SAN FRANCISCO

SAN FRANCISCO ESTUARY PARTNERSHIP **Implementation Committee Meeting** Wednesday, November 20, 2013, 9:30 a.m. – 12:30 p.m. 1515 Clay Street, 2nd Floor, Room 10, Oakland, CA

AGENDA

1. Welcome and Introductions

9:30 Amy Hutzel, IC Chair

Action a. Approve August 28, 2013 Meeting Summary

Action b. Approve Proposed 2014 IC Meeting Schedule

2. **Public Comments**

9:40 Any member of the public may address the IC on any matter regarding implementation of the Comprehensive Conservation and Management Plan (CCMP). Time is limited to three minutes. Written comments are also accepted.

3. **Director's Report**

9:45 Judy Kelly, Director

4. **SFEP** Activities

10:00 a. State of the Estuary Conference Debrief 10:15 b.Plan for Revising the CCMP

Action

11:00BREAK

5. **Programs, Ideas, and Priorities from IC Members**

- 11:15 a. Friends of the Estuary Freshwater Flows Outreach Campaign
- Darcie Luce, Friends 11:30 b. EcoAtlas: Overview, Uses to Support Projects, and Potential Future Directions Tony Hale, SFEI

6. **Concluding Business**

12:15 Road Map: Review, add agenda items for upcoming IC meetings Action

Announcements 7.

12:25

8. Adjourn

12:30

Judy Kelly Caitlin Sweeney Attachment 4

Attachment 2

Attachment 1

Attachment 3

Attachment 5



San Francisco Estuary Partnership Implementation Committee Meeting August 28, 2013 Elihu M. Harris State Building Oakland, California

DRAFT MEETING SUMMARY

1. Introductions

Amy Hutzel, Chair of the Implementation Committee, called the meeting to order at 9:35 am with a review of the agenda and a round of introductions.

Approval of the Meeting Summary for May 22, 2013. Barbara Salzman moved approval; Harry Seraydarian seconded; vote to approve.

2. Public Comments

There were no public comments.

3. Director's Report Highlights

- Judy Kelly reported she will be going to Washington, D.C. to meet with the new EPA Administrator Gina McCarthy along with several other NEP Directors.
- Judy will be speaking at the next ABAG Executive Board meeting on September 19 on the flows issue.
- The funding axe fell; the good news is a number of IC agencies have stepped forward to save the Estuary Newsletter.
- The 2013 State of the Estuary Conference registration will open next week; early bird registration discount is available through October 8. The conference program will be on the web site by the end of the week.
- Water Bond: Wolk bill amends prior bond bill of \$11 billion to \$6.4 billion with funds for DWR, IRWMP, SWRCB, and Delta Conservancy. SCC is concerned about lack of funding for Bay area. A similar assembly bill also cuts funding for conservation. Agencies should follow legislation.
- Judy announced that the Final SFEP Strategic Plan for 2013-2018 was distributed.

IC Meeting Summary August 28, 2013 Page 1 of 3

4. SFEP Activities: CCMP Anniversary Review

- SFEP will highlight 20 years of accomplishments of our program. The Partnership will seek to highlight CCMP related projects and programs by all implementing agencies.
- A survey was distributed to obtain information, with two purposes: for an *Estuary News* special edition completed for SOE by end of October; and to use in revision of the CCMP.
- A brainstorming session was held during the meeting. Ground rules included limit critique; focus on things to celebrate; identify critical work remaining. A lively session followed with ideas noted by Ariel Rubissow-Okamoto, Paula Trigueros, and Judy.

5. The New Delta Science Plan: Rainer Hoenicke

- Rainer, new Deputy Director for Science of Delta Stewardship Council, presented the new Delta Science Plan.
- Called for in Delta Plan: science debated in a structured way.
- Attempts to organize science by data management; research; modeling.
- Includes Science Action Plan.
- Second draft on website—comments required by September 16.

6. Restoration Authority Update: Patrick Band, Save the Bay

- The Bay Restoration Authority was created by legislation in 2008 for allocating local funding for restoration, flood control.
- The RA is seeking a 9 county parcel measure, currently aiming for November 2014 ballot. No one has done a 9 county parcel tax before.
- At \$10 per parcel, the measure would raise \$150 million over 10 years.
- People are supportive of local restoration funding, but two thirds approval for measure required is considered a heavy lift.
- Big priorities include ballot access; cost of \$5-\$7 million to get on ballot in all 9 counties.
- There are a year and a couple months of preparation time until the election. Fundraising and outreach critical over next 14 months; outreach to environmental groups, business groups, organized labor—direct benefit of jobs created. Expect to spend \$5-\$7 million for outreach.
- Board members of Authority and Advisory Committee members are doing outreach on measure.
- An expenditure plan for how money would be spent is in progress and will be available for review in next 3-4 months. It would cover outline of how funds would be spent and types of projects eligible for funds. It will use SCC and SFBJV criteria.

7. Concluding Business

• The Road Map was discussed. A new effort is underway to revise the CCMP. SFEP staff will present an outline/calendar of approach by January.

8. Announcements

- EPA's San Francisco Bay Water Quality Improvement Fund received 25 initial proposals. Ten were asked back; full proposals are due September 12. Decisions should be made by end of the month.
- For 2014 there may be funds in January; President's budget allocated \$5 million.
- EPA never posts all applicants; only post finalists.
- Meredith Williams announced the Oakland Museum exhibit in concert with SFEI: "Above and Below: Stories from Our Changing Bay" would be opening this Friday, August 30.

The meeting was adjourned at 12:40 pm.

Meeting Attendees

Josh Bradt Paula Trigueros

IC Members	
Alyson Aquino	USDA, National Resource Conservation Service
Steve Goldbeck	BCDC
Rainer Hoenicke	Bay Delta Stewardship Council
Amy Hutzel	CA Coastal Conservancy
John Klochak	US Fish and Wildlife Service
Peter LaCivita	US Army COE
Jane Lavelle	SF PUC
Jessica Martini-Lamb	Sonoma County Water Agency
Tom Mumley	San Francisco Bay Water Board
Barbara Salzman	Marin Audubon & Friends of the San Francisco Estuary
Harry Seraydarian	North Bay Watershed Association
Crystal Simons	Alameda Co RCD
Luisa Valiela	US EPA
Mike Vasey	SF Bay NERR
Renee Webber	Sonoma County Water Agency
Alex Westhoff	Delta Protection Commission
Meredith Williams	SFEI
Erica Yelensky	US EPA
SFEP Staff	
Judy Kelly	
Ariel Okamoto	
Caitlin Sweeney	
Debbi Egtervanwissekerke	
Karen McDowell	
Janet Cox	
Jennifer Krebs	
Jesse Mills	



Implementation Committee Meeting Dates 2014

DRAFT

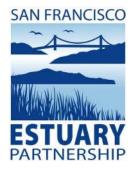
Wednesday, March 5, 2014, 9:30am-12:30pm

Wednesday, May 21, 2014, 9:30am-12:30pm

Wednesday, August 27, 2014, 9:30am-12:30pm

Wednesday, November 19, 2014, 9:30am-12:30pm

Location: 1515 Clay Street, 2nd Floor, Room 10 (to be confirmed), Oakland, CA



DIRECTOR'S REPORT November 20, 2013

Program Management

Director's Meeting with New U.S. EPA Administrator Gina McCarthy

I'm pleased to report a very successful September meeting with the new U.S. EPA Administrator Gina McCarthy and five other NEP directors, to brief her on the National Estuary Programs and familiarize her with our work, our partnerships, and our value in our estuaries. The Director was very receptive to the programs.

Presenting at Conferences

I went with James Muller to present on South Bay mercury issues at the Association of National Estuary Programs meeting in Mobile Bay, Alabama in November. Also in November, James and Karen McDowell went to the Marina Recreation Association conference to talk about boating outreach in Santa Monica. At our own State of the Estuary Conference, SFEP speakers included Josh Bradt on Urban Watershed Planning and Sustainable Management and Janet Cox, who moderated a panel on trash. Jennifer Krebs spoke about regional and integrated approaches to stormwater permit compliance and associated IRWMP stormwater projects at the California Association of Stormwater Quality Agencies conference in September at Lake Tahoe.

Advising NFWF's New Bay Program

Amy Hutzel, Beth Huning, Larry Goldzband, several more federal partners, and I are serving as advisors to the National Fish and Wildlife Foundation as they develop a new program for San Francisco Bay. We held a first meeting (unfortunately during the federal government shutdown). A second meeting is being scheduled, and NFWF has already identified the indicator species (California clapper rails, steelhead trout, Olympia oysters, and Pacific herring) and will be developing a business plan over the next several months to take to their board for approval.

New Proposals

SFEP/ABAG submitted several proposals:

• A concept proposal to the State Water Board for 319h funds for "Guadalupe River Watershed Mercury Remediation: Upper Jacques Gulch Restoration" with a total budget

Director's Report November 20, 2013 Page 1 of 8 of \$1,000,000; \$750,000 grant funds and \$250,000 match. This was approved and invited to submit a full proposal.

- Full proposal to EPA's San Francisco Bay Water Quality Improvement Fund for "Implementing the Mercury TMDL for the Guadalupe River Watershed: Remediating Calcine-paved Roads and Jacques Gulch" with a total budget of \$1,600,000; grant amount \$800,000 and match of \$800,000.
- Applications to State Coastal Conservancy's Climate Ready Grants program for a "Dredged Sediment Delivery System Conceptual Design" in partnership with Weston Solutions for \$149,418 and for a Climate Ready Green Infrastructure Outreach Project for \$165,190 and a \$30,000 match. These were not funded.

Staffing Changes

Debbi Egtervanwissekerke will be retiring at the end of the year, after 26 (!) years of service to ABAG. I'd like to recognize her for her tireless support for the Partnership, her smiling face at conference registrations, and so many other things. Please join me in wishing her well during her retirement. We will miss her!



Project Highlights

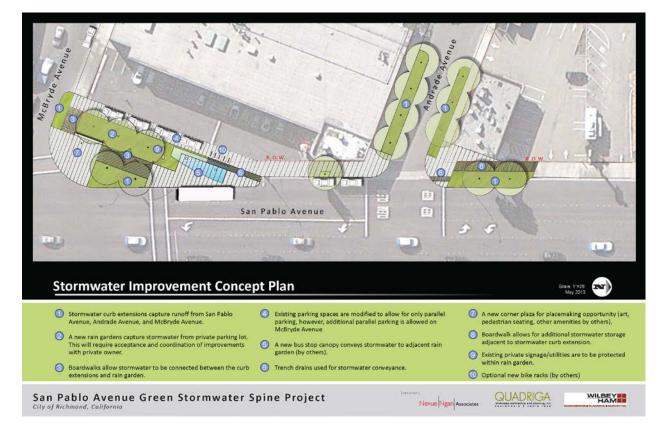
IRWMP Early Efforts

We are expecting the award notification from DWR this month, although it may be delayed to the new year. We will address any concerns from DWR about individual project workplans then. The contracting process between DWR and ABAG will follow, and then we will execute subcontracts with project proponents. Staff efforts now focus on developing internal processes for coordinating the numerous projects and proponents for integrated invoicing and reporting.

Progress on the San Pablo Avenue Green Stormwater Spine

The San Pablo Avenue Green Stormwater Spine project will install nature-based stormwater treatment facilities in the public right-of-way of seven cities in the East Bay. We are well into the 60% design stage with staff from the partnering cities of Oakland, Emeryville, Berkeley, Albany, El Cerrito, Richmond, and San Pablo gathering comments from various internal divisions to ensure the plans are aligned with on-going city functions. We are in the process of selecting a Construction Manager for the project, which is anticipated to break ground in the late spring of 2014. Along with mitigation funding from Caltrans, the project is funded by grants from the EPA, IRWM, and the Strategic Growth Council.

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Debrief: The 11th Biennial State of the Estuary Conference, October 29th and 30th

The very successful Opening Gala for the conference was held on Monday, October 28th at the Oakland Museum of California. 250 participants attended the Gala and viewed the special exhibit, "*Above and Below: Stories from our Changing Bay*," which will run August 31, 2013–February 23, 2014. The conference itself was attended by over 875 participants over two days, a high water mark. We had over 50 presentations and 185 poster presentations. All conference abstracts are posted on the conference web site: <u>http://www.sfestuary.org/SOE/</u>.

The Jean Auer Environmental Awards was presented to Dr. Howard Shellhammer, a longtime champion of the Bay Area's wetland and marsh ecosystems, will receive the Jean Auer Environmental Award on Tuesday, October 29. His efforts were behind the listing of the salt marsh harvest mouse as a federal endangered species in 1970. His work as ecological steward, researcher, planner, and activist has been essential to nearly all of the region's most important conservation projects.

Five Outstanding Environmental Project awards went to:

- Phase One of the Yosemite Slough Wetlands Restoration at the Candlestick Point State Recreation Area
- The Big Break Visitor Center at Big Break Regional Shoreline

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- The Tidewater Service Area Outreach Project, by East Bay Regional Park District
- The Ramsar designation ("Wetland of International Importance") for the San Francisco Bay's waterfowl habitats, led by San Francisco Bay Joint Venture, Audubon California, and Greeninfo
- The Western Recycled Water Coalition (formerly the Bay Area Recycled Water Coalition)'s current \$3.4 million planning project to provide 120,000 acre-feet of reliable local water supplies for agriculture, industry, wetlands, and urban centers



Social media was prominently featured at the conference for the first time this year. The twitter efforts were coordinated by Tony Hale of SFEI. 83 tweeters put out 473 mentions of the conference (tracked by hashtag **#sfestuary**), for almost 400,000 impressions. Tweets were displayed at the "Twitter fountain" in the conference's central lobby.

A special "20th Anniversary Review" edition of the ESTUARY NEWS newsletter was distributed, with reporting on twenty years of implementation of the Comprehensive Conservation and Management Plan (CCMP).

Several press releases went out about the conference, garnering a number of news articles (see the In the News section end of this report for a full list). SFEP staff also solicited input for the upcoming revision of the CCMP and promoted the Got Ants? project.



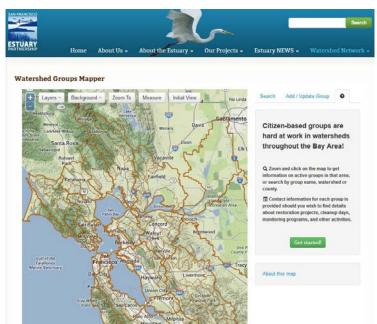
Watershed Partnership Technical Assistance Completion

As of September, 2013, SFEP fully expended all the grant funds from DWR under IRWM for the "Watershed Partnership Technical Assistance" grant. The grant funds totaled \$150,000, with \$50,000 in SFEP staff time as match. The grant covered the hiring of a Watershed Program Manager (WPM) in 2011. The WPM developed and implemented a strategic plan and two-year

Director's Report November 20, 2013 Page 4 of 8 work plan for SFEP's new Watershed Program. Primary accomplishments of the Watershed Program under the IRWMP grant include:

- General Support of the Bay Area Watershed Network (BAWN). The WPM undertook a comprehensive update of the BAWN mailing list and distributed periodic email announcements, conducted outreach to increase BAWN awareness and membership, held BAWN yearly in-person meetings, and sponsored workshops on topics of interest to BAWN members. Of particular note was a workshop on Watershed Assessment methods SFEP planned and executed in partnership with StopWaste.Org, San Francisco Regional Water Quality Control Board, Alameda County Resource Conservation District, and the Alameda Creek Watershed Council.
- Management of IRWM DAC grants and DAC outreach. The WPM coordinated budgets, work plans, contracts and progress reports for the other seven funded IRWM Disadvantaged Community (DAC) projects. In addition, the WMP partnered with IRWM Plan update consultants to develop an outreach process for DAC projects to engage them in the update process and facilitate inclusion of DAC projects in the updated plan.
- BAWN Website. The WPM worked with outside contractors to develop and launch a new BAWN website, housed within SFEP's website. The website includes the Watershed Groups Mapper (an interactive map of citizen-based watershed groups in the Bay Area), links to funding opportunities and workshops/trainings, and other resources such as links to information on how to start a citizen-based watershed group.

Although funding for the Watershed Program Manager through the IRWM grant has been



fully expended, SFEP has integrated the Watershed Program into its strategic plan and work plan and will continue to manage the Program as resources allow. At a minimum, staff of SFEP will continue to manage the IRWMP DAC projects through their completion and will keep the BAWN website and mailing list maintained and active.

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Bay Area-wide Trash Capture Demonstration Project Winds Up

Our trash project, which began with the award to SFEP of \$5 million in federal stimulus funds in 2009, officially concludes at the end of November. The final project report is posted at http://www.sfestuary.org/our-projects/water-quality-improvement/trashcapture/.

The project has been a labor of love as well as a font of challenges for Janet Cox and Jesse Mills. SFEP/ABAG contracted with 12 vendors of trash capture devices and 64 Bay Area municipalities, for whom we purchased devices valued from \$8,000 to almost \$690,000 (based on population and trash capture requirements in the Water Board's Municipal Regional Storm Water Permit).

We also built an interactive, map-based website, the Bay Area Trash Tracker, for municipal record-keeping on trash reduction. The Tracker will be augmented and improved in our next trash grant: "Taking Out California's Trash," a Proposition 84 Stormwater grant that will add new data layers and develop a public Trash Portal for the California Water Quality Monitoring Council.

Public Outreach

Got Ants, Phase I

The portion of the Got Ants? outreach project funded by the Department of Pesticide Regulation is coming to an end, with project activities to wrap up in early 2014. The project has created a website, Facebook page, flyers, magnets, and has amassed more than 50 partners working to create an in-person and electronic presence for the project. Online and print ads (through Google ads, Facebook ads, Sunset Magazine, and transit advertising on AC Transit, BART, and Muni) generated more than 14 million impressions, sending 5600 people to the website in the site's first six months.



Proposing a Series of Focused Outreach Efforts

As we work to implement Goal 4 of the 2013-18 SFEP Strategic Plan ("championing the Estuary"), I am considering a new series of outreach initiatives, which we will undertake in cooperation with our partners. The idea is to concentrate education/outreach efforts on a few key messages each year, in order to spur behavior change, spark better understanding about water quality protection, and increase support for initiatives such as the Restoration Authority's possible 2014 bond measure.

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The general concept, which I will highlight at the meeting, is to choose a discrete focus for integrated outreach efforts over a four-to six-month timeframe (or a shorter period, depending on the topic). While I have a number of issues I already want to address, I want to align this work as best we can with IC agency and other partner priorities. Janet Cox will take the lead on this effort.

Potential partners include IC agencies, the Bay Area Pollution Prevention Group (wastewater agencies, develop and share outreach materials), BASMAA Public Information/Public Participation Committee (stormwater agencies, have a regional advertising budget), Restoration Authority, Regional Monitoring Program, Joint Venture, ABAG, and Bay Area Watershed Network. **Are there others we should approach?**

Potential outreach activities/vehicles include: Estuary News focused lead articles, workshops or symposia, website homepage features (SFEP and partners), Service Matters (ABAG newsletter) focus, notify/recruit creek groups, garden clubs, etc. as appropriate for the topic, provide information to ABAG member agencies for local use, generate earned media coverage, draft oped articles and letters to the editor from key agency staff, etc., target social media: Facebook pages, Twitter campaign, if feasible, purchase local, cost-effective advertising. **Are there other ideas?**

Campaign topics could include:

- Importance of wetlands to a healthy bay and for sea level rise adaptation
- Getting pharmaceuticals out of the waste stream
- Trash messages, including "Just Say 'No Thank You!'" to plastic takeout bags from restaurants, and "No Butts About It" to keep cigarette butts out of storm drains
- Influencing consumer decisions on triclosan
- Promoting less-toxic pest control, possible focus on less-toxic services from pest companies
- Water conservation messages, including championing increased use of recycled water; reducing water use in the home and garden
- Others: What is YOUR agency/organization focused on now or will be in 2013/14?

In the News

The State of the Estuary Conference, merged with the Regional Monitoring Program's Annual Meeting this year, generated a number of news articles about the health of San Francisco Bay:

- <u>http://www.sfgate.com/science/article/Report-Some-chemicals-in-S-F-Bay-near-levels-of-4933885.php</u>
- <u>http://www.kgoradio.com/common/page.php?pt=San+Francisco+Bay+Is+Less+Toxic+Than+You+Th</u> <u>ink&id=53763&is_corp=0</u>

- http://blogs.kqed.org/science/2013/10/25/whats-the-state-of-the-san-francisco-estuary/
- <u>http://www.treehugger.com/clean-water/pesticide-and-detergent-chemicals-cause-concern-san-francisco-bay.html</u>
- <u>http://www.eastbayexpress.com/SevenDays/archives/2013/10/29/tuesday-must-reads-amount-of-toxic-chemicals-in-the-bay-increases-warriors-plan-for-san-francisco-arena-gets-more-expensive</u>
- http://mavensnotebook.com/2013/10/29/daily-digest-selected-water-news-for-october-29-2013/

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Proposed 2013-14 CCMP Revision Road Map

KEY OBJECTIVES FOR CCMP REVISION

- 1. Implement a focused and strategic revision process that results in a list of less than 50 priority actions
- 2. Integrate the State of the Estuary Report, SOE Conference, SFEP's Strategic Plan and the CCMP Plan, Implement, Monitor, Assess (adaptive management cycle)
- 3. Increase coordination and integration between Bay and Delta
- 4. Acknowledge key publicly-vetted goals and actions developed since initial CCMP was created
- 5. Include measurements to track progress for all actions (based, to the extent possible, on currently available data and on targets that have high public interest)
- 6. Develop tool for regular tracking and reporting on CCMP implementation

GETTING FROM HERE TO THERE

October – November, 2013

- Research CCMPs from other NEPs (format, structure, public process, etc.)
- Draft key objectives and workplan for revised CCMP
- SOE Conference "CCMP Corner" gather input from conference attendees on Estuary's key challenges and actions needed to address challenges for next 20 years
- November 20 IC Meeting Report on "CCMP Corner," approval of CCMP Roadmap

December, 2013 – February, 2014

- Develop detailed work plan
 - Timeline, milestones, deliverables, required resources (describe existing funding, staff, partners and identify gaps and uncertainties)
 - o Identify SFEP staff and IC partners responsible for initial content development
 - Develop communications/public input strategy for CCMP revision process
 - Strong focus on online tools for input and communication
 - Bring draft outputs to existing public forums (i.e., Joint Venture Management Board and Conservation Delivery Committee, BAECCC, ABAG Executive Board, BCDC, Regional Water Board, etc.)
- Compile reviews and analyses of status of current CCMP actions what have we accomplished over the past 20 years
- Develop background document on publicly-vetted documents created since development of initial CCMP that include goals and actions to increase the health of the Estuary
- Convene Science Workshop (led by SFEI)
 - Using 2011 State of the Bay Report, the summary of the 2013 State of the Estuary Conference and the 2008 State of Bay-Delta Science Report, Pulse of the Bay, and other

key documents, review of status of current CCMP actions, and background document on key goals and actions as a basis for discussions

- Bring key scientists from Bay Area together to provide facilitated guidance on revised
 CCMP and 2015 State of the Bay Report where are we now, what did we miss
- o Identify the current most critical challenges for the next 20 years for the Estuary.

March – April, 2014

- Solicit feedback on key challenges identified at science symposium
 - Website, Estuary News, presentations and/or workshops, interviews, IC communication
- National Estuary Program Annual Meeting Session on CCMP revisions
- Meet with key agencies and stakeholders on results of symposium and solicit suggestions for priority actions to address identified issues
- March IC Meeting Feedback on key challenges, approval of draft structure for CCMP report, initial input on draft actions

May – July, 2014

- Draft Actions in response to key challenges
- Draft criteria for prioritizing actions
- May IC Meeting (may schedule additional IC meetings) Discussion of draft actions and prioritization criteria
- Solicit feedback and revise draft actions
- Draft measures for tracking progress for revised draft actions
- Revise Action Prioritization Criteria

August – October, 2014

- August IC Meeting (may schedule additional IC meetings) Discussion of revised draft actions and tracking measures, approval of action prioritization criteria
- Solicit feedback and revise and prioritize draft actions
- Draft CCMP doc

November – January, 2014

- November IC Meeting Approval of actions and priority actions, review draft CCMP doc
- Revise draft CCMP Doc

February – April, 2014

- February IC Meeting Review of draft CCMP doc
- Solicit feedback and revise draft CCMP

May – July, 2015

- May IC Meeting Approve CCMP
- Approval of CCMP from SFEP Executive Council, Governor's office, EPA, etc.
- Distribute final CCMP

"Road Map" for Upcoming IC Meetings

March 2014

Potential

- Discussion of how watershed protection and water quality overlap with climate change issues (Melody Tovar)
- Oil Spill response and restoration: Cosco Busan DARP presentation by trustee agencies on what has changed and preparation for response to the next spill
- IRWMP plan update, climate change, round 2 outcome and round 3 planning
- Status of NFWF SF Bay Program

Confirmed

- Draft SFEP workplan
- CCMP update discussion: Feedback on key challenges, approval of draft structure for CCMP report, initial input on draft actions

May 2014

Potential

- Coastal restoration funds: \$4.1 million between PS and Monterey; Elkhorn Slough, Sonoma Creek and Salt Creek, NOAA focus area on Russian River
- One Bay Area update ABAG

Confirmed

- Finalize SFEP workplan
- CCMP update discussion: Discussion of draft actions and prioritization criteria

August 2014

Potential

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Confirmed

• CCMP update discussion: Discussion of revised draft actions

November 2014

Potential

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Confirmed

• CCMP update discussion: Approval of actions and priority actions, review draft CCMP document