AGENDA

# Citizen Stewardship Workgroup Meeting Minutes

## Tuesday, March 1, 2016

## 1:00 p.m. – 4:00 p.m.

**Call Information:** 866-704-1637 pass:269490

**Webinar:** https://epawebconferencing.acms.com/git5

**Location:**  Joe Macknis Memorial Conference Room (Fish Shack)

410 Severn Avenue

Annapolis, MD 21403

**Meeting Objectives**:

* *Review the current status of the Stewardship Indicator work and the case study database work and Identify actions needed to finalize metric revision*
* *Discuss draft Citizen Stewardship workplan*
* *Plan 2016/ 2017 activities and priorities for the workgroup*

|  |  |
| --- | --- |
| 1:00 p.m. | Welcome  * Introduce Kacey Wetzel as the new workgroup co-chair * Review the meeting agenda and objectives.   Participants   * Amy Handen National Park Service * Julie Walker Chesapeake Research Consortium * Kacey Wetzel Chesapeake Bay Trust * Jamie Baxter Chesapeake Bay Trust * Al Todd Alliance for the Chesapeake Bay * Julie Winters EPA * Melissa Merritt Chesapeake Research Consortium * Laura Free EPA * Jessica Blackburn Alliance for the Chesapeake Bay * Lauren Taneyhill ERT-NOAA * Diane Davis DC Department of the Environment * Greg Evans VA Department of Forestry * Suzanne Edgen Watershed Stewardship Academy * Lou Etgen Alliance for the Chesapeake Bay * Steve Raabe Opinionworks * Mindy Ehrich UMCES * Rachel Felver Alliance for the Chesapeake Bay * Johanna Freedman * Julie Vastine ALLARM * Jim Edwards EPA * Caroline Donovan UMCES * Chris Kemmer * Cecelia |
| 1:10 p.m. | **Update on Workgroup Activities**   * Outreach Campaign Database, Kacey Wetzel, CBT * The Case Study Database was developed as a way to track campaigns to see which are the most successful and to share resources. * The database is currently being finalized and should be piloted this spring / summer. * The Chesapeake Bay Trust and National Fish and Wildlife Federation are moving forward with requiring that all grantees with outreach campaigns submit the outcomes of these campaigns to the campaign database. * This spring the database will be backfilled with completed campaigns to test the system. Campaigns are tagged by state, audience type, campaign status, and behaviors. These fields can be filtered to search for campaigns.   Discussion   * Melissa Merritt- what if outreach campaign category doesn’t fit into a certain category? * Kacey- there is an “other” option, but though the pilot phase we may find that there is a need for more categories we can add them. * Julie Winters- I could see this type of technology to be applicable to other data management efforts within the Bay Program, and we should keep this in mind as a model     Add next steps…something like Kacey will continue to provide updates and inform the group when the database is completed. |
| 1:30 p.m. | **Presentation of Stewardship Index Project Results**  **Discuss scaling up and replication, Steve Raabe, Opinion Works**   * Steve provided an overview of the pilot survey results. * Pilot survey consisted of 2,000 13 minute phone interviews across the watershed. Thirteen different behaviors were measured, using yes/no, frequency, agreement, and likehood scaled answers. * Weighting of responses may be tweaked but numbers are close to being finalized. Meta-analysis still needs to be reviewed and get more input [Refer to presentation for preliminary results](http://www.chesapeakebay.net/channel_files/23720/stew_indicator_pres_3.1.16.pdf). * Moving forward we will be fielding the survey to get statistically significant state level data in all states and getting more precise data in the states that we already have significant data. County level data we will need to be promoted to get counties to fund this level of surveying. * We hope to develop a sub-workgroup to focus on how to best communicate the results of the index, what are the top priorities to communicate, and the weighting of the data into a meta-index. * There are four levels of audience that we would like to communicate the index to; Bay Program, State, Local Governments, and NGOs. We also need to consider how the Index will be represented with Chesapeake Progress and or Chesapeake Data.   Discussion  Demographics   * Al- What was the demographic info? From the distribution of counties did it look skewed to population centers? * Steve- Shouldn’t be a skew, but we wanted to make sure that urban area were represented   Funding   * Amy- How are we going to continue to fund this into the future? * Steve- It is funded for phase 2 at the same level as phase one but not fully funded, 105 thousand short. * Julie Winters- Bay funder network could potentially be a good place to get funding.   Data Communication   * Amy- Do you think we should have option prepared for the management board on how to present this to the bay program or should we pick what we want? * Al- I think we should pick we want to highlight for them, get buy in and use that to find support for local scale support. * Julie Winters- I would present the Case study website to the management board at the same time, because it works in concert, this could add to the wow factor and build lots of support and buy in, in the beginning. Maybe present to other GITs first to gain support and buzz. * Mindy- The first Step should be to get feedback from STAR workgroups Status and Trends who are in charge of indicator. * Jamie- how does this get into Chesapeake progress? * Laura- It is up to the group on how this could be integrated into Chesapeake progress     Communication Subgroup volunteers  Suzanne Edgen AAWS  Julie Winters EPA  Greg Evans VADF  Mindy Ehrich UMCES  Rachel Felver Alliance for the Chesapeake BAy  Caroline Donovan (potential)  Robb Fish (potential)  Lucinda Power (potential) |
| 2:45 p.m. | **Discussion of Management Strategy Workplan Draft, Amy Handen, NPS**   * Amy gave a general overview of the workplan progress and issues. * Main issues with the current version of the workplan is that not all actions tied directly to the management strategies, it is also not a complete list of stewardship activities in the watershed but provides a representation of what is going on. * To make the workplan more useful internally we had discussed prioritizing a few things that we can collectively contribute to that are directly tied to the management strategy. * The leadership group has suggested that these priority actions for the workgroup to collectively address may include MS4 outreach, Volunteer Cultivation, and Watershed Stewards Leadership Replication. |
| 3:15 p.m. | Discussion of Work Group Priorities (Collaborative Projects)MS4 Outreach- Cecilia Lane, Chesapeake Stormwater Network  * Cecilia provided an overview of MS4 program requirements, specifically focusing on the outreach and education requirements. * There is currently no credit given for MS4 for communities and outreach efforts, because of the lack of research that connects community outreach activities to reductions in pollution. Yet MS4 permitees are asking for guidance despite being currently unable to get credit for outreach programs. * MS4 permittees within the Chesapeake Bay watershed were surveyed to identify key capacity gaps and needs at the local and state levels in implementing the MS4 permits and to recognize how states, EPA and the NGO community can best support them going forward. * Cecilia presented the survey results from the questions pertaining to community and outreach efforts. [Refer to presentation for results.](http://www.chesapeakebay.net/channel_files/23720/education_and_outreach_questions.pdf) Moving forward Cecilia will be able to break out data by Phase 1 and Phase II MS4 groups, and potentially working with OpinionWorks to do a webcast with Anne Arundel County once more data has been received via the index.   Volunteer Cultivation / Watershed Leadership Replication- Suzanne Etgen, Anne Arundel Watershed Stewards Program   * Suzanne facilitated a discussion on how do we support making a difference in the top tier of the engagement pyramid – citizen leaders.   Lou - How do you vet communities to see if they are a good fit for a WSASuzanne- Yes before selecting a community for a WSA we look at several factors including staff to be involved and support from local government.Steve- As the WSA program grows we need a center entity to support and coordinate the different WSA groups. Kacey- Other groups focused on creating leaders?   * Amy /Julie Winters- may be an old list from developed from agreement development. Jamie- these may be closer to a list of citizen outreach instead of citizen leaders? Greg- Master Naturalist Lauren- LIFE |
| 3:45 p.m. | ​**Work Group options and interests: working together in the future**  Our next steps as a workgroup will be to:   * Schedule and invite volunteers to participate in the sub-group that will make decisions about data packaging and communication. * Kacey will continue to work on the case study database and will inform the group when the pilot phase of the work is underway. |
| 4:00 p.m. | Adjourn |