



Stewardship Workgroup Meeting

[SLIDES](#)

Monday, February 3, 2025

10:00 am - 12:00 pm

Virtual meeting via [Zoom](#)

Meeting ID: 814 5253 3968

Passcode: 300264

Or by phone: +1 301 715 8592 US

On the call: Britt Slattery, Meredith Lemke, Rick Mittler, Phil Miller, Katie Ayers, Katie Lautar, Marisa Baldine, Virginia Witmer, Jenny McGarvey, Steve Raabe, Renee Bourassa, Suzanne Etgen, Lauren Taneyhill, Claire Jantz, Kelly Choi, Mackenzie Boughey, Wendy O'Sullivan, Rachel Felter, Kristin Saunders, Julie Lawson, Erin Sonnenburg, Claire Jantz

Meeting Purpose/ Outcomes:

- **Build a community of practice** among stewardship practitioners throughout the Chesapeake Bay Watershed.
- **Offer participants opportunities to share** what they are working on, to gain support and potential partners; to gather input and solve challenges; and/or learn about similar efforts among peers.
- **Update the Workgroup** on news, actions and opportunities from the Bay Program that are relevant to stewardship.
 - **Engage Workgroup members in providing input for the assessment of the Stewardship Outcome for the "Beyond 2025" planning effort.**
- **Engage the membership in implementation of the [2024-2025-Stewardship-Work-Plan.pdf](#)** and use the quarterly Workgroup meetings to center our coordination and organization, share information about progress, serve as a check-in and means to keep current on plans and accomplishments, and involve members in actions.

MINUTES

10:00 Welcome/ Intros – Britt Slattery, National Park Service, Stewardship Goal Team Coordinator – Britt provided a brief overview of our last Stewardship Workgroup gathering at the Anacostia Museum in Washington, D.C. Full meeting minutes can be found on the [meeting page](#).

- Key takeaways from the meeting included:
 - The importance of **leading with a community centered approach** – knowing your audiences, meeting them where they are and working within their local context, understanding their perspectives and needs, and working to identify and break down barriers to participation, to empower local communities to take action as stewards.
 - **Quality** of tools and programs matters more than quantity.
 - **Improving funding for stewardship:**
 - Grant programs need to **coordinate with each other more frequently**;
 - Consider novel approaches to funding programs, such as:
 - **Partnering with more widely known non-environmentally focused funding**

- sources or programs, to reach and benefit those who may not be thinking about the environment first (e.g., housing authority, FEMA, etc),
- Restructuring to **fund capacity building** for organizations.

10:15 Beyond 2025 Outcome Assessment – Britt reviewed the Outcome Assessment process and Beyond 2025 timeline. She presented a summary of the input received towards the Stewardship Outcome in the lead up to February. Then a detailed discussion was held to gather workgroup member feedback towards the Outcome and potential dispositions (i.e., Update, Replace, Reclassify, Consolidate). See [SLIDES 5-14](#) for more detail.

KEY TAKEAWAYS

- The workgroup members in attendance generally leaned towards **updating** the Stewardship Outcome as opposed to reclassifying or consolidating.
- The workgroup members provided valuable feedback about the Bay Program's added value to the Outcome.
- Challenges, opportunities, and timescale of the Outcome were discussed.

Discussion Questions

What do you think about the **overall intent** of the Outcome as currently written?

- Is it appropriate, achievable, does it reflect what we want to do?
- Should we be thinking about reframing it for the future (+ how)?
- Should the outcome be **moved or restructured** within the Agreement Themes or Goals?

With the acknowledgement that now is not the time to wordsmith the Outcome, which disposition resonates best with you? (Update, Replace, Reclassify, Consolidate)

What **value is added** by having the Chesapeake Bay Program partnership work towards the Outcome?

What **challenges and opportunities** are there to achieve the Outcome?

What is the **timescale** to achieve the Outcome (5, 10, 15 years) and should the Outcome be incremental or final?

DISCUSSION

Katie Lautar - Is there baseline data? How do we know if we're increasing, if we don't know the baseline we're coming from?

- There is an indicator which has been created to attempt to get at this baseline. In 2017, a survey was sent out to establish the baseline. It was sent out again in 2023. There has been recent work done to make the survey more inclusive (of different types of stewardship not previously captured) so now there are two datasets. We have not selected specific metric baselines out of the survey yet.

Steve Raabe - One thing that concerns me about the way the Outcome is currently written is the word "volunteers." As I read the outcome right now it feels very activities focused. It's centered around counting numbers of volunteers. But ultimately isn't there something more ambitious we're trying to achieve? We're trying to change the norms. We're trying to engage individuals and harness the desire people have to improve the environment around them.

Rick - Local Leadership Outcome – one WG member flagged confusion between having both a Stew Goal and a Stew Outcome and how they're aligned/different.

Wendy – It's very difficult to consolidate/embed/move Outcome somewhere else. Wendy leans more towards update, replace, or reclassify. Right now the Outcome is written more like a tactic than an outcome.

Adrienne Kotula – From the Bay commission’s perspective, we agree with what Wendy said. We think it’s an important goal and outcome so we lean more towards update/replace as opposed to reclassify/consolidate. We can use the 2023 data as a new baseline and work from there. Agrees with making Outcome SMART.

Katie – if you hang onto the word intent – we want the intent and the values behind this Goal/Outcome to stay in place but how that is articulated will change (UPDATE)

What value is added by having the CBP work towards the Outcome?

- Steve – The CBP is uniquely positioned. A lot of great work is going on but the CBP brings key coordination capacity. Someone does a great project that moves the needle in Community A. And Community B doesn’t know about it and can’t replicate it. One thing that the CBP can do (and is on track to do) is to share the successful work going on, to amplify it, and to lessen people’s need to experiment and start from scratch. The ability of the CBP to break down those siloes is unique. CBP can also provide technical support, tools, and funding to help folks. Without the CBP we would not be able to accomplish a lot of the good work that’s going on.
- Jenny McGarvey – I agree with Steve - the facilitation of information sharing and amplification is a crucial role of the Bay Program, particularly across jurisdictional boundaries.
- Kristin Saunders – The bay program can be, and serves as, a nerve center for this stewardship work (what Steve said) and the economies of scale for the investment in research, tools and funding to support all groups doing stewardship work that no one organization can take on.

Lauren – I was thinking, this outcome needs to be updated in a way that makes the Value Added known and clear for everyone to see. The way it has been written doesn’t necessarily show what’s in our sphere of influence – it’s worded in a way that demonstrates the work of what people on the ground are doing – engaging volunteers. Can we word it to show the CBP’s coordination/tool provision role. Here as CBP, we’re not necessarily influencing individuals to take action (at home orgs maybe we are) but can we capture and communicate the themes of helping those norm changes. Rewritten in a way that shows what the CBP can actually do.

Challenges and Opportunities

- Kristin – When people think about restoration and the work that needs to happen they tend to think about working to fix something and then walking away. The Goal and Outcome remind people of the full work that has to happen to protect restoration and conservation over the long term. Without having the public understand the value, work to protect it, and care about it – the support and money to maintain that good work can evaporate. The Stewardship Goal/Outcome re-ensure that durability and help us maintain success in the long run.
- Wendy – Because there’s so much happening on the ground, there’s an opportunity to begin to connect CBP as a “nerve center” to the Do-ers all the way down. Landscape mapping in the opportunity category. There’s also a challenge of being a hub of the bay program and the challenge to reach those communities on the ground – but I’d rather position it as an opportunity.

Timescale

- Steve – It is a generational timescale to change norms and get a whole society/community to change how they view their relationship to the outcome. But we need to have achievable (SMART) interim goals to keep progress moving.
 - Social science is hard to measure and prove the efficacy.
 - Maybe we should have every 5 year measurements as we work towards a longer term goal.
 - Katie – Could interim 5 year measurements be considered indicators of success towards the overall outcome?
- Britt – It feels like we need tiered outcomes in order to get to the big Goal. In the first 5 years we’ll do X, the next 5 years Y, and the next five Z.
- Wendy – 10-15 year timescale feels likely for the Agreement as a whole.
- We could set our own internal (shorter term) targets.

11:00 Implementing Stewardship Work in 2025 – Meredith Lemke (CRC) presented about the state of the Chesapeake Steward Map project and the call for Map Ambassadors. Steve Raabe (OpinionWorks) presented about Chesapeake Behavior Change. Additional opportunities to make progress towards both the Beyond 2025 process and the 2024-2025 Stewardship Work Plan were discussed.

Action Item: Coordination information is forthcoming to organize meetings for:

- **Chesapeake Steward Map Ambassadors group** – Assist with outreach and promotion of the map. Help brainstorm new map uses and map design improvements. View the map [here](#).
- **Resource Hub Action Team** – Help design, gather resources for, and eventually share an online stewardship resource hub for practitioners.
- **Community-Scale Stewardship Action Team** – Develop a plan/methodology to identify what community-scale stewardship actions already exist across the watershed. Help establish a baseline for future measurement.
- **Outcome Revision Team/ Informal Steering Committee** – meet with Stewardship Workgroup leadership to help assist the updated outcome language drafting process

If you have not already done so, please fill out the [Action Team interest form](#).

11:30 Round Robin / Rapid Coordination – Participants discussed opportunities to support each other's work.

- Suzanne Etgen - <https://aawsa.org/2025-annual-conference> WSA Annual Conference March 1, 2025 Maritime Conference Center Linthicum. WSA is also looking for a Director of Finance and Administration <https://aawsa.org/hiring>
- Wendy O'Sullivan - [Chesapeake Gateways Communities Initiative - Chesapeake Bay Watershed \(U.S. National Park Service\)](#)
- Katie Lautar - Green space equity program - \$12M requests for \$5M avail. Potential increase in funding.
 - Also, tree canopy bill(s) in Baltimore. If trees come down, must be replaced or paid for regardless of what type of property, right now protections only extend to Rec & Park land.
- Julie Lawson - [DC students tackle Anacostia River pollution clean up for STEM competition](#)
 - Anacostia HS releasing a book on March 6
 - Fish art deadline February 8
 - Anacostia Environmental Youth Summit
 - Community based stormwater solutions grant – application closes March 13 <https://doee.dc.gov/service/community-stormwater-solutions-grants>
- Lauren Taneyhill - York River Roundtable (VA)
 - York River Roundtable coordinator: leslianne.hammond@yorkriversteward.org / admin@yorkriverroundtable.org
 - Data center development in VA as an emerging issue area
 - [Newsletter](#)
- Steve Raabe - Mid-Atlantic Marine Debris has formed a community of practice around behavior change. It's interactive, and meets quarterly. Interesting model to keep in mind and also check in and see how it's going. Steve can put in contact with 2 coordinators.
- Love is Trash Clean Up - Saturday, February 15: 2:00 – 4:00pm

11:50 Closing Announcements

- The Stewardship work group will be seeking new chairs. Please contact Britt Slattery if interested.

12:00 Adjourn