

# ACTION 32

## Champion and implement the CCMP

Educate partners, stakeholders, national, local, and regional leaders, and other targeted audiences about the CCMP and engage them in advancing its goals, objectives, and actions. Provide local decision makers and the public with the kind of reliable information necessary to make policy and personal decisions in favor of Estuary health. Support and advance tracking of Estuary health and response to management measures.

**TASK 32-1** Educate and engage targeted audiences in Estuary protection and restoration. Expand communication avenues for the San Francisco Estuary Partnership, including social media presence. Provide educational materials to boaters and boating facilities. Leverage existing programs to support public outreach efforts on the CCMP.

**2016-2021** Provide communication materials to public audiences one to three times annually.

**TASK 32-2** Educate the regional community by hosting the biennial State of the Estuary conference, supporting the biennial Bay-Delta Science Conference, and supporting *ESTUARY NEWS* magazine.

**2016-2021** *ESTUARY NEWS*

**2017, 2019, 2021** State of the Estuary Conferences

**2016, 2018, 2020** Delta Science Conferences

**TASK 32-3** On a five-year cycle, provide current information about the health status of the Estuary through an updated *State of the Estuary Report*. Continue to gather data for current indicators, and develop new indicators that provide needed information regarding Estuary health and align with actions in the CCMP.

**BY 2018** Develop a strategy for updating the 2015 *State of the Estuary Report*, including advancing new indicators.

**BY 2021** Update *State of the Estuary Report*.

**TASK 32-4** Create and implement an online CCMP reporting process to track progress being made on each of the CCMP actions, and provide compiled reporting information twice per year. Update the CCMP on a five-year cycle based on assessed progress and updated scientific information in the *State of the Estuary Report*, and in response to emerging issues.

**2017-2021** Report on CCMP progress twice per year.

**2021** Initiate CCMP update.

**TASK 32-5** Engage local community organizations in implementing the CCMP. Share information with and coordinate professionals and community members working to protect local watersheds through the Bay Area Watershed Network (BAWN). Secure funds to promote community-based watershed stewardship efforts through a small grants program.

**2016-2021** Maintain the BAWN webpage and email newsgroup, and host or co-host a BAWN annual meeting. Design and implement a small grants program on a biennial schedule.

**TASK 32-6** Identify and expand funds available to partners at all levels to implement the CCMP. This includes tracking, commenting, and sharing information on existing and emerging grant programs, legislation, and other funding mechanisms.

**2016-2021** Maintain and distribute matrix of available funding programs.

### BACKGROUND

The future health of the Estuary depends on support from engaged and diverse audiences (including local leaders), and support for local environmental education and outreach in select Bay watersheds, as well as on federal and state funding. The San Francisco Estuary Partnership is actively developing and expanding public engagement in work that supports the CCMP and will result in increased awareness about Estuary health and restoration among Bay Area residents. This work will also increase national, state, and local support and funding for CCMP objectives.

Key education and engagement efforts include the San Francisco Estuary Partnership's website, the State of the Estuary Conference and the Bay-Delta Science Conference, *ESTUARY NEWS* magazine, the *State of the Estuary Report*, and the CCMP itself. Annual reporting on the CCMP includes progress made towards completing actions as well as improving the health of the Estuary. The San Francisco Estuary Partnership will continue to provide administrative and coordinating services to the BAWN. In addition, as funds are available, the Partnership will run a small grants program for watershed work based on its pilot effort in 2013.

### OWNERS

SF Bay Joint Venture (Task 32-6)

SF Estuary Partnership (Tasks 32-1 through 32-6)

### COLLABORATING PARTNERS

CCMP action owners and collaborating partners, SF Estuary Partnership Implementation Committee, stakeholders engaged with the *State of the Estuary Report* and the State of the Estuary Conference

**NEXUS** Actions all; Goals: 4; Objectives: j, k, l