DRAFT MANAGEMENT STRATEGY DIVERSITY

GOAL: Citizen Stewardship

OUTCOME

Identify minority stakeholder groups that are not currently represented in the leadership, decision-making and implementation of conservation and restoration activities and create meaningful opportunities and programs to recruit and engage them in the Partnership's efforts.

MANAGEMENT APPROACHES

The Bay Program will work together to carry out the following actions and strategies to achieve the Citizen Stewardship Goal. These approaches seek to address the factors affecting our ability to meet the goal and the gaps identified in the management strategy. This strategy is built around three focus areas: *Communication and Outreach, Employment and Professional Engagement*, and *Environmental Justice*.

Enhance Communication and Outreach

• Increasing involvement and engagement of underrepresented stakeholders in Bay restoration activities requires improved communication and outreach efforts. This includes approaches like using media sources commonly used by diverse audiences, including Internet, social networking tools and participating in targeted events.

Key Areas of Emphasis

- Increase efforts on building relationships with targeted diverse groups to better understand audience and needed communication approaches.
 - Focus on engaging stakeholders in their neighborhoods. The Bay Program will explore local cultural or environmental connections between communities and the Bay.
- Explore and implement effective communication approaches to target diverse stakeholders across watershed.
- Identify key issues important to diverse communities and develop targeted messaging.
- Link underrepresented communities to programs already available.

Employment and Professional Engagement

• Find ways to create and expand employment opportunities to underrepresented individuals and communities by providing a better connection to existing resources and by creating new avenues for career building.

Key Areas of Emphasis

- Focus on youth and higher education to engage diverse individuals and communities to foster an environmental ethic, which in turn might spark an interest in environmental careers.
 - Strengthen the link between higher education and career opportunities to provide equal employment opportunities, equal services and equal access to all qualified persons from any diverse population.

Promote Environmental Justice

• The Chesapeake Bay Program has committed to "promote environmental justice through the meaningful involvement and fair treatment of all people, regardless of race, color, national origin or income, in the implementation of this Agreement." The partnership will explore how to help local decision makers maximize benefits from restoration planning and siting.

Key Areas of Emphasis

- Commit to including diverse voices at the table, be open to changes and suggestions, and look for connections between environmental issues and challenges that face diverse communities in the watershed.
- Foster community-based restoration programs, projects and partnerships throughout the watershed.

 Explore how the Partnership can inform or help local decision-makers maximize benefits and minimize adverse impacts from restoration project planning, siting and funding processes.
 - Improve mechanisms for directing restoration project grant funding to areas with diverse and underserved populations by revising grant guidance, improving community awareness of grant competitions and offering grant writing and management training for communities.

