Promoting The Wise Stewardship Of Alabama’s Estuaries Through Coordinated Action and Involvement

Community Action Committee Meeting
May 15, 2015
Five Rivers Delta Center

Agenda

1. Welcome
2. Approval of Minutes 1/23/2015
3. MBNEP Program Report
   • Watershed Plan update
   • Clean Water Future - Lewis
4. Old Business
   • Strategy: Survey Results and Participants
5. Clean Water Future Partner/Event Update
6. CAC’s Role in Clean Water Future
7. Announcements
   • Next Survey
   • Upcoming Workshops
   • Next meeting(s) schedule
8. Adjourn
BRC Clean Water Future: Market Research Objectives

- Determine which businesses or industry sectors would be most willing to adopt a clean water campaign and call to action.

- Determine which businesses or industry sectors negatively impact clean water most significantly.

- Determine what action such businesses or industry sectors might be willing to undertake.

The research should be sufficient for an integrated marketing plan to follow.
Lewis: Key Findings

What Would Businesses Do

• Willing to disseminate information via business-owned communication channels—Newsletters, social media, websites, collateral materials.

• Various sectors expressed support for options such as:
  • paper or reusable bags instead of plastic
  • reusable cups instead of Styrofoam
  • recycling
  • pervious cover—landscaping and retention ponds
  • disposal stations for pet waste
  • organized cleanups

Lewis: Key Findings

What Would Businesses Do

• Across the board, they want simple, actionable steps:
  • easy to implement
  • provide value to business
  • don’t negatively impact the bottom line

• Also expressed willingness to engage employees in efforts that they then take home to their families and/or communicate to customers.
Lewis: Key Findings

What Would Businesses Do

• Some businesses are already working toward reducing their impact:
  • Regularly sweeping parking lots
  • Using plastic to-go cups instead of Styrofoam
  • Rehabilitating/ renovating existing developments instead of new construction
  • Implementing Green Building programs
  • Installing native landscaping and low-impact design
  • Recycling—from office paper to The Grand Hotel’s “A Greener Grand”
  • Rewarding employees for participating in clean-up and other environmental efforts
  • Instituting corporate sustainability programs

Lewis: Strategy Goals

• Create a membership program that is simple and easy for businesses to get involved
• Generate awareness of the program and encourage businesses to join the initiative
• Build awareness about the program to member businesses’ employees
• Evolve and elevate the clean water program to a stand-alone brand owned by the businesses, organizations and entities that adopt its practices as part of their culture
Lewis: Strategy Objectives

- Develop a unique brand positioning and strategy for the initiative that eliminates confusion in the market, builds awareness of the threats posed by stormwater runoff on the local coastal environment and inspires cultural change.
- Design a targeted approach to develop a multi-year marketing and communications plan promoting the initiative to key audiences and building awareness, desire and action.
- Establish a benchmark for success in order to ensure a return on Mobile Bay NEP’s marketing investment for years to come.
Lewis: Strategy Objectives

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- Establish a benchmark for success in order to ensure a return on Mobile Bay NEP’s marketing investment for years to come.

Food for thought to guide marketing plan...

- Largest proportion of trash less than 4 inches

- Types of litter most often found
  - Tobacco products
  - Paper
  - Plastic
  - Metal
  - Glass
  - Organic
  - Construction debris
  - Vehicle debris
  - Other
Food for thought to guide marketing plan...

Where?
- Residential areas less littered than roadways.
- Areas near loading docks less littered.
- Roadways near convenience stores more littered.
- Roadways near commercial buildings more littered.

How?
- Motorists
- Pedestrians
- Improperly covered loads
- Debris from vehicles
- Spillage from receptacles

Litter Drivers

- Availability of receptacles/No trash can is available
- Litter already exists in the area
- Weather
- Time of day/In a hurry
- Item is biodegradable
- Not recyclable
- Trash can too far away- drastic increase after 12 feet
FACTS ABOUT MISSISSIPPI’S LITTER PROBLEM
(MS Dept. of Transportation)

• 30% higher along rural roads than other states
• 62% of all MS litter is deliberate in origin (higher % than other states)
• Mostly consisting of convenience products: take-out, snack, and beverage
• 75% of deliberate litter from Males age 11-34
• Accidental litter from open bed trucks and trashcan spills comprise 38% of MS litter

What Next????

How do we build the business sector component of the Clean Water Future Campaign?

Develop a Campaign Strategy focused on Truck bed litter and packaging debris
Community Action Committee Participation

CAC Attendance

- The Peninsula of Mobile Total
- South Bay Communities Alliance Total
- Prichard Environmental Restorative Keepers (PERK) Total
- Little Lagoon Preservation Society Total
- Lake Forest Improvement Committee Total
- Friends of the Tenewa Total
- Friends of the Bon Secour National Wildlife Refuge Total
- Friends of Perdido Bay Total
- Friends of Baldwin County Total
- Fowl River Area Civic Association Total
- Fort Morgan Civic Association Total
- Fly Creek Preservation Association Total
- Fairhope/Point Clear Association for Responsible Development Total
- Fairhope Environmental Advisory Board Total
- O’Olive Watershed Working Group Total
- Dog River Clearwater Revitalization Total
- Boat People SOS Total
- Bayou La Batre Beautification Committee Total
- Battles Wharf Property Owners Association Total
- Weeks Bay Reserve Foundation Total
- Southeastern Wildlife Conservation Group Total
- Pelican Coast Conservancy Total
- Operation HomeCare Total
- Ocean Conservancy Total
- Mobile County Wildlife and Conservation Association Total
- Mobile Baykeeper Total
- Mobile Bay Kayak Fishing Association Total
- Dauphin Island Bird Sanctions Total
- Conservation AL Foundation Total
- Audubon Society Total
- Alabama Coastal Foundation Total
- Town of Perdido Beach Total
- Spanish Fort Environmental Manager Total
- Fairhope Environmental Advisory Board Total
- Baldwin County Environmental Advisory Board Total

Legend:
- Government
- NGO
- Rec/Board Groups
### Question & Result

<table>
<thead>
<tr>
<th>Question</th>
<th>Result</th>
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<tbody>
<tr>
<td>Host at least 50 presentations annually</td>
<td>105</td>
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<tr>
<td>Host at least 15 workshops annually</td>
<td>32</td>
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<tr>
<td>Shareable PowerPoints</td>
<td>34</td>
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<td>Available Continuing Education Credits</td>
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<td>Encourage and Coordinate 15 festivals</td>
<td>22</td>
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<td>Promote upstate connection to Mobile Bay</td>
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<tr>
<td>Train 30 volunteer water quality monitors</td>
<td>67</td>
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<tr>
<td>Expand grassroots group adoption of CWF</td>
<td>12</td>
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<tr>
<td>Smart Yards and Healthy Gulf</td>
<td>3</td>
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<tr>
<td>Muddy Water Watch</td>
<td>4</td>
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<td>Support enforcement of environmental laws and regulations</td>
<td>6</td>
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<td>Promote the use of reusable bags and containers</td>
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<td>Conduct a minimum of 25 community clean-ups</td>
<td>25</td>
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<tr>
<td>Conduct letter-writing campaigns</td>
<td>3</td>
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<td>Provide public comment on new and updated regulations, ordinances and bills</td>
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### Survey Participants

- Alabama Coastal Foundation
- City of Daphne
- Dog River Clearwater Revival
- Fowl River Area Civic Association
- Little Lagoon Preservation Society
- Mobile Baykeeper
- The Pelican Coast Conservancy
- The Peninsula of Mobile
- Wolf Bay Watershed Watch
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<tr>
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<th>Friends of Perdido Bay</th>
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<td>Fly Creek Preservation Society</td>
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<td>Fairhope/Point Clear Association for Responsible Development</td>
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Clean Water Future Partners

1. Alabama Coastal Foundation
2. Alabama State Lands-ADCNR
3. Alabama State Lands-Coastal Section
4. Alabama State Port Authority
5. Bayou La Batre Beautification Committee
6. Blink Colony
7. City of Daphne
8. City of Fairhope
9. City of Foley
10. City of Mobile
11. Coastal Alabama Clean Water Partnership
12. Delta Safaris
13. Dog River Clearwater Revival
14. Erosion Pros, LLC
15. FlyTheCoast.com
16. Friends of Baldwin
17. Goodwyn Mills Cawood
18. Keep Mobile Beautiful

1. Mobile Baykeeper
2. Mobile County
3. Mobile Bay National Estuary Program
4. Mobile United
5. Mississippi-Alabama Sea Grant
6. Partners for Environmental Progress
7. Pelican Coast Conservancy
8. Weeks Bay Foundation
9. Weeks Bay National Estuarine Research Reserve
10. The Peninsula of Mobile
11. Thompson Engineering
12. Tonsmeire Construction
13. Tonsmeire Properties
14. WildNative Tours
15. Wolf Bay Watershed Watch
16. Volkert

**Question:** How Are You Using the Campaign?
Clean Water Future and the CAC

• What are the top three activities place-based groups are capable of achieving through the end of the year to implement the Clean Water Future Campaign?

• Engage your Street Initiative

• Town Council initiative - All watershed groups attend meeting and speak using talking points/encourage communities to join (Thank you for creating a clean water future tagline)

• Social media blast day/weekend of commercials, talking points, taglines to promote the better behavior

Watershed-based, grassroots organizations are the cornerstone of community-based efforts to promote the wise stewardship of the water quality and living resources of Mobile Bay’s estuarine waters.

- Battles Wharf Property Owners Association
- Bayou La Batre Beautification Committee
- Boat People SOS
- Bon Secour Protective Assn.
- Dauphin Island Bird Sanctuaries
- Dog River Cleanwater Revival
- Farrhope/Point Clean Association for Responsible Development
- Fly Creek Preservation Association
- Fort Morgan Civic Association
- Fowl River Area Civic Association
- Friends of Baldwin County
- Friends of Perdido Bay
- Friends of the Bon Secour National Wildlife Refuge
- Friends of the Tensaw
- Lake Forest Civic Association
- Lake Forest Improvement Committee

Clean Water Future and the CAC

• What are the top three activities NGO’s are capable of achieving through the end of the year to implement the Clean Water Future Campaign?

• Letters signed by board members and staff to municipalities/counties to join the campaign/thank them for their efforts

• Organize __________ for Clean Water day focused on what their memberships can do (Rain Barrels, other)

• Social media blast day/weekend of commercials, talking points, taglines to promote the better behavior

Watershed-based, grassroots organizations are the cornerstone of community-based efforts to promote the wise stewardship of the water quality and living resources of Mobile Bay’s estuarine waters.

- Alabama Coastal Fisherman’s Association
- Alabama Coastal Foundation
- Audubon Society
- League of Women Voters/Baldwin
- Mobile Bay Canoe and Kayak Club
- Mobile Bay Kayak and Fishing Association
- Mobile BayKeeper
- Mobile County Wildlife and Conservation Association
- Pelican Coast Conservancy
- Southeastern Wildlife Conservation Group
- Weeks Bay Reserve Foundation
Clean Water Future and the CAC

• What are the top three activities Local Governments are capable of achieving through the end of the year to implement the Clean Water Future Campaign?
  • Organize ___________ for Clean Water day focused on what their communities can do (Rain Barrels, other)
  • Recognize community groups who are “Creating a Clean Water Future”
  • Sponsor a billboard related to “Creating a Clean Water Future”

Pick it UP!
Create a Clean water future for the City of Foley

Watershed-based, grassroots organizations are the cornerstone of community-based efforts to promote the wise stewardship of the water quality and living resources of Mobile Bay’s estuarine waters.

Baldwin County Environmental Advisory Board
City of Bayou La Batre
City of Daphne
Fairhope Environmental Advisory Board
City of Foley
Town of Perdido Beach

Next Survey

Sent out in April Newsletter
Deadline for completion: May 30th
October 1, 2014 – March 30, 2015

WE NEED YOU
RFP Update

- Education RFP
- Monitoring RFP
To be sent out no later than 5/30/2015

Upcoming Workshop

What: Fundraising Workshop
When: Friday June 19th
Where: International Trade Center, Killian Room
250 N. Water St. Mobile, AL 36602
Time: 9:00-1:00 p.m.
Next Meeting(s) Schedule

Location: Five Rivers Delta, Blakeley Hall Classroom
Time: 11:30-1:00pm
Date: July 24, 2015

CAC Retreat:
Date: October 23, 2015
Time: 9:00am-Noon
Location: Graham Creek Nature Preserve (Foley)