A person in a blue shirt and shorts stands on the edge of a rocky cliff, looking out over a vast ocean. The cliff is topped with several tall, thin cacti. The sky is blue with scattered white clouds. The water is a vibrant turquoise color, transitioning to a darker blue further out. The overall scene is serene and scenic.

Finding your Crowd

FINDING A CROWD

- ✔ Citizen Science is a Collaborative Effort: Success relies on teamwork and community engagement.
- ✔ Leveraging Local Resources: Engaging fishers, dive vessels, charter vessels, yachts, local industries, search and rescue teams, and ferries for data collection and support.

Vessel requirements

- Depth Sounder
- GPS
- Time source
- Connected via NMEA backbone



Example Crowds



Fishers



Cargo Ships




Universities



*Police or
Military Vessels*



Yachts

A person is standing on the edge of a dark, rocky cliff that juts out into the ocean. The water is a vibrant turquoise color, and the sky is a clear blue with scattered white clouds. The person is wearing a dark top and shorts, and their back is to the camera as they look out at the sea. The cliff is covered in some sparse vegetation, including several tall, thin cacti on the left side.

Market to your crowd

- What makes for a good participant?
- What motivates them?
- What might be a barrier?
- How can you move beyond those barriers?
- Who should you contact?

What makes for a good participant?



*Different
Routes*



*Appropriate
Speed*



*Sails
Often*



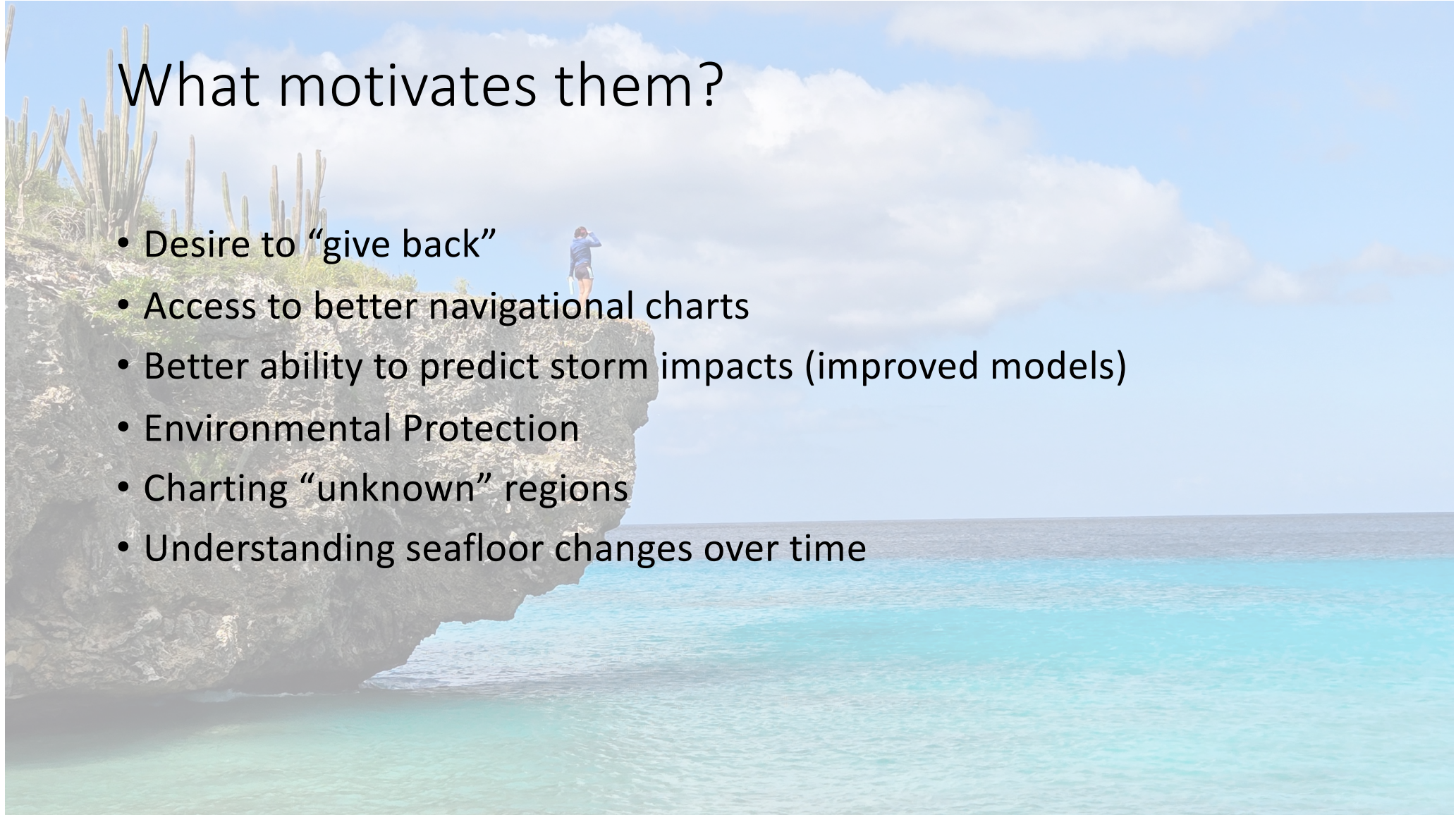
*Broad Area
Coverage*



*Operates in
region of
interest*

What motivates them?

- Desire to “give back”
- Access to better navigational charts
- Better ability to predict storm impacts (improved models)
- Environmental Protection
- Charting “unknown” regions
- Understanding seafloor changes over time



What might be a barrier?

- Willingness to share fishing spots
- Privacy for navigational paths
- Time investment
- Technical know-how
- Permission to share operational routes



How can you move beyond those barriers?

- Willingness to share fishing spots – have an “on” and “off” function
- Privacy for navigational paths – disassociate vessel ID from route
- Time investment – create a system with little time requirement
- Technical know-how – install loggers personally
- Permission to share operational routes – communicating the safeties and compliance practices already in place

How should you get in contact?

- Email?
- Call?
- Social Media?
- Group/community events?
- Races/rallies?



Time for an activity!



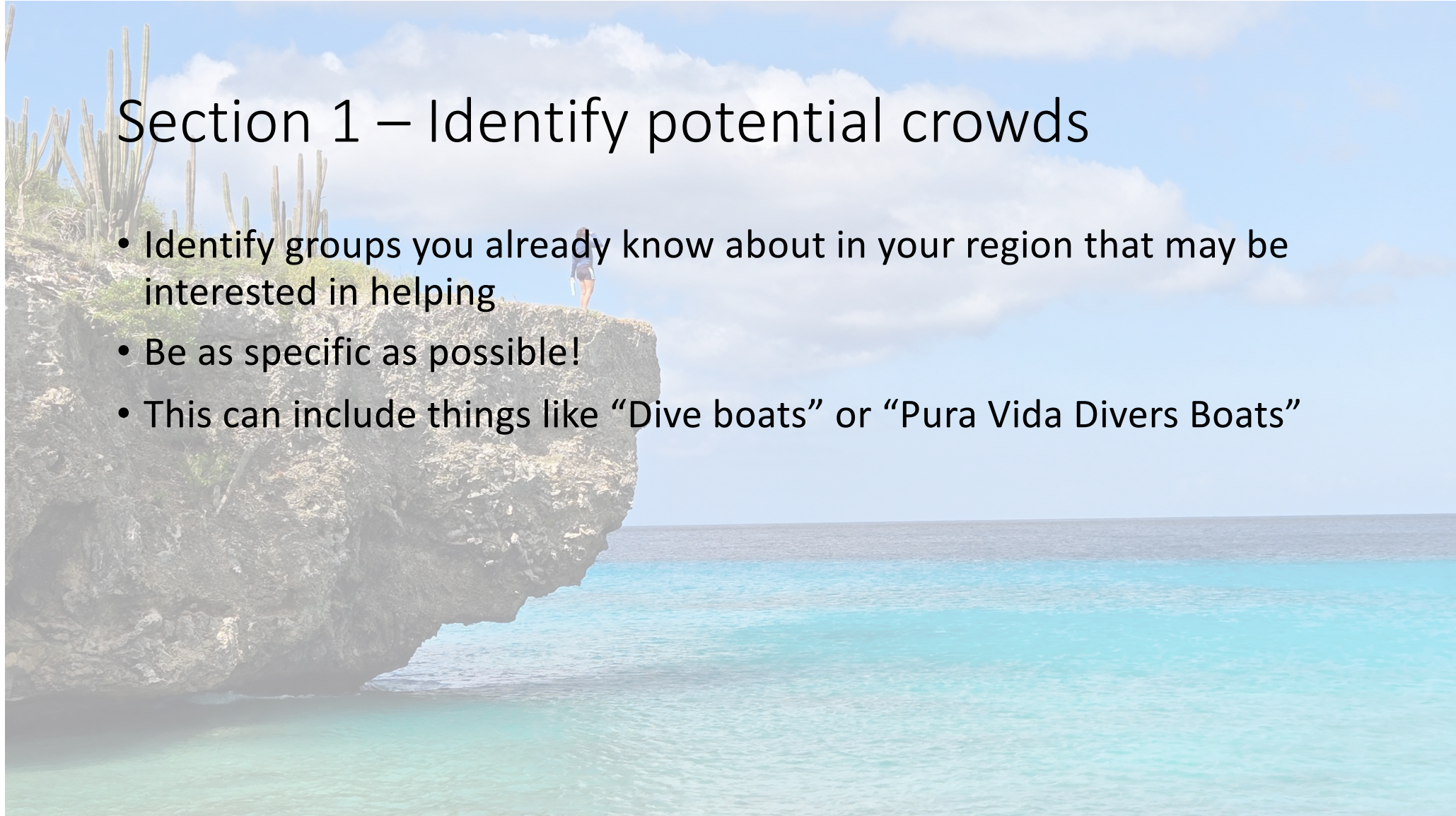
15 minute activity

- First 5 minutes:
 - Come up with groups you may target
- Second 5 minutes:
 - Anticipate their motivations
- Final 5 minutes
 - Anticipate barriers and how you might overcome them
- Conclusion
 - Come up with action items for marketing to/contacting these “crowds”



Section 1 – Identify potential crowds

- Identify groups you already know about in your region that may be interested in helping
- Be as specific as possible!
- This can include things like “Dive boats” or “Pura Vida Divers Boats”



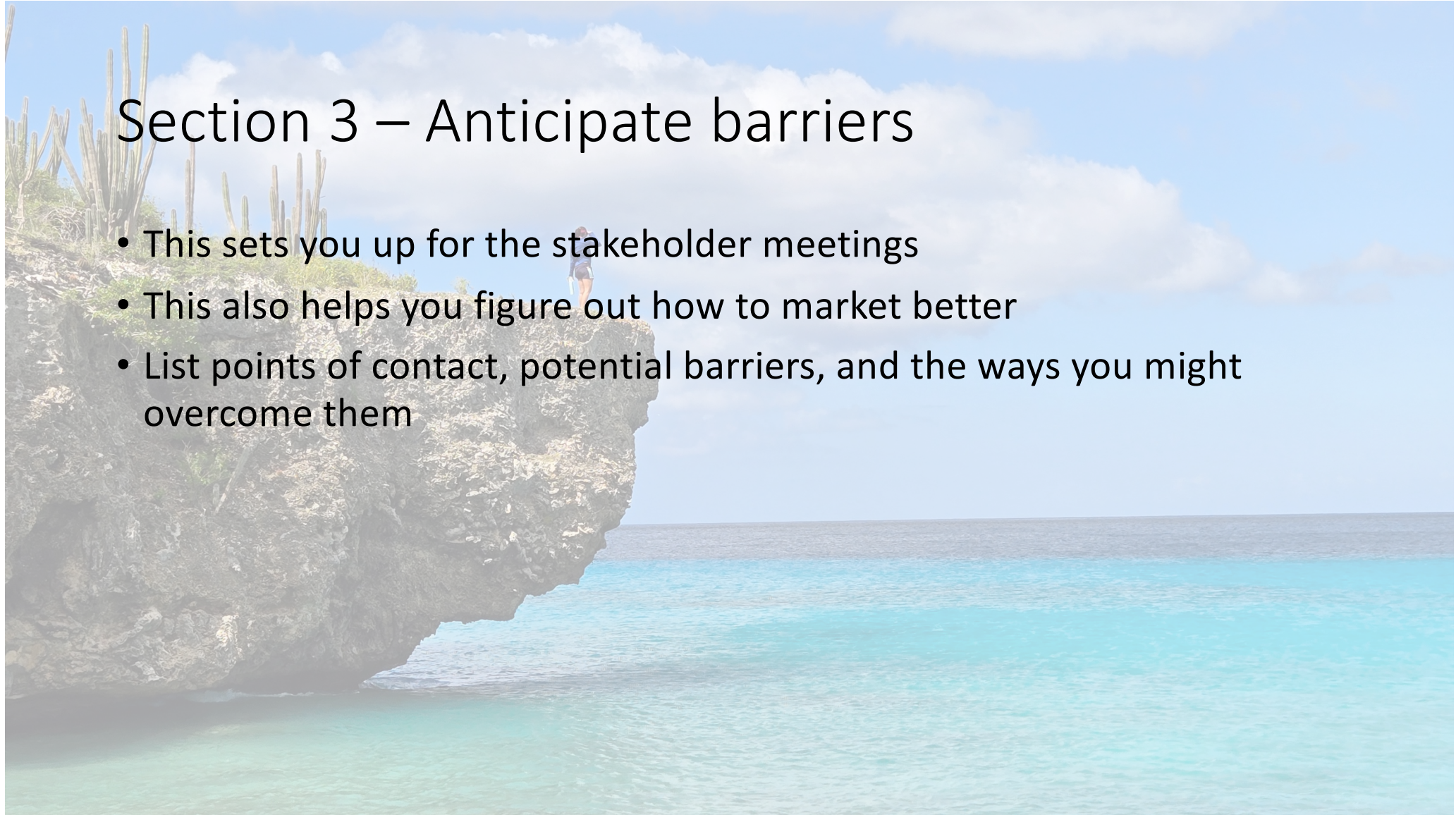


Section 2 – Come up with what would motivate these people to get involved

- This is what you can market toward to get them involved!
- This can include safety, environmental reasons, or even just a desire to give back
- List one per potential boat group

Section 3 – Anticipate barriers

- This sets you up for the stakeholder meetings
- This also helps you figure out how to market better
- List points of contact, potential barriers, and the ways you might overcome them



Wrapping up

- List your next steps



Share?

