**Chesapeake Bay Program – Diversity Action Team management strategy approaches**

**Management Approach 1: Communications and Outreach**

1. Identify key trusted leaders and interests of underrepresented communities to address self-identified community issues. Establish forums and begin dialogue to better understand how community issues link to watershed restoration.
2. Work with Toxic Contaminants Workgroup to identify communities where fish advisories exist and initiate pilot project to improve communications and outreach.
3. Work with federal partners to identify opportunities to work with diverse communities adjacent to federal installations
4. Establish online forum for diverse groups to share successes, lessons learned, resource needs, available resources related to restoration.
5. Partner with citizen stewardship GIT to develop and implement a social marketing initiative engage diverse populations.

**Management Approach 2: Employment and Professional Engagement**

1. Partnering jurisdictions to explore designating a diversity engagement coordinator to engage underrepresented communities in the watershed.
2. 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.
3. Partnering jurisdictions to explore a career services program for job applicants (e.g., interview training,).
4. Partnering jurisdictions to explore an internship program specifically for individuals from diverse groups.
5. Increase outreach to diverse groups for hiring full time employees.

**Management Approach 3: Promote Environmental Justice**

1. Bay Program partners will review and revise their respective grant guidance documents, as needed, to address diversity.
2. 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.
3. Collaborate and exchange information with various environmental justice entities throughout the Bay Watershed.
4. Promote the use of EJSCREEN by Bay Program partners.
   1. EPA will use EJSCREEN to offer additional information that could enhance partners’ understanding of the watershed’s diverse populations and to help target areas with potential for environmental justice concerns
   2. EPA will provide EJSCREEN to Bay jurisdictions, federal agencies and other partners to also help them target communities and organizations for grant funding opportunities.
   3. The Bay Program will add EJSCREEN as a new data layer for the Bay Program Watershed Model.
5. 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.
6. Bay Program will work with partner funding organizations, 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.
7. Bay Program and its partners will improve transparency and efficiency in providing community-based grant opportunities.
8. 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.
9. 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).

**Management Approach 4: Tracking and Assessment**

1. Identify trackable metrics
2. Opinion Surveys/Focus Groups
3. Diversity Dashboard
4. DAT Guidestar Tool
5. Evaluate all existing diversity programs and develop a strategy for improvement.