

Please type your name and organization in the chat box and mute yourself to avoid background noise



**Community Action Committee Meeting**  
**Tuesday, February 8, 2022**  
**10:00am - 12:00pm**  
**Virtual Meeting - Platform: Google Meets**



# Agenda

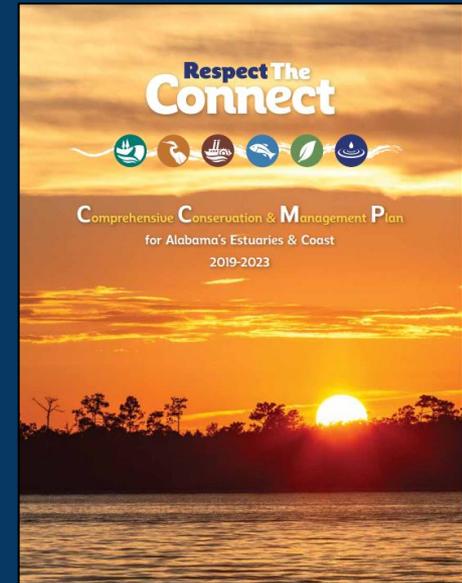
1. **Welcome and Introductions**
2. **Review and Approval of Minutes**
3. **Presenters**
  - a. Madison Blanchard, MBNEP Project Coordinator
    - i. Growing and Retaining Grassroot Group Memberships
4. **Q&A**
5. **Announcements/Updates**
6. **Adjourn**



# CAC-Lead CCMP Activities

EPI 3.1: Create and support recreational and educational programs and events that connect more people to local waterways, fish, and wildlife.

EPI 4.3: Create a strategy for implementing the CWF campaign at the community level

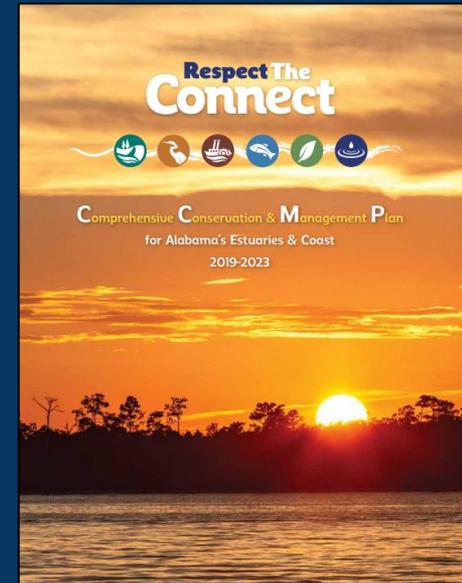


# CAC-Lead CCMP Activities

TAC 4.2: Advocate inclusion of better building practices in long-range planning to improve environmental community resilience.

TAC 5.1: Support and promote opportunities to expand grassroots capacity development

TAC 5.2: Develop comprehensive strategy for volunteer water quality monitoring



# CAC Accomplishments

EPI 3.1: Create and support recreational and educational programs and events that connect more people to local waterways, fish, and wildlife.

- VWQM Programs; Rain Gauge Monitoring Program; Scholarship Programs; Oyster Gardening Program; Special Events including music festivals, kayak races, fishing tournaments, paddle cleanups

EPI 4.3: Create a strategy for implementing the CWF campaign at the community level

- CWF website and social media pages; Promotional videos and tools; Trash Blows Campaign; Mobile and Baldwin Co. Recycling Guides



# CAC Accomplishments

TAC 5.1: Support and promote opportunities to expand grassroots capacity development

- Workshops; Creation of VWQM, Rain Gauge Monitoring, and Oyster Gardening programs; 4 grassroots organizations engaged

TAC 5.2: Develop comprehensive strategy for volunteer water quality monitoring

- ~70 volunteers participating; VWQM Strategy to be developed by MBNEP and vetted through CAC



# Growing and Retaining Grassroot Group Memberships

Meeting Goals: review membership needs and strengths,  
and share knowledge on recruitment opportunities



# CAC Survey: Growing and Retaining Memberships

1. Is your group struggling to grow its membership?
2. Is your group struggling to retain members?
3. Does our group need members to be more engaged?
4. Does your group need to recruit members from the younger generation?



# CAC Survey: Growing and Retaining Memberships

5. What aspects of your group are successful that contribute to growing and retaining memberships and members being engaged?
6. Are you interested in sharing strategies and methods for recruiting and retaining members that your group has been successful in?
7. Do you have ideas of ways to grow memberships of your grassroots group or all Mobile and Baldwin grassroots groups?



# Grassroots Group Feedback



# Little Lagoon Preservation Society

## Needs:

- Focus on growing membership
  - Currently is not a major effort
- Recruit younger members
  - Aging Membership
- Retention of members
- More engagement at meetings
- Recruit citizens for specific needs
  - VWQM
  - Governance of the group

## Strengths:

- VWQM Program
- Oyster Gardening Program
- Scholarship Program
- Mailing promotional materials to locals and targeted communities



# Dog River Clearwater Revival

## Needs:

- Recruit young members
- Increase involvement of young adults and youth citizens

## Strengths:

- Retention of members
- Level of member engagement
  - Attend meetings
  - Participate in citizen programs
- Fund Raising
- Special Events: Music Fest, Fishing Tournament
- VWQM Program
- Renewal & new property owner mailer cards
- Social Media



# Wolf Bay Watershed Watch

## Needs:

- Grow membership
- Recruit young adult members
- Increase citizen VWQMs
- Recruit members/citizens for specific needs (help coordinate VWQM needs)

## Strengths:

- Members are engaged
- Youth Fishing Tournament and other kid-friendly events
- Engagement of local youth and families
- Academic Scholarship Program



# Fowl River Area Civic Association

## Needs:

- Recruit younger members
- FRACA does not actively seek new members
- Individual champion to push group initiatives forward (VWQM, increase engagement, grow membership)

## Strengths:

- Social aspect of group
- Member meeting attendance
- VWQM Program



# Opportunities

1. Quarterly Newsletters for individual groups
2. Update websites regularly with engaging content
3. Work w Real Estate groups and other first-contact groups to deliver promotional materials to citizens
4. Increase social aspect of organization via 'Bring a Friend' Events & Meetings
5. Special Events focused on entertainment, education, & recreation
6. Increase Social Media activity
7. Promote at local special events via booth
8. Implement school systems program or scholarship program targeting youth
9. Local newspaper ads
10. Use network of VWQMs to recruit new monitors
11. Mail annual renewal cards
12. Mail promotional materials to targeted communities and new residents



# What does it take to get citizens involved?

<b>Demographic</b>	Age 18-25 (Single; No children)	Age 25-35 (Married w young children)	Age 35-55 (Families w teens & preteens)	Age 55-65+ (Older generation; Retired; Elderly)
<b>What does this demographic look for in volunteer opportunities?</b>	<p>Needs to be/have:</p> <ul style="list-style-type: none"> <li>-Fun</li> <li>-Active tasks</li> <li>-Outdoor setting</li> <li>-Builds on professional skills</li> </ul>	<p>Needs to be/have:</p> <ul style="list-style-type: none"> <li>-Kid friendly</li> <li>-Limited hours</li> <li>-Educational</li> <li>-Able to volunteer on their own time if volunteering without children</li> </ul>	<p>Needs to be/have:</p> <ul style="list-style-type: none"> <li>-Meaningful</li> <li>-Educational</li> <li>-Include whole family or opportunities for teens to volunteer independently</li> </ul>	<p>Needs to be/have:</p> <ul style="list-style-type: none"> <li>-Non-active tasks</li> <li>-Office responsibilities</li> <li>-Educational</li> <li>-Indoor setting</li> </ul>



# Steps Forward

## Member retention

- Show the value of the groups work / Promote accomplishments publicly
- Make member involvement fun and meaningful
- Implement annual mailing of renewal cards

## Increasing meeting engagement and attendance

- Relate meeting content to relevant issues within the community
- Identify additional avenues for promoting meetings
- Implement 'Bring a Friend' method

## Recruit young adults and youth

- Increase social media activity
- Identify what opportunities you have available for them
- Determine how to appeal to them. Make it fun!



# Steps Forward

## Increasing citizen VWQMs

- Recruit current members: Inform how data is helping protect local waters
- Recruit local champion to be Volunteer Monitor Coordinator
- Send promotional VWQM materials to residents living near site that need to be monitored

## Recruit citizens for specific volunteer needs (VWQM; Governing positions; VWQM Coordinator)

- Determine which demographic best matches volunteer need
- Engage demographic groups. Meet them where they are.
- Inform members/community of need (Fun/Exciting opportunity!)



What it really comes down to....

## How can each Grassroots Group use their work to recruit new members?

- Volunteer WQ Monitoring
- Oyster Gardening
- Rain Gauge Monitoring
- Focused Projects and Initiatives
- Citizen Programs
- Recreation and Access
- Special Events
- Outreach
- Campaigns (Clean Water Future)



# Announcements and Updates



# Volunteer Water Quality Monitoring Reporting Protocol

(Rural Monitors)



## Reporting Protocol for Volunteer Water Quality Monitors

This document is to be utilized by volunteers monitoring in rural watersheds (areas not supported by a municipal sewage treatment) under Alabama Water Watch (AWW) monitoring protocols for the purpose of reporting water quality issues to the Alabama Department of Environmental Management (ADEM). Reporting water quality issues helps protect human health and aquatic life, assists ADEM in monitoring and determining impairments, and reduces or prevents future issues. Perceived indicators of water quality issues that should be reported include fish kills, illegal dumps, chemical smell or strong odors, algae overgrowth, etc. Data based indicators that should be reported include high *E.Coli* counts and significant chemistry changes such as low dissolved oxygen. Report data based indicators to ADEM when:

- **2 consecutive sampling events each have average *E.Coli* counts of 400 or greater CFU's per 100ml** (May through October)
- **2 consecutive sampling events each have average *E.Coli* counts of 600 or greater CFU's per 100ml** (November through April)
- **2 consecutive sampling events have significant chemistry changes** (Year round)

After recording high *E.Coli* counts or significant chemistry changes within 2 consecutive sampling events, conduct additional testing 1-2 weeks after to confirm the initial results before submitting a report to ADEM.

Report perceived and data based indicators of water quality issues online via the ADEM complaint form and include methods used in sampling. **Steps to submit a report via online complaint form:**

1. Go to the ADEM Complaint Form at <http://app.adem.alabama.gov/complaints/submission.aspx>
2. Fill out all sections of the Complaint Form. Be as detailed as possible and include any photos taken to document the issue being reported.
3. In the 'Description of the Problem' section, state that Alabama Water Watch monitoring methodologies and protocols were followed during the sample collection and testing processes, and that the results being reported are the average (calculated by AWW) of 3 samples from 2 separate sampling events within 30 days of each other.
4. Provide an email address in the 'Your Information' section to receive an email upon review of the complaint and when the complaint has been evaluated/investigated by ADEM.
5. Click submit once you have completed filling out the complainant form.
6. Check the status of your complaint periodically to see if it has been evaluated.

Once you click submit, you will be given a Complaint Number that you can use to track the status and progress of your complaint. Use your Complaint Number to view a Status Report of your complaint from the [ADEM Complaint Search page](#). Contact information for the ADEM staff assigned to your complaint will be available on the Status Report.

**As an additional reporting measure**, alert Mobile Baykeeper by filling out their reporting form at <https://airtable.com/shrLbdunxcee10CKE> and including methods used in sampling.

### Additional ADEM Resources:

Report Emergency Water Quality Issues to ADEM's Emergency After Hours line (1-800-843-0699).

ADEM Mobile Central Office: (251) 450-3400 / [mobilemail@adem.alabama.gov](mailto:mobilemail@adem.alabama.gov)

ADEM Mobile Coastal Office: (251) 304-1176

[ADEM 303d list of Impaired Waters \(2020\)](#)

[ADEM Website](#)

# Watershed Planning Status Update

**Western Shore:** Complete

**Gulf Frontal:** Wrapping up

**Mobile-Tensaw Delta:** Wrap up in early 2022

**D'Olive Update:** Wrapping up

**Dauphin Island:** In development

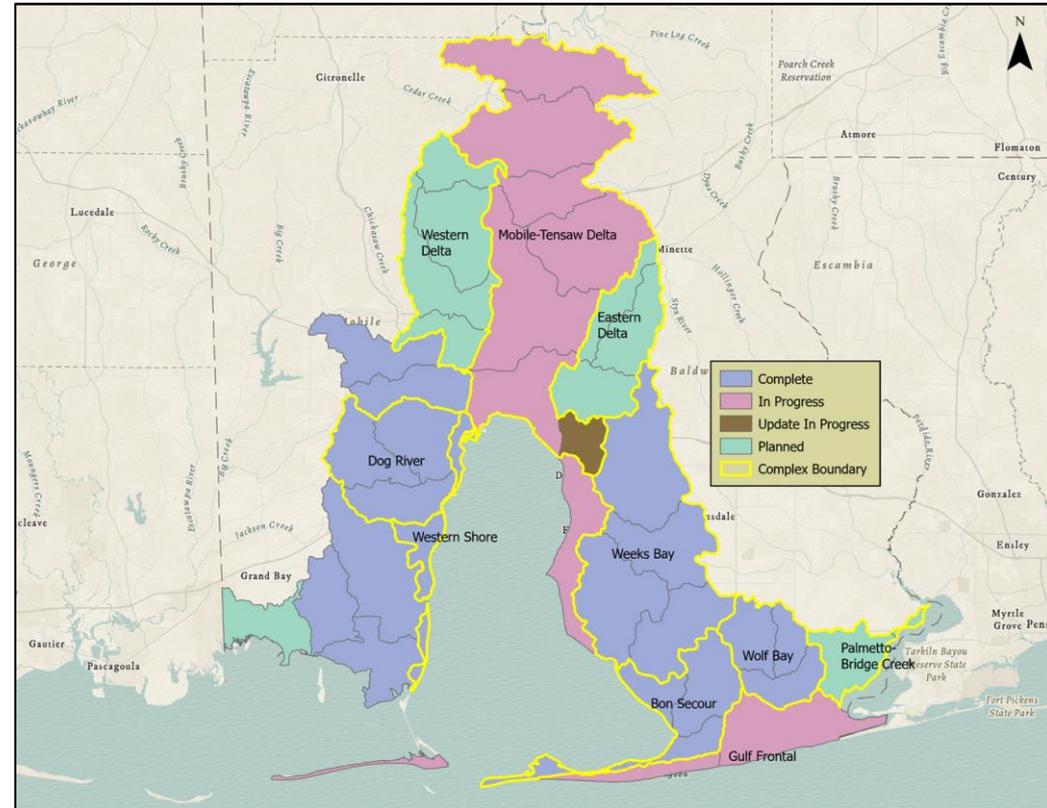
**Eastern Shore:** In development

**Palmetto/Bridge Creek- Perdido:** In development

**Western Delta:** In-development

**Eastern Delta:** Proposals received

**Grand Bay Swamp:** RFQ to be released late 2022



<https://www.mobilebaynep.com/watersheds>



# Announcements and Updates:

## Upcoming Volunteer Water Quality Monitoring Training Workshop

Training on bacteriologic and water chemistry testing

Watershed: Palmetto Creek & Bridge Creek (but all are welcome!)

Location: Lillian Fire Department Conference Room (11331 County Road 91, Lillian, AL 36549)

Date & Time: March 10th 9am-4pm

## Sharing Monitoring Stories

Related to restoration, water quality, litter, habitat shorelines, etc.

Send submissions or questions to [mblanchard@mobilebaynep.com](mailto:mblanchard@mobilebaynep.com)

## Next Community Action Committee Meeting

May 10, 2022 10am-12pm



**Adjourn**

