

MARTIN COUNTY ARTIFICIAL REEFS INTERACTIVE MAP APPLICATION

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Martin County is located in the south east coast Florida. The County has a very active artificial reef program — the Martin County Artificial Reef Program (MCARP) and includes four active construction sites offshore (Donaldson, Ernst, Sirotkin and South County reef sites) with a total area of 9700 acres spread over 15 square miles. Since 1970 the County has deployed over 100 artificial reefs at depths that vary between 50 feet and 200 feet (15 to 61 m). The shallower reefs provide popular fishing and diving spots to locals and tourists, while some in deeper waters benefit local anglers, and others, deployed further away from the St. Lucie Inlet, are designed to enhance local fisheries. The MCARP County outreach efforts include a webpage with program information and updates and a non-profit formed to support the Reef Program which promotes activities like fish tournaments to collect funds for new reefs. The County performs annual monitoring on the reefs, collecting data on stability and productivity. In early September 2014, the County launched an interactive webmap application built using ArcGIS Online technology to provide simple and basic information about the program's artificial reefs to the boating, fishing, and diving community. Information provided by the map includes reef name, geographic coordinates, reef depth, water depth, distance to St. Lucie Inlet, photos of reef dives and a link to the latest monitoring report which includes lists of the fish and benthic species seen every year during the reef monitoring events. This presentation will show case the map location tool and discuss some of public outreach strategies used by the County and its contractors to promote the webmap in social media.