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.

CURRENT EFFORTS

- Official diversity-related policies and directives
- Regulatory safeguards, education and outreach programs
- Specific departments or groups responsible for ensuring diversity goals are met.
- Specific projects targeted to engaging diverse stake-holders, for example: place-based, student-targeted outreach projects, and a comprehensive Spanish-based outreach program targeting swimming and boating safety in the Hispanic community.

GAPS

- Lack of diverse people in leadership roles at all levels
- Too few programs targeted to youth in underserved communities
- Lack of employment opportunities and professional development
- Inadequate communication and outreach
- Lack of community-based organization capacity
- Environmental justice issues
- Lack of metrics and tracking tools

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 through Internet, social networking tools and targeted events.

Key Areas of Emphasis

- Increase efforts on building relationships with targeted diverse groups.
- Focus on engaging stakeholders in their neighborhoods.
- 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. Key Areas of Emphasis
 - Focus on youth and higher education to foster an environmental ethic.
 - Strengthen the link between higher education and career opportunities.

Promote Environmental Justice

• 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.