

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.

<i>Item</i>	<i>Guidance</i>	<i>Response</i>
<u>Goal Implementation Team (GIT)</u>	As determined by the Chesapeake Bay Program.	Lead: Communications Office Partner(s): Healthy Watersheds Goal Implementation Team, Habitat Goal Implementation Team
<u>Project Priority #</u>	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.	
<u>CBPO Creative Team Component(s)</u> (Yes or No)	Does this project involve components that require input from the following functional areas: Web and Creative, GIS, Communications, and IT.	Yes.
<u>Proposed GIT Technical Project Lead</u>	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
<u>Preparers</u>	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 Kristin Saunders University of Maryland Center for Environmental Science ksaunders@umces.edu Renee Thompson U.S. Geological Survey rthompson@chesapeakebay.net Peter Claggett U.S. Geological Survey pclagget@chesapeakebay.net Amy Handen Environmental Protection Agency handen.amy@epa.gov
<u>Project Title</u> (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").	Community Response to Land Use Change

<u>Project Type</u> <u>(check all that apply)</u>	<u>Metric Development and Tracking Projects:</u> <ul style="list-style-type: none">• 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)	<u>Logic and Action Plan Implementation Projects:</u> <ul style="list-style-type: none">• Economic modeling• Database development• Policy research and recommendations• Training• Mapping, lands assessment• Baseline analyses• Environmental monitoring• Environmental demonstration projects• Other (please describe)	<ul style="list-style-type: none">• <u>Cross-disciplinary social science research and engagement with stakeholders.</u>• <u>Analysis of priority mapping layers.</u>• <u>Healthy watersheds assessment and land use land cover changes to satisfy actions called for in brook trout, black duck, healthy watersheds, riparian forest buffer, wetlands, land use methods and metrics outcomes.</u>• <u>Communications behavior change workplan to accelerate implementation of two keystone habitat types in vulnerable targeted geographic areas.</u>
<u>Proposed Outcomes</u>	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 threefold: 1) To identify communities across the Chesapeake Bay watershed that have experienced, and will likely continue to experience, land use changes threatening valuable habitats. This increased knowledge will help federal, state, local governments, academia and non-profits better prioritize future restoration efforts. 2) To increase the CBP’s knowledge about the environmental values and perceptions of local communities. How do their values coincide with CBP outcomes? How do they receive and consume information about environmental threats and opportunities? What motivates them to take action to protect their communities against adverse effects of land use change? What opportunities for conservation and restoration would they be interested in pursuing? 3) To demonstrate how to make the CBP’s decision-support tools and analyses actionable and operational at the community level. i	
<u>Justification</u> (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.	This proposal involves using the Chesapeake Bay Program’s very high-resolution land use/land cover and change data, forecasts of future urbanization, as well as publicly available decision support tools (e.g., Black Duck Decision Support Tool, Healthy Watersheds Assessment, Fish Habitat Decision Support Tool) to identify communities throughout the Chesapeake Bay watershed where valued habitats and species are at risk of degradation. The first phase of this project will be to use these decision support tools to conduct a vulnerability analysis to determine what areas of the watershed are	

		<p>most at risk of losing critical habitat and species due to land use/land cover changes. This analysis will also provide recommendations on how the following outcomes will aid in conserving and restoring these areas: Brook Trout (non-tidal only), Black Duck (tidal only), Fish Habitat, Forest Buffers and Stream Health.</p> <p>The second phase of this project would be to select four communities that are identified as high-risk in the vulnerability analysis (representing different areas of the watershed: urban, rural, tidal and non-tidal) and conduct audience research. The audience research will be a critical step in determining how these communities consume information in preparation for an eventual public outreach campaign. <u>This would be the CBP's first attempt to meet the requirement for launching a public awareness campaign as called for in the Land Use Methods and Metrics Development Outcome.</u></p> <p>The audience research will specifically delve into how communities think and react to information about land use change centering around Black Duck, Brook Trout, Fish Habitat, Forest Buffers, and Stream Health. This research will help inform future communications campaigns to advance these outcomes.</p> <p>Eventually, the hope is that communities will better understand the potential consequences of land use and land cover change on valued habitats and for them to better understand the planning, conservation, and restoration actions and resources that can be applied to protect and enhance their natural resources.</p>
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<p><u>Proposed Project Steps and Timeline (up to 8 maximum)</u></p>	<p>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.</p>	<ol style="list-style-type: none"> 1) The contractor will meet with the project steering committee for the kick-off meeting. The meeting will discuss project goals/objectives, review the deliverables, timeline, roles and expectations of the contractor. The contractor is expected to maintain regular contact with project leads and schedule update meetings, as necessary. (March 2023) <u>Deliverables:</u> Kick-off meeting minutes Draft workplan Final workplan 2) The contractor will conduct a vulnerability analysis to determine which regions in the Chesapeake Bay watershed are most at risk of degradation due to past, present, and future land use/land cover changes. (April—June 2023) <u>Deliverables:</u> Vulnerability Analysis 3) The contractor will draft findings from the vulnerability analysis that include recommendations on which communities would benefit from conservation and restoration to protect and enhance black duck habitat, brook trout habitat, general fish habitat, forest buffers and stream health. How can stream restoration be coupled with land use planning to sustain both the health of streams and communities. (June—August 2023) <u>Deliverables</u> Findings report with list of recommendations 4) Based on the recommendations in the findings report, select four communities in the watershed (one in an urban location, one in a rural location, one in a tidal region and one in a non-tidal region) in which to conduct audience research and in consultation with the project steering committee, develop plan for conducting research. Plan should include focus groups, surveys, and potentially workshops. <u>Deliverables</u> Comprehensive audience research plan 5) Hold at least one focus group or workshop (virtual or in-person) in each of the four selected communities. <u>Deliverables</u> Detailed notes from focus groups. High-level summary of focus group outcomes. 6) Based on the focus group outcomes, develop and administer an online survey to community members to better understand how they consume
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<u>Estimated Costs</u>	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 <i>YOU</i> 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.	\$90,000
<u>Cross-Goal Benefits</u>	List any cross-goal benefits succinctly	This project aims to interpret and translate what the scientists and subject matter experts see as vulnerabilities or signals of change and create urgency and historical context for action in support of goals related to brook trout, black duck, wetlands, forest buffers, stream health, healthy watersheds, land use methods and metrics and land use options evaluation goals in the agreement, several of these linked to outcome attainability and the need to accelerate and give lift to these goals, and help us better connect our science, tools and data to decision makers and property owners on the local level in a way that the information is actionable, and the actions are embraced.