



# Crowd The Bay

## A Community of Practice at Work

### Stakeholder Meetings

### and

### General Approach

Sherryl Gilbert, Kristin Erickson, Sophia Chernoch, Steve Murawski, Sarah Grasty, Mark Luther,  
and many others....

Center for Ocean Mapping and Innovative Technologies

COMIT's Crowd the Bay

COMIT



COMIT is the **Center of Ocean Mapping and Innovative Technologies** housed at the **University of South Florida College of Marine Science** in St. Petersburg, Florida.

COMIT is a **NOAA Office of Coast Survey-funded collaborative agreement** with a specific set of research objectives over a **5-year** period. We are in our final year.

**Crowdsourced Bathymetry** was one of our original (and most successful) research areas. **How did we do it?**



# Stakeholder Meetings & General Approach





CoP

Community of Practice



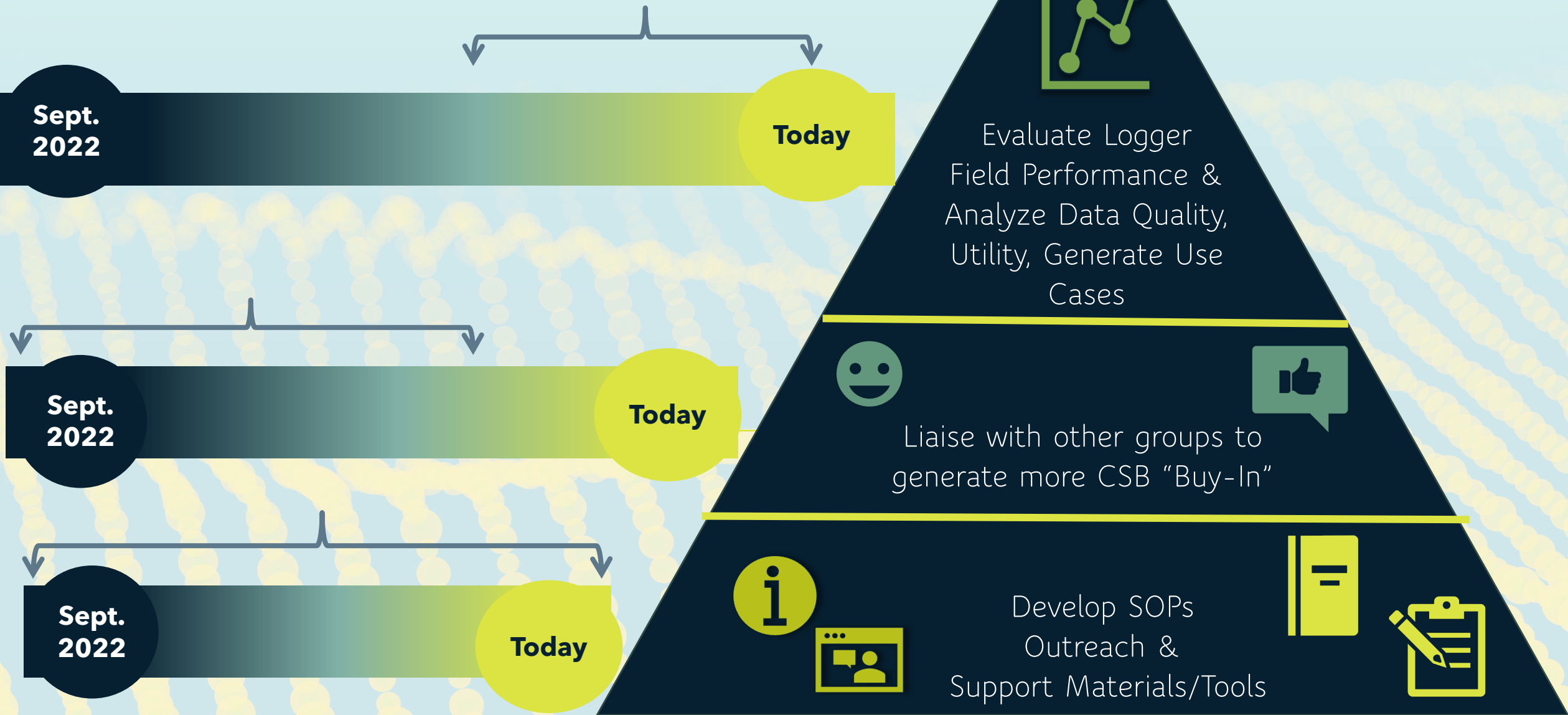
# Stakeholder Engagement



Presentation structure...

- COMIT's programmatic timeline
- What does COMIT's external environment look like?
- How did we begin engaging our stakeholders?
- What did we gain from our stakeholders to make our program better?

# The Pyramid of Program Priorities



# COMIT's Crowd the Bay

## Stakeholder Engagement



## Finding Your Crowd

This section is designed to help guide a program creator through the process of finding vessels that are both equipped for and interested in participating in CSB. The pages below outline not only what to look for in vessels and operators, but also how program managers can best optimize their program to maintain engagement and enthusiasm amongst participants (see examples of stakeholder engagement under [Templates](#)).

### Vessel features

The suitability of a vessel for CSB depends on both its onboard hardware and the engagement of it...

### Motivating vessels and overcoming hesitation

Depending on a vessel's ownership, motivations to participate in CSB may be vastly different. Bas...

### Maintaining vessel engagement

Tools to maintain vessel engagement may include communication and contact, personalization of mis...

### Recruitment and onboarding

When initiating engagement with a recruited vessel, it is important to include information about ...

## Recruitment and onboarding

When initiating engagement with a recruited vessel, it is important to include information about your program motivations and process. Some of these items may include (but are not limited to) the following:

- Your program's website
- Links to equipment checks such as the one linked [here](#)
- [Link to the video produced by the Canadian Hydrographic Service](#) (CHS) about what installing a logger means
- Information on use cases (see the [Use Cases](#) section for examples)
- Links to the [DCDB](#), [Seabed2030](#), or [IHO](#) sites to provide context on international goals and accomplishments

If possible, confirming vessel interest with a video or phone call, or in-person meeting can help to ensure everybody is on the same page about what it takes to be involved in this project. Once interest is confirmed you may want to send the following:

- An MOU or Letter of Agreement
- Metadata worksheet (one per vessel)
- Offsets worksheet (one per vessel)
- Request for address to ship logger OR a time and place to meet and install the logger

Examples of each of these can be found in the [Templates](#) section

# The St. Petersburg Marine Research Community



St. Pete Innovation District

USGS

USF St. Pete Campus

FWRI

USF College of Marine Science

NOAA SEFSC/OR&R

Florida Institute of Oceanography

Maritime & Defense Technology Hub

US Coast Guard

Albert Whitted 0.75NM

COMIT's Crowd the Bay

Stakeholder Engagement



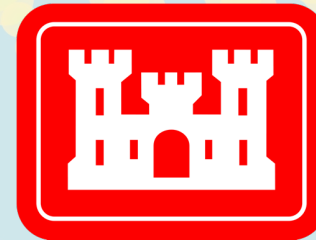
# RELATIONSHIP BUILDING

Crowd the Bay

# Stakeholder Engagement



*This guy!*



# COMIT's Crowd the Bay

## CoP Member Engagement

### Phase I: Foundations & Relationship Building

A crowdsourced bathymetry pilot program in Florida



inaugural

# STAKEHOLDER MEETING

September 21, 2023  
@USFSP



RSVP by  
Aug. 31



spring meeting



# CROWDSOURCING SEAFLOOR DEPTH IN TAMPA BAY (+ beyond)

February 19, 2024  
@ the Suites at Madison  
412 E Madison St., Tampa, FL  
2 - 5pm



Scan to RSVP!

<https://bit.ly/crowdthebay>



# Stakeholder Engagement



Gulf Open Data Platform (GOMOD)

GulfCon 2026



About Us

What We Do

Priorities

Resources

Announcements

Get Involved

# GOMCON 2024

The 2024 Gulf of America Conference (#GOMCON) was held in Tampa, Florida, Feb. 19-22 at the [Tampa Convention Center](#). More than 1,000 coastal scientists and stakeholders in state and federal government, academia, non-profit, and private sectors attended and discussed current Gulf research. Emphasizing the intersection of science, policy, and management, GOMCON included sessions on themes that are important to ecosystem and community resilience as well as restoration and natural resource management.



## Templates

### Example recruitment email for stakeholder meeting

For inaugural stakeholder meeting: [Fill in highlighted areas with details appropriate to your o...

### Example stakeholder meeting agenda

For inaugural stakeholder meeting: Crowdsourced Bathymetry (CSB) in Tampa Bay/Florida Devel...

### Example stakeholder input session prompts

For inaugural stakeholder meeting: Crowdsourced Bathymetry (CSB) in Tampa Bay/Florida Devel...

### Example stakeholder meeting survey

Provide the following questions to stakeholders as a pre- and post-meeting survey Q1 Which of th...

### Example recruitment email for Crowd the Bay participants

[Fill in highlighted texts with appropriate information] Dear [Recipient's name], The Center fo...



SCAN ME

COMIT's Crowd the Bay

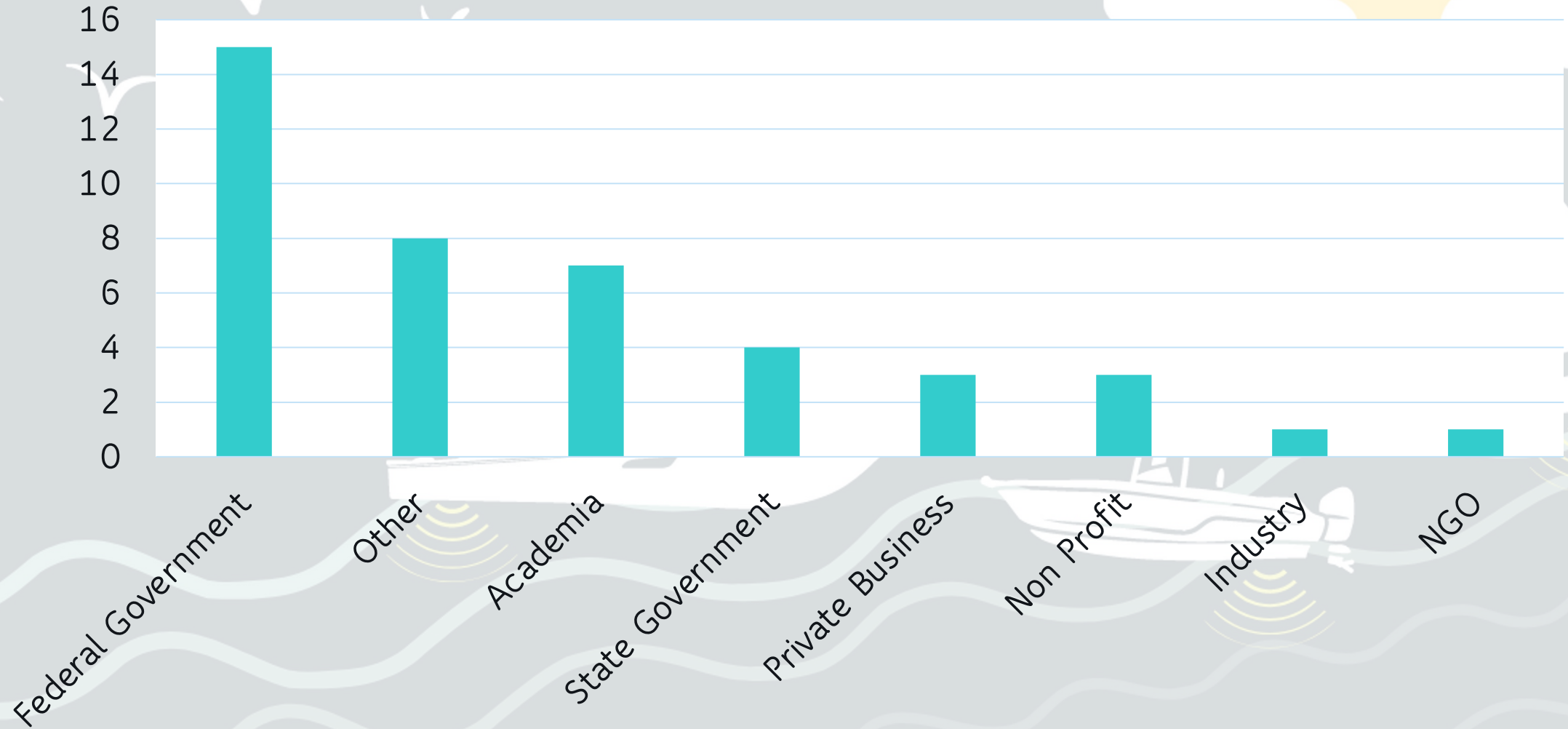
## Stakeholder Engagement



- Florida Fish and Wildlife Conservation Commission
- St. Pete Power Squadron
- Florida Sea Grant
- Freedom Boat Club
- Pinellas County Environmental Management
- Captains for Clean Water
- Environmental Protection Commission of Hillsborough County
- Hubbard's Marina
- Tampa Bay Harbor Pilots
- Eckerd College
- Tampa Port
- UNH/CCOM
- Sea Tow Tampa Bay
- Mote Marine Laboratory
- Seabulk Towing
- Florida Aquarium
- Hillsborough County Sheriff's Office
- USCG Sector St. Pete
- Tampa Police Department
- NOAA (IOCM, NCEI, IHO)
- St. Petersburg Police Department
- Army Core of Engineers
- United States Geologic Survey
- SeaKeepers Society
- Tampa Bay Waterkeepers
- Tampa Bay Estuary Program

# Stakeholder Engagement - Pre/Post Surveys, Polling

## Sector Breakdown



# COMIT's Crowd the Bay

## Stakeholder Member Engagement - Agenda

### Goal:

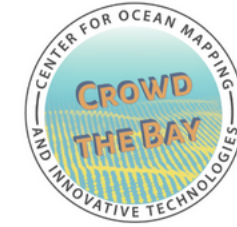
- Engage local stakeholders in the process of creating a crowdsourced bathymetry (CSB) network in Tampa Bay.

### Objectives:

- Raise awareness about the Center for Ocean Mapping and Innovative Technologies (COMIT) crowdsourced bathymetry Tampa Bay pilot program
- Collect input from local stakeholders about the value of crowdsourced bathymetry in Tampa Bay/FL, their willingness to participate in data collection, and concerns they have about hosting data loggers on their vessels.
- Gather direct input on stakeholder's ideas and views on tools, outreach materials, and incentivization measures

## Example stakeholder meeting agenda

### For inaugural stakeholder meeting:



### **Crowdsourced Bathymetry (CSB) in Tampa Bay/Florida**

#### **Developing a Stakeholder-Driven Process**

USF College of Marine Science, MSL Conference Room

140 7th Ave South, St. Petersburg, FL 33713

21 September 2023, 9:00 a.m. – 3:00 p.m.

### **Goal:**

- Engage local stakeholders in the process of creating a crowdsourced bathymetry (CSB) network in Tampa Bay.

### **Objectives:**

- Raise awareness about the Center for Ocean Mapping and Innovative Technologies (COMIT) crowdsourced bathymetry Tampa Bay pilot program
- Acquire input from local stakeholders about the value of crowdsourced bathymetry, participation barriers/concerns
- Direct input on stakeholder's ideas and views on tools, outreach materials, and incentivization measures

## Stakeholder Engagement



### **(Minimal) Presentations**

- Seafloor Mapping Overview
- Who are we (COMIT)?
- CSB from A to Z



### **Discussion Sessions**

- Awareness and use of bathymetric info
- Acquiring CSB
- Using CSB



### **Surveys and Polls**

- Pre/Post Survey (10-15 mins)
- Interspersed poll questions

# Crowd the Bay

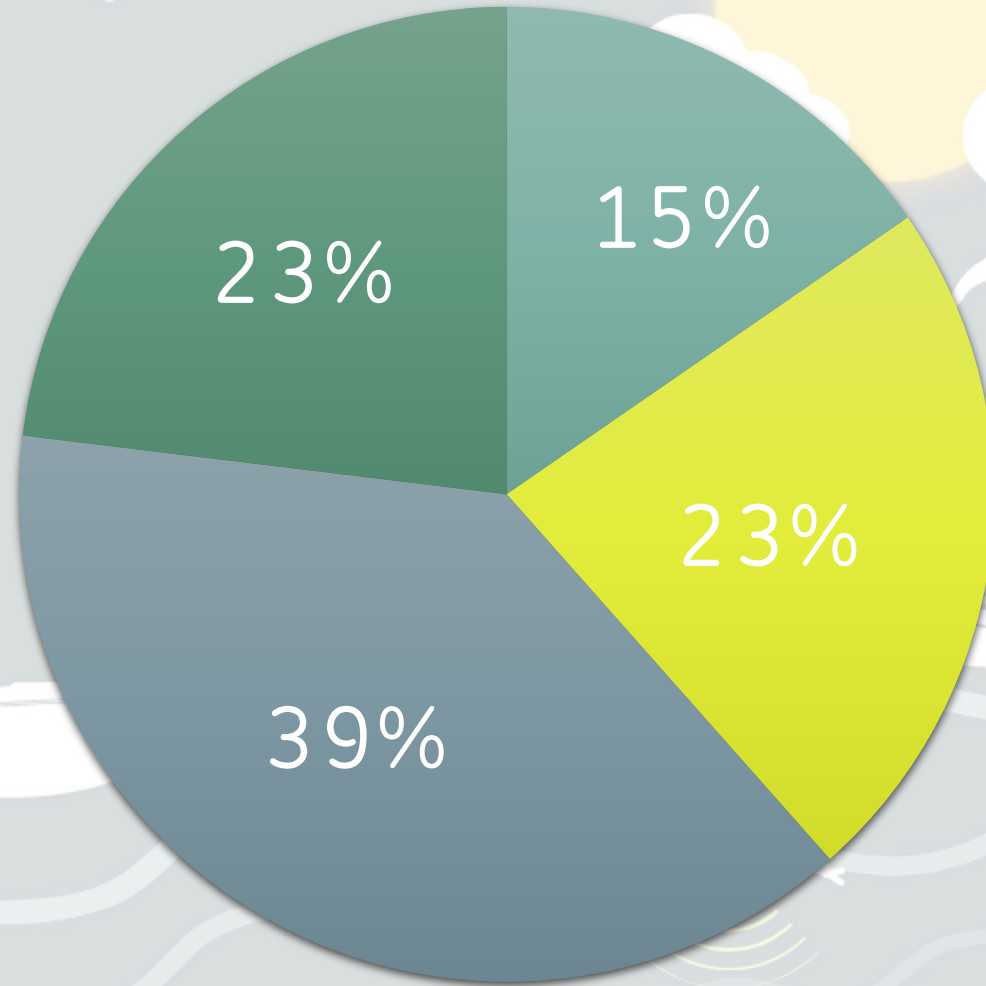
---

# Stakeholder Engagement



# Stakeholder Engagement - Pre/Post Surveys, Polling

How familiar are you with seafloor bathymetry, or depth data, in terms of how it's collected, used, archived, etc.?



■ Expert ■ Very Familiar ■ Familiar ■ Somewhat Familiar

## Stakeholder Member Engagement - Surveys

### Deliverables:

- Pre-and post-meeting baseline knowledge and opinion survey about CSB in Tampa Bay
- Evaluation of existing products and materials as well as ideas for future development
- Compilation document of lessons learned and main takeaways

### Example stakeholder meeting survey

**Provide the following questions to stakeholders as a pre- and post-meeting survey**

**Q1** Which of the following aligns most closely with the group you are representing at this meeting?

- Industry
- Private Business
- Academia
- State Government
- Federal Government
- NGO
- Non-Profit
- Other (please specify)

**Q2** How many vessels (or vessel owners) do you or your organization manage or interact with on a regular basis?

- 0
- 1-5
- 6-10
- 10-25
- >25

**Q3** Do you or your organization use bathymetry data (e.g. seafloor depth), such as navigational charts, on a regular basis?

- Yes
- No
- Maybe/Unsure

**Q4** Does your organization participate in any other crowd sourced data collection or citizen science initiatives?

- Yes
- No
- Maybe/Unsure



Stakeholder Member Engagement - [Discussion Prompts](#)

Stakeholder Input Session #1: Awareness and use of bathymetric information

- Do you currently use seafloor mapping information? If so, what are your sources of information?
- Do current seafloor mapping products meet your needs?
- Can you provide an example of personal and/or professional benefit that might result from participating in CSB data collection and/or using information generated from CSB activities?

## Stakeholder Member Engagement – Discussion Prompts



### Stakeholder Input Session #2: Acquiring CSB Information

- What features would you want to see on a data logging system, from set-up to use?
- Do you have current capabilities that would allow you to participate in CSB with minimal adjustments to your activities/operations?
- What are the major internal and external barriers to CSB participation (e.g., logistics, resources to purchase loggers, instrument and data sharing knowledge and use, long-term leadership of CSB program; see pipeline reference)
- Is remaining an anonymous data provider important to you/your organization?

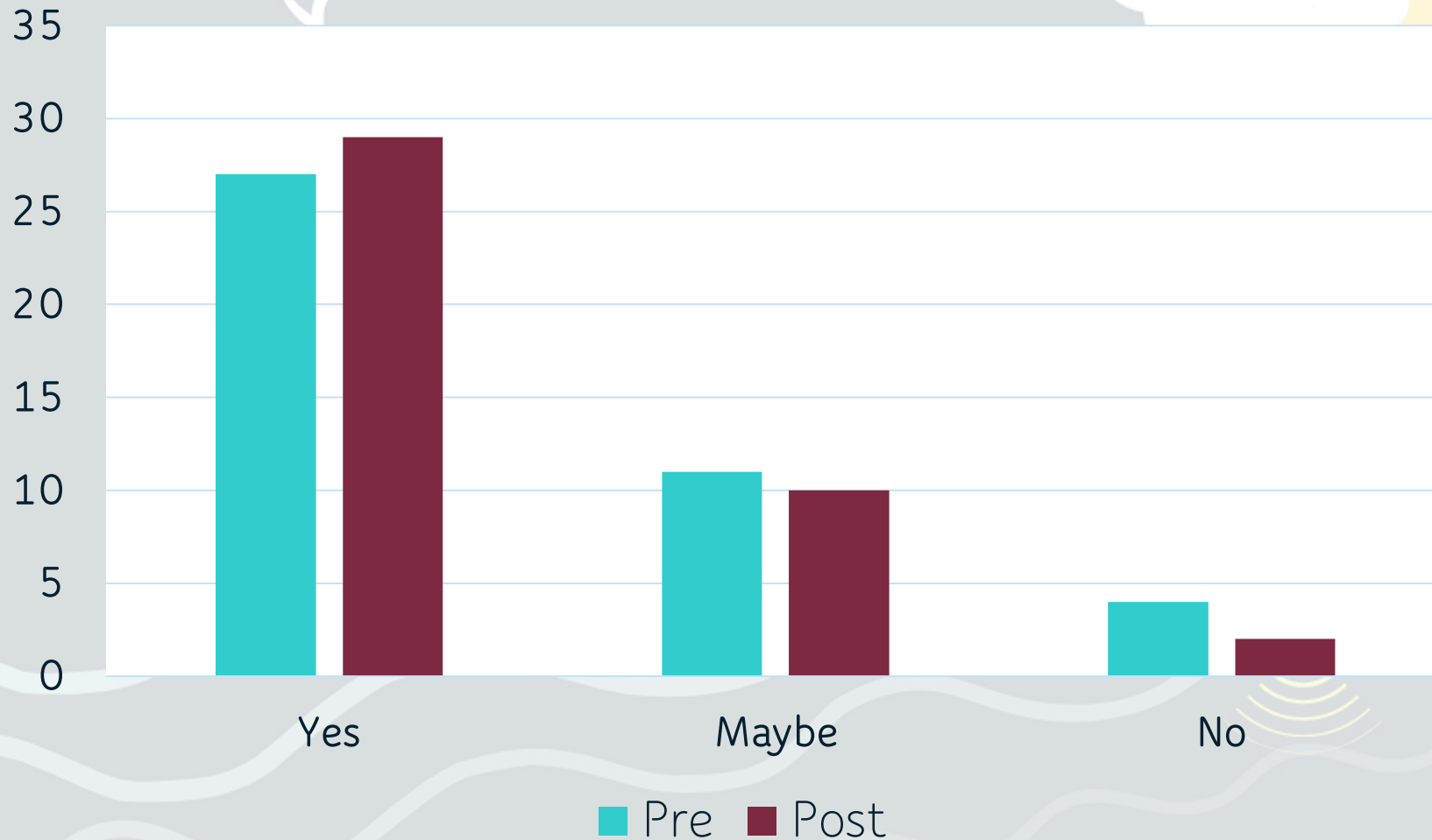


## Stakeholder Input Session #3: Sustaining CSB Data Collection

- What types of incentivization could encourage participation in CSB data collection?
- How should or could CSB data be used to ensure we're not "collecting data for data's sake"?
- What assurances would you need to confidently use CSB data? (e.g., concern about liability for data you provide and/or accuracy of data you use)
- [LINK](#)

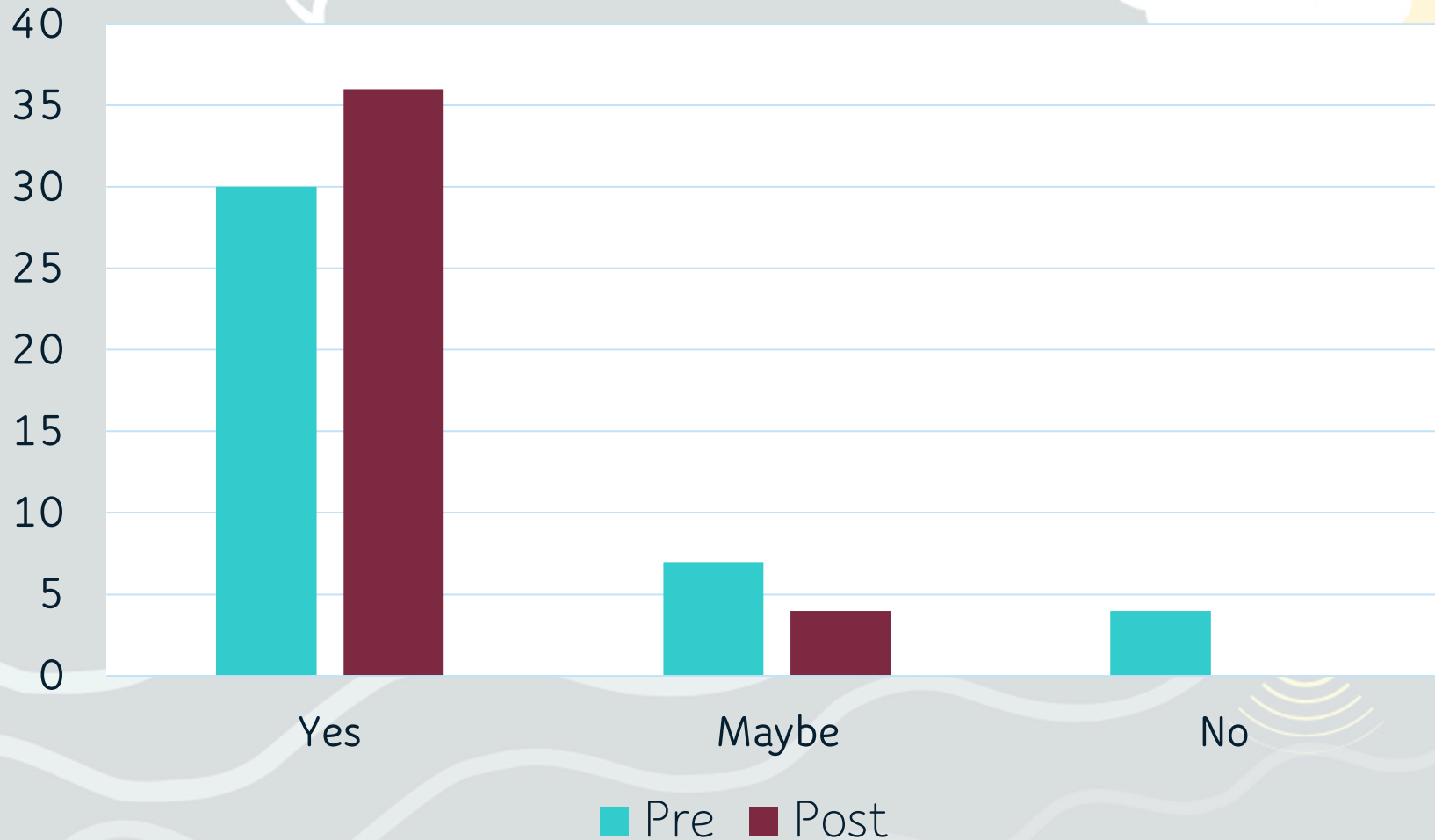
# Stakeholder Engagement - Pre/Post Surveys, Polling

## Willingness to Install Logger

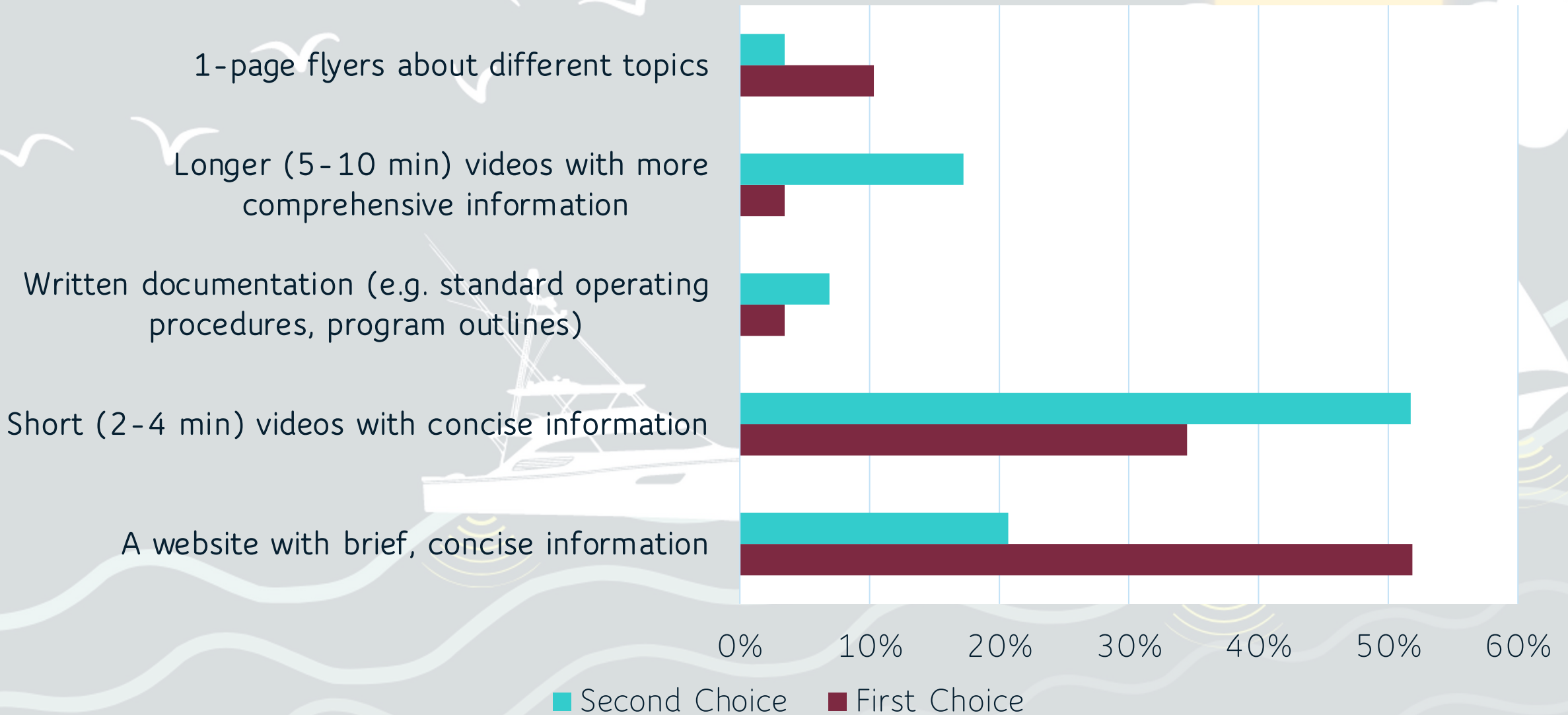


# Stakeholder Engagement - Pre/Post Surveys, Polling

## Willingness to Share Data



# Stakeholder Engagement - Pre/Post Surveys, Polling



# Additional Resources

Home / Marine Technology Society Journal, Volume 59, Number 2



## Partnering with the “Crowd”: Development of a Community Bathymetry Program in Tampa Bay, Florida, USA

Buy Article:

**\$30.00 + tax**

(Refund Policy)

ADD TO CART

BUY NOW

**Authors:** Gilbert, Sherry; Murawski, Steven A.; Luther, Mark E.; Silverman, Alex; Hommeyer, Matthew; Vistocci, Roxann; Chernoch, Sophie; Clark, Harrison; Grasty, Sarah; Erickson, Kristin

**Source:** Marine Technology Society Journal, Volume 59, Number 2, Spring 2025, pp. 51-61(11)

**Publisher:** Marine Technology Society

**DOI:** <https://doi.org/10.4031/MTSJ.59.2.9>



< [previous article](#)

[view table of contents](#)

[next article >](#)

[♥ ADD TO FAVOURITES](#)

...  
**Abstract**

References

Citations

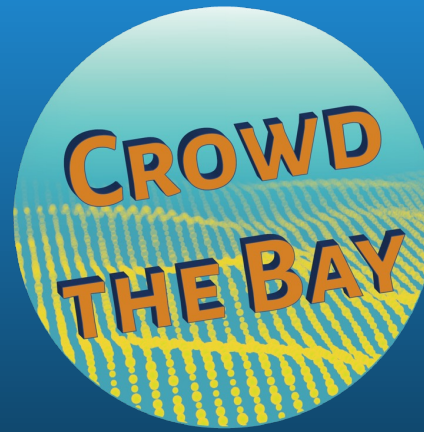
Supplementary Data

Suggestions

COMIT's Crowd the Bay

Additional Resources

COMING SOON



Stakeholder Meetings

Workshop Report



# COMIT's Crowd the Bay

## A Community of Practice at Work!

Contact: [COMIT@usf.edu](mailto:COMIT@usf.edu)  
[www.marine.usf.edu/comit](http://www.marine.usf.edu/comit)  
LinkedIn: [company/usfcomit/](https://www.linkedin.com/company/usfcomit/)

