

Goals – Strategies – Outcomes

An outline for the MassBays CCMP

Long-Term

Means to
the Ends

Visible
Results

Goals – Strategies – Outcomes

An outline for the MassBays CCMP

Goal 1: MassBays will be the primary source for information about conditions and trends in Massachusetts Bay and Cape Cod Bay.

Strategy 1a. Make data available

Outcome: MassBays provides new resources for research and management in the Bays

Strategy 1a. Make data available

Actions

- * Consider specific data gaps
- * Analyze and present existing data in multiple formats to document baselines and trends
- * Support valid (QA/QC) data collection and application in MassBays planning area

Measures

- * By 2018: New and/or updated data sets for three key parameters
- * By 2017: at least two data gaps addressed via research, management, or monitoring; another two by 2019
- * By 2017: MassBays conditions and trends network established
- * By 2020: sustained 30% increased traffic to MassBays.org (compared to 2014)
- * By 2016: MassBays-wide monitoring program defined

Outcome: MassBays provides new resources for research and management in the Bays

Goal 2. MassBays will be an important influence on local decisionmaking that recognizes the roles, functions, and values of healthy estuaries in the Bays.

Strategy 2a. Conduct outreach and training regarding the value of estuaries

Strategy 2b. Prompt local decisionmaking based on research findings and trends data

Outcome: MassBays reaches all planning-area municipalities with information about estuaries.

Strategy 2a. Conduct outreach and training regarding the value of estuaries

Action

- * Revise and disseminate existing and new E&O materials, providing context and integrating multiple sources as needed

Measures

- * Every year: produce and disseminate one MassBays region-wide education and outreach product, reaching at least two staff in 2/3 communities
- * By 2019: update/revise/contextualize and disseminate five existing education and outreach products regarding estuaries

Outcome: MassBays reaches all planning-area municipalities with information about estuaries

Strategy 2b. Prompt local decisionmaking based on research findings and trends data

Measures

Action

- * Provide education, training, and technical support; share case studies (successful and not); and support collaboration and cooperation on specific topics

- * Every year: in each region, assist partners with two funding proposals
- * Every year: document four cases in which MassBays has influenced local decisionmaking
- * Every year: in each subregion, document local support from municipal, nonprofit, citizens, and research community via at least four letters of support and 1:1 leveraged dollars

Outcome: MassBays reaches all planning-area municipalities with information about estuaries

Goal 3: Be a model program for management and planning that addresses diversity among estuaries.

Strategy 3a: define embayment types within and among subregions

Outcome: MassBays provides regular and locally informed State of the Bays reporting that reflects the unique characteristics and progress toward targets for planning area embayments

Strategy 3a: define embayment types within and among subregions

Measures

Actions

- * Develop methodology for comparison across embayments
- * Establish specific target conditions for each embayment type
- * Develop action plans for each embayment to achieve type-specific target conditions

- * By 2016: produce a means for cross-embayment comparisons
- * By 2016: develop a matrix of embayment types
- * By 2017: develop target conditions for each embayment type
- * By 2017: develop action plan template
- * By 2019: develop action plans for at least one embayment per subregion
- * By 2020: produce MassBays region-wide inventory of restoration and protection needs

Outcome: MassBays provides regular and locally informed State of the Bays reporting that reflects the unique characteristics and progress toward targets for planning area embayments