

Watershed Agreement Communications: Management Strategies

MB Mtg. 2-12-15

*Margaret Enloe
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Points for today

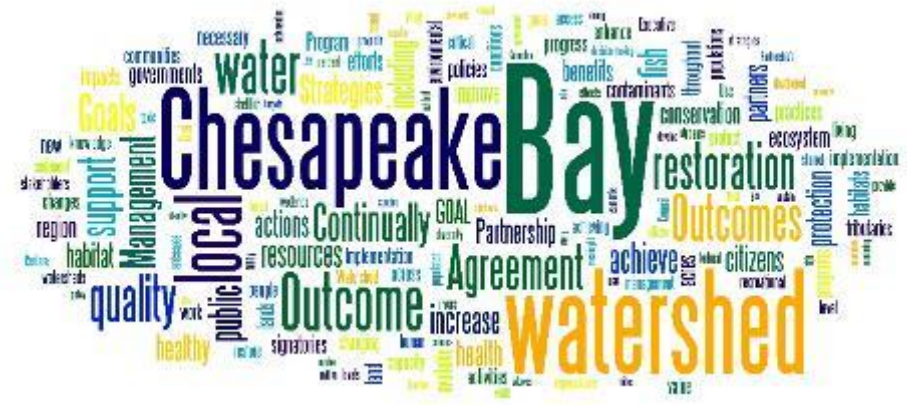
- Telling the story: Agreement & MS narratives
 - Messages/messaging
 - Narrative story
 - Proposed categories (“bins”)
- Public Release plan
 - Media outreach
 - Online presence



Image courtesy NOAA

Story: Message 1 – The Watershed Agreement is a turning point in restoring the Bay watershed

- *It represents large-scale collaboration on details of sustainable fisheries, vital habitats, clean waters, etc.*
 - (MS) We'll be assessing ourselves while we are also assessing the ecosystem.
 - We are being more systematic about how we assess our work and make our choices.
 - (MS) As we work toward the goals via the MS's, we are being more intentional and focused) in our collaborations and process
 - Our success will depend largely on making wise decisions along the way.



Story: Message 2 – CBP brings everyone to the table

- *We convene & collaborate on a large scale*
 - *Just as everything in nature is connected, our work under Agreement is, too*
 - **(MS)** The Management Strategies are all interconnected, each relying on others for success.
 - **(MS)** Although we must distribute our work and the science across our partners' expertise, we are all connected & will continue to think and work collectively across political or geographic boundaries.



Story: Message 2 (cont'd) – Everyone connected

- *Working together results in stronger actions and better future*
- **(MS)** Resiliency in nature comes from diversity; we can take our cues from the ecosystem and find strength by increasing the diversity of our partnership & people that are part of the effort.



Story: Message 3 – Some challenges are behind us, some lay ahead

- *Some of our strengths as a partnership are our challenges too.*
 - **(MS)** CBP is a vast partnership of people at all levels, focused on the watershed. Collaboration will be key to our success and yet collaboration on this scale is hard to do
 - **(MS)** We need to increase local actions for Bay-wide results. When people from the unique communities across the region join in the overall effort, everyone benefits.
 - Like the Bay watershed, we become more effective and more resilient as a whole.



Story: Message 3 (cont'd) – Facing Challenges

- *Changing environmental conditions will be an ongoing challenge.*
- We can not control what nature brings forth but we *know* this is a challenge and can manage our actions better to create a healthy Bay watershed.



Story: MS Categories

Where/how we will use the public-friendly categories

- *Narrative story - press releases*
- *CBP feature/news stories*
- *All will link to Agreement*
- *Executive summaries – by category*



Image courtesy NOAA

Narrative/story for MS communications

Overall focus - Interconnectedness of watershed: people, waters, lands, wildlife



People

- Bringing all hands – across the watershed – to the effort by further engaging current environmental leaders and fostering future leadership & stewardship



Clean Water

- From the smallest stream to the Bay itself, we're learning more about the contaminants polluting our waters, working to improve the health of those waters, and making sure the waters & watersheds that are healthy, stay healthy.



Fish & Wildlife

- Thousands of species in watershed rely on one another to make up a balanced ecosystem; healthy fish & wildlife populations help indicate a healthy ecosystem.

Narratives for categories



Habitats

- These are key areas that we are protecting and restoring: while these lands are home to many species, they also play a critical role in providing water quality & air quality benefits that help lead to a restored watershed.



Land

- As our region continues to grow, we need to protect our treasured lands and be prepared for how the landscape will change, affecting the health of the watershed and the effectiveness of our efforts.



Climate Change

- Changing environmental conditions will affect every part of the watershed and impact our restoration efforts. As the climate continues to change, we will need to continue to monitor and respond to the effects it has on our lands & waters, animal & plant habitats, and restoration efforts.

Results of MS categorizing exercise

36 Category names were offered

Synthesis of results

1. People – 24
 2. Clean Water – 13
 3. Plants & Animals – 12
 4. Habitats – 11
 5. Land – 10
 6. Climate change - 6
 7. Living resources – 5
- 27 other options for named categories – 1 or 2



Categories & grouping – Option 1



People

Public access, citizen stewardship, local leadership, students, sustainable schools, environmental literacy, diversity



Clean Water

Stream health, w.q. attainment & monitoring, WIPs, healthy watersheds, toxics policy, prevention, research



Fish & Wildlife

Blue crabs, oysters, forage fish, brook trout, black duck, fish passage



Habitats

Underwater grasses, wetlands, fish habitat



Land

Protected lands, tree canopy, forest buffer, land use metrics/methods/options evaluation



Climate change

Climate assessment, monitoring, adaptation

Category & grouping – Option 2



People

Public access, citizen stewardship, local leadership, students, sustainable schools, env. literacy, diversity



Clean Water

Stream health, w.q. attainment & monitoring, healthy watersheds, toxics policy, prevention, research



Fish & Wildlife

Blue crabs, oysters, forage fish, brook trout, black duck, fish passage



Habitats

Underwater grasses, wetlands, fish habitat, protected lands, tree canopy, forest buffer



Land

Land use metrics/methods/options evaluation,



Climate change

Climate assessment, monitoring, adaptation

Public Release & Public Input

- Media Engagement
 - Targeted news release(s) – narrative focus/messages by geographic region
 - Backgrounder – Executive Summaries (includes w/ links)
- CBP Online presence (3/16)
 - Homepage
 - Press Center
 - Agreement page
 - MS Dashboard (main page)
 - MS – individual MSs



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Bay Barometer: Health and Restoration in 2013 and 2014

Snapshot of watershed health shows an ecosystem in transition

Despite struggling against development, pollution and other challenges, the Bay watershed shows signs of resilience—most notably in shad, striped bass, and underwater grasses.

Learn more »

What Guides Us

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Watershed Agreement

Latest



Chesapeake Unscripted: What is your wish for the Bay? (Harrisburg, PA)
January 07, 2015

Chesapeake Bay News

February 09, 2015



As Clean Air Act clears the air, local waters also benefit

Successes in curbing air pollution also benefit work toward achieving Bay water quality goals.



February 04, 2015

Critter of the Month



February's Critter - The hooked mussel, also called a bent or curved mussel, has a ridged shell with a distinct hook on the front end. A common inhabitant of oyster reefs, it

Chesapeake Bay Watershed Agreement

Landmark agreement guides Bay Program



In 2014, our partners signed the Chesapeake Bay



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Recent News

As Clean Air Act clears the air, local waters also benefit - February 09, 2015

Letter from Leadership: Working together to rebuild resilience - February 04, 2015

Experts consider Chesapeake Bay an ecosystem in recovery - February 03, 2015

Bay Backpack helps educators inspire students to protect, restore Chesapeake Bay - January 28, 2015



In The News

Text Size: [A](#) [A](#) [A](#)

Pres

Experts Consider Chesapeake Bay an Ecosystem in Recovery

Chesapeake Bay Program's Bay Barometer offers science-based snapshot of watershed health and restoration

Annapolis, MD (February 03, 2015)

Information embargoed until Tuesday, February 3, at 11 a.m.

The Chesapeake Bay Program's summary analysis of Chesapeake Bay health reveals an ecosystem in recovery. Released today, *Bay Barometer* offers a science-based snapshot of environmental health and restoration in a watershed that faces daily challenges from development and pollution.

While communities across the watershed have continued to take important steps to reduce the nutrient and sediment pollution that has long plagued the Chesapeake, the Bay remains impaired. Scientists have long understood that our actions on the land will not show immediate improvements in water quality, so a lack of significant change in water quality monitoring data over the past decade is not a surprise. Nevertheless, some living

Media Contact

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Communications, (410) 267-5740

Downloads

[Electronic Version \(138.58 KB \)](#)

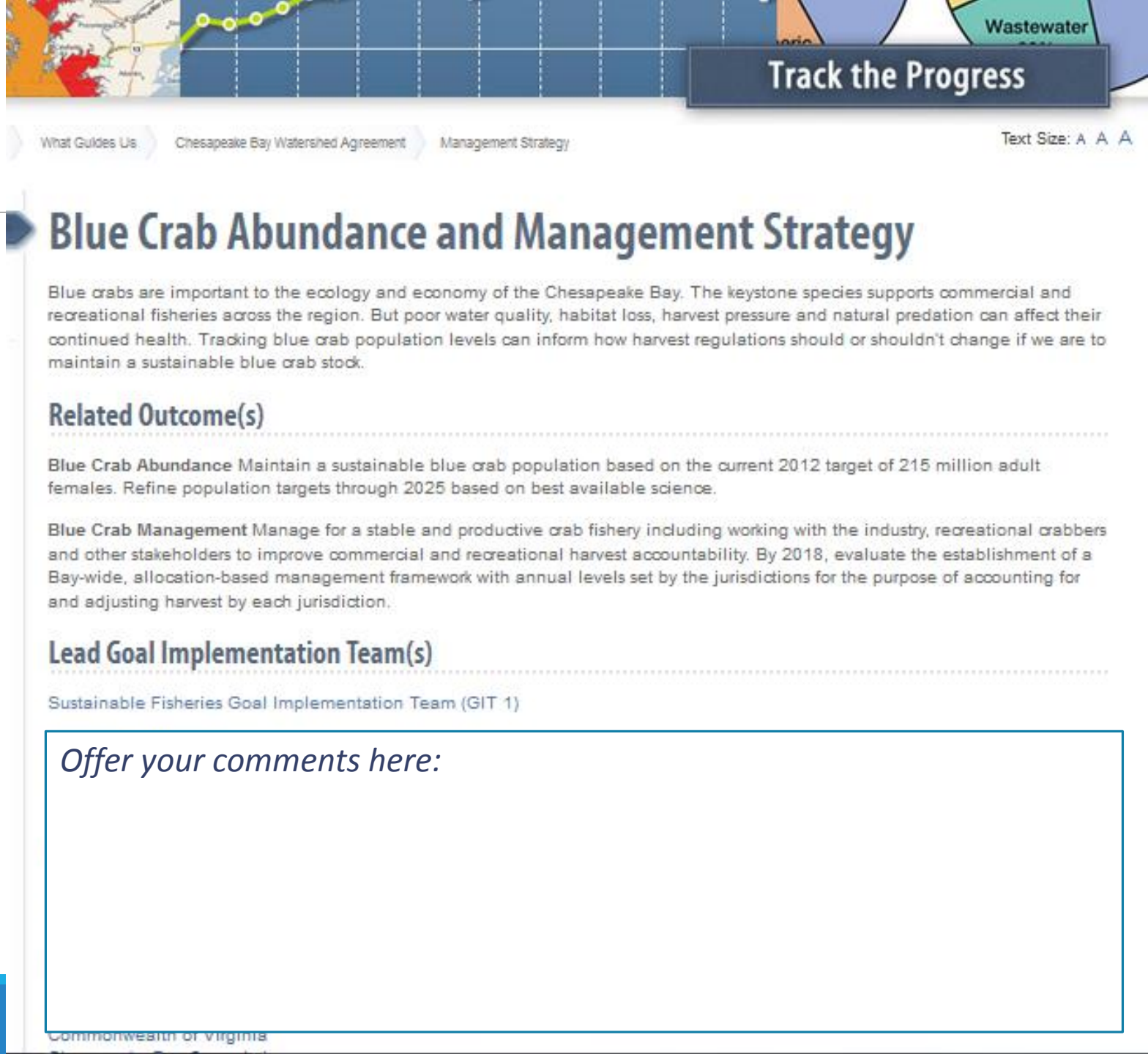
We Recommend

[Bay Barometer: Health and Restoration in the Chesapeake Bay Watershed](#)

Public input

Each individual Management Strategy webpage will include a comment box, where people can offer their input.

Comments received will show up at the bottom of the webpage



The screenshot shows a webpage titled "Track the Progress" with a navigation bar containing "What Guides Us", "Chesapeake Bay Watershed Agreement", and "Management Strategy". The main heading is "Blue Crab Abundance and Management Strategy". The text describes the importance of blue crabs to the ecology and economy of the Chesapeake Bay and the need for sustainable management. It lists two related outcomes: "Blue Crab Abundance" (maintain a sustainable population) and "Blue Crab Management" (manage for a stable and productive fishery). The lead goal implementation team is identified as the "Sustainable Fisheries Goal Implementation Team (GIT 1)". A large blue-bordered box at the bottom contains the text "Offer your comments here:". A map of the Chesapeake Bay watershed is visible in the top left corner, and a pie chart with a "Wastewater" segment is in the top right corner.

Track the Progress

What Guides Us Chesapeake Bay Watershed Agreement Management Strategy Text Size: A A A

Blue Crab Abundance and Management Strategy

Blue crabs are important to the ecology and economy of the Chesapeake Bay. The keystone species supports commercial and recreational fisheries across the region. But poor water quality, habitat loss, harvest pressure and natural predation can affect their continued health. Tracking blue crab population levels can inform how harvest regulations should or shouldn't change if we are to maintain a sustainable blue crab stock.

Related Outcome(s)

Blue Crab Abundance Maintain a sustainable blue crab population based on the current 2012 target of 215 million adult females. Refine population targets through 2025 based on best available science.

Blue Crab Management Manage for a stable and productive crab fishery including working with the industry, recreational crabbers and other stakeholders to improve commercial and recreational harvest accountability. By 2018, evaluate the establishment of a Bay-wide, allocation-based management framework with annual levels set by the jurisdictions for the purpose of accounting for and adjusting harvest by each jurisdiction.

Lead Goal Implementation Team(s)

Sustainable Fisheries Goal Implementation Team (GIT 1)

Offer your comments here:

Commonwealth of Virginia

Communications TIMELINE

- ✓ *Language guide for GLT's use*
- ✓ *Summary MS Posters online*
- ✓ *Comm Wgkp – MS categorizing exercise*
 - Ad hoc MS editorial review team formed*
- ✓ *MB Mtg – present MS communications plan*
 - 2/12-18 Comm offc drafting exec. summaries
 - 2/18 PSC Mtg – present MS communications plan
 - 3/2-6 Comm Editorial review of MS's
 - 3/3-5 Build out website public input options
 - 3/9-12 Drafting of media materials
 - 3/16 MS Released for public input period

MB DISCUSSION

MB Input/Decision on:

- MS Executive Summaries by category
- Category Options 1 & 2
 - Forest buffers, tree canopy, protected lands under “Lands” or “Habitats”?

MB follow up action requested:

- Media release – will need quotes from each partner
 - Partners will have chance to review/comment on master media release via regular process (Comm Workgroup review)