**SR-1 Community Engagement**

A. OBJECTIVES

To develop educated, informed stakeholders who are willing to become active participants in outreach, restoration, preservation and protection activities in the BTES to include:

1. citizen monitoring,
2. vegetative planting,
3. storm drain stenciling,
4. data collection and mapping (inserting waypoints, photos, etc in to google maps to create reference points for restoration efforts), and
5. community outreach and social media. (“Pic on a Post”- social media hashtag photo reference points for restoration works)

B. BACKGROUND

This action plan is the result of combining four separate action plans from the original CCMP, (namely **SR-1 – Community Sectors and Leader Teams, SR-3 – Citizen Involvement Programs and Activities, SR-4 – Citizen Monitoring Program, and SR-7 – Storm Drain Stenciling**) which were all designed to encourage and enhance citizen education, engagement and active volunteer participation in hands-on activities which support the overarching goal of BTNEP, which is to preserve, protect, and restore the BTES.

Citizen engagement and participation is imperative to developing and maintaining healthy ecosystem characteristics. The SR-1—Community Engagement action plan aims to build and develop a grass-roots movement by which active engagement, education and volunteerism implements restoration, protection, and stewardship initiatives throughout the BTES. These initiatives include but are not limited to citizen monitoring, vegetative planting, storm drain stenciling, observational data collection, and community outreach.

C. DESCRIPTION

The BTNEP Staff will craft and collate educational materials for stakeholders, foster relationships with residents and non-residents alike, and encourage them to become active participants in restoration and other related activities. The Program Staff will also leverage volunteer and financial resources from BTMC members, corporate and government entities, educational groups, community and civic organizations, mission groups, and other stakeholders and partners. Observational data can be collected and reported to relevant agency partners.

D. LEAD AGENCY

The primary implementer for this action will continue to be the BTNEP staff. The BTMC and Program office will continue these efforts, coordinating all education and outreach efforts. BTNEP will include individual members of the BTMC, consultants, and community leaders as possible leads and partners in this action plan.

E. TIMELINES and MILESTONES

These efforts will be ongoing throughout the program life. Each project will have different achievements and milestones. Project milestones will be reported to the BTMC, EPA, invested partners, and the community through various media sources.

F. POSSIBLE RANGE OF COSTS AND SOURCES OF FUNDING

Total range of funding necessary annually for SR-1: $250,000.00-$500,000.00, which includes but is not limited to:

* Salaries
* Operating Services
* Supplies
* Equipment

Sources of funding include local, state, federal, individual, industrial, institutional, NGO, and private organizations.

G. PERFORMANCE MEASURES (Qualitative where possible)

The monitoring strategies are intended to serve as mechanisms to assess the effectiveness of projects implemented under the action plans. These strategies should only be used as a guide, not as a requirement. It must be recognized that the monitoring strategies will be expensive to implement and that, because all levels of government and much of the private sector currently have severe funding restraints, they may not be affordable without significant modification. The monitoring strategies do not override or replace monitoring that would be done by an agency related to specific agency-sponsored projects.

Possible measures could include:

1. # of volunteer hours recorded per year,
2. # of unique volunteers,
3. # of volunteer events per year, per region of the BTES, and
4. # of waypoints identified and mapped.

Monitoring

* Parties responsible: BTNEP staff, BTMC members, and partners
* Timetable for gathering data: quarterly for BTMC and regularly for EPA
* How data is shared: BTMC quarterly meetings, media reports
* Possible data gaps: None expected
* If additional funding is needed: always.