**Table 1: Defining the Project and Outlining the Scope of Work**

\*The purpose of this table is to articulate a project idea to evaluate project necessity/relevancy and to strengthen project outcomes, steps, and deliverables. As you are developing your ideas, consider describing in your project justification section if the following three initiatives were incorporated: 1) Science, 2) Diversity, Equity, Inclusion, and Justice, and/or 3) Local Engagement.

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| *Item* | *Guidance* | | *Response* |
| **Goal Implementation Team (GIT)** | As determined by the Chesapeake Bay Program. | | Lead: Communications Workgroup  Partner(s): Forestry Workgroup |
| **Project Priority #** | List the rank of this project in relation to other projects being submitted by the same GIT. Teams may submit up to four project ideas, each with a rank of 1-4. | |  |
| **CBPO Creative Team Component(s)**  (Yes or No) | Does this project involve components that require input from the following functional areas: Web and Creative, GIS, Communications, and IT. | | Yes. |
| **Proposed GIT Technical Project Lead** | If this project idea is selected to move forward for bid, the person identified as the GIT Technical Project Lead will be responsible for reviewing and recommending the selected contractor; this person will also review and approve the selected contractor's work for the duration of the project. GIT technical leads cannot be a part of the bidding team or financially be involved in the project. Provide the following for the GIT Lead: 1) First and Last Name, 2) Organization, and 3) email address. | | Rachel Felver  Alliance for the Chesapeake Bay  [rfelver@chesapeakebay.net](mailto:rfelver@chesapeakebay.net)  Katie Brownson  U.S. Forest Service  [katherine.brownson@usda.gov](mailto:katherine.brownson@usda.gov) |
| **Preparers** | List names of all parties beyond the GIT lead who were part of developing the content of this table; list first the lead preparer (the point of contact for questions/clarification). These entities will not be allowed to bid on the scope of work during the Request for Proposals (RFP) stage. Provide the following for each Preparer: 1) First and Last Name, 2) Organization, and 3) email address. | | Rachel Felver  Alliance for the Chesapeake Bay  [rfelver@chesapeakebay.net](mailto:rfelver@chesapeakebay.net)  Katie Brownson  U.S. Forest Service  [katherine.brownson@usda.gov](mailto:katherine.brownson@usda.gov)  Sally Claggett  U.S. Forest Service  [sally.claggett@usda.gov](mailto:sally.claggett@usda.gov)  Julie Mawhorter  U.S. Forest Service  [julie.mawhorter@usda.gov](mailto:julie.mawhorter@usda.gov) |
| **Project Title**  (10 words or less) | The title should be short and give a high-level view of what your project is trying to accomplish. Creative and catchy is fine only if it also captures the real purpose of your work. (Good Examples: "New Methods for Resilient Fish Ladder Design"; "Research and Database Creation for In-stream Litter Collection Devices"; "Development of Invasive Plant Management at Reforestation Sites"). | | Identifying Communications Gaps and Needs for Engaging Audiences to plant and maintain Urban Tree Canopy and Forest Buffers |
| **Project Type (check all that apply)** | Metric Development and Tracking Projects:   * Support for science needed to develop metrics * Metric/indicator development * Performance measure development * Monitoring/tracking program development * Data collection program development * Assessments of data to evaluate progress on metrics * Modeling support * Other (please describe) | Logic and Action Plan Implementation Projects:   * Economic modeling * Database development * Policy research and recommendations * Training * Mapping, lands assessment * Baseline analyses * Environmental monitoring * Environmental demonstration projects * Other (please describe) | * Policy research and recommendations. * Training * Metric/indicator development. (Urban Tree Canopy) * Assessments of data to evaluate progress on metrics. (Forest buffers) * Other: Communications, outreach and engagement. |
| **Proposed Outcomes** | Outcomes are the changes you expect to see as a result of the work being completed. Examples of outcomes could be increased knowledge around how fish are changing habits/will change habits due to climate change; future fish ladders will be more successful due to readily available improved design standards; future fish passage policies will be reflective of resulting research. | | The proposed outcomes of this project would be a better understanding of what technical service providers need in helping to communicate the benefits, process and available funding for planting and maintaining trees.  It will also provide an understanding of what materials and communications products currently exist, so efforts are not duplicated.  The information gathered would target both forest buffers, tree canopy, rural locations and urban area, however the research will be beneficial to other outcomes that are looking to engage with similar audiences. |
| **Justification**  (500 words or less) | This is your elevator speech - why is this work important to the over-arching goals? Why is it important to the other GITs? How does this work build on previous work? Be succinct in your answer. | | Several programs currently exist—through all levels of government, academia, businesses and non-profits—that fund tree plantings across both urban and rural areas. Despite the popularity and priority of these programs across the Chesapeake Bay watershed, goals for forest buffers and tree canopy continue to lag.  Under the *Chesapeake Bay Watershed Agreement*, partners strive to plant 900 miles of forest buffers each year until at least 70 percent of the riparian areas in the watershed are forested. Between 2016-2017, about 56 miles of forest buffers were planted, the lowest restoration total of the last 22 years.  Also, in the *Chesapeake Bay Watershed Agreement*, partners strive to expand urban tree canopy by 2,400 acres by 2025. Currently, an indicator is still in development.  Forestry across the Chesapeake Bay watershed is a complex issue. Forest buffers and tree canopy seek to reach different audiences across different sectors but may generally have similar benefits and barriers when it comes to the behaviors related to planting and maintaining trees. For example, building tree maintenance into planting programs is a need, but not the only gap to getting and keeping trees in the ground. Increased and varied funding sources are another barrier to adoption. The 2017 Citizen Stewardship Index found that just under 40% of respondents across the watershed had planted a tree, but an additional 26% had a high likelihood of adopting that behavior.  This proposal seeks to understand what Chesapeake Bay Program partners are lacking regarding the successful communication about the benefits of planting and maintaining trees—in both rural and urban settings, encompassing both buffers and tree canopy. |
| **Proposed Project Steps and Timeline (up to 8 maximum)** | List all major steps required to accomplish the project goals. Make sure to include any meetings with GIT teams and other relevant stakeholders (try to quantify meetings; a step to review draft deliverables by relevant stakeholders; and a step for the contractor to refine the deliverables after draft review. Indicate whether the methods by which a contractor will be expected to undertake the work are well known or whether you intend for the bidders to propose the methodology. Assume that work will start March 2021. | | The Chesapeake Bay Program is seeking an experienced communications firm, with experience in social marketing, strong research and facilitation skills, and a background knowledge in forestry issues to:  1) A steering committee of communications and forestry professionals will work with the selected contractor to advise, provide expertise, review and approval. The first action for this project would be a kick-off meeting. The contractor is expected to maintain regular contact with project leads and schedule update meetings as necessary. (March 2021)  2) Gather and synthesize existing communications, outreach, engagement and social marketing campaigns targeted toward planting and maintaining trees. Deliverables would be a catalogue of existing campaigns and resources, as well as a report detailing communications and outreach best practices and lessons learned for both forest buffers and urban tree canopy. This step may entail reaching out to owners of successful campaigns to provide further insight. (April – May 2021)  2) Convene at least two focus groups of experts from non-profit organizations, state agencies, local governments, state forestry associations, community groups and technical providers to provide insight on the audiences they are trying to reach to encourage tree plantings, what are their communications and outreach needs in regard to the benefits of tree plantings (including maintenance) and what resources they currently possess and are utilizing. Additionally, we hope to learn from their experiences and collect ideas from their perspective of working in the field. One focus group will focus on buffers and the other on tree canopy, in regions convenient for the experts to attend (e.g. forest buffers in Pa., urban tree canopy in Baltimore/Washington D.C.). (June – August 2021)  3) Develop and administer an online survey to additional experts to gather as much information as possible. (September – November 2021)  4) Complete a gap analysis to identify what knowledge, products and resources these experts are lacking. (December 2021 – February 2022).  5) Summarize findings and recommendations for next steps. (March 2022) |
| **Estimated Costs** | Provide an estimate of the project cost (generally $25,000-$75,000). Estimating accurate budgets can be a challenge. Some tips to improve budget accuracy: to start, estimate number of the hours and other costs like supplies and travel that it would take *YOU* to accomplish each of the steps identified above. Keep in mind that contractors can range from $50-150 an hour (when indirect costs are factored in). Don't forget to include the time it would take for the contractor to attend any meetings. Finally, don't forget to account for contractor time to revise final products to incorporate stakeholder feedback. | | $75,000 |
| **Cross-Goal Benefits** | List any cross-goal benefits succinctly | | This project supports the following *Chesapeake Bay Watershed Agreement* Goals and Outcomes:  Sustainable Fisheries Goal: Protect, restore and enhance finfish, shellfish and other living resources, their habitats and ecological relationships to sustain all fisheries and provide for a balanced ecosystem in the watershed and Bay.   * Fish Habitat Outcome: Headwaters fish habitat benefits from riparian buffers.   Vital Habitats Goal: Restore, enhance and protect a network of land and water habitats to support fish and wildlife and to afford other public benefits, including water quality, recreational uses and scenic value across the watershed.   * Black Duck Outcome: Restoring and managing riparian buffers enhance black duck habitat. * Brook Trout Outcome: Tree canopy positively impacts stream temperature and quality, creating optimal habitat for brook trout. * Stream Health Outcome: Forest buffers play a pivotal role in keeping streams healthy by removing pollutants, trapping runoff, providing shade and preventing erosion. * Wetland Outcome: Riparian buffers aid in wetland restoration.   Water Quality Goal: Reduce pollutants to achieve the water quality necessary to support the aquatic living resources of the Bay and its tributaries and protect human health.   * 2025 Watershed Implementation Plan Outcome: Both tree canopy and forest buffers are cost-effective conservation practices that help improve water quality. * Water Quality Standards and Attainment Outcome: Both tree canopy and forest buffers are cost-effective conservation practices that help improve water quality.   Healthy Watersheds Goal: Sustain state-identified healthy waters and watersheds recognized for their high quality and/or high ecological value.   * Healthy Watersheds Outcome: The presence of riparian buffers is a measure of watershed health.   Land Conservation Goal: Conserve landscapes treasured by citizens in order to maintain water quality and habitat; sustain working forests, farms and maritime communities; and conserve lands of cultural, indigenous and community value.   * Land Use Methods and Metrics Outcome: The verification and tracking of riparian buffers and tree canopy provides insight into how the land in the watershed is being used. * Land Use Options Evaluation: Maintaining tree cover and riparian buffers helps slow the conversion of forested land, sustaining working forests and maintaining healthy water quality. * Protected Lands Outcome: An increase in riparian buffers and tree canopy adds to conserved land throughout the watershed.   Environmental Literacy Goal: Enable every student in the region to graduate with the knowledge and skills to act responsibly to protect and restore their local watershed.   * Student MWEEs: Tree plantings are an approved best management practice that helps students get outdoors and grow their environmental literacy.   Stewardship Goal: Increase the number and the diversity of local citizen stewards and local governments that actively support and carry out the conservation and restoration activities that achieve healthy local streams, rivers and a vibrant Chesapeake Bay.   * Citizen Stewardship: Engagement in volunteerism/collective community efforts—like tree plantings—help initiate and maintain engagement in stewardship actions. * Diversity Outcome: One way in which to engage with underserved communities is through additional urban tree canopy. It is intrinsically tied with environmental justice and diversity. * Local Leadership Outcome: Working with Forestry Workgroup on a tree canopy pilot module as part of the watershed education program curriculum. Increased knowledge and capacity of local elected officials helps buffer and tree canopy programs.   Climate Resiliency Goal: Increase the resiliency of the Chesapeake Bay watershed, including its living resources, habitats, public infrastructure and communities, to withstand adverse impacts from changing environmental and climate conditions.   * Climate Adaption: Buffers and tree canopy help protect against sea-level rise and flooding. * Climate Monitoring and Assessment: Buffers and tree canopy protect against sea-level rise and flooding. |