**DRAFT 2016-2017 Biennial Workplan for the Diversity Outcome Management Strategy**

***Acronym Key***

|  |  |
| --- | --- |
| **DAT** | Diversity Action Team |
| **CBP/CBPO** | Chesapeake Bay Program/Office |
| **CRC** | Chesapeake Research Consortium |
| **EPA** | Environmental Protection Agency |
| **GIT** | Goal Implementation Team |
| **TCW** | Toxic Contaminants Workgroup |
| **LGAC, CAC, STAC** | Local Government Advisory Committee, Citizens Advisory Committee, Science and Technical Advisory Committee |
| **CBF, CBT** | Chesapeake Bay Foundation, Chesapeake Bay Trust |
| **CBIG** | Chesapeake Bay Implementation Grant |
| **FLC, FOD** | Federal Leadership Committee, Federal Office Directors |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Diversity Outcome Workplan** Effective date: 2016-2017    **Goal**: *Citizen Stewardship Goal*  **Outcome**: *Diversity Outcome: By 2025, 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.*  **Long term Target**: N/A  **2 year Target**: N/A  **Partner contributions to 2 year target**: N/A | | | | | | | | | |
| **Management Approach 1: Communications and Outreach** | | | | | | | | | |
| **Key Action**  *Description of work/project. Define each major action step on its own row. Identify specific program that will be used to achieve action.* | **Performance Target(s)**  *Identify incremental steps to achieve Key Action* | **Partners**  **Responsible**  *Identify responsible partner for each step.* | **Geographic Location** | **Timeline**  *Identify completion date (month and year) for each step.* | **Estimated Project Cost** *Best estimate total cost of project (need)* | **Available funding by Partner** | **Total**  **Available Funding**  *Roll up of estimated funding* | | **Factors Influencing and/or Gap**  *ID related factor or gap in Mgmt. Strat* |
| 1. Identify key trusted leaders and interests of underrepresented communities (include Urban League, NAACP, fraternities, sororities, disability group, religious, GLBT, etc). Establish forums and begin dialogue to better understand how community issues link to watershed restoration. | a. Recruit diverse stakeholders and leaders to participate in Chesapeake Watershed Forum. | EPA  DAT  Jurisdictions  ACB | N/A | Summer 2015 | $ | Staff Time |  |  | |
| b. Develop a spreadsheet/template populated with key leaders and interests/missions/priorities/key contact. | DAT  Jurisdictions  CBP | N/A | Spring 2016 |  | Staff Time |  |
| c. Schedule frequent listening sessions at town hall or PTA meetings.  d. Use listening sessions to create programs, projects and policies in collaboration with key session participants | DAT  Jurisdictions  Comm workgroup  GITs | Watershed Wide | 2016-2017 | $ | Staff Time |  |
|  |  |  |  |  |
|  |  |  |  |  |
| 1. Work with Toxic Contaminants Workgroup to identify communities where fish advisories exist (use EJ screen tool) and initiate pilot project to improve communications and outreach. | a. Conduct planning session meeting to review fish advisories and communities affected by fish advisories | DAT  Toxics workgroup  Jurisdictions  DAT  Toxics Workgroup  Jurisdictions  DAT  Toxics Workgroup  Jurisdictions  Comm workgroup | N/A | Winter 2016  Winter 2016  2017\* |  | Staff Time |  |  | |
| b. Conduct inventory of existing and proposed outreach activities and concerns related to communities and fish advisories  c. Develop outreach/comm messages in appropriate language (reflect culture)  d. Project will identify and invite individuals/groups from the target audience during planning and implementation | $ | Staff Time  Staff Time  Staff Time |  |
| 1. Work with federal partners to identify opportunities to work with diverse communities adjacent to federal installations | a. Conduct meeting with FOD and FLC to identify diverse communities adjacent to installations and issues of importance to those communities | DAT  FLC  FOD  DAT  FLC |  | Summer 2016  2016-2017 |  | Staff Time  Staff Time |  |  | |
| b. Conduct meeting with FLC to identify opportunities to expand, create new, or better promote programs to engage and assist these communities |
|  |
| 1. Establish online forum for diverse groups to share successes, lessons learned, resource needs, available resources related to restoration | a. Identify appropriate (e.g. online portal or listserve)  b. Develop, launch and promote web tool | DAT  Comm Workgroup  Web team  DAT  Comm Workgroup  Web team |  | Summer 2016  Winter 2017 |  | Staff Time  Staff Time |  |  | |
| 1. Partner with citizen stewardship GIT to develop and implement a social marketing initiative engage diverse populations. | a. Conduct planning meeting to brainstorm common interests and strategies for developing this initiative | DAT  Cit Steward GIT |  | Fall 2015 |  | Staff Time |  |  | |
| b. Develop and present recommendations to CBPO Management Board | DAT  Cit Steward GIT  CBP |  | Winter 2016 | $ | Staff Time |
|  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Management Approach 2: Employment and Professional Engagement** | | | | | | | | |
| **Key Action**  *Description of work/project. Define each major action step on its own row. Identify specific program that will be used to achieve action.* | **Performance Target(s)**  *Identify incremental steps to achieve Key Action* | **Partners**  **Responsible**  *Identify responsible partner for each step.* | **Geographic Location** | **Timeline**  *Identify completion date (month and year) for each step.* | **Estimated Project Cost** *Best estimate total cost of project (need)* | **Available funding by Partner** | **Total**  **Available Funding**  *Roll up of estimated funding* | **Factors Influencing and/or Gap**  *ID related factor or gap in Mgmt. Strat* |
| 1. Explore designating a diversity engagement coordinator to engage underrepresented communities in the watershed. | **a.** DAT to explore opportunities to hire new coordinator within the Partnership or explore reallocation of existing staff time.  **b.** Each jurisdiction and Fed agencies have own coordinator | DAT  CBP Partners  Jurisdictions  Federal Agencies | Watershed Wide | Spring 2016-Winter2017 | $ | Staff Time |  |  |
| 1. Develop curriculum for an Environmental Career-Building Day for all High Schools in the Bay Watershed. Work within the environmental literacy curriculum to implement a class schedule. | **a.** Work with ELit group to develop specific curriculum for one day Environmental Career - Building day.  **b.** Work with ELit group to implement pilot curriculum/after school program in high schools in each Jurisdiction. | DAT  Enviro Literacy Team  CBP Partners | Watershed Wide | Summer 2016 - Winter 2017 | $ | Staff Time |  |  |
| 1. Explore a career services program for job applicants (e.g., interview training,). | **a.** Explore developing a hard copy and digital fact sheet that walks through career application services and offers technical assistance to those applying for jobs  **b.** Communicate and promote the fact sheet at job fairs/events across the watershed | DAT  CBP Partners  Community Colleges/Univ | Watershed Wide | Fall 2016 | $ | Staff Time |  |  |
| 1. Explore an internship program specifically for individuals from diverse groups. | **a.** Enhance recruitment/outreach strategies of existing internship program to increase diverse applicant pool. | DAT  CBP Partners  Choose Clean Water?  CRC  Community Colleges and career services dept. | Watershed Wide | Fall 2016 |  | N/A | N/A |  |
| 5. Increase outreach to diverse groups for hiring full time employees. | **a.** Enhance recruitment/outreach strategies of existing hiring program to increase diverse applicant pool. | DAT  CBP Partners  Choose Clean Water?  CRC | Watershed Wide | Fall 2016 | $ |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Management Approach 3: Promote Environmental Justice** | | | | | | | | |
| **Key Action**  *Description of work/project. Define each major action step on its own row. Identify specific program that will be used to achieve action.* | **Performance Target(s)**  *Identify incremental steps to achieve Key Action* | **Partners**  **Responsible**  *Identify responsible partner for each step.* | **Geographic Location** | **Timeline**  *Identify completion date (month and year) for each step.* | **Estimated Project Cost** *Best estimate total cost of project (need)* | **Available funding by Partner** | **Total**  **Available Funding**  *Roll up of estimated funding* | **Factors Influencing and/or Gap**  *ID related factor or gap in Mgmt. Strat* |
| 1. The Bay Program partners will work with local leaders to address self-identified community issues that may have both environmental and socioeconomic impacts. Engage in a process of community-based listening to better understand the connection between local concerns and environmental issues | **a.** Schedule frequent listening sessions at town hall or PTA meetings and at an organization informational open house?  **b.** Groups use listening sessions to create programs, projects, policies in collaboration with key session participants  **c.** Identify role for local govs – adopt parts of the participatory budgeting process |  | Watershed Wide | 2016 | $ | Staff Time |  |  |
| 2. Bay Program partners will review and revise their respective grant guidance documents, as needed, to address diversity. | **a.** EPA will revise the FY 2016 Chesapeake Bay Program Grant Guidance to address diversity considerations and set expectations for jurisdiction reviews of their grant guidance documents  **b.** Jurisdictions review and revise their respective grant guidance documents as needed.  **c.** Federal agencies review and revise their grant guidance documents as needed.  **d.** Other partners review and revise their grant guidance documents as needed. | EPA  Jurisdictions  Federal Agencies  Other Partners  GIT 6? | N/A | Fall 2015/early 2016  Fall 2016 | $ | Staff Time |  |  |
| 3. EPA will review Bay Program grant guidance criteria for Clean Water Act Section. 117 local government funding to determine how to better address diversity and environmental justice considerations at the local level. | **a.** EPA to review as part of revision of 2016 CBP Grant Guidance. | EPA | N/A | Fall 2015/ early 2016 |  | Staff Time |  |  |
| 4. Collaborate and exchange information with various environmental justice entities throughout the Bay Watershed. | **a.** Identify key EJ groups in the jurisdictions  **b.** Reach out to existing groups such like those identified in the strategy and more like WE ACT and Blackbelt EJ Center. | DAT  CBP CommunicationOffice  DAT Comm Workgroup | Watershed Wide | 2016/2017 |  | Staff Time |  |  |
| 5 **a.** EPA will use EJSCREEN and other informational tools and databases in 2015 to offer additional information and perspective that could enhance partners’ understanding of the watershed’s diverse populations and to help target areas with potential for environmental justice concerns**..**  **b.** EPA will provide EJSCREEN to Bay jurisdictions, federal agencies and other partners to also help them target communities and organizations for grant funding opportunities.  **c.** The Bay Program will add EJSCREEN as a new data layer for the Bay Program Watershed Model. | **a.** EPA to provide training and presentations on use of EJSCREEN to GITs, CBP Workgroups and partners.  **b.** EPA to include discussion of EJSCREEN in FY2016 CBP Grant Guidance.  **c.** CBP to add EJ SCREEN as a data layer for the Watershed Model. | EPA  EPA  EPA/CBPO | Watershed Wide | 2015/2016  2015/2016  2016 |  | Staff Time |  |  |
| 6. The public access and climate resiliency workgroups will use EJSCREEN to help prioritize new public access sites and target communities that might be in areas vulnerable to climate change impacts. | **a.** DAT will work with the public access and climate resiliency teams help identify potential sites in diverse communities. | DAT  GIT 5  Public access team  Climate resiliency team  TCW | N/A | 2016/2017 | $ | Staff Time |  |  |
| 7. Bay Program will work with partner funding organizations, perhaps through the Bay Funders Network, to develop a guide to assist groups in grant competition awareness, selection criteria, capacity building and grant writing training, etc., for areas with diverse and underrepresented populations. | **a.** DAT to meet with BFN to initiate discussions  **b.** DAT will consult withNational Fish and Wildlife Foundation’s Technical Capacity Program  **c.** Develop funding guide. | DAT | N/A | Spring 2016  Winter 2017 | $ | Staff Time |  |  |
| 8. Bay Program and its partners will improve transparency and efficiency in providing community-based grant opportunities and improve mechanisms for community awareness of grant opportunities. | **a.** EPA, jurisdictions and Federal agencies will review and revise their RFP email lists to ensure that grant opportunities are being distributed to broad and diverse constituencies.  Examples, HOA’s, community centers, rec centers, etc.  **b.** Develop webinars/ capacity building | DAT  EPA  Jurisdictions  Federal agencies | N/A | 2016 |  | Staff Time |  |  |
| 9. Work with local governments in the watershed to explore how the Bay Program can inform or help local decision makers maximize benefits and minimize adverse impacts from restoration project planning, siting and funding processes. | **a.** DAT to work with LGAC and Local Leadership Team to explore opportunities to work with local leaders on these issues. | DAT  LGAC  Local Leadership Team | Watershed Wide | 2016/2017 |  | Staff Time |  |  |
| 10. Incorporate perspectives from community-based organizations and leaders throughout the Bay Program governance structure, including its three advisory committees (citizens, local governments and scientific/technical). | **a.** DAT to work with community leaders to engage them in MB, PSC, CBP GITs and workgroups as active contributing members.  **b.** DAT to meet with the 3 CBP Advisory committees to seek their input on ways to help make CBP more representative of the diverse communities and people in the Bay watershed. | DAT  GITs  CBP Partners  CAC. LGAC and STAC | Watershed Wide | 2017/2016 |  | Staff Time |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Management Approach 4: Tracking and Assessment** | | | | | | | | |
| **Key Action**  *Description of work/project. Define each major action step on its own row. Identify specific program that will be used to achieve action.* | **Performance Target(s)**  *Identify incremental steps to achieve Key Action* | **Partners**  **Responsible**  *Identify responsible partner for each step.* | **Geographic Location** | **Timeline**  *Identify completion date (month and year) for each step.* | **Estimated Project Cost** *Best estimate total cost of project (need)* | **Available funding by Partner** | **Total**  **Available Funding**  *Roll up of estimated funding* | **Factors Influencing and/or Gap**  *ID related factor or gap in Mgmt. Strat* |
| 1. Identify trackable metrics | **a.** Work with DAT to identify quantitative metrics that will be used for tracking - could be existing data already being tracked  **b.** Work with other MS to identify top 2 or 3 metrics to be tracked  **c.** Develop method of tracking anecdotal and qualitative metrics to describe history, baseline and trends | DAT  CBF  CBT | N/A | Fall 2015  Fall 2015  Spring 2016 | $ | In-kind, CBP and Staff Time |  |  |
| 2. Opinion Surveys/Focus Groups | **a.** Develop an opinion poll/survey about Diversity and the Bay - would need to determine purpose/intent of findings (e.g. Behavior Change, baseline) – this also informs other GITs actions, tracking and accountability for other DAT workgroups |  | N/A | Winter 2016 | $ | Potentially funded through CBIG up to 50% of cost (MD) $100k - $150k |  |  |
| 3. Diversity Dashboard | **a.** Develop a tracking “dashboard” for TBD metrics | EPA  Jurisdictions  DAT | N/A | Spring 2017 | $? |  |  |  |
| 4. DAT Guidestar Tool | **a.** Explore the development of an organizational demographic tool (i.e guidestar) for the Bay watershed | DAT | N/A | Summer 2016 |  |  |  |  |
| 5. Evaluate all existing diversity programs and develop a strategy for improvement. | **a.** Continue to develop existing baseline matrix and highlighting current gaps within the Partnership | DAT  CBP Partners | Watershed Wide | Summer 2016 |  |  |  |  |