

**Mobile Bay National Estuary Program
Management Conference CCMP Priorities**

CCMP	#	Implementation Activities (revised 2006)	TARGET OUTPUTS NEXT 3 YEARS	INDICATORS	OUTCOMES	Year Initiated	Status
EPI-A1		Enhance Public Education and Outreach					
EPI-A1	3	MBNEP will work with local institutions and agencies of the management conference in developing and promoting a Coastal Environmental Education program that addresses priority environmental issues of the Mobile Bay Estuary. The program will identify activities for different target audiences and will focus on users of the estuary. Media messages will focus on a) value b) sound science and c) new technologies.	Coordinated Education Program for Estuary issues	*# of k-12 teachers who have implemented curriculum units based on completed environmental training *# of adults volunteering for environmental activities/monitoring	Increase knowledge and importance of estuary		
EPI-A1	1	MBNEP will lead the update, implementation, assessment and refining of a public outreach campaign that outlines materials/activities relative to creating community awareness of issues related to 1) water quality, 2) habitat management, 3) living resources, and 4) human uses.	Public Outreach Campaign	*# of professionals who have implemented concepts based on environmental training *# of k-12 students who have participated in long term environmental projects at school that pursue advanced environmental education or jobs		2000	ongoing
EPI-A1	2a	MBNEP will support the Gulf Alliance in the development of a clearinghouse for educational materials and programs that address priority issue areas of the CCMP to provide information about 1) what is going on locally and 2) what would be useful to adapt to local conditions and issues. MBNEP will analyze the information gathered to identify gaps.	Educational Clearinghouse/Library of environmental materials	*# of Environmental Organizations *# of Environmental Activities			
EPI-A1	2b	MBNEP will work with other coastal agencies and educational programs to provide enhanced materials related to the four issue areas and opportunities for materials delivery.	3 new issue related brochures				
EPI-A1	2c	MBNEP will coordinate outreach efforts with citizen organizations to assure continued citizen input and support.	Involve 5 new groups in MBNEP activities				
EPI-A1	2d	ADCNR will work with other coastal agencies to organize and implement citizen based activities related to Coast Weeks, Earth Day, and May as "National Wetlands Month."					