

**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 6<sup>th</sup> 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 listserve/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