

SUSTAINED RECOGNITION AND CITIZEN INVOLVEMENT ACTION PLANS

The **Citizen Involvement and Participation** action plans create a strategy to build a public stewardship of the estuary, encourage a strong, informed public involvement in estuarine planning, and motivate the public to action. Towards this end, the Sustained Recognition and Citizen Involvement Alliance of the Management Conference concentrated on issues such as the need for a mechanism for organized public involvement, increasing the opportunities and activities available to the public, and developing methods through which the public can become directly involved in the protection of the estuary. In addition, BTNEP has become increasingly more visible at events throughout the BTES, ensuring that information about the program is available to the public. Finally, BTNEP has sponsored a series of public workshops in identified “community sectors” throughout the BTES in an effort to obtain direct public involvement in the development of the CCMP.

The idea of establishing a private sector non-profit organization to keep the public involved in the creation and implementation of the CCMP and to educate the public regarding estuary issues was developed at initial BTNEP Management Conference workshops. It was anticipated that membership would include representatives from all major stakeholder groups in the estuary and that the organization would become a center for organized public involvement in the implementation of the CCMP. The Barataria-Terrebonne Estuary Foundation has recently been established as a private sector initiative with no expenditure of public funds and no direct involvement from state or federal agency personnel.

The **Public Information and Education** actions make up a strategy to educate the public by providing accurate and current technical information about the importance of the estuary and the threats that it faces. This information will be targeted to the widest audience possible, including policy-makers at the federal, state and local levels, businesses and industries, residents and users. The ultimate aim is that through the distribution of this information, the BTES will have the same level of recognition and urgency as other nationally significant estuaries, such as the Everglades and the Chesapeake Bay. BTNEP’s efforts in this area have thus far been widespread. A video, *Haunted Waters, Fragile Lands: Oh, What Tales to Tell!*, outlines the environmental and cultural importance of the estuary, as well as the threats faced by it, has been aired on television, as well as at numerous public events. A speakers bureau has been started, providing an opportunity for experts in various estuary-related issues to educate the public. Other efforts include information packets, slide presentations, public exhibits and displays and a promotional campaign.

The need for both formal and informal educational programs aimed at the estuary and its problems was identified early in the process of developing this CCMP. To address this need, the **K-16 Curriculum** plans were developed as a framework for involving teachers in developing primary and secondary school wetlands curricula units, as well as a long-term effort to coordinate all environmental education programs at the state and local levels. Informal educational programs will also be developed for estuary residents and users. One of the most innovative aspects of these plans is a proposed college-level curriculum addressing coastal wetlands issues, which will not only benefit the BTES, but other estuaries as well.

CCMP Part Three - The Technical Supplement: Barataria-Terrebonne Action Plans

OBJECTIVES

1. To develop local community sectors and teams of local estuary leaders throughout the estuary.
2. To build citizen involvement in the goals of the CCMP and create citizen support for CCMP actions.

DESCRIPTION

This action will establish and support a network of estuary community sectors and local estuary leaders in order to organize and encourage citizen involvement and support in the implementation of the CCMP. Community sectors are groups of local communities within the estuary that share common estuarine-related problems. Grouping estuary communities with the same problems encourages the communities to work on a natural geographic- or ecologic-based level, instead of following the traditional political boundaries. Such grouping creates a common-bond that enhances collaborative working relationships within the estuary.

For the first series of BTNEP public participation workshops in June 1995, the project committee - consisting of Barataria-Terrebonne Management Conference (BTMC) members, Louisiana Cooperative Extension Service agents, BTNEP staff and consultants - identified six areas that could be grouped into the initial set of BTES Community Sectors:

- | | |
|------------------------------------|-----------------------------------|
| 1. Houma/South Terrebonne Parish | 4. Pierre Part/Belle Rose |
| 2. Cut Off/Galliano/Larose | 5. Marrero/Lower Jefferson Parish |
| 3. Port Allen and surrounding area | 6. Vacherie and surrounding area |

Each initial sector encompasses local communities that share a common set of problems. These sectors are prototypes for developing community sectors throughout the BTES and will be the nucleus of the BTES Community Sector Network. Each BTES community sector must have citizens who will work together in Leader Teams to accomplish goals or resolve problems and issues. Public stewardship for issues or areas of direct concern is easier to create when there is a common effort between local communities.

Leader Teams are groups of local community leaders who have agreed to work together as BTES representatives of their individual community sectors. These teams will help disseminate information, arrange and recruit participants for public meetings, and determine appropriate "public involvement" activities and programs for their community sector. Leader Teams developed in the six initial Community Sectors by the BTMC, the Louisiana Cooperative Extension Service, BTNEP staff and consultants are models for future Leader Teams. The success of the Leader Teams/Community Sectors concept in the first public participation workshops demonstrated the value of this approach to future CCMP planning. Relationships with the Louisiana Cooperative Extension Service and other liaison organizations will be actively pursued in this action plan in order to continue developing and expanding Community Sectors and Leader Teams.

BACKGROUND/ MAJOR ISSUES

The estuary is a large and diverse area. Each community has its own personality, its own concerns about estuarine issues, and its own experiences with estuarine problems. To increase citizen involvement in furthering CCMP actions, it is critical that local communities be asked for their input and direct participation. People are more likely to become involved if the CCMP addresses interests and issues that directly affect their lives.

BENEFITS

Action Plan SR-1: Community Sectors and Leader Teams

Community Sectors and Leader Teams will increase the ability of the BTMC to outreach and involve the people from many local communities. These community sectors will have a tremendous impact on advocacy efforts and coalition-building. This strategy will keep people active and increase the likelihood that innovative ideas will emerge for preserving the BTES. It provides the best approach for building a grassroots effort of citizen support. This action plan supports the following BTNEP goals: *Develop and maintain Multi-level, Long-term Planning; Implement Comprehensive Education and Awareness Programs that Enhance Public Involvement; Create Regional Pride and Long-term Stewardship; and Promote Environmentally Responsible Economic Activities that Sustains Estuarine Resources.* When expanded, community sectors will help to involve more estuary citizens in implementing the CCMP.

IMPLEMENTATION SCHEDULE

Short-term planning objectives (September 1995 - December 1996) include the formalization and expansion of sectors and teams; the creation of a working communications and activity system between community sector leader teams and the BTMC for speaking engagements, publicity, educational programs, and other activities. Specific short-term plans and implementors are:

- S 1.00 Review results, evaluations and recommendations from first round of public workshops (BTMC - September 1995).
- S 2.00 Re-confirm and follow-up with local contacts in all community sectors (BTMC -January 1996).
- S 3.00 Develop database of sectors and leader teams (BTMC -December 1996).
- S 4.00 Establish contacts and determine leaders in other local BTES communities (BTMC - December 1995).
- S 5.00 Develop and maintain database of all target audiences, stakeholders and interests (BTMC - December 1995).
- S 6.00 Formalize structure of the Community Sector Network and coordinate with BTES sectors and leader teams (BTMC - March 1996).
- S 7.00 Train all leader teams in BTES issues and participatory methodology (BTMC - April 1996).
- S 8.00 Establish communications system between the BTMC and Teams (BTMC - April 1996).
- S 9.00 Meet quarterly with community sectors and leader teams to discuss issues of concern, specific CCMP actions affecting their respective sector, ways to become more integrated with the community, and strategies to gain support for CCMP (BTMC - December 1996).
- S 10.00 Maintain and expand community sector database/contact list building on existing BTNEP database (BTMC - December 1996).
- S 11.00 Report at the annual State of the Estuary Symposium and Festival (Sector Leaders-December 1996).

Medium-term planning objectives (1997-2000) are:

- M 1.00 Coordinate with Leader Teams on a consistent basis.
- M 2.00 Support original community sectors and leader teams.
- M 3.00 Identify and organize new community sectors and leader teams.
- M 4.00 Develop the expertise of sector leader teams.

Long-term planning objectives (2001-2020) are:

- L 1.00 Build a strong linkage among the community sectors and leader teams so that citizens of the estuary become unified in support of CCMP actions.
- L 2.00 Create more citizen involvement activities in each community sector.
- L 3.00 Establish adequate and appropriate representation of each community sector in the BTMC.
- L 4.00 Demonstrate relationships between community sectors.

CCMP Part Three - The Technical Supplement: Barataria-Terrebonne Action Plans

- L 5.00 Formalize and maintain the network between community sectors through periodic meetings, workshops, forums and other involvement activities.
- L 6.00 Create a massive, grassroots effort for CCMP implementation.

LEAD AND SUPPORT IMPLEMENTORS

The initial implementor of this action has been the Program Office through its first public participation workshops project. The Program Office will continue to manage contacts and public review activities which will strengthen these teams. Support implementors will include the Louisiana Cooperative Extension Service, volunteer leader teams, individual members of the BTMC, Leadership Lafourche, Leadership Terrebonne, Council for Better Louisiana, Leadership Louisiana, and civic organizations. The Program Office is developing agreements for involvement and active participation of these groups in meeting the objectives of the CCMP.

COSTS AND ECONOMIC CONSIDERATIONS

Table SR1-1. Estimated Costs.

	ACTION DESCRIPTOR	LEAD	EXISTING/ _NEW	SUBSUME	Y1 COSTS (Short Term)	Y2-5AVG COSTS/YR (Medium Term)
SR-01					\$15,600	\$2,262
SR-01S01.00	<i>review first workshops</i>	BTMC	E		\$0	\$0
SR-01S02.00	<i>follow-up</i>	BTMC	E		\$0	\$0
SR-01S03.00	<i>data base of teams</i>	BTPO-EPS2	E		\$485	\$0
SR-01S04.00	<i>contacts and leaders</i>	BTPO-EPS2	E		\$3,500	\$0
SR-01S05.00	<i>maintain database</i>	BTPO-S2	E		\$0	\$0
SR-01S06.00	<i>formalize Comm. Network</i>	BTPO-EPS2	E		\$3,500	\$0
SR-01S07.00	<i>train leader teams</i>				\$523	
SR-01S07.01	<i>train leader teams</i>	BTPO-EPS2	E		\$323	\$0
SR-01S07.02	<i>train leader teams-materials</i>	BTMC	E		\$200	\$0
SR-01S08.00	<i>establish communication sys.</i>	BTMC	E		\$0	\$0
SR-01S09.00	<i>quarterly meetings</i>				\$5,169	\$0
SR-01S09.01	<i>quarterly meetings</i>	BTMC	E		\$2,585	\$0
SR-01S09.02	<i>quarterly meetings</i>	LCES	E		\$2,585	\$0
	ACTION DESCRIPTOR	LEAD	EXISTING/ _NEW	SUBSUME	Y1 COSTS (Short Term)	Y2-5AVG COSTS/YR (Medium Term)
SR-01S11.00	<i>report at State of Estuary</i>				\$1,615	\$0
SR-01S11.01	<i>report at State of Estuary</i>	BTPO-EPS2	E		\$808	\$0
SR-01S11.02	<i>report at State of Estuary</i>	BTPO-S2	E		\$808	\$0
SR-01M1.00	<i>coord. w/leader teams</i>	BTPO-EPS2	E			\$323
SR-01M2.00	<i>support sectors, teams</i>	BTPO-EPS2	E			\$323
SR-01M3.00	<i>id new sectors, teams</i>	BTPO-EPS2	E			\$808
SR-01M4.00	<i>develop team expertise</i>	BTPO-EPS2	E			\$808

Action Plan SR-1: Community Sectors and Leader Teams

Table SR1-1 provides estimated costs for short- and medium term activities specified in this plan. It includes lead agencies and costs for short- and medium-term activities. Costs are broken down into those considered “new” (a direct product of CCMP recommendations) and “existing” (where plans coincide with existing responsibilities/activities). Acceptance of this plan by the agencies or entities listed as lead or support implementors does not commit that agency or entity to implement the plan. At a later date, parties identified as potential plan implementors will work with the Program Office, the BTMC and other plan implementors to formalize all commitments concerning implementation.

FUNDING STRATEGY

Total Funding Necessary (Years 1-5): \$24,600
Total Funding Existing (Years 1-5): \$24,600
Total New Funding Necessary (Years 1-5): \$0

Summary of new funding strategy: Existing funding for this action plan for the next five years has been identified and will come from department budgets, grants, and volunteer time. No new funding source is required.

EVALUATION METHODS

The following monitoring strategies are intended to serve as a statement of the most comprehensive and effective 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 outlined here 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. It must also be recognized that these strategies are not intended to suggest that regulatory agencies require a higher level of monitoring by permit applicants than is currently required. The monitoring strategies outlined here do not override or replace project monitoring that would be done by an agency related to specific agency-sponsored projects.

Components of Plan

Local communities within the BTES that share a common set of problems will be designated as a BTES Community Sector. For the purpose of initialization of SR-1 prototype community sectors have been designated:

1. Houma/South Terrebonne Community
2. Cut Off/Galliano/Larose
3. Port Allen and surrounding area
4. Pierre Part/Bell Rose
5. Marrero/Lower Jefferson Community
6. Vacherie and surrounding area

Citizens within these community sectors will work together as Leader Teams. Leader Teams will work with the Management Conference to maintain a network within their community sector and gain expertise necessary for massive grassroots support of the CCMP.

Interrelationships Among Components

1. Community sectors are based upon common problems thus, breaking down political boundaries.
2. Leadership Teams represent grassroots constituency of CCMP.
3. Leadership Teams represent grassroots implementation of the CCMP.
4. A continued liaison with LCES and other organizations to continue developing and expanding Community Sectors and Leader Teams.

Documentation of Plan Implementation and Success

CCMP Part Three - The Technical Supplement: Barataria-Terrebonne Action Plans

The following criteria will be used to determine if plan implementation steps and project success were accomplished:

Objective 1.

1. Designation of community sectors.
2. Designation of community leaders (volunteers).
3. Designation of community sectors and Leader Teams occurs in a timely fashion.

Objective 2.

1. Perception by citizens that they feel included in CCMP.
2. Citizens are agreeable to CCMP.
3. Citizens participate in State of the Estuary Symposium and festival.
4. Citizens participate in activities that support the CCMP.
5. Citizens feel well represented in BTMC.

Methods

1. Measure accomplishments against time frame established in the CCMP.
2. Document number of sectors designated.
3. Document number of citizens in each Lead Team.
4. Obtain and archive minutes of meetings and reports.
5. Survey citizens regarding their perceived inclusion, support, and willingness to be involved in the CCMP (phone, questionnaire, interview).
6. Survey citizens regarding their perception of representation on BTMC (phone, questionnaire, interview).
7. Obtain and archive informal anecdotal information.
8. Case study (Bogdan & Biklen, 1992) by the monitor (journal records, interview records, observation notes).

Cost estimates

Year 1	\$20,000
Year 2	\$10,000
Year 3	\$10,000
Year 4	\$10,000
Year 5	<u>\$10,000</u>
Total	\$60,000

Recommendations and Feedback to Program/Implementor

1. A Third Party, who can be reasonably impartial, but who is knowledgeable about the basin and the CCMP, should be employed.
2. The BTMC and the LCES can supply data to the individual or organization.
3. The individual or organization monitoring SR-1 shall prepare semiannual (twice yearly) reports for the BTMC regarding the timely implementation of the of the CCMP.

Quality Assurance/Quality Control

Objective of monitoring

1. To ensure grassroots level support of the CCMP and its implementation.
2. To document the existence of community sectors and Leader Teams.
3. To document that such leader teams functional.
4. To document that citizens are supportive of and have participated in the development of the CCMP.
5. To document that citizens are well represented on the BTMC.

Identification of monitor

A Third Party, who can be reasonably impartial, but who is knowledgeable about the basin and the CCMP, should be

Action Plan SR-1: Community Sectors and Leader Teams

employed. This particular monitor should have experience in social research and policy.

Data collection

1. Records that demonstrate the designation of community sectors.
2. Records of meetings such as minutes and reports.
3. Lists of members of Leader Teams.
4. Survey information supplied from questionnaires, interviews, and participant observation data that reveals citizens in each community sector feel:
 - a. they have been included in the development of the CCMP,
 - b. they support the CCMP,
 - c. participation in CCMP implementation or activities,
 - d. feel represented on BTMC.
5. Anecdotal information.

Data evaluation

1. Information from the BTMC is provided to the Third Party evaluator.
2. Monitor has assured validity and reliability of his/her conclusions.
3. The monitor and BTMC shall develop a procedure for obtaining information they need.

Review of monitoring documents

1. The BTMC shall receive draft monitoring documents 30 days prior to regularly scheduled meetings.
2. The monitor shall present report at BTMC meetings.
3. All raw data such as transcripts, minutes of meetings, journals, audio recordings shall be archived at a designated location.

Presentation of problems and proposed actions

The monitoring document shall identify the causes of problems observed during the reporting period, describing the short- and long-term consequences of these problems, recommend action to address the problems, and identify possible parties to implement these actions. The monitoring document shall also propose a schedule for accomplishing the recommendations.

Schedule

A semiannual report shall be prepared for the BTMC. The monitoring reports should be called a mid-year report and end-of-year report. The end-of-year report will also be written as an annual report.