

CAC Members Present: John Dawes, Andrew Der, Greg Evans, Christy Everett, William Fink, Dale Gardner, Verna Harrison, Paula Jasinski, Chris Karakul, Julie Lawson, Joanna Lewis, Joseph Maroon, Bill Matuszeski, Jennifer Reed-Harry, Charlie Stek (CAC Chair), Nikki Tinsley, Neil Wilkie and CAC Staff Jessica Blackburn and Jennifer Starr.

Speakers/Guests Present: Sarah Diebel (U.S. Navy), Steve Raabe (Opinion Works), Joe Rieger (Elizabeth River Project), Laurie Sorabella (Lynnhaven River NOW), Shannon Sprague (NOAA Chesapeake Bay Office), Dr. Aaron Spence (VA Beach City Public Schools), Tim Cole (VA Beach City Public Schools) Chris Moore (Chesapeake Bay Foundation), Jim Edward (Chesapeake Bay Program), Rachel Felver (Chesapeake Bay Program), Julie Winters (Chesapeake Bay Program), Al Todd (Alliance for the Chesapeake Bay),

Meeting presentations and materials are located at: <http://www.chesapeakebay.net/calendar/event/23297/>

Wednesday, May 18, 2016

The CAC Chair, Charlie Stek, called the meeting to order at 10 a.m. The CAC members and guests introduced themselves. New member Joanna Lewis was welcomed to the committee.

CAC Priority: Stewardship Goal

Chesapeake Bay Citizen Stewardship Index (*Steve Raabe, Opinion Works*)

Steve explained that the Fostering Stewardship Goal Implementation Team (GIT) received funding to develop a citizen stewardship indicator that will measure and track over time individual decision-making that impacts water health. The goal is to design social marketing campaigns for individual citizen best management practice (BMP) adoption and behavior change, improve strategic communications to build public support for Bay restoration work, prioritize investments in citizen-led action, and improve local decision-making. Opinion Works is the contractor who developed a phone survey that measures individual behaviors, the likelihood to change behaviors, and the behaviors most susceptible to change.

A pilot program was conducted in February 2016 of 2000 telephone interviews each lasting approximately 13 minutes and was geographically spread though out the watershed. Measured behaviors included pet waste, lawn clippings, pesticide use, rain garden installation, tree plantings, septic tank pump outs etc. Findings from the survey will be used to aid local communities in focusing behavior changing campaigns. Funding is being sought for a larger scale survey that would reach into a county or municipality level.

It was brought to Steve's attention that several states have rules for timeframes for septic tank pump outs with penalties attached for the non-compliers. In addition several members mentioned that many goals of redirecting behaviors are not with a "Save the Bay" focus but rather the immediate benefit of minimizing negative personal impacts such as redirection of a rainspout preserves a home foundation.

CAC Discussion on Role and Operations

For newer members of CAC, Charlie provided an overview of CAC and CAC's primary role of advising the Executive Council and leadership of the Chesapeake Bay Program partnership. Usually this is achieved through letters and comments and representing the CAC at Bay Program meetings like the Water Quality Goal Implementation Team, Management Board, the Principals' Staff Committee and the annual meeting of the Executive Council. Over the past few years CAC has an overarching interest in Bay Program accountability and transparency, local engagement and increasing diversity, and environmental education. CAC does not lobby, but can advocate and inform decision makers on perspectives of the Committee as it is a representation of

interested stakeholders and citizens. CAC does not serve as a communications arm or implementer of programs, but can help advise and serve as a sounding board for Bay Program communication messages and products. In addition, CAC does not endorse products, companies or programs, but does endeavor to learn about successful examples of local restoration and protection programs. CAC self-selects priorities of interests every couple of years and organizes subcommittees around the priorities to learn and drive outcomes. Subcommittees hold conference calls in between quarterly meetings as called by the chair and as needed. Chairs of the Subcommittees serve with the CAC and Vice-Chair and immediate past chair to develop agendas around one or two themes addressing CAC priorities. Every year, based on CAC learning from the quarterly meetings and relevant topics at the Bay Program, CAC issues points of recommendation to the Executive Council. Jess will email a bullet list of the role and operations to the CAC Members.

Orientation to Local Area and Meeting Context

Christy Everett, CAC Member, Chesapeake Bay Foundation (CBF)

Christy provided an overview of key issues facing Hampton Roads. This area has a population of 1.7 million and includes seven separate communities. Impaired water concerns include algae blooms; loss of underwater grasses; beach closures for health issues; condemned areas for shellfish harvesting; agriculture and stormwater runoff; and sea level rise and flooding CBF is working to reintroduce historic creeks and open space to hold water and prevent runoff. Conversations with Netherland experts created the “Dutch Dialogues” to learn and share experiences and designs for coastal communities of the future.

Chesapeake Ecological Atlas

Paula Jasinski, CAC Member

Paula described the Chesapeake Bay Ecosystem Atlas- an interactive reference guide to the ecology of the Chesapeake Bay her company, Chesapeake Environment Communications, developed with NOAA. The target audience for the guide is middle and high school students, graduate students, managers and engaged public. The Atlas Guide is an eBook that can be easily updated and is available for a free download on iTunes for Mac users. Other versions are in development. Currently there are chapters on Bay Basin Basics, River Flow, Nutrients, and Water Quality, Plankton and finally Food Web. A Climate Change chapter is in development. Each chapter has a teacher’s edition and curriculum guide. Also planned will be a cross-platform edition, live data links and a web portal.

Working Lunch: Snapshot of Local Organizations

Elizabeth River Project, Joe Rieger, Senior Scientist and Deputy Director of Restoration

Joe explained the mission of the Elizabeth River Project to restore the River to the highest practical level of environmental quality through government, business and community partnerships: including the US Navy; NOAA; EPA; Virginia DEQ; and the communities of Norfolk, Portsmouth, Virginia Beach and Chesapeake. The River includes 200 square miles of watershed, four cities, and a trapped estuary.

After a 2014 poor water report card for several branches of the Elizabeth River, a Watershed Action Plan was developed with priorities including keeping the “goo” going, achieving sustainable development and redevelopment, restoring resilient natural shores, restoring clean water, and creating a river revolution. ERP produces report cards every 5 years to show water status. It is too much drain on staff to produce them every year and they need 10 years of data to show water quality trends. Local projects aligned with these priorities have been a success and now once impaired parts of the watershed now meet the state’s criteria for safe fishing and swimming.

Working with the Living River Restoration Trust, River Star Homes is another successful program that encourages citizens to make a difference by committing to seven simple things they can do at home. Behaviors include: scoop the poop; protect storm drains; help geese migrate; don’t flush medicine; no grease in the sink;

pump out stations for boat sewage; and reduce fertilizer on lawns. Over 3,300 River Star Homes have qualified. High participation with River Smart Homes is attributed to a River Fest that introduced the program.

Lynnhaven River NOW, Laurie Sorabella, Oyster Scientist

Laurie, frequently called the Oyster Queen because of her expertise on oyster restoration, described the Lynnhaven River NOW program. With a watershed of 64 square miles and a population of 225,000 (mostly residential), the program has a goal of a clean and healthy Lynnhaven River. Laurie explained that due to a strong community support for preserving the famed Lynnhaven oyster reputation, the program was successful in gaining approval for making the River a No Discharge Zone. They have worked very effectively with the City of Virginia Beach to educate citizens about septic tank maintenance and vessel pump out. In addition the City has undertaken sewer pipe and system inspections and repair. These and other programs have drastically improved water quality and, by 2009, 1934 acres of the River met Safe Shellfish Standards (38% of the River). Now they are working on sanctuary reef habitat creation, oyster castle habitat creation, and marsh and riparian buffer restoration.

CAC Priority: Environmental Literacy

Shannon Sprague, Environmental Literacy Manager, NOAA Chesapeake Bay Office

Shannon reiterated the Watershed Agreement goal for environmental literacy and the three associated outcomes for providing student Meaningful Watershed Educational Experiences (MWEEs), increasing the number of Sustainable Schools and ensuring that students are actively engaged in those efforts and establishing supportive policies, programs, and metrics at all levels to advance this work.

Shannon explained that MWEEs can help schools and teachers teach core subjects in a thought provoking and engaging way. Teachers, through professional development, are essential to guide students through the process. Sustainable Schools teach students valuable life skills and schools can be awarded a US Green Ribbon School designation from the US Department of Education.

An Environmental Literacy Indicator Tool (ELIT) was created as a baseline assessment by the CBP. A survey measured the degree of preparedness to provide environmental education, the extent to which MWEEs are provided to students and the number of sustainable schools. Results showed 51% of school systems are ‘well prepared’ or ‘somewhat prepared’ to implement environmental education.

Shannon also summarized the Environmental Literacy Leadership summit held April 20, 2016 to explore how states can assist school systems to reach the literacy goal and examine opportunities to support programs. Attendees included school superintendents, state officials, federal officials and non-profit partners. The take away is each state is committed to advancing environmental literacy and integrating it into multiple disciplines. Federally there are opportunities to use the Every Student Succeed Act to partner for various resources.

Example of a Local Approach

Dr. Aaron Spence, Superintendent, Virginia Beach City Public Schools

Aaron described the program and efforts of his school district. Key to their program is the hiring of Tim Cole as the sustainability educator. Tim has been recognized as a national green school leader and helped guide the development of the nation’s first elementary school LEED designation. The school district has worked closely with teachers to develop sustainability curriculum and has partnered with CBP and Lynnhaven River NOW on programs. One example of a successful approach is the Bay Backpack program that gives students the opportunity and training to use equipment to measure how water flows into the watershed.

Panel Discussion (Shannon, Aaron and Tim plus CAC): Charlie indicated that federal level policy can encourage and drive local decisions which is why the Department of Education’s involvement in Chesapeake Bay issues is critical. Aaron commented that his school district is in one of the most conservative communities

in the nation yet is also very green and sustainable. Tim added that getting community members involved gets a strong “buy-in” to influencing a sustainable curriculum.

Aaron offered that the CAC could help advance environmental literacy by advising policy makers to re-think budgets for educational programming. The flow of money should be less about an over emphasis of measures of accountability for test scores and more about holistic education. It would be a good approach to reach schools with large minority populations since those schools tend to be pressured more for meeting testing standards.

Additionally, he suggested that CAC or CBP partners talk with state superintendents and get their agreement that there should be more research on how environmental literacy programs is an effective teaching method. The Department of Education will likely not fund more environmental literacy if there is a lack of evidence on why it is so important. A letter from state superintendents to the DoE could be impactful. State superintendents may be convinced to support environmental literacy if it is tied to problem solving. All communities are dealing with environmental, flooding, stormwater and clean water problems. Another approach is to review the State Boards of Education Strategic Plans to see if environmental literacy is a component.

Greg suggested citing the Chesapeake Bay Executive Order as a way to get federal agencies involved. He is working on a white paper on this approach with the Healthy Watershed Goal Team. Greg will share the whitepaper with CAC to see if it can apply to environmental literacy and the Dept of Education.

An Example of a Federal Role in Watershed Restoration

Sarah Diebel, U.S. Navy, Chesapeake Bay Coordinator

Sarah explained the partnership between the Department of Defense and the CBP including Executive Order 13508 and the 2014 Chesapeake Bay Agreement. The vision of the DoD Chesapeake Bay Program is to protect the Chesapeake Bay for military readiness, for its community and for future generations and the mission is to incorporate restoration, pollution prevention and stewardship into the DoD’s daily programs.

Sarah summarized that DoD Services manages 136 sites and 368,927 acres of the CB watershed. This is 1% of the watershed and 16% of the Federal footprint. Sarah stated current stormwater regulatory requirements are on-track or have been met, they are refining baseline loads and drafting designs for BMP implementation for the TMDL permits. Challenges include funding constraints, significant compliance costs and a three to five year lead time to request projects. She also indicated that it is hard to get funding unless it is tied to a regulatory requirement.

Paula asked about DoD efforts with climate change and the seeming lack of information from the Navy. Charlie asked about the DoD impact data for unexploded ordinances and the who is responsible for these legacy problems. Sarah indicated she would get answers to these questions and report back to Charlie and Paula.

Educational Boat Trip

Chris Moore, Hampton Roads Senior Scientist, Chesapeake Bay Foundation hosted CAC on a trip around the Lynnhaven and into the Bay. Members learned about local oyster aquaculture and some of the user conflicts and participated in a fish trawl to see a sample of the aquatic diversity and indicators of water quality health.

Thursday, May 19, 2016

Working Breakfast

The CAC Chair called the meeting to order at approximately 8:45 a.m.

CAC Member Updates

Joe informed the members that Chesapeake Media which publishes the Bay Journal is considering quarterly articles for elected local officials. The Chesapeake Bay Funders Network is providing support for the additional targeted format.

Jennifer described a Pennsylvania Department of Environmental Protection survey that was sent to 22,000 farmers on conservation techniques and watershed impact. Over 7,000 responded. The survey was not vetted by the PA agricultural workgroup for the Bay program. No results are available yet.

Andrew updated the members on a Maryland Phase I lawsuit.

Greg discussed the second phase of the healthy watershed's pilot project activities and the favorable response with local officials.

Jessica updated CAC on the Chesapeake Bay grant reviews for NFWF. NFWF will compile a spreadsheet with basic information summarizing a subset of grant proposals that address current CAC priorities Jess will send the summary spreadsheet and instructions to the CAC volunteers along with a request for scheduling a 90 minute conference call the week of June 13th. Once the scheduling is confirmed, she and NFWF staff will work on an agenda/"rules of the road" for the conference call/webinar to send out in advance.

Chesapeake Bay Program Updates

Jim Edward, Deputy Director, EPA Chesapeake Bay Program

Jim updated CAC on the Chesapeake Bay Accountability and Recovery Act and the requirement for the Executive Council to nominate an independent evaluator and the criteria for this nomination. Efforts have been made to review options, approve the proposed selection of the National Academy of Science and now develop recommendations to bring back to the PSC for approval.

Jim also discussed budgeting levels and time frames. Members questioned Pennsylvania's unliquidated obligated funds and whether the Independent Evaluator findings to the U.S Office of Management Budget could jeopardize future appropriations. Jim said the funding is not yet lost.

The Chesapeake Bay Environmental Finance Symposium was held April 25-26 at the University of Maryland. Major themes of the Symposium included reducing implementation costs, incentivizing innovation, creating and building consumer demand, integrating public and private capital, mitigating investment and implementation risk, and water quality trading and environmental markets. CAC will get the opportunity to review the draft report once it is released. The deadlines include July 8 for a first draft, August 8 for a second draft and a final report by September 27 to be presented at the Executive Council meeting. CAC would like to invite Dan Nees to the Sept CAC meeting to hear a briefing on the final report.

Finally Jim discussed the establishment of a diversity baseline for the CBP. An initial baseline demographic profile has been drafted and is being distributed through partner organizations and at related conferences. The Alliance for the Chesapeake Bay will conduct the profile on behalf of the Program and include 10 simple questions that are voluntary and anonymous. Results will be presented September 2016.

Addressing BMP Expert Panel Policy Issues: A Conversation with the CBP Management Board

CAC remotely joined via web connect and conference phone to the Chesapeake Bay Program's Management Board Meeting discuss how the Partnership can work to resolve related policy issues that emerge from the current 19 BMP Expert Panels or future Expert Panels. Members heard Lucinda Powers proposed procedure to address policy issues and Paula suggested decisions be made after a short comment period. The Management Board agreed to hold a meeting to discuss the issue after comments are received the week of June 7.

Communications Discussion

Rachel Felver, CBP Communications Director, Alliance for the Chesapeake Bay

Rachel asked the CAC Members to share their insights and advice on elements for a communications product / factsheet and thanked members for their input. She offered any and all help as it relates to communications.

CAC Business Meeting

Business and Critical Advisory Responsibility

Charlie opened the floor for discussion of the February 2016 Meeting Minutes. Neil motioned for approval and Greg seconded the motion. The minutes were approved as presented.

Looking Ahead for CAC's Annual Recommendations to the Executive Council

Jessica initiated discussion regarding this year's recommendations of priorities for the Executive Council.

Members discussed revisiting the broader look at funding needs and mechanisms with a goal of clarifying what is required to better understand the gap and targeting and prioritizing needs. Members also discussed oysters as BMPs with the caution of not rushing forward and allowing for concerns and potential problems.

Environmental literacy was also a suggestion to encourage State Secretaries of Education to follow through on the promise to include environmental literacy in curriculum, and to ensure that Bay awareness and restoration grow as a focus. Joe raised the topic of broadening constituency to include local engagement.

Jess asked for topics for the September 7-8 CAC meeting. Possible topics include Phase III WIP expectations, EFS findings, and the role of technology in policy making. Jess will email the full CAC to solicit ideas for additional meeting topics and considerations for the Executive Council report of recommendations.

With no additional business, the meeting was adjourned at approximately 1:00 p.m.