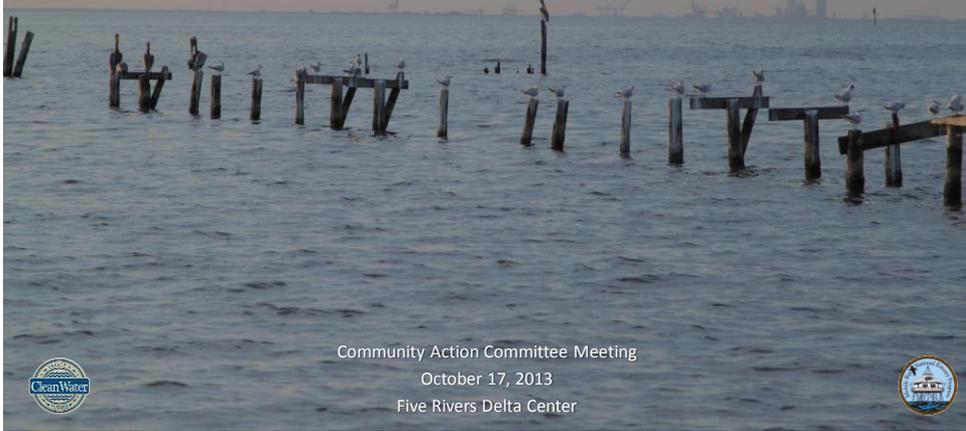


Promoting The Wise Stewardship Of Alabama's Estuaries Through Coordinated Action and Involvement

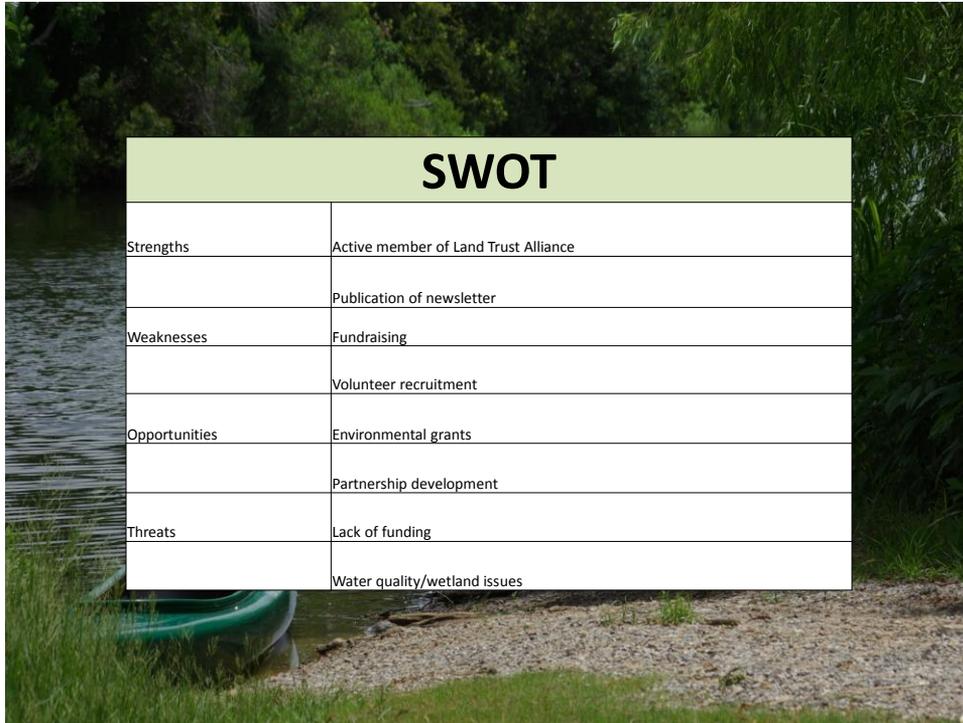


Community Action Committee Meeting
October 17, 2013
Five Rivers Delta Center



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	
Strengths	Active member of Land Trust Alliance
	Publication of newsletter
Weaknesses	Fundraising
	Volunteer recruitment
Opportunities	Environmental grants
	Partnership development
Threats	Lack of funding
	Water quality/wetland issues

Recommended Priority Actions

value	category	type	question
RESIL	EPI	Connection	Develop (3) social marketing campaigns to increase public stewardship
FISH	EPI	Cooperation	Engage Industry in participating in ongoing restoration and stewardship activities
Coast	EPI	education	Develop APP to inform beach goers about areas of sensitive nesting habitats
FISH	EPI	education	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
HER	EPI	education	Develop interpretive signage that will complement electronic GPS/smart phone links to encourage education on-site.
Access	EPI	education	Develop and install interpretive signage at access points to educate about watersheds, ecosystems, and restoration efforts
Access	EPI	education	Promote public access points that are designated as Clean Marinas
RESIL	EPI	education	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
WATER	EPI	incentives	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)
Coast	EPI	monitoring	Expand volunteer field observer program to monitor populations of beach nesting birds, turtles and other species of concern
FISH	EPI	monitoring	Engage citizens in collecting biological and water quality data for monitoring and research purposes
WATER	EPI	monitoring	Expand opportunities for community members to participate in protecting water quality through volunteer monitoring activities

Status and Trends

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



Restoration

- * Trash Campaign
- * Living Shorelines
- * Restoration Volunteer Training





Capacity Building

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

Photo by Roberta



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

Purpose	Value	Goals	Objectives
Education	AC, FH, WQ,	Increase Community Engagement in activities that improve environmental understanding and conditions	X Community cleanups
			Installation of X interpretative signs
Capacity Building		Increase the number of productive and knowledgeable volunteers actively engaged in environmental activities	X Volunteer recruitment training
			X Grant writing workshops
Restoration		Increase the number of volunteers actively assisting with restoration of coastal habitats	Participation Living Shorelines
			Water wise homes
Status and Trends		Volunteer engagement in Ecosystem monitoring	Water quality
			X trained Volunteer Biological Monitors

