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

Community Action Committee Meeting
October 17, 2013
Five Rivers Delta Center

Agenda
1. Welcome
2. Approval of minutes
3. SWOT
4. Recommended Actions
5. Five Year Strategy
6. Alabama Water Watch Training UPDATE
7. Next meeting
8. Adjourn
**SWOT**

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Active member of Land Trust Alliance</th>
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<tbody>
<tr>
<td></td>
<td>Publication of newsletter</td>
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<tr>
<td>Weaknesses</td>
<td>Fundraising</td>
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<td></td>
<td>Volunteer recruitment</td>
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<tr>
<td>Opportunities</td>
<td>Environmental grants</td>
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<td>Partnership development</td>
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<tr>
<td>Threats</td>
<td>Lack of funding</td>
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<td>Water quality/wetland issues</td>
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</table>

**Recommended Priority Actions**

<table>
<thead>
<tr>
<th>value</th>
<th>category</th>
<th>type</th>
<th>question</th>
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</thead>
<tbody>
<tr>
<td>RESIL</td>
<td>EPI</td>
<td>Connection</td>
<td>Develop (3) social marketing campaigns to increase public stewardship</td>
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<tr>
<td>FISH</td>
<td>EPI</td>
<td>Cooperation</td>
<td>Engage Industry in participating in ongoing restoration and stewardship activities</td>
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<tr>
<td>Coast</td>
<td>EPI</td>
<td>education</td>
<td>Develop APP to inform beach goers about areas of sensitive nesting habitats</td>
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<tr>
<td>FISH</td>
<td>EPI</td>
<td>education</td>
<td>Promote the inclusion of an &quot;Alabama Conservation Education&quot; curriculum unit in schools as a core course of study for all grades k-12 to educate about the watershed, estuary, fishery, pollution and connection between up and downstream environments</td>
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<tr>
<td>FISH</td>
<td>EPI</td>
<td>education</td>
<td>Develop interpretive signage that will complement electronic GPS/smart phone links to encourage education on site.</td>
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<tr>
<td>Access</td>
<td>EPI</td>
<td>education</td>
<td>Develop and install interpretive signage at access points to educate about watersheds, ecosystems, and restoration efforts</td>
</tr>
<tr>
<td>Access</td>
<td>EPI</td>
<td>education</td>
<td>Promote public access points that are designated as Clean Marinas</td>
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<tr>
<td>RESIL</td>
<td>EPI</td>
<td>education</td>
<td>Educate the public about &quot;what is in it for me&quot; to increase stewardship and encourage good decisions about environmental impacts. Educate public about the definition of resilience, stresses on issues of resilience, drivers to increase awareness and knowledge</td>
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<tr>
<td>WATER</td>
<td>EPI</td>
<td>incentives</td>
<td>Minimize impacts of contaminated stormwater runoff through voluntary initiatives that reduce the incidence of litter and other sources of non-point source pollution (storm drain marking, working with retailers/municipalities to increase trash collection and recycling opportunities; reduce use of single-use plastic bags)</td>
</tr>
<tr>
<td>Coast</td>
<td>EPI</td>
<td>monitoring</td>
<td>Expand volunteer field observer program to monitor populations of beach nesting birds, turtles and other species of concern</td>
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<tr>
<td>FISH</td>
<td>EPI</td>
<td>monitoring</td>
<td>Engage citizens in collecting biological and water quality data for monitoring and research purposes</td>
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<tr>
<td>WATER</td>
<td>EPI</td>
<td>monitoring</td>
<td>Expand opportunities for community members to participate in protecting water quality through volunteer monitoring activities</td>
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</table>
Status and Trends

- Volunteer Water Quality/Biological Monitoring
- Community Reporting of Status

Restoration

- Trash Campaign
- Living Shorelines
- Restoration Volunteer Training

Photo by Gail
Capacity Building

- Volunteer Recruitment
- Grant Writing/Fundraising
- Operational/Event Support
- Program Development (Water Wise)
- Technology Transfer between grassroots groups/other
- Issue Related Workshops

Outreach Opportunities

- Clean Water Future
- Citizens Guide to Restoration
- Outdoor Education/Classrooms
- Community Gardens
- Interpretive Signage
- Special Events
- Master Naturalists
- Swim Guide
- Estuary Corps
- Bay Buddies
### Five Year Strategy

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Value</th>
<th>Goals</th>
<th>Objectives</th>
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<tbody>
<tr>
<td><strong>Education</strong></td>
<td>AC, FH, WQ</td>
<td>Increase Community Engagement in activities that improve environmental understanding and conditions</td>
<td>X Community cleanups</td>
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<td></td>
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<td>Installation of X interpretative signs</td>
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<td><strong>Capacity Building</strong></td>
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<td>Increase the number of productive and knowledgeable volunteers actively engaged in environmental activities</td>
<td>X Volunteer recruitment training</td>
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<td>X Grant writing workshops</td>
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<tr>
<td><strong>Restoration</strong></td>
<td></td>
<td>Increase the number of volunteers actively assisting with restoration of coastal habitats</td>
<td>Participation Living Shorelines</td>
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<td></td>
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<td>Water wise homes</td>
</tr>
<tr>
<td><strong>Status and Trends</strong></td>
<td></td>
<td>Volunteer engagement in Ecosystem monitoring</td>
<td>Water quality</td>
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<td>X trained Volunteer Biological Monitors</td>
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**Working together is success.**

Henry Ford