CBP Communications Workgroup
ANNUAL MEETING (1/24/12) MINUTES

CBP Update – Carin Bisland

To be completed

2012 Communications Strategic Plan

Margaret presented this to the group, going over every section. The over arching goal for the plan is to "Better define the CBP image and identity and the perceptions thereof – both internally and externally." (See attached full document.)

Carol Riggs (DE) suggested the creation of "workgroups" or teams for each of the actions. Teams would consist of Comm Wkgp members who will assist with the implementation of the plan by advising, reviewing and providing other input.

Internal Positioning actions & teams:

1. Communications Audit Team   Staff lead: Margaret   Team: Kim Couranz, Samantha Kappelman
2. GIT/Liaison System   Staff lead: Margaret   Team:
3. Master editorial Calendar   Staff leads: Margaret/Alicia   No Team/Staff
4. Emergency Commun. Protocol Staff lead: Margaret   Team:
5. Online Commun. Strategy   Staff lead: Alicia   Team: Kim Couranz

External Positioning actions and teams:

1. Media Resource Strategy   Staff lead: Margaret   Team:
2. Dynamic Social Media   Staff lead: Alicia   Team: Kim Couranz
3. Develop Infographics   Staff lead: Margaret   Team: Mike Land
4. Marketing of CBP web to educ. Staff lead: Alicia   Team:
5. Marketing of video   Staff lead: Steve   Team: Josh Davisburg/

GIT Updates – see Appendix A for report from GITs to MB on 3/6 for detailed write ups

CBP New Website – Mike Land

Mike offered the group a "tour" of the newly launched CBP website. Top points:

- Much of the work on the new site was behind-the-scenes to improve CBP's ability to be light on its feet and adaptable
- Significant research into audiences – who is visiting us and how they are using our site
  o Top search terms show ppl are doing research about the Bay and its resources
- All videos, images are in the cloud on Vimeo, Flickr so we don't' have to house them
- Using Google now as search engine.
- Issues section you find consolidated info in one place: FAQs, video, photos, general info, data. In this way the used can find everything in one place and not have to visit various sections to piece together answers.
- Increased presence of video across pages/issues – and this will increase w/ Steve on board

- Library: Includes pubs, images and video
- About CBP – still source for meetings and partner info

STAC – Role / Social Sciences & Bay Restoration – Matt Johnston

Since its creation in December 1984, the [Chesapeake Bay Program's (CBP) Scientific and Technical Advisory Committee (STAC)](#) has worked to enhance scientific communication and outreach throughout the Chesapeake Bay watershed and beyond. STAC serves as a liaison between the region's scientific community and the CBP. Through professional and academic contacts and organizational networks of its members, STAC ensures close cooperation among and between the various research institutions and management agencies represented in the Bay watershed.

STAC provides independent scientific and technical advice in various ways, including
- technical reports and position papers,
- discussion groups,
- assistance in organizing merit reviews of CBP programs and projects,
- technical workshops,
- interaction between STAC members and the CBP.

Report: [Integrating Social Science into Bay Restoration](#)

Note: Margaret showed video on creative way to communicate science: [Dance Your PhD.](#)

Appendix A – GIT Updates

CBP Goal Implementation Team Updates

GIT 1 – Sustainable Fisheries
The Sustainable Fisheries GIT focuses on advancing ecosystem-based fisheries management by using science to make informed fishery management decisions that cross state boundaries.

- recently agreed to the Chesapeake Bay Stock Assessment Committee's (CBSAC) recommendation for new female-specific blue crab reference points to help maintain sustainable crab populations in the Bay. Now working with CBSAC on developing male specific reference points that will greatly increase the ability to manage the species.
- Formally adopted a [new report (see news)—developed by the Oyster Metrics Team](#)—defining oyster restoration success at the tributary and reef scale through a set of scientifically derived metrics. These metrics will be used to evaluate restoration projects.
- Formally adopted an [Invasive Catfish Policy Statement (see news)](#) that defines blue and flathead catfish as invasive species within the Chesapeake Bay that have the potential to cause harm to native fish species. The policy agrees to examine potential measures to reduce densities, limit range expansion, and evaluate possible negative ecological impacts.
- During the GIT's biannual meeting in January, the team devoted a full day engaging land-based organizations, stakeholders, and fishery management to help them better understand the connections between land activities and the long-term effects on habitat and the Chesapeake Bay fishery resources. GIT is further examining the connections and impact between land, habitat and fisheries.

GIT 2 – Habitat
The Habitat GIT seeks to facilitate the implementation of projects that restore and enhance a network of land and water habitats to support priority species and to afford other public benefits including water quality, recreational uses, and scenic value across the watershed by coordinating the efforts of Chesapeake Bay Program partners. These habitats include tidal and non-tidal wetlands, living shorelines, submerged aquatic vegetation, islands, uplands and forests, and freshwater streams.

- Charting a path toward more direct engagement of partners from State natural resource agencies, NGO's, and local communities by establishing a team steering committee with representation from each of the State natural resource agency. Each Habitat GIT workgroup is making progress on implementing collaborative and strategic habitat conservation on a watershed scale.
- Fish Passage Workgroup continues progress on a collaborative federal and state prioritization for blockages in MD, VA, and PA that will accelerate projects which enhance passage of target species and open large stretches of high quality habitat.
- The newest workgroup, the Stream Health Workgroup, is developing and implementing a Stream Functional Framework that identifies critical stream functions to be addressed during stream restoration. The team is also working with the Eastern Brook Trout Joint Venture to revise the Chesapeake Bay Executive Order Brook Trout Outcome and milestones to reflect the latest catchment level data.
- To hasten progress on restoration and enhancement goals, the Wetland Action Team is initiating action teams in interested watershed states to focus on implementation in support of State WIPs and State Wildlife Action Plans. A team in Maryland was established in 2011.
- The SAV Workgroup is updating the SAV Strategy and their research agenda to address lessons learned from large scale restoration efforts.

GIT 3 – Water Quality

The Water Quality GIT works to evaluate, focus and accelerates the implementation of practices, policies and programs that will restore water quality in the Chesapeake Bay and its tidal tributaries to conditions that support living resources and protect human health. Provide technical expertise and leadership to support the development, implementation, and tracking of the Chesapeake Bay TMDL, Watershed Implementation Plans, and two-year milestones that support long-term Bay restoration goals.

- Making progress on several fronts to assess the actions necessary to meet the Partnership's water quality goals.
  - M*ilestone Workgroup* are developing options for assessing the 2009-2011 milestones. The evaluation of this first set of milestones is unique because they were developed prior to the establishment of the Chesapeake Bay TMDL when the Partnership was using Phase 4.3 of the Watershed Model. Nonetheless, the WQGIT recognizes that they set an important precedent for setting short-term goals.
- A key component of this assessment will be the 2011 progress run, and the WQGIT is working through the *Watershed Technical Workgroup* to ensure that data are properly submitted to the National Environmental Information Exchange Network (NEIEN) and credited. Finally, the WQGIT and its workgroups are applying lessons learned from the Partnership's experience with the 2009-2011 milestones to develop a consistent approach for developing and presenting the 2012-2013 milestones.
- The WQGIT also has numerous efforts underway to evaluate how the Chesapeake Bay Program defines, simulates and gives credit for best management practices (BMPs) to reduce nitrogen, phosphorus and sediment reaching the rivers and streams in the Chesapeake watershed. The BMP Effectiveness and Verification Process proposal included on today's agenda was shaped by feedback from the WQGIT, and the Management Board has agreed that the Process should be led by the WQGIT based on the expertise of the GIT and its sector workgroups. In addition, the WQGIT workgroups have convened 9 expert panels to review the effectiveness associated with agricultural, stormwater and wastewater BMPs. Before these practices can be credited in annual progress runs, the WQGIT will review recommendations of the expert panels and the workgroups and decide how to simulate these practices in the Chesapeake Bay Program modeling tools.

GIT 4 – Healthy Watersheds

The goal of the Maintain Healthy Watersheds GIT is to maintain local watersheds at optimal health across a range of landscape contexts. With this goal, GIT4 intends to bring attention to the challenge of protecting streams and watersheds that are healthy today, as a programmatic complement to the "dirty waters" approach which focuses on restoring waters after they are allowed to be degraded.

- Hosting a STAC Workshop on Crediting Conservation; scheduled for March 7-8, 2012. The goal of this workshop is to explore whether we can "count" nutrient load reductions based on actions that avoid conversion of forests and other resource lands. Potential applications include: Crediting in-stream processing by healthy streams.

- Communications Workgroup of GIT 4 is identifying key audiences it wants to reach and creating a set of targeted messages and actions to support GIT 4 objectives. The Workgroup is also working to incorporate a "Maintain Healthy Watersheds" track into the 2012 Chesapeake Watershed Forum.
- Defining Healthy Watersheds Workgroup is working to define "healthy watersheds" and create a system for tracking watershed health and protection status.

GIT 5 – Foster Stewardship
The Fostering Stewardship GIT promotes individual stewardship, supports environmental education for all ages, and assists citizens, communities and local governments in undertaking initiatives to achieve restoration and conservation in the Chesapeake region. It aims to build public support of restoration efforts and increase citizen engagement and active stewardship.

- Working to protect high-priority lands and strategically add public access sites to the Bay and its tributaries to enable boating, swimming and fishing.
- Public Access Planning Team recently mapped approximately 1,100 existing public access sites throughout the watershed—the first time the entire watershed was inventoried. In addition, a web-based mapping tool was developed to identify public access gaps and opportunities using input from the public. The website received more than 14,000 hits in just 30 days, including suggestions for more than 300 additional public access sites. These suggestions will be included a strategy for expanding public access that will be released in the first quarter of 2012.
- The U.S. Geological Survey (USGS), National Park Service (NPS), and an action team of other federal agencies, state governments and nonprofits developed a working prototype of the Chesapeake Land Conservation Priorities System, a web- and GIS-based tool for facilitating collaboration among state, federal, local and nongovernmental organization partners and supporting sound conservation planning and decision making at all levels. The team is now working with NatureServe to explore potential collaboration with their LandScope America system to expand and integrate the capabilities of the prototype. The goal is development of a fully functional system in 2012. Once in use, the system will greatly facilitate collaborative conservation efforts through broadly shared information.
- GIT 5 partners are also working to foster a dramatic increase in the number of citizen stewards of every age who support and carryout local conservation and restoration.
    - o Chesapeake Conservation Corps Action Team comprised of state, federal and nonprofit organizations was recently formed to outline the issues, needs, strategies and measurable outcomes for growing youth conservation corps opportunities. Corps program funding information has been used to inform the development of a strategy that will articulate program resource needs and outline a series of approaches to connect these needs to available and potential funding sources.
    - o In addition, a NOAA-led team, including the U.S. Department of Education, EPA, National Science Foundation (NSF), National Aeronautics and Space Administration (NASA), DOI, and state and nongovernmental partners, developed a draft Mid-Atlantic Elementary and Secondary Environmental Literacy Strategy, designed to help state partners advance their environmental literacy efforts. The objective of the strategy is to ensure that federal programs and resources are coordinated, informed by state priorities, and fully available to and used by state partners to advance state efforts to develop and implement comprehensive environmental literacy strategies for pre-K–12 students.

GIT 6 – Partnering and Leadership
The goal of the Enhance Partnering, Leadership, and Management GIT is to continually improve the leadership and management of the CBP Partnership and assist Bay stakeholders in building their capacity to become environmental leaders in their communities.

- Decision Framework Implementation Workgroup and the Chesapeake*Stat* Workgroup are supporting the other GITs as needed in implementing adaptive management through the newly-adopted decision framework. Individual development leads from GIT 6 have been working directly with each of the other GITs as requested.
- Contributed to the adaptive management section of the program's NAS report response and are assigned to lead the follow-up on various aspects of the NAS recommendations.
- Is tracking the program's progress in implementing the multi-step process related to program alignment approved by the PSC.

- Chesapeake*Stat* Workgroup continues to develop and improve the Chesapeake*Stat* website to support decision-making and to reflect progress with implementation of the decision framework.
- Helping to enhance meeting management through training for the GIT Coordinators and Staffers. The current topic is on Managing Effective Meetings and a web-based learning tool *Skillsoft* is being used. In addition, much progress is being made with updating the CBP information technology architecture to better support the needs of the partnership. In addition and at the direction of the PSC following the February 16th 2012 meeting, GIT 6 will be following up on recommendations from the NAS report on developing options for an ongoing independent evaluation function of the Chesapeake Bay Program.