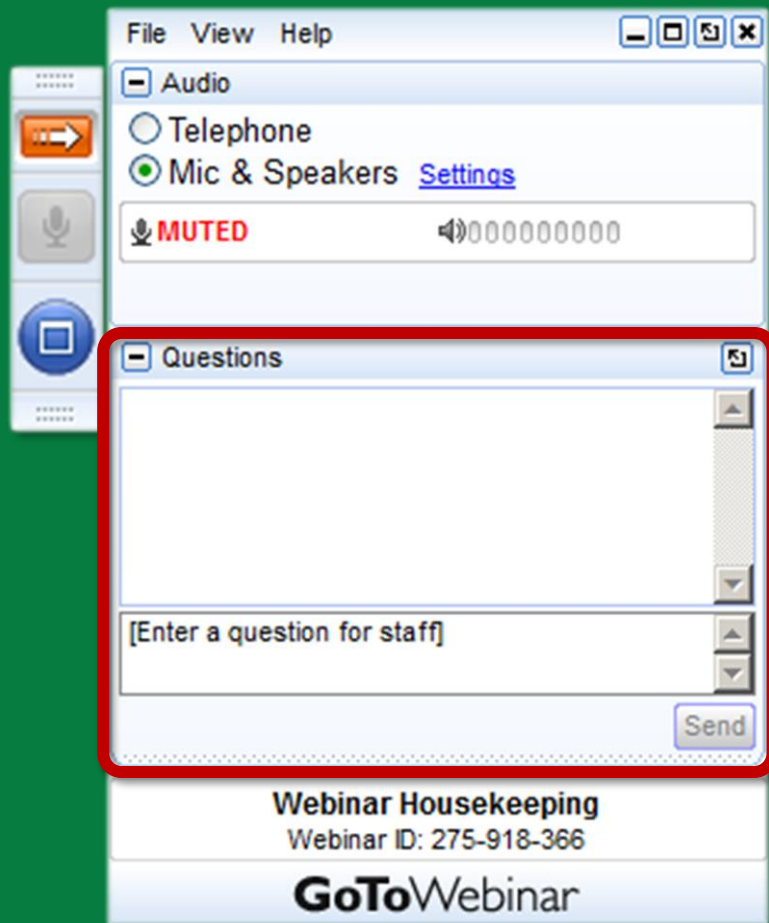


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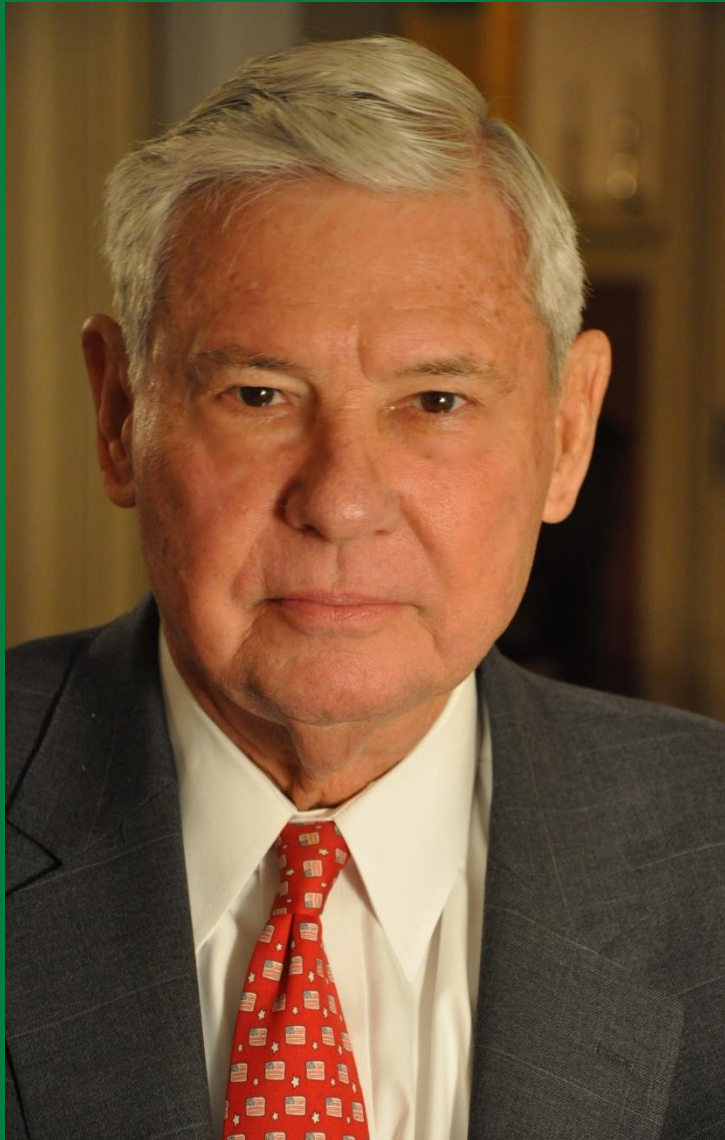


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- Please keep your questions succinct!
- Staff will ask the presenters questions, as time permits

Presenters



Gov. Bob Graham

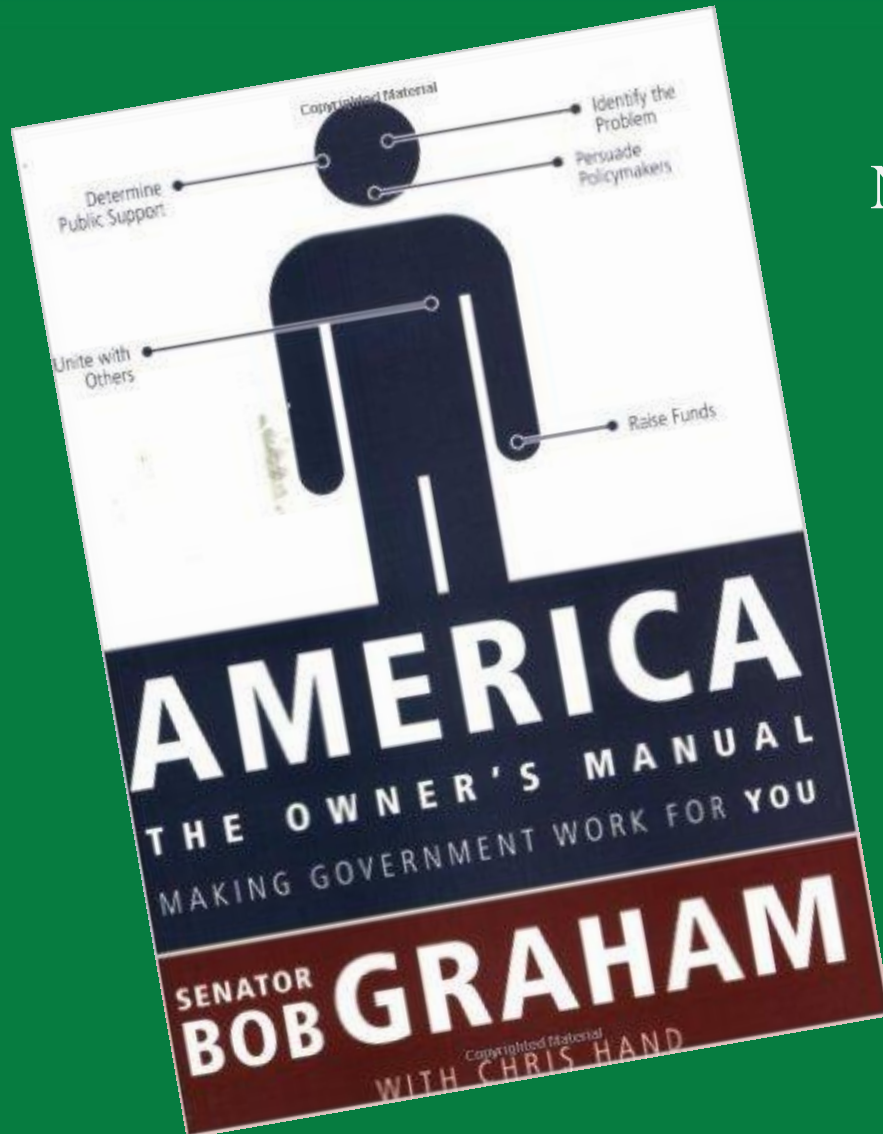


- One of the most accomplished politicians in Florida history
- First state legislator, then a governor, and finally a three-term U.S. Senator
- Has had a role in nearly every major public policy issue in modern Florida's history
- Created the Bob Graham Center in Public Service to continue his legacy of leadership, and train the next generation of Sunshine State leaders
- Author of several books, including *America: The Owner's Manual*, which teaches the skills of civic participation



America, The Owner's Manual

By Senator Bob Graham with Chris Hand



New Version to be Released
Summer 2016

Available at Amazon.com



Chris Hand



- Former speechwriter, campaign press secretary, and Senate press secretary for U.S. Senator Bob Graham
- Former Chief of Staff to Jacksonville Mayor Alvin Brown
- With Senator Graham, co-author of *America, the Owner's Manual: Making Government Work for You*, a guide to effective citizenship (new version to be published in summer 2016)
- Previously practiced law at two Jacksonville law firms – Terrell Hogan and Rogers Towers
- Graduated with honors from the Woodrow Wilson School of Public and International Affairs at Princeton University and the University of Florida's Levin College of Law, where he served as research assistant to former Governor and U.S. Representative Buddy MacKay.



Ryan Smart



- President of 1000 Friends of Florida
- Past staff coordinator of the Florida Conservation Coalition, which focuses on water policy, communications and advocacy
- Holds a Master's Degree in Public Policy from the University of Florida
- A native Floridian



Amendment 1 and Land Conservation

Ryan Smart



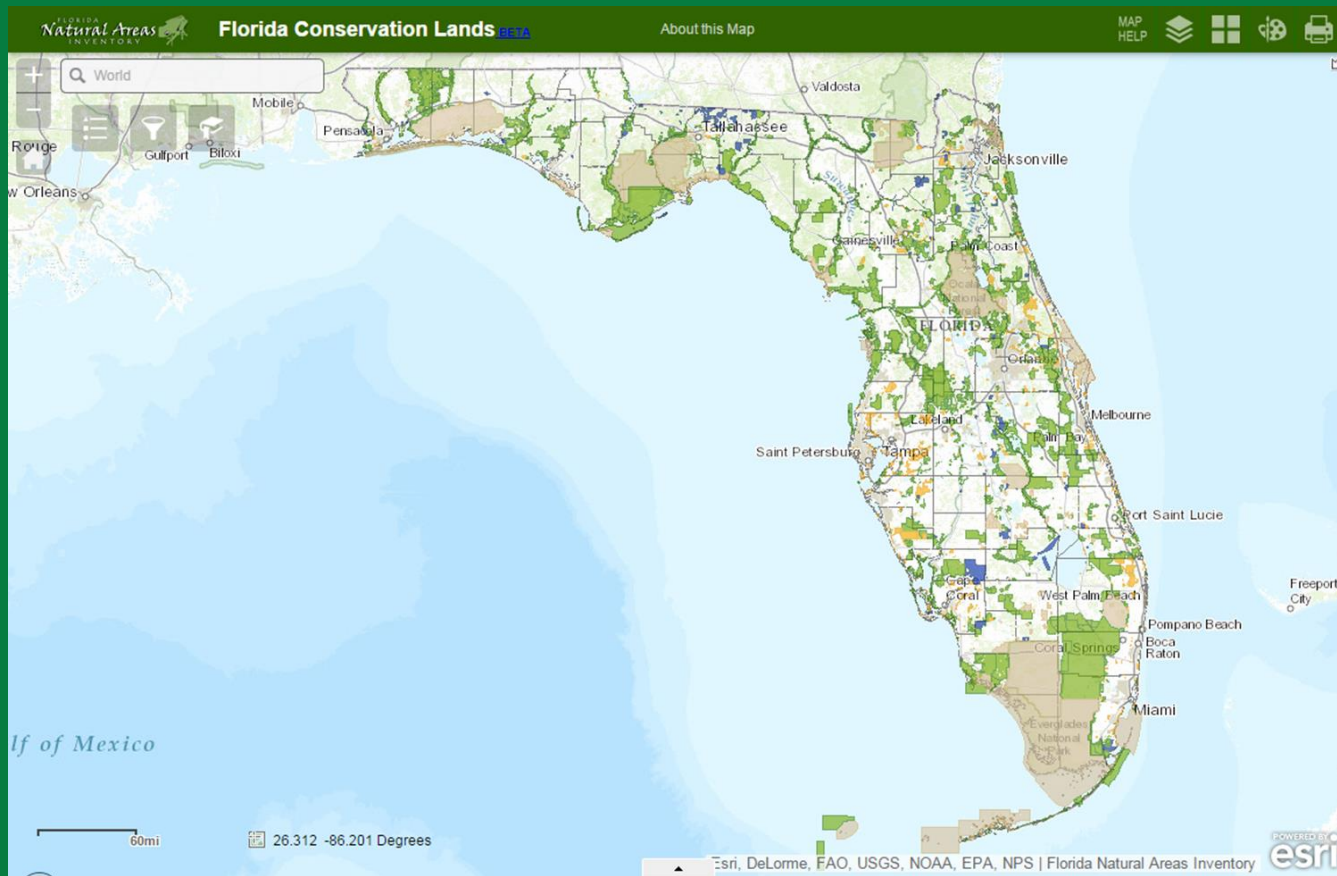
Citizen Advocacy Training

- In the fall of 2015, 1000 Friends of Florida and the Florida Conservation Coalition conducted a series of five citizen advocacy trainings throughout the state of Florida.
- Approximately 100 attendees of those events are now working directly with FCC staff to build relationships with legislators and become more effective advocates for Florida's environment.
- After the presentations we will give you information on how you can join this growing movement.

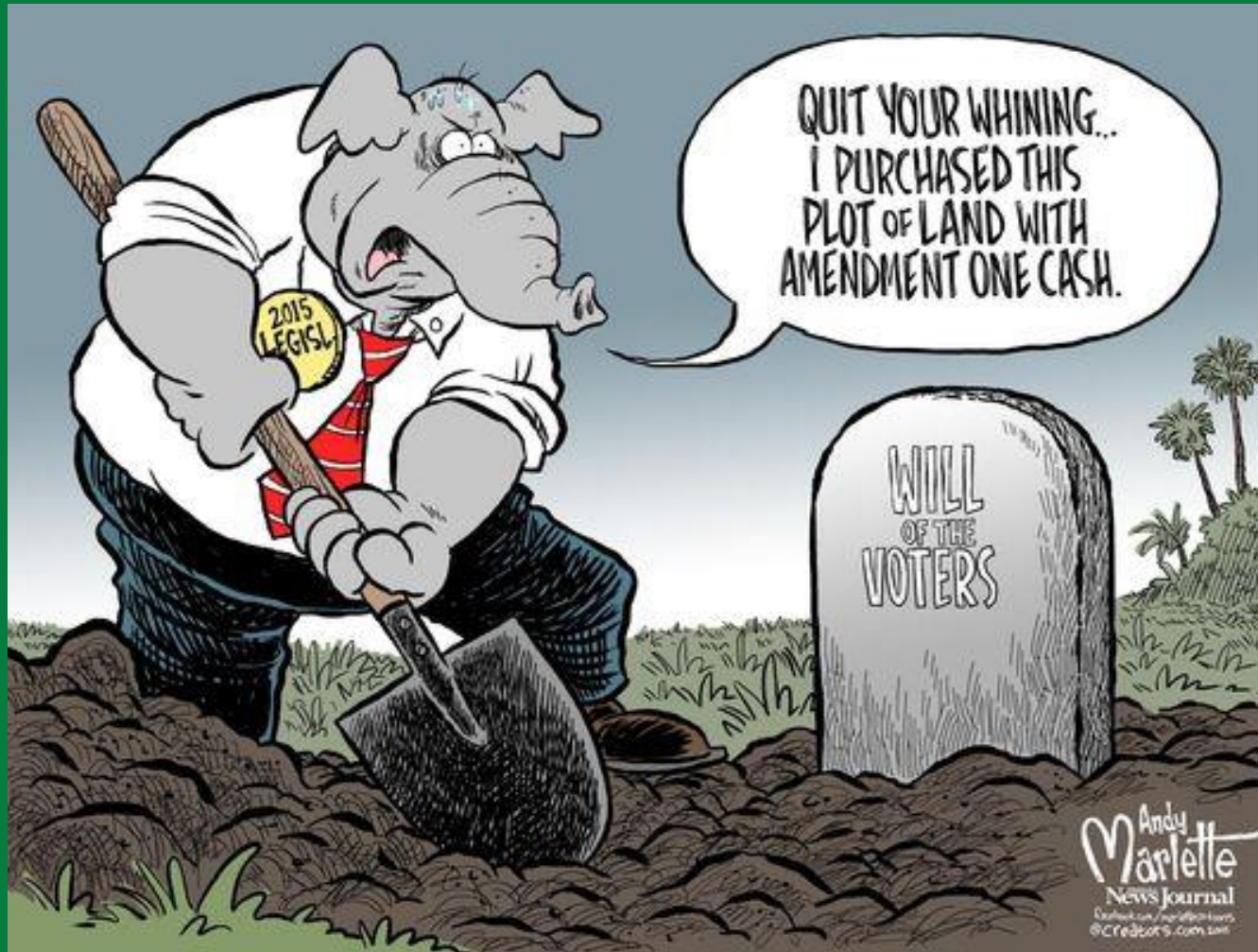


Amendment 1 & Land Conservation Funding

- 75% of Florida voters (4.2 million Floridians) in the 2014 elections approved the Florida Water and Land Legacy Amendment to provide a dedicated source of funding for conserving lands and protecting water resources.
- A primary purpose of the Amendment is to fund the purchase of conservation lands through the Florida Forever program which had been decimated since the great recession.



Amendment 1 & Land Conservation Funding



2016 Amendment 1 Appropriations

Description	2016 GAA (millions \$)
Everglades Restoration (inc. Land)	215.2
Debt Service	175.7
Salaries & Operating Expenses	187.7
Land Management/State Parks	139.6
Regulatory/Pollution Reduction	50.1
Springs Restoration	50
Conservation Easements (RFL)	35
Beach Projects	21.2
Florida Forever	15.2
Florida Communities Trust	10.4
Historic Preservation	2
Total LATF	902.9

Amendment 1 breakdown provided by Florida Conservation Voters



Amendment 1 & Land Conservation Funding



“I think it’s important that you and every other Floridian out there understand today the state and federal government owns for conservation purposes 9,400,000 acres of land for conservation in the state... there is such a thing as too much. Nine million, four hundred thousand acres for conservation purposes.”

- No one buys conservation lands just to own land. Conservation lands are bought to achieve specific goals, including aquifer recharge and protection, wildlife habitat, protecting vital natural areas from development, public access and recreation, etc.
- Purchasing conservation lands, or the development rights to such lands, is in many cases the most efficient and equitable means of achieving these goals.
- We will only have enough land when these goals are met.



Amendment 1 & Land Conservation Funding



“It is irresponsible to buy land that falls into disrepair or becomes a breeding ground for harmful invasive species.”

- There is no land management crisis which requires the state to stop buying conservation lands.
- Additional funds for land management are essential, particularly after the Legislature failed to adequately fund land management in recent years.
- There are sufficient funds available through the Florida Water and Land Legacy Amendment to acquire and manage conservation lands.



Amendment 1 & Land Conservation Funding

Floridians came together to pass the Water and Land Legacy Amendment. Now we must make our elected leaders understand the purpose of the Amendment and the importance of land conservation.

The remainder of this presentation will teach you how to become a more effective citizen advocate.



You Can Fight City Hall – And Win Environmental Advocacy Webinar

Bob Graham/Chris Hand



Introduction:

Advocacy is NOT a Spectator Sport

- *America, the Owner's Manual* -- July 2016
- *Cold, greasy pizza at Wolfson High School*
- *The first workday: Carol City High School*
- *Citizenship not being taught – or as spectator sport*
- *Music appreciation: Listening vs. playing*

Advocacy is NOT a Spectator Sport,

cont.

- *State of citizen participation in U.S. democracy: challenges and opportunities*
- *Skills of effective citizenship:*
 - ✓ *Define the Problem*
 - ✓ *Gather the Facts*
 - ✓ *Decide Level of Gov't*
 - ✓ *Determine Public Opinion*
 - ✓ *Persuade the Decision-maker*

Advocacy is NOT a Spectator Sport

- ***More skills of effective citizenship:***
 - ✓ ***Keep track of the time and use the clock***
 - ✓ ***Build coalitions***
 - ✓ ***Engage all of the media***
 - ✓ ***Raise/identify funding***
 - ✓ ***Don't celebrate or commiserate too quickly***
- ***Today's focus: Persuading the Decision-maker***

Persuading the Decision-maker

“As citizens of this democracy, you are the rulers and the ruled, the law-givers and the law-abiders—the beginning and the end.”

-- Governor Adlai Stevenson

Persuading the Decision-maker, cont.

- ***Educate Decision Makers before They Become Decision Makers***
 - ✓ ***Abide by all laws, but be proactive***
 - ✓ ***Case in Point:*** ***St. Johns Riverkeeper***
 - ✓ ***Example/Opportunity:*** ***Amendment 1 lands***
- ***Define the Relationship with the Decision Maker before You Create It***
 - ✓ ***Case in Point:*** ***Dr. Hubert Ross***
- ***Follow the Chain of Command***
 - ✓ ***Example:*** ***Belfast School Board***

Persuading the Decision-maker, cont.

- *Respect Professional Staff*
- *Know the Decision Maker before You Advocate*
 - ✓ *Case in Point:* *John Breaux*
 - ✓ *Case in Point:* *M.A.D.D.*
- *Determine Who Influences the Decision Maker—and Influence Them*

Persuading the Decision-maker, cont.

- ***Understand Internal Politics and Dynamics***
 - ✓ ***Case in Point:*** ***Georgia Solar Power***
- ***Do Your Homework—Always Be Credible***
- ***All Politics Is Local***
 - ✓ ***Case in Point:*** ***Lyft in Portland***

Persuading the Decision-maker, cont.

- ***Maximize Your Face-to-Face Opportunities with the Decision Maker***
 - ✓ ***The Altmire advice: memorable and compelling***
- ***Don't Assume that the Final Decision Maker Is the Right Target***
 - ✓ ***Case in Point: Atlantic energy exploration***
- ***Don't Let the Perfect Be the Enemy of the Good***

Conclusion: In the Arena

“It is not the critic who counts: not the man who points out how the strong man stumbles or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes up short again and again, because there is no effort without error or shortcoming, but who knows the great enthusiasms, the great devotions, who spends himself for a worthy cause; who, at the best, knows, in the end, the triumph of high achievement, and who, at the worst, if he fails, at least he fails while daring greatly, so that his place shall never be with those cold and timid souls who knew neither victory nor defeat.”

—President Theodore Roosevelt

What Now?

- **Join 1000 Friends of Florida** (www.1000fof.org./donate-now/) and support our work to build better communities, save special places and bring you more fantastic free webinars!

Visit www.1000friendsofflorida.org/connecting-people/floridas-planning-process/ to find out more how to participate in your community's planning process

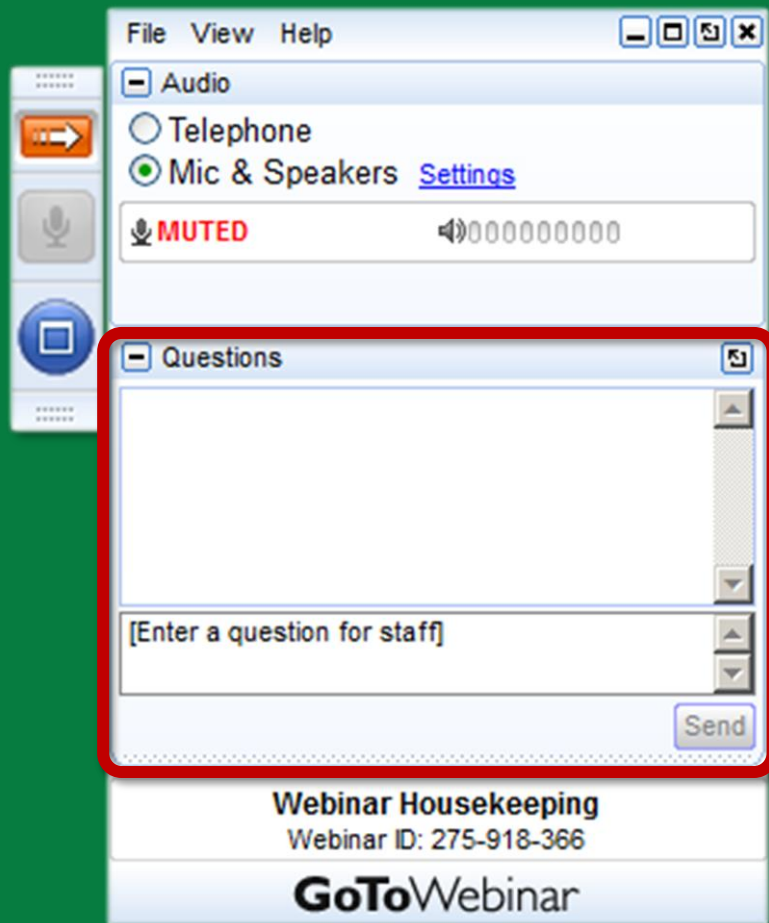
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 - **Email Jane Atkinson at fccadvocacy@gmail.com.**
- Pick up the latest edition of *America, the Owner's Manual* in July of 2016.



Questions and Answers



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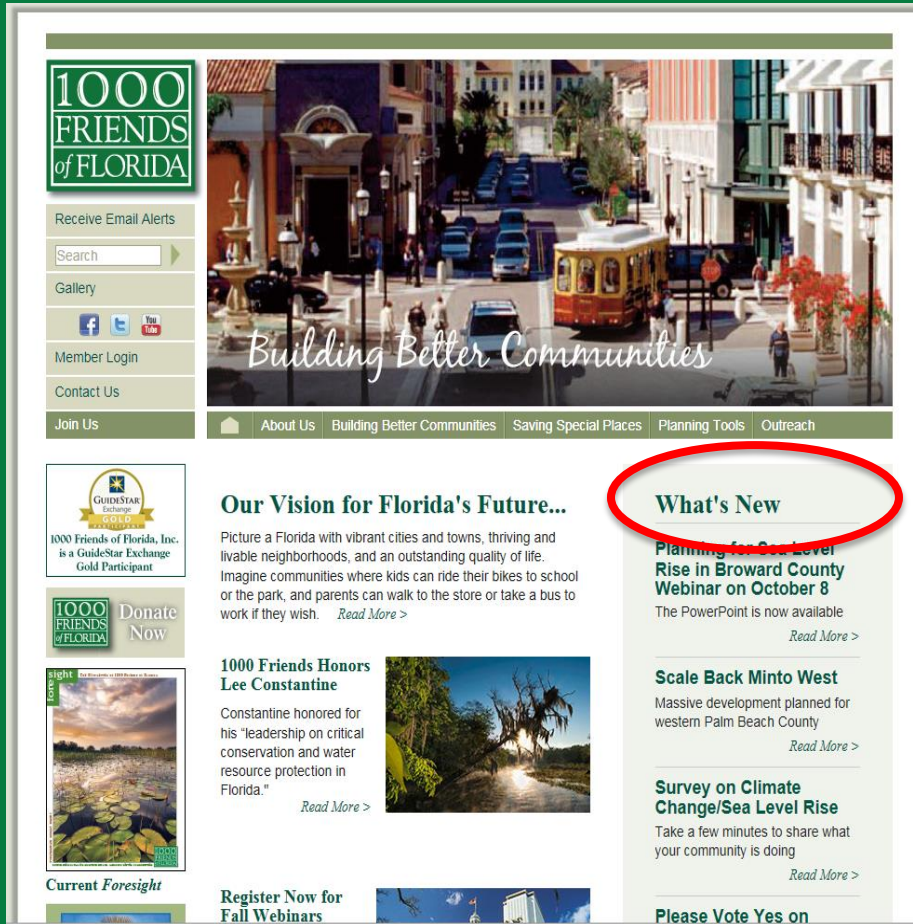
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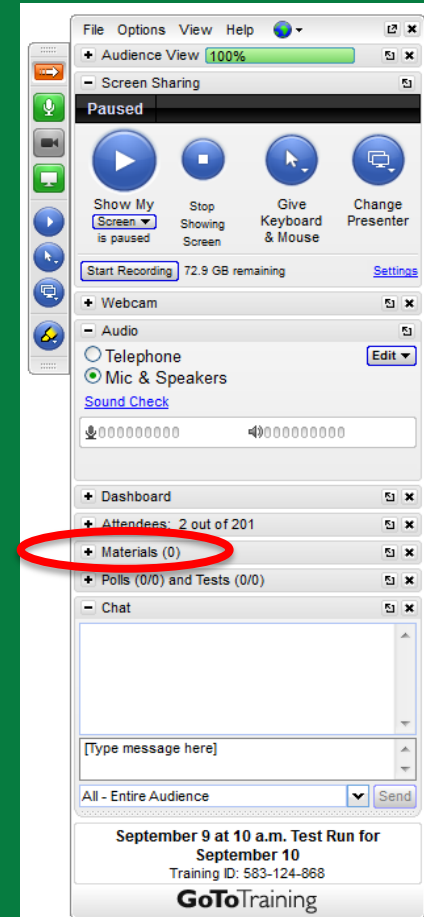
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Current Foresight



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Screen Sharing

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Telephone

Mic & Speakers

Sound Check

Dashboard

Attendees: 2 out of 201

Materials (0)

Polls (0/0) and Tests (0/0)

Chat

[Type message here]

All - Entire Audience

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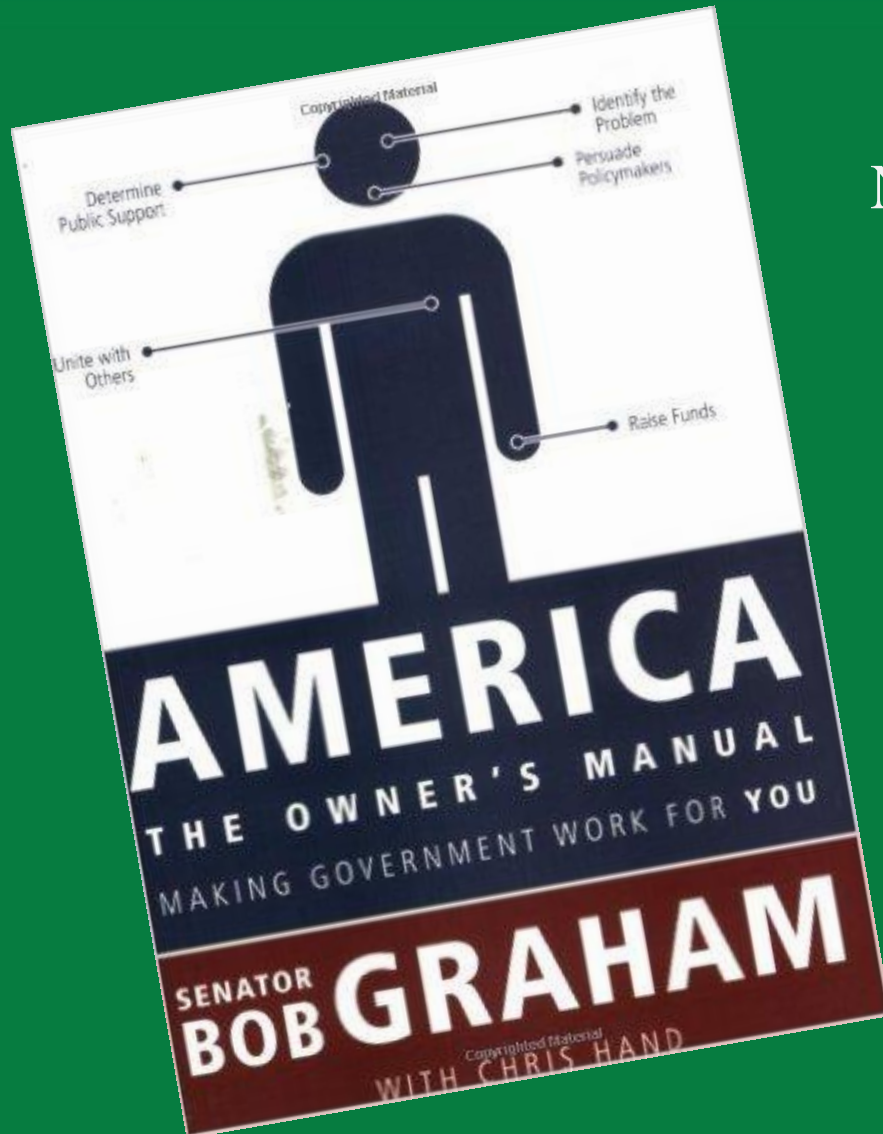
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