

**Mission of the Citizens Advisory Committee of the
South Shore Estuary Reserve Council
In Support of the Comprehensive Management Plan**

GENERAL:

To suggest to the Council various outreach and educational activities and products that will increase public awareness and appreciation of the estuary and to review and provide input regarding such activities and products as they are developed by or for the Council.

To share with the Council the viewpoints and suggestions of the Citizens Advisory Committee member organizations and provide response from the Council to them.

To enlist the support and participation of CAC member organizations in field activities and events supporting the objectives of the Comprehensive Management Plan, in the dissemination of educational materials and in the promotion of public participation.

To encourage citizen involvement in implementation actions that affect all neighborhoods and communities within the Reserve and advocate for such actions, e.g. watershed action plans.

PURPOSE:

The *overall* purpose of the CAC is to channel input relevant for the CMP to the Council from a variety of organizations within the Reserve and feedback from the Council regarding progress to the CAC's respective organizations. The SSER Office will help the CAC provide and receive information.

Another purpose of the CAC is to assure recognition by the public of the Council's intent to use the CAC as an authentic information conduit for its work.

RESPONSIBILITIES:

The CAC's *main* responsibility is to heighten public awareness of the estuary through increased education and outreach. Examples include:

Making and prioritizing suggestions to the Council for various outreach activities and educational materials.

Reviewing and providing comments on web site improvements, reports, brochures and other products prepared by or under the direction of the Office to the Council.

Having CAC member organizations work with coalitions and other groups in planning or running events and helping determine which member organizations would be best matched with a given event.

Having CAC member organizations garner the support of local leaders and government officials for specific CMP implementation initiatives of the Council, such as the Bayway, and identify specific educational and promotional opportunities related to these initiatives for recommendation to the Council.

Instituting award programs to give recognition to citizens or organizations that have made significant contributions to improvement of the estuary. The Office would procure the award and handle logistics.

Also, the CAC and its member organizations should advocate for effective implementation of actions identified in the CMP, such as initiation of specific watershed action plans. The CAC should report ancillary activities of its member organizations that may relate to the CMP to the Council.

CAC Final Review: May 11, 2004

Submitted to Council: August 5, 2004

Approved by Council: August 5, 2004