CCMP Goals & Strategies  
Mobile Bay National Estuary Program’s  
Community Action Committee

1. **Increase awareness** of coastal resources that support what people value most about living in Coastal Alabama.  
   a. Host at least **15** workshops annually to train citizens and property owners on how to protect and restore what people value most.  
      i. Track number of people  
      ii. Create a reporting mechanism, perhaps a central database accessible by CAC members  
      iii. Create share-able power points to extend reach.  
      iv. Develop a list of potential groups to work with to achieve strategy.  
      v. Determine how/if Continuing Education Credits can be earned through these workshops.  
   b. Host at least **50** presentations annually to educate citizens on how to protect and restore what people value most.  
   c. Encourage and coordinate **15** festivals and other events in the watershed that celebrate the cultural/natural connection.  
      i. Promote upstream connection to Mobile Bay throughout the greater Mobile Bay watershed.  
   d. Create and support programs that expose more people to local waterways.  
      i. Target low-income communities/children.  
      ii. Fundraise to get busses/fund the program. Weeks Bay has idea of getting all 6th graders on the water as an example.

2. **Improve community ability** to participate in ecosystem based management actions.  
   a. Engage grassroots groups in assisting with development and implementation of the Project Implementation Committee’s (PIC) selected watershed management plans.  
   b. Engage grassroots groups and citizens in collecting data from the Project Implementation Committee’s (PIC) selected watersheds for monitoring and research purposes  
      i. Not just water quality, but stream assessments, invasive species monitoring, etc.  
      ii. Track existing programs  
   c. Educate various non-environmental organizations and the public on programs and volunteer opportunities available.  
      i. Create a calendar that is writable by CAC members and viewable by all community members.  
      ii. Create a central website for all events (or utilize CleanWaterFuture.com).  
      iii. Create a listserv/google group for CAC members.  
      iv. Encourage all groups to share the repository and information gathered via their updates/newsletters.
3. **Encourage citizens and community members to support and be more engaged in restoration and conservation of critical habitats.**
   a. Participate in restoration activities including living shorelines, wetland and sea oat planting in collaboration with Project Implementation Committee.
   b. Increase turnout at public hearings to encourage municipalities to use landowner conservation tools; e.g. conservation easements, etc.
      i. Share permits and comment letters, etc. through the listserv.
   c. Promote living shorelines.
   d. Promote greenways/blueways/Forever Wild/land acquisition & conservation activities.

4. **Increase citizen actions** to mitigate impact of humans on the environment.
   a. Support one social marketing campaign to increase participation in conservation activities.
   b. Implement at least 3 programs that increase community stewardship through place based grassroots groups.
      i. For example, Alabama Smart Yards/ Healthy Gulf, Muddy Water Watch and Water Wise Habitat.
   c. Work with retailers/municipalities to reduce the amount of trash in coastal waterways by 20% through incentives and volunteer opportunities.
   d. Promote enforcement of environmental laws and regulations.
   e. Have 10 organizations adopt and implement the Clean Water Future campaign.
   f. Create an ANTI-LITTERING CAMPAIGN that incorporates existing programs to change citizens’ littering habits.
   g. Use existing programs in schools to highlight human impacts on the environment.
      i. For example Bay Buddies, Estuary Corps, Keep Mobile Beautiful, etc.
   h. Conduct a minimum of 25 community cleanups

5. **Build capacity of grassroots groups.**
   a. Promote trainings and technology transfer on fundraising.
   b. Promote trainings and technology transfer on volunteers.
   c. Promote trainings and technology transfer on non-profit governance to include leadership and board member development, succession planning, etc.
   d. Host 1 workshop on fundraising, volunteer recruitment and non-profit governance per year.

6. **Support needed changes to Federal, State and Local Regulations** to improve management of coastal resources and promote enforcement of existing regulations.
   a. Promote passage of local referenda crafted by Government Networks Committee.
   b. Support the Clean Water Act, Coastal Zone Management Act, Safe Drinking Water Act, etc.
   c. Provide public comments on new and updated regulations, ordinances, bills, etc. as they are developed.

**Outcomes**
• Increase community value of coastal resources
• Improve management of coastal resources
• Increase participation in restoration activities
• Expand participation in reducing pollution on land and in waterways