

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

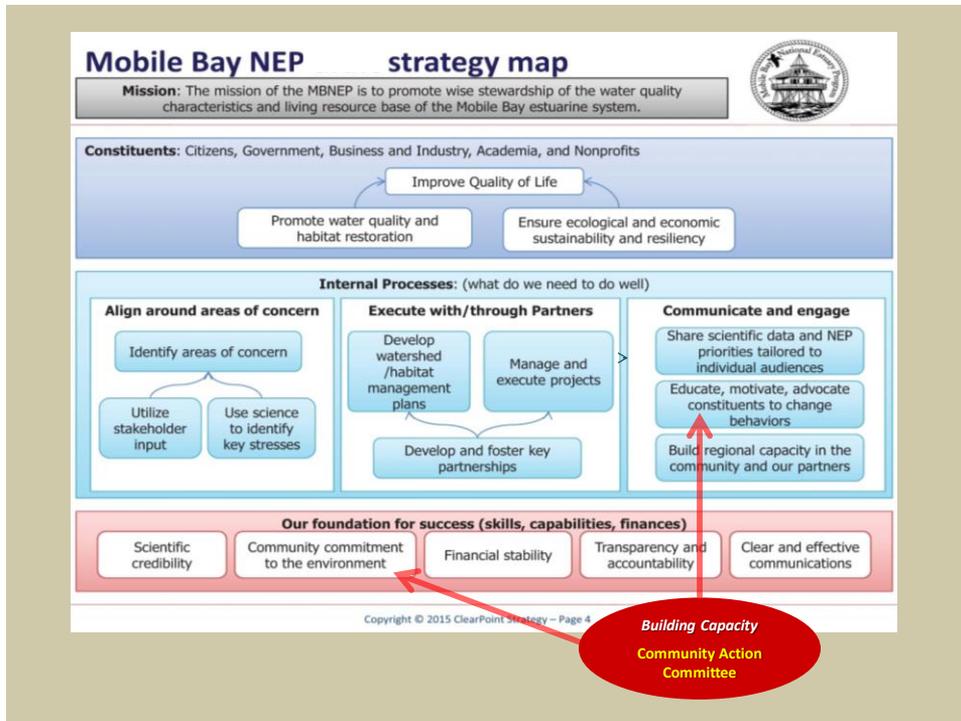


Community Action Committee Meeting
May 15, 2015
Five Rivers Delta Center



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.

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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)

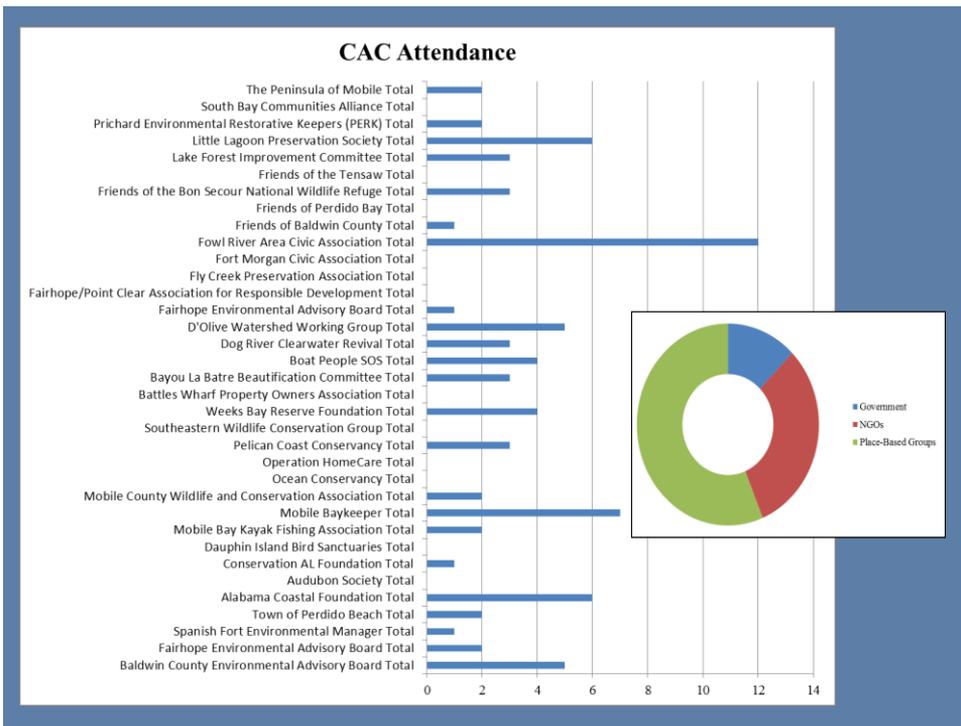
- 30% higher along **rural roads** than other states
- 62% of all MS litter is **deliberate** in origin (higher % than other states)
- Mostly consisting of **convenience products**: take-out, snack, and beverage
- 75% of deliberate litter from **Males age 11-34**
- Accidental litter from **open bed trucks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

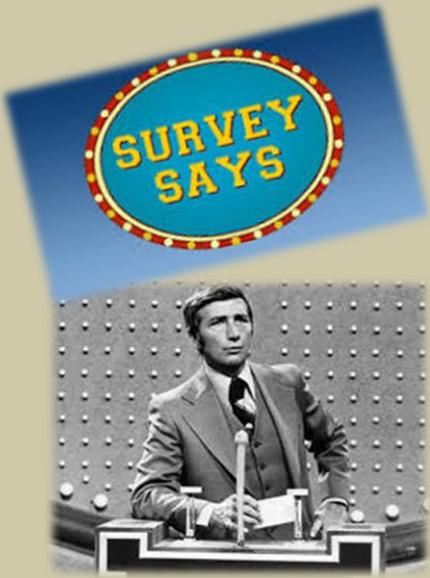
What Next???

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





October 1, 2013-September 30, 2014

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

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



Who's Missing

- Mobile Bay Kayak Fishing Association
- Operation HomeCare
- Fort Morgan Civic Association
- Audubon Society
- Friends of the Tensaw
- Friends of the Bon Secour Wildlife Refuge
- Mobile County Wildlife and Conservation Association
- Boat People SOS
- Lake Forest Improvement Committee
- Fairhope Environmental Advisory Board
- Fairhope/Point Clear Association for Responsible Development
- Friends of Perdido Bay
- Southeaster Wildlife Conservation Group
- Ocean Conservancy
- Town of Perdido Beach
- Friends of Baldwin County
- Battles Wharf Property Owners Association
- Bayou La Batre Beautification Committee
- Dauphin Island Bird Sanctuaries
- Weeks Bay Reserve Foundation
- Fly Creek Preservation Society



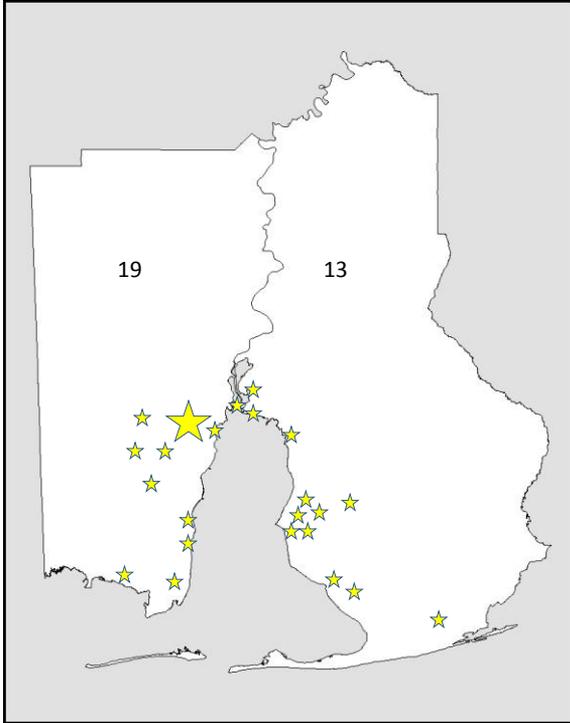
Clean Water Future Partners

- | | |
|---|--|
| 1. Alabama Coastal Foundation | 1. Mobile Baykeeper |
| 2. Alabama State Lands-ADCNR | 2. Mobile County |
| 3. Alabama State Lands-Coastal Section | 3. Mobile Bay National Estuary Program |
| 4. Alabama State Port Authority | 4. Mobile United |
| 5. Bayou La Batre Beautification Committee | 5. Mississippi-Alabama Sea Grant |
| 6. Blink Colony | 6. Partners for Environmental Progress |
| 7. City of Daphne | 7. Pelican Coast Conservancy |
| 8. City of Fairhope | 8. Weeks Bay Foundation |
| 9. City of Foley | 9. Weeks Bay National Estuarine Research Reserve |
| 10. City of Mobile | 10. The Peninsula of Mobile |
| 11. Coastal Alabama Clean Water Partnership | 11. Thompson Engineering |
| 12. Delta Safaris | 12. Tonsmeire Construction |
| 13. Dog River Clearwater Revival | 13. Tonsmeire Properties |
| 14. Erosion Pros, LLC | 14. WildNative Tours |
| 15. FlyTheCoast.com | 15. Wolf Bay Watershed Watch |
| 16. Friends of Baldwin | 16. Volkert |
| 17. Goodwyn Mills Cawood | |
| 18. Keep Mobile Beautiful | |

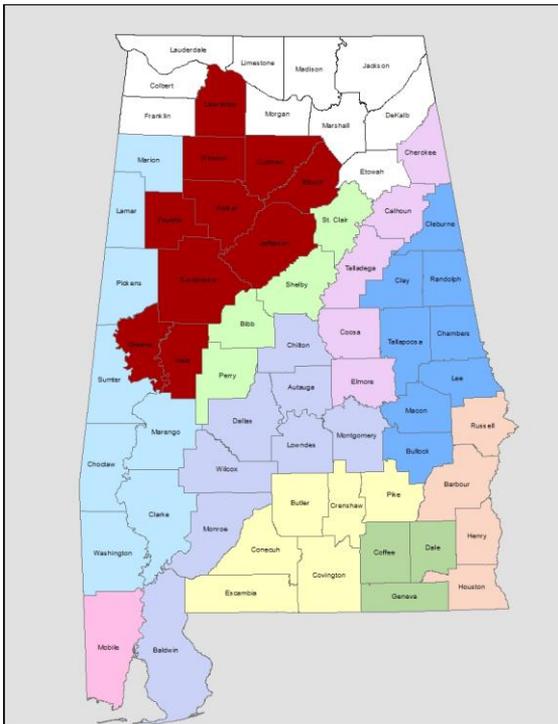
Question: How Are You Using the Campaign?



Clean Water Future State-Wide Partners



Clean Water Future Local Partners



Clean Water Future Potential

River Basins

- Choctawhatchee-Pea-Yellow
- Conecuh-Sepulga-Blackwater
- Escatawpa
- Alabama
- Chattahoochee-Chipola
- Tallapoosa
- Cahaba
- Coosa
- Tombigbee
- Black Warrior

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?**

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.

- 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 tag line)
- **Social media blast** day/weekend of commercials, talking points, taglines to promote the better behavior

- Battles Wharf Property Owners Association
- Bayou La Batre Beautification Committee
- Boat People SOS
- Bon Secour Protective Assn.
- Dauphin Island Bird Sanctuaries
- Dog River Clearwater Revival
- Fairhope/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?**

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.

- **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

- 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

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)

