

Community Response to Land Use Change

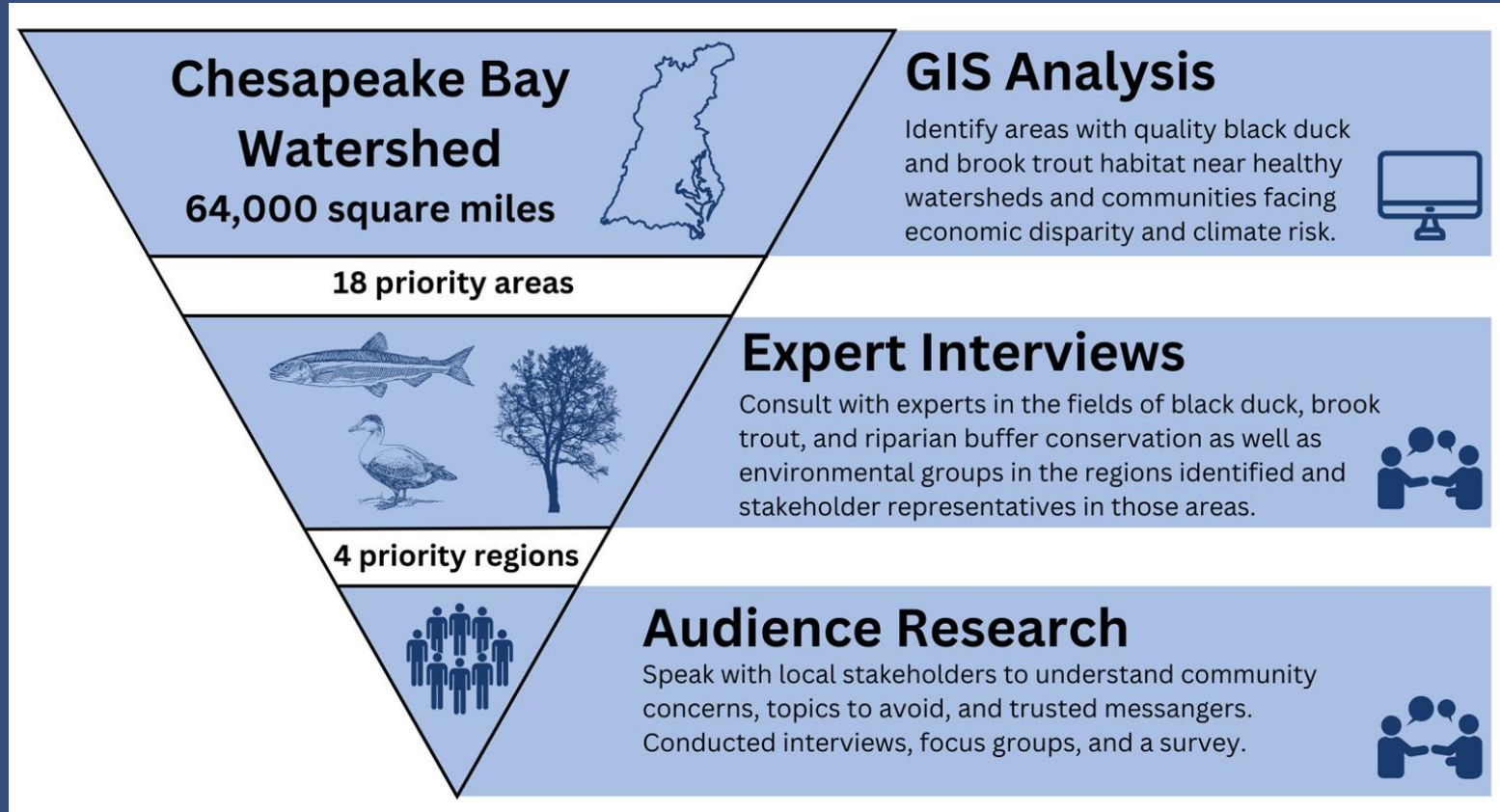
Project Overview & Recommendations



Project Objectives

- Develop a process to identify communities near high-value brook trout, black duck, or healthy watersheds that also are threatened by climate change AND are potentially underserved.
- Once these communities are identified, refine the process to identify the areas with the highest likelihood of restoration activity success.
- Further refine the process to increase understanding of the environmental values and perceptions of these communities.
- Offer recommendations for making CBP's decision-support tools, data, and analyses actionable and operational at the community level.

Project Process



Qualitative Steps

Phase 1: Expert Interviews

Who: black duck/brook trout biologists, restoration practitioners, state-level environmental agencies

What:

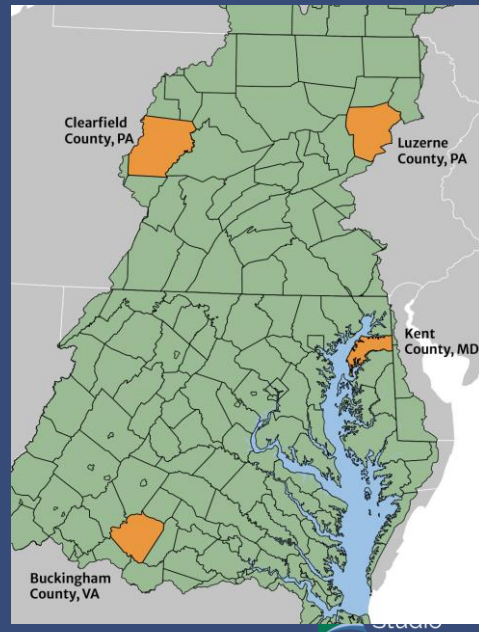
- Physical characteristics & community considerations for project success
- Barriers, benefits, and motivations
- Active groups/organizations

Phase 2: Audience Research

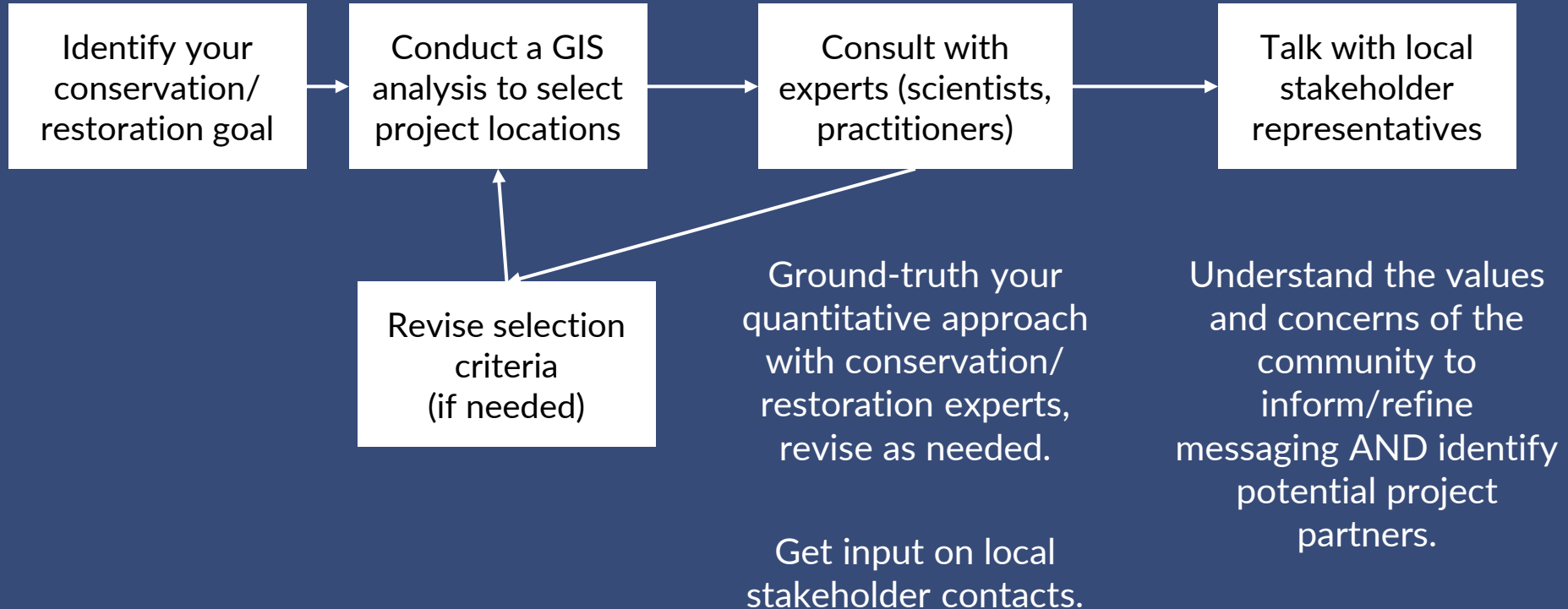
Who: county employees, local non-profits, local extension agents

What:

- General concerns & environmental concerns
- Topics to avoid mentioning
- Barriers to building trust
- Geospatial tools and data sources
- Trusted partners in the region



General Approach



Who Do Stakeholders Trust?

Trusted Sources

Who community members trust

- Conservation Districts
- Agriculture extension agents
- Fishing, hunting, and birdwatching organizations
 - Trout Unlimited
 - Ducks Unlimited
- Local Farm Bureau
- Churches

Trusted Allies

Who CBP can use as inroads

- Conservation Districts
- Agriculture extension agents
- Non-profits*: Land Conservancies & Trusts, Watershed Alliances/Associations
- State environmental organizations

The findings from this pilot were primarily based on rural communities, insights may differ when this approach is applied in urban or suburban areas.

*Understand the history of an organization in a region, particularly with agriculture producers

Communication Recommendations



- Communicate based on your audience's priorities, interests, motivations
 - Connect to economy, infrastructure, recreation, human/pet health
- Make it clear how your solution will solve the problem(s) facing the community

Photo credits:
Cattle fencing: Will Parson/CBP
Brook trout: Will Parson/CBP

Geospatial Tools and Data Sources

Practitioners rely on various geospatial tools for water quality, agriculture, and natural resources information.

- Primarily federal and state resources
- Largely interactive map viewers
- Chesapeake Bay Program resources were not mentioned by any of the 30 people we spoke with or surveyed

Barriers:

- Lack of dedicated GIS staff or staff that have GIS training – often can't put together layers in a way that is usable
- Lack of awareness of tools available

Geospatial Tools and Data Sources

Possible Solutions

- Need to market CBP tools to the audiences you envision using them.
- Understand the needs of these users and make sure that the tools can meet those needs with minimum skill and effort/time.

Next Steps/Final Products

Final report – detailed account of the project process

What we did, how we did it, and what we found

How-to guide – community engagement recommendations

A step-by-step, easy to follow guide to applying our approach anywhere in the watershed

Questions? Contact
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