

Mobile Bay National Estuary Program
 Comprehensive Conservation Management Plan Actions 2013-2018
 Ranked Scores from Community Survey

Analysis of Actions Recommended at the 11.29.12 CCMP Development Workshop

value	category	question		MEAN
FISH	OWN	Create outreach campaign targeting younger adults to connect them to the fishery		3.50
FISH	OWN	Expand access to affordable fishing opportunities including shoreline, pier, and boat access and promote to under-served populations		3.88
HER	CAP	Create driving/walking/biking/canoe-kayaking trails on historical and ethnic and religious themes to encourage eco-heritage tourism on and around the estuary (Native American, African-American, Civil War, etc.).	1	3.96
HER	CAP	Establish human connections to the water by creating new forms of access: boat tours, pocket parks, etc.	2	3.88
HER	OWN	Encourage and coordinate festivals and other public activities on the waterways of the area that celebrate the cultural/natural connection.		3.33
HER	OWN	Create educational opportunities that provide experiences for the business community to connect with our estuary's cultural and natural resources.	1	3.47
HER	RES	Restore connections between heritage and culture of the lower Mobile Tensaw Delta through preservation of key sites (Africatown, Indian and Civil War artifacts)	x	3.62
RESIL	OWN	Develop (3) social marketing campaigns to increase public stewardship	2	3.64
WATER	OWN	Create an outreach campaign that brands our coastal quality of life with water quality		3.95
Coast	CAP	Establish expert steering group to guide and prioritize implementation of living shoreline projects and regulatory changes needed to support these activities		3.65
FISH	CAP	Encourage collaboration between agencies and academia, and stakeholders (ex. community of practice/MBNEP)		3.89
FISH	CAP	Strengthen environmental education programs by building collaboration and partnerships with higher education institutions		3.81
FISH	CAP	Support and expand Alabama Rivers and Streams Network- A statewide partnership including USFWS, CWP, TNC, GSA, ADCNR, NRCS		3.75
FISH	CAP	Expand partnerships with the Alabama Cooperative Extension System for developing and conducting training, technical assistance, and other educational programming about the estuary/our fish nursery	x	3.69
FISH	CAP	Build coalition of Commercial and Recreational Fishermen to cooperatively address fishery issues of common interest (use Gulf States Marine Fisheries Commission as model)		3.68
FISH	CAP	Pilot consortiums in priority watersheds to plan for and maintain watersheds through collaboration across geopolitical boundaries	x	3.64
FISH	CAP	Use marine spatial planning techniques to more efficiently balance conservation, restoration and multi-uses of our fishery resources	x	3.59
FISH	OWN	Engage Industry in participating in ongoing restoration and stewardship activities	1	4.09
HER	CAP	Garner Congressional support by visits to Delta		3.52
HER	CAP	Develop partnerships with Chambers of Commerce and others who benefit from and can assist with promotion and resource development for the preservation needs related to our culture & heritage.		3.43
HER	CAP	Create a collaborative coalition including Dept. of Tourism, Welcome Centers, Mobile Area Lodging Association, Seafood organizations, homeowners' associations, and others to promote cultural/heritage tourism along with natural and recreational attractions.		3.36

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HER	CAP	Establish a collaboration of coastal environmental practitioners and historic preservationists to investigate opportunities for communicating the value of coastal Alabama's heritage to its present day activities and promote preservation and protection actions	x	3.35
HER	CAP	Confer with Alliance of National Heritage Areas (& with Mississippi NHA)		3.06
RESIL	CAP	Host a joint state watershed management meeting with water management stakeholders to share tools, best management practices, water policy and water supply data/information.		3.73
FISH	CAP	Promote the use of decision support tools to local governments and planners to improve coastal resource management actions		3.66
FISH	CAP	Use model products and other outreach materials to educate local governments and resource managers about Sea Level Rise scenarios and their impacts on local fishery resources		3.27
HER	CAP	Incorporate and expand information on cultural sites of interest in the region (linking to Encyclopedia of Alabama) in the Habitats Tool		3.27
HER	OWN	Promote information on cultural sites of interest in the region through a variety of electronic media		3.43
HER	OWN	Establish electronic format for submission of cultural data and identified opportunities for protection.		3.18
RESIL	CAP	Develop/update aquatic and upland habitat inventory for restoration, protection and enhancement (Habitat Tool)		3.80
RESIL	CAP	Better utilize the habitat prioritization tool		3.64
WATER	CAP	Develop a comprehensive mapping/GIS tool to provide information on water quality by watershed (ex. FloridaWaterAtlas.org)		3.93
Access	OWN	Develop promotional campaign to showcase opportunities to access the estuary for recreational enjoyment		3.65
Access	OWN	Develop and install interpretive signage at access points to educate about watersheds, ecosystems, and restoration efforts	2	3.69
Access	OWN	Promote public access points that are designated as Clean Marinas	1	3.78
Coast	CAP	Conduct workshops to educate property owners and contractors on benefits of sustainable shoreline management including use of living shoreline technologies		3.90
Coast	OWN	Develop APP to inform beach goers about areas of sensitive nesting habitats	1	3.89
FISH	OWN	Promote the inclusion of an "Alabama Conservation Education" 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	2	3.95
FISH	OWN	Utilize local TV channels to air short movies that showcase local resources, issues, always including a message of action		3.69
FISH	OWN	Develop outreach to improve understanding of "wise use" of our fishery resources		3.67
FISH	OWN	Develop Summer Camp curricula for 12-15 year olds that teaches about the connection between our coastal environment and the seafood industry		3.61
FISH	OWN	Develop hands on opportunities and experiences for learning about our fishery resources that are accessible to all and particularly underserved populations		3.53
HER	CAP	Develop a FAQ response about historical and archaeological sites, artifacts, cemeteries, and historic protection laws and make accessible through electronic media		3.37
HER	CAP	In coordination with curriculum coordinators, adapt lesson plans to include culture/heritage content for multiple grades, include on-line lesson supplements, and incorporate into AL Science and Technology Initiative		3.35

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HER	OWN	Develop interpretive signage that will complement electronic GPS/smart phone links to encourage education on-site.	2	3.46
HER	OWN	Explore non-print media and social media to inform the public on educational and tourism possibilities.		3.43
HER	OWN	Develop outreach program that promotes public contributions to archaeology and cultural knowledge base of the community including an oral history program that solicits interviews with all segments of the community to explore individuals' relationship to the estuary.		3.35
HER	OWN	Develop program to educate about the interrelationship of culture and history in the coastal zone to diverse groups, including the local populations, snowbirds, tourists, and newcomers to the area		3.35
HER	OWN	Add cultural content to the biennial Bays and Bayous conference		3.16
RESIL	OWN	Organize annual forum to address how residents are utilizing natural resources (Book: Tragedy of the Commons) and how to use them responsibly.		3.44
RESIL	OWN	Educate the public about "what is in it for me" 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	1	3.97
WATER	CAP	Expand stormwater management training opportunities (Green infrastructure, LID, cost of LID v. traditional development) through the use of electronic media		3.61
WATER	OWN	Promote Alabama Smart Yards/Smart Yard Healthy Gulf		3.75
WATER	OWN	Identify and evaluate current educational programs related to water quality, identify the gaps, and create new programs to address those gaps		3.72
Access	CAP	Create South Alabama task force to leverage available funding for land acquisition		3.63
Access	CAP	Develop or identify a one-stop shop for funding sources		3.10
Coast	CAP	Develop long term funding stream for ongoing shoreline restoration/maintenance		4.02
FISH	CAP	Create an "Adopt a Watershed" program with Universities to increase resources available for watershed planning and management	x	3.85
FISH	CAP	Develop consistent funding streams for research and monitoring of fisheries		3.77
FISH	CAP	Pilot a "model working waterfront" initiative that provides low interest loans and support services to new or existing fishermen	x	3.31
FISH	CAP	Identify ways to mitigate the rising cost of insurance for commercial fishermen		3.15
FISH	CAP	Support additional State capacity for fishery stock assessments and monitoring (ADCNR-MRD and ALDPH)	x	3.64
HER	OWN	Create an "Adopt a Cultural Pearl" program to encourage business support and ongoing stewardship for protecting priority cultural properties, archaeological and historical sites, etc.	x	3.40
RESIL	CAP	Secure funding to implement actions to that have been identified by communities that completed the Community Resiliency Index and work with Regional Planning Commissions and others to identify funding alternatives and agency coordination opportunities		3.61
WATER	CAP	Develop mechanism for increasing resources to support additional enforcement of water quality regulations		3.88
WATER	CAP	Develop alternatives for financing stormwater management activities on an ongoing basis and pilot in conjunction with watershed management planning efforts	x	3.94
Access	CAP	Diversify eco-tourism industry by providing incentives, training, and assistance		3.63
Access	CAP	Develop conservation easement/incentive program to expand key access points in partnership with private property owners/businesses	2	3.79

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FISH	CAP	Develop incentive program for modernizing and improving fishery infrastructure and training to build a more resilient industry		3.63
HER	CAP	Develop Economic incentives for protecting cultural resources, including use of conservation easements and community recognition programs		3.56
RESIL	CAP	Develop plans to protect sensitive habitats through regulation and incentives, including an evaluation plan for tracking progress/success.	1	3.88
RESIL/Water	CAP	Develop and facilitate implementation of model ordinances and incentive packages that institutionalize the use of low impact development practices in communities.	2	3.85
WATER	OWN	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)	1	4.21
Access	EST	Conduct periodic monitoring of access points to evaluate condition of infrastructure/ shorelines	1	4.00
Coast	OWN	Expand volunteer field observer program to monitor populations of beach nesting birds, turtles and other species of concern	2	3.85
Coast/resil	EST	Conduct periodic monitoring of shoreline change in coordination with monitoring of Submerged Aquatic Vegetation (SAV) distribution (at least every five years) and make available to researchers and other interests	1	4.11
FISH	CAP	Engage recreational and commercial fishermen in collaborating for data gathering	1	4.04
FISH	CAP	Develop comprehensive sediment management plan	2	3.98
FISH	CAP	Develop/update aquatic and upland habitat inventory with identification of potential sites for restoration, protection and enhancement		3.89
FISH	CAP	Adopt AL Aquatic Nuisance Species plan		3.72
FISH	EST	Develop ecosystem health indicators and monitoring program that includes high resolution mapping of critical habitats that support fisheries. Establish a centralized location for sharing monitoring data.	1	4.13
FISH	EST	Conduct periodic monitoring of fishery to improve baseline data on fishery populations including seasonal and spatial occurrence/use by zooplankton/ichthyoplankton	2	4.02
FISH	OWN	Engage citizens in collecting biological and water quality data for monitoring and research purposes	x	3.75
HER	EST	Conduct periodic monitoring of uses of the estuary including a (long-term longitudinal) study of the use of the estuary based on primary documentary and archaeological data.		3.31
HER	EST	Conduct a Heritage Landscapes Inventory for each county to determine the value of each landscape and to identify issues relating to its preservation / restoration.	2	3.34
RESIL	EST	Conduct periodic monitoring of adaptation planning and resiliency measures incorporated into communities existing operational frameworks (develop mechanism)	2	3.55
WATER	EST	Conduct periodic monitoring of water quality by developing a WQ monitoring program that targets watersheds based on areas under most and least stress (synthesize existing water quality data, establish quantitative baselines for measuring progress and identify data gaps)	1	4.21
WATER	EST	Develop a "Scorecard of Estuary Health" to improve dissemination of information related to water quality/estuary health. Provide annual updates and publish a comprehensive State of the Bay every three years	x	3.96
WATER	OWN	Expand opportunities for community members to participate in protecting water quality through volunteer monitoring activities	2	3.95

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Access	EST	Conduct Comprehensive Public Access Needs Assessment to inform future access planning	2	3.83
Access	EST	Conduct a gap analysis of K - 12 environmental education curriculum to inform access planning and interpretive signage messaging		2.89
Coast	EST	Identify and communicate long-term beach sand resources to resource managers	2	3.74
FISH	EST	Compare historical fishing sites to historical shoreline with that of today's shoreline and fish production to inform restoration planning		3.63
WATER	CAP	Pursue the development of "Green Port" status for ports within the estuary through assessment of needs and development / implementation of consistent green Port policies to improve bay sediment and water quality	x	3.77
WATER	EST	Develop a better understanding of water quantity and withdrawal on the overall WQ of Mobile Bay. Determine the minimum amount of freshwater inflow necessary to sustain a healthy estuary	x	3.96
WATER	CAP	Create prioritized list of Watersheds (HUC 12) for planning efforts that address EPA's nine key elements including quantitative data on impairments/health and multi year monitoring, giving priority to those discharging into salt water to identify/remediate negative impacts of upstream inputs on fishery health; Incorporate area's culture and heritage in planning process.	1	4.10
Access	CAP	Conduct regulatory review to identify barriers to expanding public access		3.45
Coast	CAP	Ensure that dredged sand is restored to littoral sand transport system to nourish Gulf-fronting beaches	2	4.10
Coast	CAP	Change State regulations to allow for placement of fill seaward of MHW		3.33
FISH	CAP	Improve access to streams for better monitoring		3.47
FISH	CAP	Develop safe harbor in Bayou La Batre and Bon Secour River	x	3.56
FISH	CAP	Improve management of catches and creel limits on game fish		3.51
FISH	CAP	Develop policies needed to create Fisheries Industry Parks, (including oyster farm enterprise zones) that provide land/water/access for lease and support existing and new business development		3.37
FISH	CAP	Adopt slot limits on Speckled trout to build larger average fish stocks		3.32
HER	CAP	Investigate alternatives for mitigation for Section 106 (National Historic Preservation Act) issues		3.08
RESIL	CAP	Increase amount of local taxes designated for environmental stewardship programs		3.48
WATER	CAP	Promote the need to emphasize Water Quality as a goal of the State Water Resources Management Plan to government officials/legislators	2	4.10
Coast	EST	Undertake research to define distribution of residual oil impacts/tar mats along the AL coast		3.73
FISH	EST	Investigate how water quality, bathymetry changes, hydrological dynamics and connectivity affect freshwater and marine fishery resources		3.92
FISH	EST	Investigate aquatic species of concern, including Tarpon (the State Fish) to identify key habitats, role of estuarine environment in species health, etc.		3.74
FISH	EST	Measure ecosystem services provided by fisheries habitats		3.73
FISH	EST	Conduct a metaanalysis, or systematic review, of historic data, bathymetry, water quality change and other research to develop a status and trends baseline for fishery		3.70
FISH	EST	Validate Hydrogeomorphic Approach for Assessing Wetland Functions Model (HGM) with on the ground research on pristine and impacted areas		3.54
FISH	EST	Conduct socioeconomic research on attitudes, perceptions and beliefs related to fisheries (including assessment of business losses to commercial fishing and support services)		3.43

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HER	EST	Conduct research on best practices for protecting archaeological and historical resources adapting best practices from elsewhere to protect cultural resources.	1	3.56
HER	EST	Compare heritage tourism's economic impact to the impacts of other forms of tourism		3.18
HER	EST	Conduct a meta analysis of economic studies that quantify value of heritage tourism and compare heritage tourism to other forms of tourism		3.37
HER	EST	Conduct a toponymy or place names study of the estuary to identify their origins, meanings, cultural themes, ethnic settlement patterns and how communities through time utilized estuarine resources for survival and enjoyment.		3.05
RESIL	EST	Forecast impacts of storms by consolidating hazard data (SLR, temperature, flood, climate) for use by planning bodies and elected officials.	1	3.66
WATER	EST	Study impacts of causeway/ship channel on hydrologic function of the estuary		4.05
WATER	EST	Characterize nutrients in terms of their sources, transport, fate and effects on the estuary to develop an understanding of relationships between freshwater inflow, sediments, nutrients, physical processes, and biological communities with the goal of developing nutrient criteria for the State of Alabama		3.96
Access	RES	Protect/conservate priority habitats for public benefit through land acquisition (Forever Wild, Coastal Land Trusts)	1	4.55
Access	RES	Create a greenspace mitigation and acquisition bank for use by Industry and others	x	3.41
RESIL	RES	Protect undeveloped lands that contribute to aquifer recharge	2	4.55
Access	CAP	Restore working waterfronts to include opportunities for public access	1	3.94
Coast	CAP	Develop strategy for storm protection and restoration of beaches, dunes, and shorelines as a first line of defense	1	4.20
Coast	RES	Expand dune system by restoring vegetation on beaches and adjacent upland areas	1	4.31
Coast	RES	Pilot expermients combining marsh creation with sand beach establishment in strategic locations		3.76
RESIL	RES	Conserve and restore maritime forests throughout the estuary		4.42
FISH	RES	Protect critical habitats that contribute to the health of fishery and water quality through acquisition, conservation easement, or other method	1	4.48
FISH	RES	Restore oyster productivity through the construction of living shorelines and planting of juvenile oysters on historic/existing reefs.	x	4.45
FISH	RES	Restore priority intertidal marshes and flats with a combination of habitat for nursery sustainability, commercial fishing, recreational fishing, and oyster farming	x	4.41
WATER	RES	Restore streams (including system hydrology where feasible), riparian buffers and freshwater wetlands in priority watersheds to improve watershed discharges to fishery nursery areas and SAV beds	1	4.41
FISH	RES	Restore D'Olive Bay and its associated tributaries		3.97
FISH/water	RES	Restore hydrology to Choccolatta Bay/ John's Bend/Justins Bay		3.97

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Access	RES	Restore living shorelines at current/future access points to mitigate the impacts of boat wakes and waves	2	4.26
Coast	RES	Retrofit armored bay shorelines using living shorelines and pocket beach technologies in bays & backwaters.	2	4.07
Coast	RES	Identify, design and construct HIGHLY visible demonstration projects in different locations and conditions to educate public about natural/living shorelines.		3.84
RESIL	RES	Restore salt marshes; encourage expanded use of dredge material for use in nearshore and intertidal marshes and flats (net gain 100 acres)	1	4.64
WATER/fish	RES	Develop fresh/brackish water SAV restoration program that coordinates activities with development and implementation of watershed management plans in Coastal HUC 12s		3.98
WATER	RES	Restore priority watersheds in urban areas through development and implementation of comprehensive watershed management plans that target reductions in non-point source pollutants	2	4.24