 **Communications Workgroup Monthly Meeting  
 January 30, 2014  
 10:00AM-1:00PM**

Mike Land, NPS (Chair) Kristen Peterson, DNR   
Samantha Kappalman, MDE (Vice Chair) Steve Droter, Alliance/CBP  
Margaret Enloe, Alliance/CBP (Coordinator) Cindy Chance, NPS  
Jenna Valente, CRC/CBP Bill Hayden, VA DEQ  
Hannah Hamilton, USGS Nita Sylvester, EPA  
Guy Stephens, UMCES Leila Mitchell, NY DEC  
Tom Wenz, EPA Jessica Blackburn, Alliance/CAC/LGAC  
Catherine Krikstan, Alliance/CBP Natalie Gardner, STAC  
Kim Couranz, NOAA Greg Barranco, EPA

1. Round Robin:

**CBP Communications:**

* The new Watershed Agreement is out for its second public comment period.
* New PSA has been released for public viewing.
* [Chesapeake Unscripted](http://www.chesapeakebay.net/videos/clip/chesapeake_unscripted_what_are_we_doing_to_protect_our_rivers_washington_dc) video to be released this week as a nice follow up to the PSA.
* Next month CBP Communications will be shifting attention to the release of the New Insights report.

**EPA**

* Trying to get indicators updated with 2013 data before April.
* Would like to get as many indicators as possible updated before the signing of the new agreement this spring.
* Report to Congress has gone through the OMB and federal partners review process, it has been edited and should be submitted to congress at the end of this week.
* 2013 Federal Progress Report and 2014 Action Plan are also under OMB review at this time.
* Milestones progress and submissions are currently being reviewed; those evaluations should be finalized in May.
* BMP verification process should be finalized at some point this year.
* Home owner BMPs – looking at ways to quantify and credit efforts with each state’s restoration efforts.

**VA DEQ**

* Still in the process of transitioning to a new Governor.

**Citizens Advisory Committee**

* Quarterly meeting on February 27-28 – the committee will work on narrowing down priorities for the year. Toxics, climate change, accountability, transparency on progress, the Bay Agreement and management strategies will be the main focuses.
* Environmental justice and riparian buffers will also be discussed as they were brought up in previous meetings.

**NOAA**

* Releasing funding opportunity announcement next week for fisheries science research. Please refer to NOAA’s [website](http://chesapeakebay.noaa.gov/) for more information.
* A big effort for the year will be increasing the use of CBIBS buoy system. There are 11 buoy stations that report data.
* Developed a list of triathlons, open water swims and sailing events throughout the Bay to reach out to about using the CBIBS data during the events.
* Fisheries GIT is collaborating with DNR and Bay Program to produce signs about invasive catfish as well as to put on an event at Small Woods State Park on April 10, 2014.

**MDE**

* Focused on climate change for February and March.
* The weekend of Valentine’s Day is Tax Free Energy Star weekend.
* Will be focusing on groundwater awareness in March because of National Groundwater Awareness Week – This year the focus will be on how climate change and severe weather events effect groundwater as well as how to prepare your well for severe weather events.

**DNR**

* Ice safety event at Sandy Point State Park on February 03, 2014 at 10:00AM with the Natural Resource Police. It’s a media event with the hopes that they spread the word about ice safety to the public.
* Beginning to work on this year’s Bay Games – this year’s theme will be to restore and explore your schoolshed.
* Hoping to work with MDE on the Color Maryland Green poster contest. The contest is currently open and closes March 7th with an event during Earth Week to announce the winners.

**CBP Web Team/UMCES:**

* In the process of hiring cloud computing architects
* ChesapeakeStat is being rescoped and reimagined – its business case has been redefined and is currently in its discovery process.

**NPS**

* [Chesapeake Explorer app](http://www.chesapeakeexplorerapp.com/) is getting updated to match Apple IOS 7 and Android operating systems. Looking to launch the new version in the spring.
* Looking at the NPS digital products and coming up with a clear vision for them.
* GIT 5 – environmental literacy, public access and land conservation are the three main foci.
* Received over 300 suggestions from the public for locations for new public access sites. Each suggestion is currently being vetted for the most feasible ones.
* There was a two day workshop in November of the Chesapeake Large Landscape Conservation Partnership. Building on recommendations that came from a business management team, the Landscape Partnership has begun to formalize a team structure.
* A newsletter will be sent out that recaps the recent happenings of NPS– if anyone would like to receive it please contact Cindy Chance.
* Environmental literacy indicator will be completed this fall.
* NPS team is growing! Hired a new superintendent last September.
* New intern will be concentrating on developing relationships and understanding the world of outfitters. This position will tie into a lot of work the NPS does with trail development.
* Hope to launch a certified tourism ambassador program for partner sites (historic trails).
* This is the final year of the bicentennial celebration for the Star Spangled Banner Trail.
* The draft segment plan for the Potomac River is almost complete. It will affect three trails and will identify focus areas and places of natural, historic, and cultural significance.
* NPS youth program is ramped up. Hired five interns to be placed in various organizations (Parks and People Foundation, Maryland DNR, James River Association, Virginia Department of Conservation and NPS Chesapeake Bay Office). The program helps people ages 14-25 work up the green career ladder.

**NY DEC**

* Agreement will be linked to and included in the Making Waves newsletter.
* [The Upper Susquehanna Coalition](http://www.u-s-c.org/html/index.htm) has been doing a lot of outreach to help stormwater conservation districts understand how to evaluate and get credit for what goes in the Bay Model.
* **The USC meets bi-monthly, which provides the DEC with opportunities for outreach and training to the county conservation districts.**
* **County conservation districts and Cornell Cooperative Extension have been holding many workshops, symposiums and training sessions for farmers and other agricultural professionals related to agricultural environmental management.**
* DEC is working with 28 wastewater treatment plants that need permits to be modified – have been working with each one on an individual level to help them reach TMDL goals.

**STAC**

* Four activity reports will be coming out in February (including: Nutrient Trading Workshop report, Coastal Habitats Workshop report, M3 Multiple Management Models report).
* Quarterly meeting on March 18-19: A large focus of the meeting will be on the Bay Agreement and management strategies.
* STAC workshop: Peculiarities of Perviousness on February 12-13 in Towson, MD.

**USGS**

* Working on 2014 Chesapeake Bay Executive Order Action Plan Progress Report.

1. Watershed Agreement

* Public Comment period opened 1/29
* It is available on <http://www.chesapeakebay.net/chesapeakebaywatershedagreement/page> for anyone interested in sharing or commenting.
* There are multiple ways to offer feedback:

1. Attend the Management Board meeting on March 13th from 10-3   
2. Comment online via the [agreement page](http://www.chesapeakebay.net/chesapeakebaywatershedagreement/page)

3. Send an official letter to [agreement@chesapeakebay.net](mailto:agreement@chesapeakebay.net)

* On the agreement page, there is a summary of all of the comments from the first comment period. Previous comments are arranged by the topic of the comment.
* It was decided by the PSC that each jurisdiction can run public listening sessions about the Agreement.
* Washington D.C.’s public listening session will be on February 27, 2014.
* Pushing still to have an Executive Council meeting in late May or early June where the agreement will be signed.
* The Communications Workgroup could play a bigger role in planning for the Executive Council meeting.

1. Video: What does it take to protect and restore Chesapeake Bay?

* The video was created for the 30th anniversary of CBP and to show at the Executive Council meeting.
* Its purpose is to talk about most of what the partnership does and supports.
* Can be used as a general education tool as well as a meeting starter.
* Serves as a great social media tool.
* Explains what CBP is about in a visual manner.
* The video is intended for everyone to use, not just CBP – share via social media and/or on websites.
* There is a downloadable [presentation version](https://vimeo.com/81742110) available
* Researching how to show it in movie theaters and MPT Bay Week (March).
* [Web version](https://vimeo.com/84050420) is on our website – from there you can click a link to the presentation version on Vimeo.
* **Action**: A Workshop for CBP partners and employees to learn how to show the video at a workshop or presentation could be useful. (Potentially at an all staff meeting or MB meeting)
* Should we embed it on the About section of the CBP website?

1. CBP editorial calendar:

* Every month we have a theme that CBP focuses feature stories around.
* **Additional Story Ideas:**
* February – Energy Star Tax-Free Weekend
* March – Groundwater Awareness Week
* March – Reducing pollution indicators will be ready
* March- CBIBS buoys go back in water
* April 10 – Invasive catfish awareness campaign launch
* April – updated population, SAV planting, fish passage, forest buffers, protected land and public access indicators will be ready
* UMCES’ Bay report card will include a Bay resiliency index this year (new)
* First Saturday in June – National Trails Day
* Bay Journeys – adaptive access article coming up – launches that are universally accessible (spring issue?)
* Anacostia Water Trail is newly opened – new website and mapping guide (promote in spring) (potential June feature story)
* NMEA – In Annapolis, MD on July 21-25
* **Action**: Contact Steve Droter with ideas for Bay 101: Chemical Contaminants video
* LGAC’s June meeting will do a field trip around non-tidal monitoring
* **Action**: E-mail Jenna Valente and/or Catherine Krikstan about any story ideas that come up –always open to ideas
* Add upcoming /recently released features ect. to Communications Workgroup calendar.

1. New Insights report

* No longer referred to as the Lessons Learned report. Renamed New Insights report
* The report is divided into three sections:
* What’s working
* What’s not working
* Where improvement is needed
* Document highlights success stories throughout the watershed
* CBP working with UMCES to create a public-friendly, tri-fold, hand out that summarizes the report.
* Will share the design version with the Communications Workgroup when ready.
* Plan on releasing the document at the end of February.

**Summary of action items:**

* A workshop for CBP partners and employees to learn how to show the video at a workshop or presentation could be useful. (Potentially at an all staff meeting or MB meeting)
* Contact Steve Droter with ideas for Bay 101: Chemical Contaminants video
* E-mail Jenna Valente and/or Catherine Krikstan any story ideas that come up –always open to ideas