



UNIVERSITY *of* WEST FLORIDA

DEPARTMENT OF EARTH AND ENVIRONMENTAL SCIENCES

**STUDENTS ENGAGING WITH ENVIRONMENTAL JUSTICE
IN NORTH PORT ST. JOE, FL.**

PRESENTERS/DISCUSSANTS

*Haley Barrera, Kimberly Bell, Collin Bowman, Josilin Day, Mackenzie Devine,
Nana Duah, Amanda Lanphere, Kayley McDowell, Heidi Messerly, Justin Rahn,
Osei Richins, Melissa Schumacher, Gabe Small, Hannah Sohl, Raylene Soils,
Oliver Watson, Tyler Weber, Monica Woodruff*

MODERATOR

Dr. Kwame Owusu-Daaku

October 27, 2021.

OUTLINE

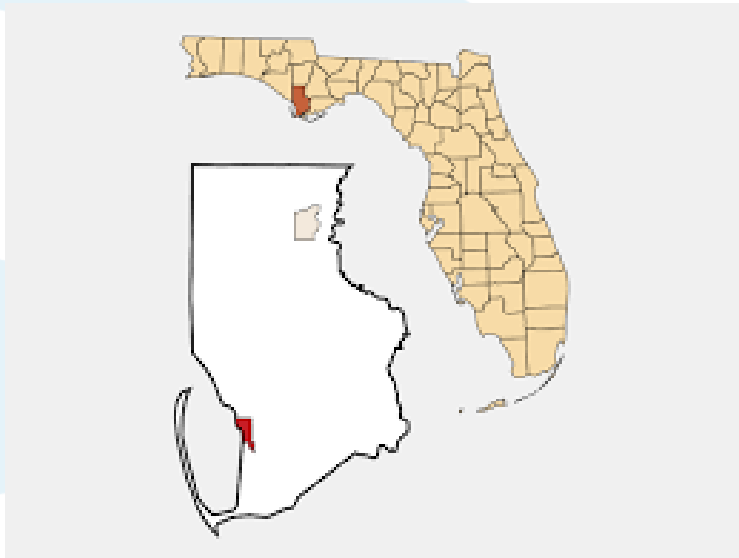
- Background
- Prior Work
- Current Work
- Engagement Experiences



BACKGROUND

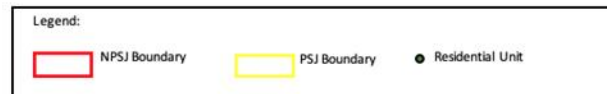
BACKGROUND

Port St. Joe and North Port St. Joe Residential Units and Boundaries Gulf County, FL

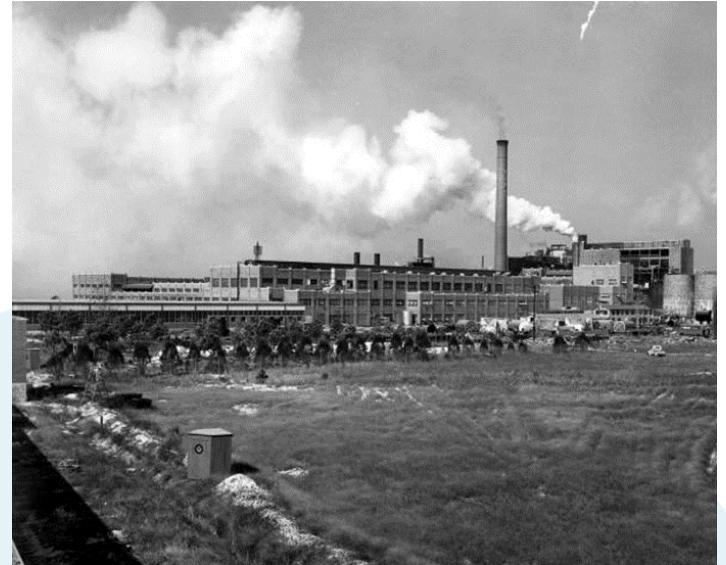


This map is to serve as an example representation of layout configuration regarding the snapshot comparison of Port St. Joe and North Port St. Joe areas.

Created by Logan Pocock, Reilly Allman, Jasmine Pena, and Matthew Hardman. All map data supplied by Gulf County GIS department



BACKGROUND



BACKGROUND

North Port St. Joe

P.A.C

project area coalition

EPA's College/Underserved Community Partnership Program
(CUPP)

ACADEMIC AND COMMUNITY COLLABORATIONS

COLLEGES AND
UNIVERSITIES



est. 2011

COMMUNITIES



Department of Earth and
Environmental Sciences

UNIVERSITY of WEST FLORIDA

PRIOR WORK

PRIOR WORK

- Environmental (In)Justice Community Profile (Spring 2021):
 - Community History
 - Community Snapshot
 - Environmental Injustices
 - Public Health
 - Redress Actions
 - PAC Profile
 - Supporting Research for Health Impact Assessment of North Port St. Joe Community Master Plan (Summer 2021)
 - Developing a Town Center
 - Revitalizing a Former High School Campus
 - Improving Wayfinding and Developing Paths and Trails
 - Reducing Gentrification
-

CURRENT WORK

CURRENT WORK

- Economic Opportunity Study of (North) Port St.

Joe (Fall 2021):

- Trade Area Analysis
 - Demographic and Lifestyle Analysis
 - Tourism-Related Opportunities
 - Housing and Lodging Opportunities
 - Retail and Service Business Opportunities
 - Business Owners Survey
-

TRADE AREA ANALYSIS

Kimberly Bell, Nana Duah, Annie Janus, Tyler Weber

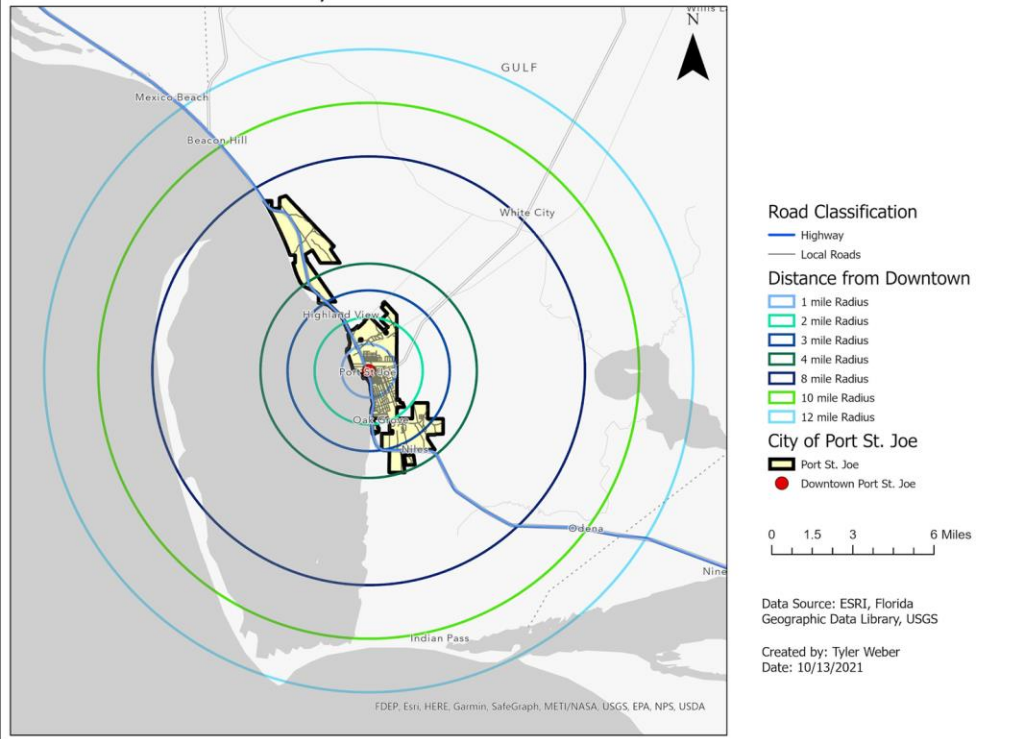
OBJECTIVES

- Identify:
 - Customer base, characteristics, and satisfaction
 - Competitive trade areas
 - Site selection

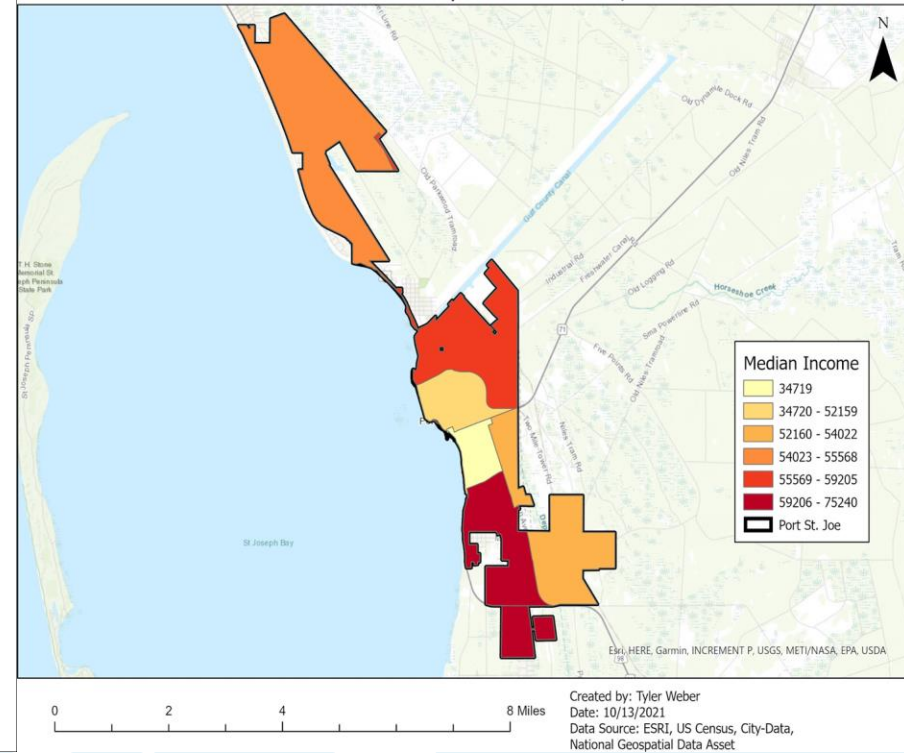


PRELIMINARY FINDINGS

Radius Analysis of Downtown Port St. Joe



Median Income of the city of Port St. Joe, Florida



NEXT STEPS

- Determining type of trade area (i.e., convenience or destination)
- Gathering customer demographics through business owners survey
- Analysis of population demographics, traffic patterns, and competition business districts



DEMOGRAPHIC AND LIFESTYLE ANALYSIS

**Collin Bowman, David Garcia, Osei Richins, Monica
Woodruff**

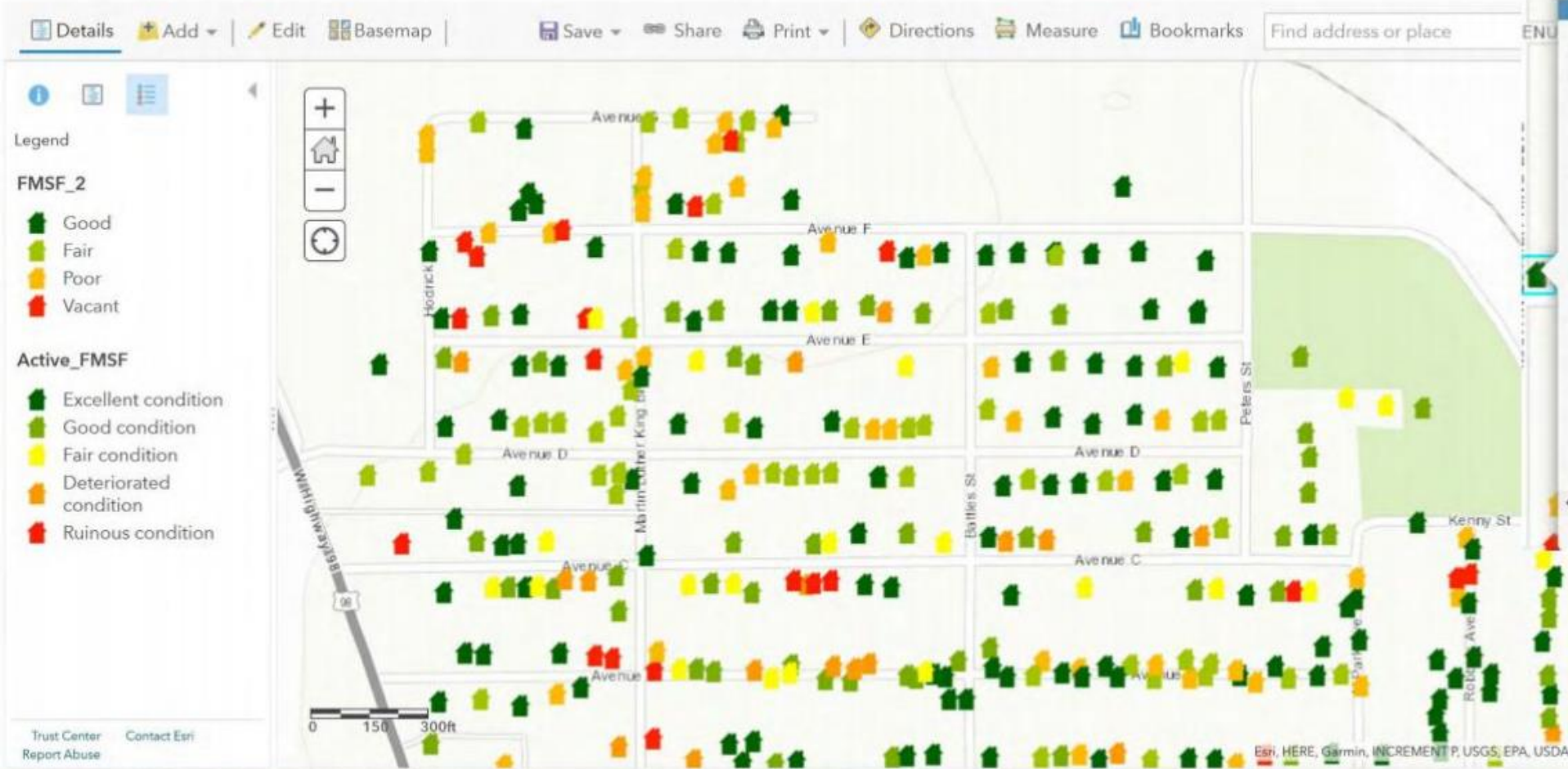
OBJECTIVES

- To analyze demographic and lifestyle data such as:
 - Population & Growth
 - Age & Gender
 - Income & Employment
 - Ethnicity & Race
 - Education
 - Lifestyle Activities & Consumer Information
 - Housing Status

PRELIMINARY FINDINGS

Home ▾ FMSF Neighborhood (Port St. Joe, FL)

New Map



NEXT STEPS

- Continue collecting and visualizing data
- Isolate data specific to NPSJ where possible to reflect the comparison between NPSJ and the rest of PSJ



TOURISM-RELATED OPPORTUNITIES

**Kayley McDowell, Heidi Messerly, Melissa Schumacher,
JoAnna Snow, Raylene Solis**

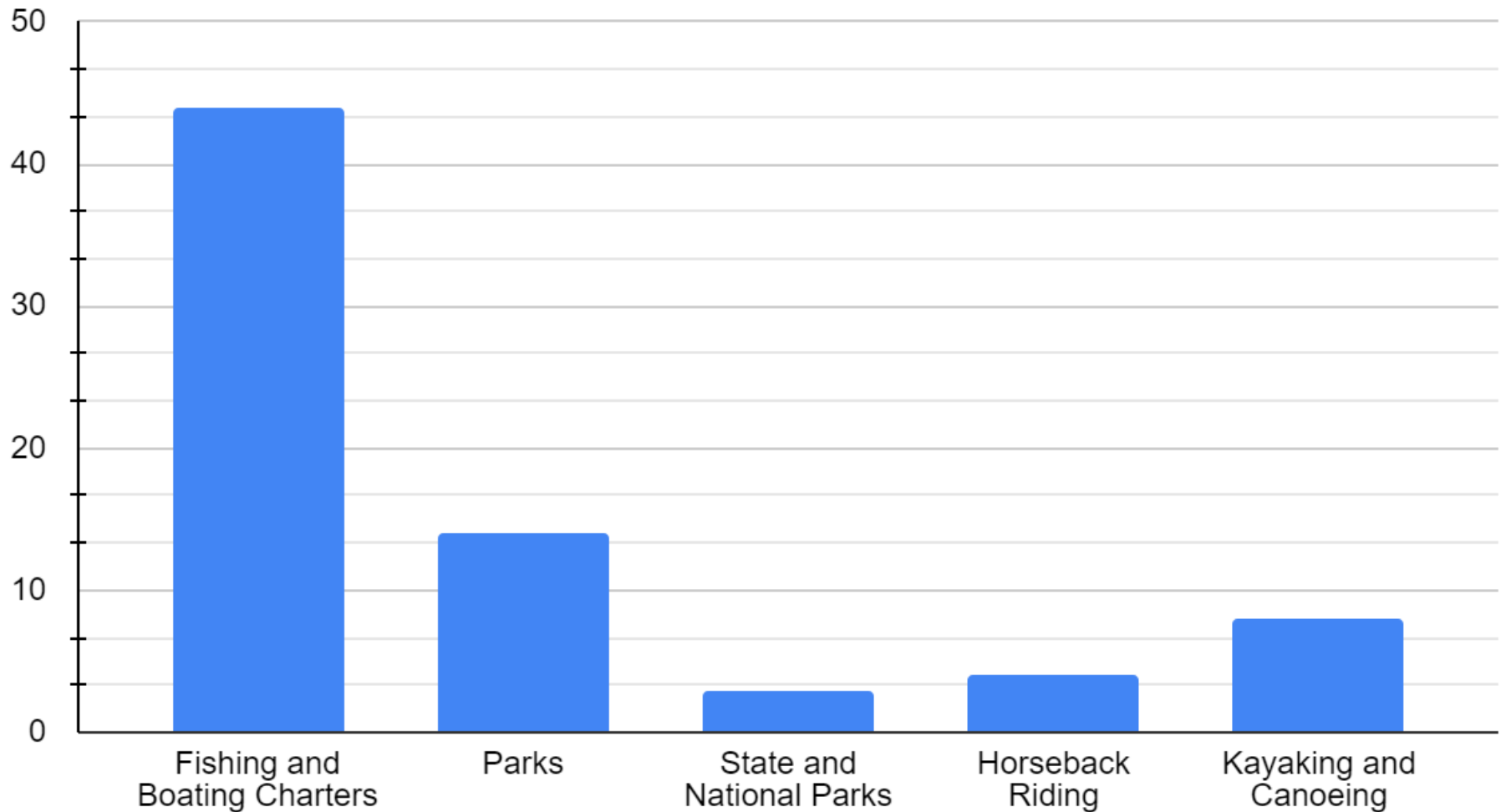
OBJECTIVES

- Evaluate current tourism activities
- Determine locations and activities for tourism expansion



PRELIMINARY FINDINGS

Tourism Entertainment Options: Recreational



NEXT STEPS

- Conduct phone interviews with relevant businesses
- Partner with business owners survey
- Culinary industry analysis
- Identifying major tourism drivers



HOUSING AND LODGING OPPORTUNITIES

Josilin Day, Mackenzie Devine, Hannah Norris, Oliver Watson

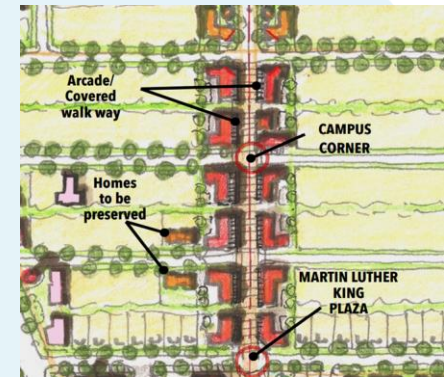
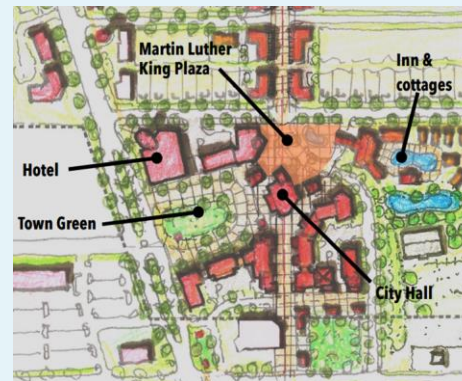
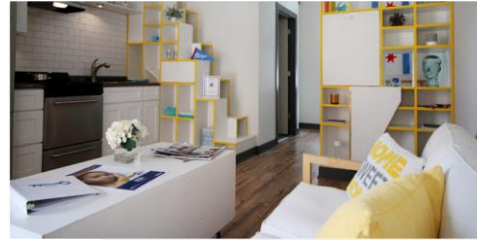
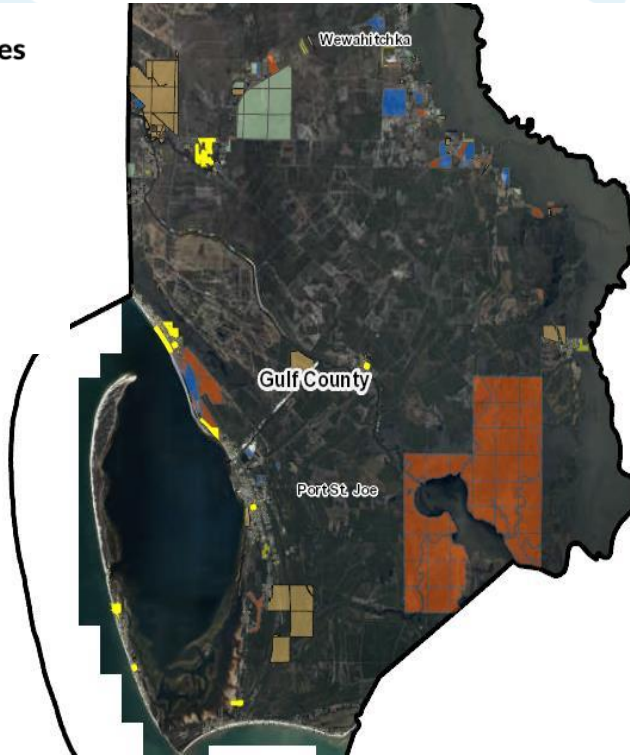
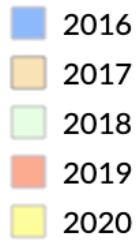
OBJECTIVES

- Evaluate current housing and lodging situation



PRELIMINARY FINDINGS

Yearly Sales



NEXT STEPS

- Conduct phone interviews with realtors, hotel operators etc.
- Partner with business owners survey
- Analysis of relevant census data



RETAIL AND SERVICE BUSINESS OPPORTUNITIES

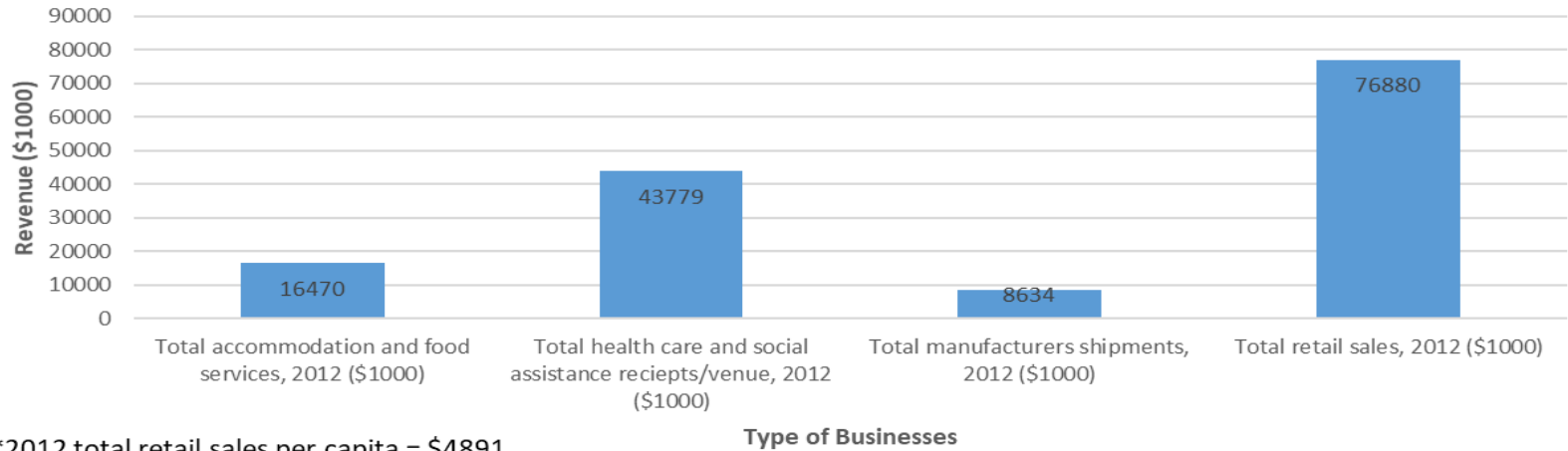
**Samantha Burke, Caitie Holmes, Amanda Lanphere,
Bailey Walkinshaw**

OBJECTIVES

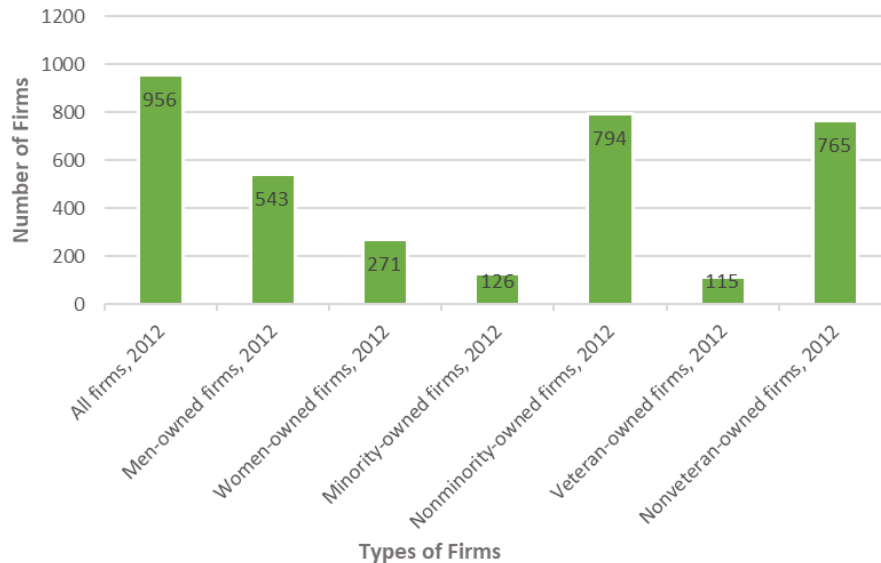
- Evaluate potential retail and business opportunities along with office space availability
- Determine local and non-local demand
 - Quantitatively (population threshold and market potential)
 - Qualitatively (demographic & lifestyle, economic baseline)
- Determine supply
 - Market Analysis

PRELIMINARY FINDINGS

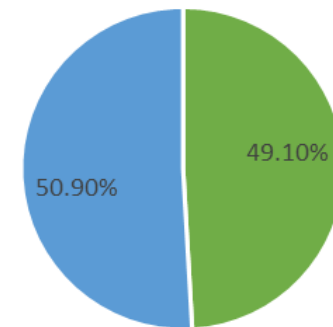
2012 Economic Data



2012 Businesses



2015-2019 Civilian Labor Data



*In civilian labor, age 16+, 2015-2019 = 45.1%

NEXT STEPS

- Gather local and non-local demand data in partnership with Trade Area, Demographic and Lifestyle, and Business Owners Survey teams
- Determine supply from Master Plan and public records of commercial properties

BUSINESS OWNERS SURVEY

Haley Barrera, Justin Rahn, Gabe Small, Hannah Sohl

OBJECTIVES

- Collect interview/survey data illustrating the challenges Reid Avenue business owners face.
- Interpret NPSJ business owner testimonies as they relate to blight affecting the neighborhood
- Determine how growth for NPSJ businesses can be encouraged in a way that best suits the community.

PRELIMINARY FINDINGS

- Compiled a contact list of the business owners to sample from
- Developed a research question
- Designed and pre-tested the survey



Research question

- ❖ What lessons can be translated from the success of the business development on Reid Ave that could be transferred to future development in NPSJ in general, and MLK Boulevard in particular?
- ❖ What improvements could be made on Reid Ave?
- ❖ How do the views of local business owners compare to the views of the PAC?

NEXT STEPS

- Administer the survey and/or conduct interviews
- Analyze results



ENGAGEMENT EXPERIENCES

ENGAGEMENT EXPERIENCES

- Lessons learned
 - Challenges encountered
 - Public, private, and nonprofit partners:
 - using (publicly) available information to conduct environmental justice analysis
 - engaging students' interests and skills to advance environmental justice
-

THANK YOU FOR YOUR TIME!

ACKNOWLEDGEMENTS

- NPSJ PAC
 - John Hendry
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- EPA CUPP
 - Bonita Johnson
- Dr. Stephen Diko (University of Memphis)
- Florida Brownfield Association
 - Environmental Justice and Public Health Committee
- UWF
 - Department of Earth and Environmental Sciences

QUESTIONS? COMMENTS?
