

2009-2010 Coastal America Action Plan Partner Tracking

FEDERAL PARTNERSHIP

Goal 1: Provide Innovative Implementation Assistance for Federal Coastal Programs

Outcomes with Actions	Lead	Time Frame	Completed
Outcome 1.1: Coastal America activities become a tool to help implement individual agencies' strategic priorities by being 'mainstreamed' into agency strategic planning and/or work plans as appropriate.	NCO		
➤ 1.1a Identify and provide to the National Coordination Office (NCO) a summary list of their current CA-relevant strategic plan priorities and measures, including any corresponding trackable environmental and natural resource outcomes.	Federal partners	'09 3 rd quarter	
➤ 1.1.b Strengthen Regional Implementation Teams by ensuring consistent representation and agency participation in relevant RIT activities.	Federal partners	ongoing	
➤ 1.1 c Complete a two-part assessment of: 1) RIT implementation challenges and 2) potential ways its member agencies might better integrate or share their resources, expertise and authorities in projects to increase measurable environmental and natural resource outcomes.	RITs	'09 3 rd quarter	
➤ 1.1 d Annually determine potential priority project focus areas (i.e., geographic, watershed-based) opportunities with state, local and NGOs to leverage federal and RIT investments.	RITs	'09 and '10	
➤ 1.1 e Mainstream Coastal America activities and projects into member agency strategic planning and work plans as appropriate (for 2010 work planning and resource distribution).	Federal partners	'10	
➤ 1.1 f Develop annual implementation plans with CWRP and CELC members, aligning actions with measurable environmental and natural resource outcomes as much as possible.	RITs	'09 and '10	
➤ 1.1 g Utilize the RIT best practice guidance and model business plans to help maintain	RITs	'09	

effective and sustainable RITs.			
➤ 1.1 h Leverage use of non-environmental federal programs to advance CA goals such as Innovative Readiness Training (IRT) by:	RITs		
1.1.h 1 Appointing a DOD point of contact to each regional alliance for IRT activities.		'09	
1.1.h 2 Appointing a CA member to serve on the IRT advisory councils.		'09	
Outcome 1.2: Opportunities are identified to improve cross-agency leveraging of federal investments in water quality, coastal habitat, and marine education (including community, CELC and ocean campaign support)			
➤ 1.2.a Track and evaluate progress and results of Coastal America partnership efforts through:	NCO		
1.2.a 1 Compiling periodic Progress Reports and semi-annual newsletters		ongoing	
1.2.a 2 Convening an annual national CA meeting to evaluate CA effectiveness (based upon existing agency performance metric systems to track environmental and natural resource results, including education initiatives).		'09 and '10	
1.2.a 3 Conducting ongoing evaluation and feedback of CA partnership effectiveness (reference CA business model below).		ongoing	
➤ 1.2.b Strengthen the CA partnership by:	NCO		
1.2.b 1 Educating key federal incoming and transition officials.		'09 2 nd quarter	
1.2.b 2 Completing a summary assessment report of RIT needs, potential ways to increase environmental results, and priority geographic foci.		'09 3 rd /4 th quarter	
1.2.b 3 Creating a cross-cut analysis identifying the common links and synergies among partner agencies' strategic geographic and other priorities. The analysis will identify potentially innovative and/or more efficient ways to collaborate as well as gain credit for CA project results (e.g., mining or adapting existing agency tracking systems, etc.).		'09 3 rd quarter	
1.2.b 4 Developing, with the partnership, a business model for Coastal America including, e.g.,		'09 4 th quarter	
1.2.b 4 a Evaluating the potential of other federal programs (e.g., DOT, HUD, etc.) to participate in CA activities and developing a best practice			

guidance to facilitate their participation in CA projects.			
1.2.b 4 b Institutionalizing a continuous and systematic feedback mechanism to assess, refine and suggest ways to improve the current partnership framework to help remove barriers. Adapt or build additional tools and capabilities where possible, focused on measurable environmental and natural resource outcomes.			
1.2.b 5 Updating and revising the five-year CA Strategic Plan and work plans, including a major new ocean public awareness initiative.		'10	
1.2.b 6 Facilitating and developing a nationally coordinated event along the coasts, including Hawaii, Alaska and the Great Lakes, that would utilize available federal agency resources (e.g., vessels), as well as full deployment of the CELC and CWRP resources. The event will include:		by '10	
1.2.b 6 a A national coordinated beach, coastal and river debris clean up campaign.			
1.2.b 6 b An expanded Ocean Art Competition idea to include wider ocean literacy subjects			
1.2.b 6 c Targeted assistance from the partnership to CELCs to lead such a campaign.			
➤ 1.2.c Engage and support their local CELCs by expanding joint engagement among RITs, CWRPs and the CELCs to find synergy as a means to advance community-oriented programs and restoration projects, including beneficial uses of dredged material. Actions will include:	RITs		
1.2.c 1 Working with CELCs and CWRP on the national coordinated campaign.		'09-'10	
1.2.c 2 Developing a geographic (regional) strategy for specific content for Ocean Today Kiosks and rotational exhibits (e.g., using the regional Ocean Today Kiosks) that could travel to different locations and coastal community events.		'09	
1.2.c 3 Exploring with CELCs the feasibility of :			
1.2.c 3 a Institutionalizing CELCs as meeting places for RITs, partnership programs and conferences.		'09	
1.2.c.3 b Adding a new Associate CELC member program (smaller aquariums/learning centers		'10	

Outcome 1.3: Delivery & support of relevant CA partnership tools are mainstreamed to/through existing or evolving Regional Ocean Alliances and governance structures	RITs		
➤ 1.3.a Provide tailored support to existing state-led regional programs, as needed (and in consultation with SIMOR and/or existing federal work groups.		ongoing	
➤ 1.3.b Support emerging regional ocean alliances, especially where these alliances have plans for habitat restoration, ocean education initiatives, and related coastal community resilience.		ongoing	
1.3.b 1 With SIMOR, maintain updated federal membership on regional efforts.		'09-'1	
➤ 1.3.c Provide interim support to regions without state-led government structures.		ongoing	

COASTAL ECOSYSTEM LEARNING CENTERS

Goal 2: Coordinate Efforts to Improve Public Understanding of Coastal and Connected Ecosystem Issues

Outcomes with Actions	Lead	Time Frame	Completed
Outcome 2.1: An Enhanced Coastal Ecosystem Learning Center (CELC) network.	CELC network		
➤ 2.1a Rebrand the “Coastal America Coastal Ecosystem Learning Centers” as “Coastal America Learning Centers”.		’09	
➤ 2.1b Develop coordinated strategies for new initiatives that strengthen the network and enhance bonds between existing members. Strategies will include efforts to:			
2.1.b.1 Evaluate expansion opportunities and consider non-traditional members (e.g. NERRS, Marine Sanctuaries, for-profit institutions, corporate partners, etc., as “Associate Members” of the CELC network).		’09-10	
2.1.b.2 Develop the definition and criteria for “Associate Members”.		’09	
➤ 2.1.c Create a forum (e.g., monthly meetings, social networking, electronic forum, etc.) for CELCs to discuss, share and develop new ideas for existing or new conference/event series at each CELC that address “hot” RIT issues facing the ocean and coasts (e.g., resilient coastal communities, sustainable aquaculture, conserving the Nation’s working waterways, etc).		’09-10	
➤ 2.1.d Work collaboratively on community restoration and protection projects and with RITs and federal agency coordinating entities to identify opportunities, e.g.,		’09-’10	
2.1.d.1 Foster a school-based restoration program to better involve children from all parts of a community and tie into CELCs’ nearby schools			
2.1.d.2 Work with CWRP to participate in more restoration projects to increase public understanding of ocean and coastal issues at the state and regional levels, including coastal resiliency and beneficial uses of dredged material.			
Outcome 2.2: CELC network outreach initiatives are expanded to all Coastal America regions.	CELC network		
➤ 2.2.a Educate key regional federal officials on the development of the network and		’09	

resources available through the network.			
➤ 2.2.b Develop annual prioritized project lists by region to advance ocean and watershed literacy goals.		'09-'10	
2.2.b.1 Work with partners to build on current and recently completed initiatives such as the student summit, the national coordinated marine debris campaign, and the CELC-Smithsonian Ocean Art Contest, and develop a strong marketing plan and slogan for the coordinated "big idea" ocean campaign			
2.2.b.2 Produce an annually updated list of potential Coastal America ocean literacy activities and initiatives (e.g. CELC Ambassadors Program, Ocean Literacy Messaging, Coordination between OOS and CELC network, etc.).			
2.2.b.3 Develop satellite locations for partnership activities beyond the reach of traditional CELC and CWRP members.			
2.2.b.4 Evaluate other partnerships, e.g., AmeriCorps.			
➤ 2.2.c Engage RITs and the CWRP in CELC activities. Joint RIT/CWRP/CELC activities will include the following:			
2.2.c.1 Implement regional interpretive exhibits and/or programs with changing themes aligned with national and/or regional specific priorities developed with RITs and CWRPs.		'09	
2.2.c.2 Launch new national and regional coordinated initiatives targeting key national ocean and watershed literacy goals through a focus on Arts and Heritage initiatives (e.g. annual Ocean Art Contest, first Coastal America Ocean Film Festival, etc). The network commits to:			
2.2.c.2.a Hold the third National Student Summit on Oceans and Coasts. Initiate the next Student Summit activities in late 2009.		'09	
2.2.c.2.b Conduct an Ocean Art Contest. Initiate the next Ocean Art Contest activities in 2010.		'10	
Outcome 2.3: Technology innovations and enhancements are applied to reach target ocean literacy audiences.	CELC network		
➤ 2.3.a Develop an online CELC portal to the ocean, to be funded through an outside grant application submitted by the NCO. The portal will serve as an entryway for reaching the network and its combined educational resources -- and facilitate		'09	

information distribution and participation in key initiatives such as art contests and student summits.			
➤ 2.3.b Develop a plan to evaluate and consider alternative technologies or platforms to reach new audiences (e.g. Second-Life, target shorts- YouTube, social networks, webcams, etc).		'09	
➤ 2.3.c Seek long term funding support to sustain and enhance the CELC Ocean Interpretive Kiosks and other potential network initiatives.		'09-'10	
2.3.c.1 Create a work plan to establish priorities and create a process to distribute and support the kiosks throughout the existing CELC network.			
2.3.c.2 Continue the expansion of the Ocean Today Kiosk network and bring on line additional CELC stations to reach 12 million people by 2010.			

CORPORATE WETLANDS RESTORATION PARTNERSHIP

Goal 3: Strengthen and Grow the CWRP

Outcomes with Actions	Lead	Time Frame	Completed
Outcome 3.1: CWRP systems, processes and tools are expanded and enhanced to achieve environmental and natural resource results.			
➤ 3.1.a CWRP will conduct a needs assessment and disseminate the results to the Partnership.	NCO and CWRP	09	
➤ 3.1.b Strengthen ability to achieve and measure results by enhancing CWRP operations as follows:	CWRP	09	
3.1.b.1 Reaffirming commitment of leads and members and clarifying their roles.			
3.1.b.2 Compiling and distributing a guide to “best practices” by State CWRP chapters, building on the MARIT-South RIT guidance document developed in 2008			
3.1.b.3 Developing an RIT best practices business plan based on State chapters			
➤ 3.1.c Tracking projects as follows:		initiate '09 1 st qtr	
3.1.c.1 Creating and maintaining an updated project list.			
3.1.c.2 Instituting effective and comprehensive annual tracking of CWRP results and accomplishments.		'09-'10	
➤ 3.1.d Strengthen the CWRP name and brand as follows:			
3.1.d.1 Explore options for changing the CWRP name to better reflect the current and planned scope of initiatives, including education.		'09	
3.1.d.2 Develop a special designation for CWRP/Coastal America- endorsed projects		'09	
3.1.d.3 Focus on educational initiatives by creating an education subgroup of the CWRP. New initiatives will build on those currently underway (e.g., training of key staff, support for the CELC coordinated national marine debris campaign, and National Ocean Art Contest.)		'09	
Outcome 3.2: CWRP membership is both strengthened and increased.	NCO, RITs		

	and CWRP		
➤ 3.2. a Enhance participation of current members to produce materials aimed at increasing engagement by existing and new CWRP members.		'09-'10	
➤ 3.2.b Develop a select number of new state chapters in supportive regions		'09-'10	
➤ 3.2.c Actively recruit new corporate partners.		initiate '09	
➤ 3.2.d Increase corporate donations by twice the '05-'08 average.		by end '10	
➤ 3.2.e Create strategic alliances with key NGOs and academia, increase membership of these groups on the national and state level, and work to overcome obstacles to working cooperatively and collaboratively.		initiate '09	
➤ 3.2.f Enhance education and outreach programs at the state level by including CELCs in state CWRP chapters		'09	
Outcome 3.3: CWRP is strengthened through relevant and value-added new products and services	CWRP		
➤ 3.3 a Developing an Executive National Committee (CEOs) to meet with key federal Administration and legislative leaders annually.		'09-'10	
➤ 3.3 b Hosting industry forums with new or potential principals (e.g. windfarms, ocean energy, etc.)		'09	
➤ 3.3.c Working with existing corporate partners to:			
3.3.c.1 Continue to identify emerging issues for collaboration (e.g. climate change, mitigation, adaptation).		Ongoing	
3.3.c.2 Identify opportunities to attract untapped market sectors (e.g. constructed wetlands for ground water treatment of farmlands).		'10	
3.3.c. 3 Provide or adopt an existing sustainability rating program (portfolio of projects supported) for corporations.		'10	
➤ 3.3.d Engaging in marine education through:			
3.3.d 1 Working to better engage the CELC network in all CWRP national and state chapter activities.		'09-'10	
3.3.d.2 Expanding the educational initiatives already undertaken at the national level and reaching out to potential new members interested in supporting such initiatives,			

and continue to deepen the working relationship and support for the CELC network. ('09-'10). Educational work includes:			
3.3.d. 2.a Working in coordination with the CELC network and the national office to support the enhancement of the Ocean Interpretive Station kiosk initiative.		'10	
3.3.d. 2 b Exploring the opportunity to develop additional support to expand the exhibition of the Ocean Art Contest winning artwork beyond the scheduled December '08 - March '09 exhibition at the Smithsonian Museum of Natural History.		'09	