

CCMP STRATEGIES

Status: Education and Public Involvement - CONSIDER REORGANIZING GOALS BY TARGET GROUP (e.g., grassroots, NGOs, schools, business)

EDUCATION AND PUBLIC INVOLVEMENT CCMP GOALS	STATUS: completed, ongoing, revised, discontinued, new	BARRIERS: funding, expertise, time, regulations, politics, ...	UNTAPPED RESOURCES	EMERGING / EVOLVING ISSUES	CRC recommendations	GOALS (by September 30, 2018)	STAFF LEAD	SUPPORT
EPI-1: Increase awareness of coastal resources supporting								
1.1: Host at least 50 presentations annually to raise community awareness on what people value most about living in coastal Alabama.	complete and ongoing	Needs revision: what type of presentation qualifies	development of a presentation library for grassroots groups	groups counting non-NEP or non-CRC mission presentations	1. The CRC members stated that presentations given should address one of the six values in the CCMP. The group decided to keep the target goal for each year at 50 presentations. 2. Ms. Casi Callaway suggested the group use the Community Action Committees survey format for measuring accomplishments; the group agreed. Ms. Barfoot will revise the survey to reflect the CRC strategies and will send out to the group quarterly. This survey will help the CRC to track their accomplishments and to respond to areas that need improvement or implementation.	Define a qualifying presentation or create a presentation for use	Kelley	Tom
1.2: Host at least 15 workshops annually to educate citizens and property owners on how to protect and restore what people value most.	complete and ongoing	funding, expertise and time; nonprofit group self interests, fundraising for themselves	supporting of existing workshops	funding to pay facilitators	1. The members suggested to collect data from the CRC members through the survey to determine if 15 workshops are still a good target number. Once survey results are compiled, members will revisit this activity and determine if the target number should be revised.	Create an annual list of existing workshops to support and advertise; study need and reform education and training task force	Kelley	Tom
1.3: Encourage and coordinate 15 festivals and other events in the watershed to celebrate the cultural/natural connection.	complete and ongoing	funding, expertise and time	input in the planning phase of festivals to encourage an environmental theme or component	lack of knowledge and expertise in the creation of festivals and also in the existing festivals	1. The members briefly named various annual festivals and collectively thought that 15 was still a good target number. The members suggested to collect data from the CRC members through the survey to determine if 15 festivals are still a good target number. Members requested changing the activity to include the term "multi-partner" festivals to help define what is a festival vs. an event.	Create a list of existing festivals to support and participate in, cross-reference erp-3	Kelley	Tom
1.4: Create and support programs that expose more people to local waterways.	ongoing merge with 1.3-CRC not merge.	expertise and time	support of existing programs	lack of time and commitment	1. It was suggested by the MBNEP to merge 1.3 and 1.4 because certain annual festivals are on or are close to the water which would expose the attendees to the local waterways. The members suggested the two activities to remain separate because a program that exposes peoples to the local waterways is different from a festival. It was decided to keep the two activities separate on the survey, collect the responses and present the responses to the group and then decide if the responses can determine if the two should remain separate or should be merged.	Tag onto existing programs and volunteer our support and resources	Kelley	Tom
EPI-2: Improve community ability to participate in ecosystem								
2.3: Educate various non-environmental organizations and the public on programs and volunteers opportunities available.	ongoing	time and commitment	leverage of existing experts, volunteers of America or other web listings, community calendars, other web resources, meetups	lack of time and commitment	1. The members thought this section would best be measured by including the number of audience reached through publications (e-newsletters, subscribers, social media platforms) that advertises volunteer opportunities to the public. 2. Change the activity to "Educate various non-environmental organizations and the public on programs, volunteers opportunities, educational opportunities, advocacy and environmental issues and successes through publications and social media platforms."	educate existing speakers	Kelley	Tom
EPI-3: Increase citizen actions to mitigate impacts of humans								
3.1: Support one social marketing campaign to increase participation in conservation activities.	ongoing, cleanwater futures day of service	commitment	clean Water Future, University service groups	lack of commitment	1. The members suggested this activity to be included in the CRC's annual workplan and list out which marketing campaign the group will focus on each year. 2. Restore America's Estuaries-Estuaries Week was a recommendation. Mr. Mark Berte volunteered to collect campaign ideas from each member and will disseminate that information to the group. The group will decide which campaigns to focus on for the year by mid-March.	create list of actions for implementation, clean water futures day of service	Kelley	Tom
3.3: Support Government Networks Committee (GNC) and Business Resources Committee in developing programs to reduce the amount of trash in coastal waterways by 20%.	ongoing	time and commitment	involvement in the GNC and BRC	waiting on GNC and BRC	1. Mobile Baykeeper is working on an Urban Rapid Trash Assessment (URTA) project that is a monitoring strategy for measuring trash reduction. The group suggested to focus on smaller areas such as One Mile Creek when trying to measure reduction. The group thought it was unnecessary to wait on the GNC and BRC to implement this activity. 2. The group stated there are existing efforts and programs that aim to reduce trash and the CRC should support those. 3. Help the GNC and BRC to establish perimeters for measuring trash reduction. 4. Group suggestion was to change Activity to state "develop a plan or program to reduce and measure impacts of trash and to take out the target number of 20%.	execute trash mob	Kelley	Tom, Roberta
EPI-4: Build capacity of at least 15 grassroots groups to								
4.2: Support needed changes in federal, state and local regulations to improve management of coastal resources and promote enforcement of existing regulations.	ongoing	politics	existing management conference members resources	lack of knowledge	1. The members thought this activity could be an ongoing implementation effort.	encourage more letter writing campaigns	Kelley	Tom
EPI-5: Advocate for environmental issues addressed in the								
5.1: Publicly support the development of Watershed Management Plans and their implementation in guiding coastal restoration and community resilience.	ongoing	time and commitment	use of existing platforms	waiting on plan development	1. The members thought this activity could be an ongoing implementation effort.	send out updates to entire MGM conference. Send out updates on all existing WMP in development to promote involvement	Kelley	Tom
5.2: Publicly support state process to establish regulations to more strongly identify and clarify best management practices for living shorelines. Publicly support the state to support living shorelines and/or ahead of bulkheads. Publicly support the establishment of alternative shoreline management practices as the preferred practice to bulkheads.	ongoing	politics, time, commitment	existing management conference members resources	legislation	1. The members thought this activity could be an ongoing implementation effort.	review legislation being presented and determine which improvements should be incorporated from the CCMP and NEP MGM conference meetings	Kelley	Tom
5.3: Publicly support regulatory changes to provide local governments with authority needed to protect natural resources.	ongoing	politics, time, commitment	involvement in the GNC	legislation	1. The group thought this activity could be an ongoing implementation effort. 2. It was suggested by Tammy Herrington for the group to reconvene after the survey results are compiled and pick one issue and work together as a group to develop a strategy to resolve that issue.	Research existing laws/regulations to determine what is missing that could define the authorities that exist	Kelley	Tom
5.4: Publicly support the establishment and implementation controls and standards at state and local level to protect waterways and wetlands.	ongoing	politics, time, commitment	existing management conference members resources	legislation	1. The members thought this activity could be an ongoing implementation effort.	actively monitor watershed planning and provide comment on completed plans. Review the WMP proposals for the legislation/regulations presented that could be incorporated and supported	Kelley	Tom

CRC Evaluation

Strengths

diversity of groups, working across both counties, sharing ownership of common goals, numerous groups who are passionate of focus, intelligence of group, historical data and information, strong reputations, safety in numbers, sharing information/communication, networking, increases capacity, relationships (statewide issues), universal connector

Weaknesses

capacity, time, missing education focused people-K-12 educators, logistics, basic understanding of what we have the capacity to fix, definition of how much advocacy and education community can do (perception), what direction we're all trying to focus, coalition priorities are conflicting with organizational priorities, lack of consensus

Opportunities

K-12 educators, science coordinators for MC and BC school systems, inviting someone from Gulf Quest, Scott Tindle (Ft. Conde marketing), leveraging collective power of the group to do more than you could do individually, Chandra Wright, funding opportunities as a group, help individual organizations to broaden their reach, to clarify focus in terms of what direction to go to move forward, stronger together with an agreed upon goal, to bring new people to our work who have been complacent in the past, implementation of a solution,

Threats

budgets presented by the federal government/white house, political climate (federal, state/local leaders), burn-out, stretch too thin, capacity, by-laws are limiting in some organizations, lack of leadership development, group focus and agreement, agreeing on the issue, but not the strategy (assuming all strategies should be the same), lack of efficiency/strategy, prioritization, turning words into actions, hidden agenda can sometimes be a threat, personalization of issues instead of as a group, turn battles among and between organizations.

next steps:

send out survey to capture strategy numbers education and questions around advocacy goals

minutes out quickly

send Casi survey monkey info

top issues-Tom and Mark

send SWOT

reach out to people in SWOT-invite

individual reach-out: Mark and Tammy

options for next meeting logistics

set meetings for year-projection

sponsor lunch for meetings-reach out to Mark