

Brevard Sustainability Working Group

Strategic Plan

The BSWG strategic plan is a living document to ensure BSWG activities align with the vision and mission of the group. This strategic plan is best utilized regularly, with its strategies and actions adhered to. That said, as a dynamic document regular review and updating is critical to its relevance and effectiveness.

Vision: Inspire sustainable environmental, economic, and social practices to achieve quality of life for all people in Brevard County.

Mission: We work collaboratively to improve the social, economic, and environmental well-being of the community by supporting, educating, and providing resources to boards, committees, and entities pursuing a sustainable Brevard County.

The Brevard Sustainability Group was formed in April 2018 as a catalyst for the advancement of sustainability in Brevard. The group's members consist of individuals from government agencies, non-profit and non-governmental organizations, academia, and businesses who focus on our natural, social, and economic resources meeting the needs of the present without compromising the needs of future generations. BSWG identifies needs and anticipates sustainability issues as well as provides potential for stronger impacts for change in Brevard by working together across boundaries.

Goal 1: To support networking and collaboration of BSWG members and communicate constructively with boards, committees, and other entities pursuing sustainability in Brevard County.

Implementation Strategy	Actions	Metric for Success	Timeline
1.1 Provide social networking opportunities for members and professional development of current and aspiring sustainability advocates	Regular monthly meetings and special events		
1.2 Encourage Brevard government entities to hire well-rounded sustainability professionals	Utilize networking and educational opportunities for outreach and advocacy by members		
1.3 Maintain a current and relevant website			

1.4 Maintain a culture of inclusion by valuing collaboration	<p>Celebrate collaborations and accomplishments of members</p> <p>Create welcome letter for new members that shares these values</p>		
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Goal 2: To educate BSWG members, sustainability boards, and local governments on sustainability in a comprehensive manner (addressing the three pillars of sustainability).

Implementation Strategy	Action	Metric for Success	Timeline
2.1 Structured and facilitated monthly meetings and special events	Organize and hold monthly online meetings and annual in-person events		
2.2 Provide education seminars and panels addressing specific and comprehensive pillars of sustainability and the SDGs	Offer a minimum of bi-annual education seminars/panels that involve internal member expertise and non-member professionals in region or state	<p>Surveys and evaluations will measure participants' knowledge gain and seminar satisfaction.</p> <p>Administer a needs assessment to sustainability board members, BSWG members, and elected officials every other year.</p>	

<p>2.3 Maintain active and updated website and social media sites</p>	<p>Website is maintained on a regular basis.</p> <p>All seminar/webinar recordings posted within 72 hours of the event.</p> <p>Meeting agenda and minutes/recording posted in a time relevant manner.</p> <p>Resources page kept current by quarterly (or biannual) checks.</p>	<p>Follow participatory metrics like posting and responses</p> <p>Conduct annual survey of website and sites to rate effectiveness with membership</p>	
<p>2.4 Provide science-based tools and resources that support developing the skills necessary to influence policy and contribute to building a community where all voices are heard and respected.</p>	<p>Provide opportunities for members to address issues that impact their ability to promote sustainability (i.e., Sunshine Law, understanding of policy development and government processes, etc.)</p>		
<p>2.5 Create and share fact sheet to encourage municipality hiring of sustainability professionals</p>			

2.6 Create and share a guide and packet for sustainability boards and committees.			

Goal 3: To provide science-based tools and resources that support sustainability practices, develop the skills necessary to influence policy, and contribute to building a community where all voices are heard and respected.

Strategic Goals	Implementation Strategy	Metric for Success	Timeline
3.1 Create and share fact sheet to encourage municipality hiring of sustainability professionals	Share document, via BSWG members and their networks, with the agencies in Brevard County Market availability of guide	Guide published Count number of sustainability professionals employed by local and county governments.	

<p>3.2 Create and share a guide and packet for sustainability boards and committees.</p> <p>A few examples of what the guidebook should include:</p> <ul style="list-style-type: none"> • tips for working with local government administrators (e.g., effectively communicating “asks”, sharing successes) • Sunshine Laws—guidance, resources • Engaging the community in decision-making • Robert’s Rules of Order • Addressing DEI • Grantsmanship • Building partnerships 	<p>Share document via BSWG members and their networks with the boards and committee</p> <p>Market availability of guide</p>	<p>Guide published</p> <p>Count number of sustainability board and committee members active in local and county groups.</p> <p>Follow-up surveys with users will measure the value of the guide and need for revisions.</p>	
<p>3.3 Create and share guide for DEI as it relates to sustainability</p>	<p>Market availability of guide</p>	<p>Guide published</p>	
<p>3.4 Organize training opportunities and workshops for building skill among members (*to address “develop the skills necessary to influence policy” in goal)</p>	<p>Provide opportunities for members to address issues that impact their ability to promote sustainability (i.e., Sunshine Law, understanding of policy development and government processes, etc.)</p>	<p>Number of trainings completed by members</p> <p>Conduct surveys</p>	

<p>3.4 Maintain a current and resource-rich website</p>	<p>Member suggestions for website content regularly requested</p> <p>Website is maintained on a regular basis.</p> <p>All seminar/webinar recordings are posted within 72 hours of the event.</p> <p>Meeting agenda and minutes/recordings posted in a timely manner</p> <p>Resources page kept current by quarterly (or biannual) checks.</p>		
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