**Stewardship Workgroup Meeting Minutes**

## Monday, January 22, 2018

## 12:30 PM – 2:30 PM

**Location: UMCES Large Conference Room**

**429 4th Street**

**Annapolis, MD 21403**

**Summary of Actions and Decisions**

**Action:** Stewardship Workgroup will convene a small group to explore the use of webinars on Chesapeake Progress to

train the public on use of the data while the Online Tool is under construction.

**Action:** Lou, Kacey, and Steve will talk more about how to showcase the Anne Arundel County dataset for other local

jurisdictions interested in doing the same study.

**Action:** Stewardship Workgroup Leadership Team and WebTeam will convene to review RFP application responses

from stakeholders following the application period.

**Action:** Stewardship Workgroup will review audience list and identify specific members to understand user

needs, aligning our efforts with their needs. Steve Raabe and Jessica Blackburn will send specific list

of candidates to Guy that fit into those potential users identified above.

**Action:** Web Team and Stewardship Workgroup Leadership Team will put together a discussion guide to introduce the

online tool to interviewees before conducting interviews.

**Action:** Web team will conduct interviews with selected individuals and members of the workgroup who are

heavily involved in this work. Timeline will be clearer once the web team has a better scope of the

work and RFPs have come in.

**Action:** Rachel will convene a small group to discuss the Phase II communication plan in more detail to determine

timing and what this may look like. Self-reported likelihood data should be the priority focus for this

messaging.

**Action:** The Stewardship Workgroup Leadership Team is compiling comments from the workgroup to assign actions as

well as develop goals and timelines for each work plan action.

**Ongoing Action:** Identify specific needs from workgroup members before developing small

actions teams.

**Ongoing Action:** Engage Communications Workgroup members at the Bay Program and across

the state agencies, PA Extension as an example, to be active participants in

the Stewardship Workgroup.

The meeting agenda and minutes are available on the [Chesapeake Bay Program Calendar](https://www.chesapeakebay.net/what/event/stewardship_workgroup_meeting1).

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|  | **Celebration of Indicator Release. (Kacey Wetzel, CBT)**  Kacey provided a recap of the Citizen Stewardship Indicator release. (Including phase I media release, content on Chesapeake Progress, November Management Board presentation and additional venues where indicator information has already been shared including the Watershed Forum, etc.)   * The effort began three years ago collaborating with UMCES to create the predecessor tool to what is now the Stewardship Index. The Index was fielded this past year, and we now have a baseline of data for the watershed that indicates who is doing what, which informs who we want to work with in the future to guide stewardship efforts. * The Index received press from NPR as well as several watershed organizations interested in the data. * Trainings have been held at the Chesapeake Watershed Forum. * Blue Water Baltimore assembled a group of people interested in the data to receive a guided training from Kacey and Steve. * Trainings should be conducted with audiences in mind (i.e. Blue Water Baltimore as an example to identify interested users). * The Blue Water Baltimore training involved using specific Baltimore examples to show how the dataset could be used, how it was designed, and how outreach programs ensure people are at the center of its design. * The dataset is strong because it extends across the watershed which allows us to aggregate data from multiple jurisdictions. * A user document would be effective in reaching a large population in a short period of time. This would allow more time for prioritizing presentations and trainings around the dataset.   **Action:** Stewardship Workgroup will convene a small group to explore the use of webinars on Chesapeake  Progress to train the public on use of the data while the Online Tool is under construction.  **Action:** Lou, Kacey, and Steve will talk more about how to showcase the Anne Arundel County dataset for  other local jurisdictions interested in doing the same study. |
|  | GIT Funding Project: On-line Tool (Guy Stephens, UMD and Aera Hoffman, UMD) Guy and Aera presented results of preliminary interviews on the purpose of the on line tool and discussed with the group next steps for stakeholder interviews with potential users. The overall timeline for on-line development will continue to be discussed.   * Stakeholder interviews were conducted by the Communications Office and responses have begun coming in. * Potential uses of the online tool: assistance in creating targeted RFPs, allocation of resources to most cost effective behaviors, refinement of public outreach campaigns, noted behavior change over a series of years, and number of new outreach programs designed to change behaviors. * Potential users could include: those who know the index effort and are familiar with the data, those who have expressed interest in behavior adoption, and others in the field.   **Action:** Stewardship Workgroup Leadership Team and WebTeam will convene to review RFP application  responses from stakeholders following the application period.  **Action:** Stewardship Workgroup will review audience list and identify specific members to understand user  needs, aligning our efforts with their needs. Steve Raabe and Jessica Blackburn will send specific list  of candidates to Guy that fit into those potential users identified above.  **Action:** Web team and Stewardship Workgroup Leadership Team will put together a discussion guide to  introduce the onlinetool to interviewees before conducting interviews.  **Action:** Web team will conduct interviews with selected individuals and members of the workgroup who are  heavily involved in this work. Timeline will be clearer once the web team has a better scope of the  work and RFPs have come in. |
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|  | **Phase II of Indicator Release (Rachel Felver, ACB)**  Rachel shared a draft plan for the Phase II release of indicator and data. The workgroup provided feedback and input on how to prioritize elements of the phase II plan.   * The Communication team has been isolating individual behaviors to see how the audience responds and better understand their needs rather than introducing all of the data at once. * If funds are available in the budget, CBP would consider hiring a group as well as to using in-house support to offer nationwide trainings of the dataset. * Comparability study could be done in the future to see fertilizer use across different groups.   **Action:** Rachel will convene a small group to discuss the Phase II communication plan in more detail to  determine timing and what this may look like. Self-reported likelihood data should be the priority  focus for this messaging. |

## Two Year Work Plan Discussion (Kacey Wetzel, ACB; Suzanne Etgen, AAWSA)

The workgroup discussed, identified, and prioritized actions to be included in the workgroup two

year work plan. The group began by reviewing the previous workplan and identifying actions that

have been accomplished or could be removed. The group then streamlined and prioritized remaining

actions as well as identified new actions.

**Action:** The Stewardship Workgroup Leadership Team is compiling comments from the workgroup to assign actions as

well as develop goals and timelines for each work plan action.

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|  | **Engaging New Workgroup Members (Kacey Wetzel, ACB; Suzanne Etgen, AAWSA)**  The workgroup discussed strategies engaging and identifying additional workgroup members.   * Do we have the right mix of members attending regularly? * Who else is working in the Stewardship space that we can engage as new members in the workgroup.   **Ongoing Action:** Identify specific needs from workgroup members before developing small  actions teams.  **Ongoing Action:** Engage Communications Workgroup members at the Bay Program and across  the state agencies, PA Extension as an example, to be active participants in  the Stewardship Workgroup. |
|  | Next Steps (All) The workgroup wrapped up discussion and confirmed next steps on action items and future meetings.   * Amy, Suzanne, Kacey, and Drew will meet in early February to review workplan actions discussed among the group and send out a spreadsheet to the Stewardship Workgroup with a plan to execute these actions in 2018-2019. * The Stewardship Workgroup Leadership Team will consult the Diversity Workgroups to determine how actions tied to diversity should be managed. * Schedule the next Stewardship Workgroup meeting to follow up on actions discussed. |

**Attendees**

**Stewardship Workgroup**

Kacey Wetzel, Chesapeake Bay Trust, Chair

Suzanne Etgen, Watershed Stewards Academy, Chair

Drew Pizzala, Chesapeake Research Consortium, Stewardship Staffer

Alana Hartman, WV Department of Environmental Protection

Barbara Gavin, Elizabeth River Project

Caitlyn Johnstone, Alliance for the Chesapeake Bay

Carolyn Donovan, University of Maryland Center for Environmental Science

Catherine Krikstan, Alliance for the Chesapeake Bay

Curtis Dalpra, Interstate Commission on the Potomac River Basin

Darius Stanton, Chesapeake Research Consortium

Emily Bialowas, Izaak Walton League

Greg Evans, VA Department of Forestry

Jennifer Dindinger, University of Maryland

Jennifer Starr, Alliance for the Chesapeake Bay

Jessica Blackburn, Alliance for the Chesapeake Bay

Julie Lawson, DC Mayor's Office of the Clean City

Laura Free, EPA

Lou Etgen, Alliance for the Chesapeake Bay

Rachel Felver, Alliance for the Chesapeake Bay

Steve Raabe, Opinion Works

Virginia Witmer, Virginia Department of Environmental Quality

Zachary Rybarczyk, DC Department of Energy and Environment

**Stewardship Workgroup Leadership Team**

Kacey Wetzel, Chesapeake Bay Trust, Chair

Suzanne Etgen, Watershed Stewards Academy, Chair

Amy Handen, NPS, Stewardship Coordinator (not in attendance)

Drew Pizzala, Chesapeake Research Consortium, Stewardship Staffer

**Web Team**

Guy Stephens, University of Maryland Center for Environmental Science

Aera Hoffman, University of Maryland Center for Environmental Science