

# Update: How CBP is Being Accountable and Communicating Assessment Information to the Public in 2012

October 10, 2012 Presentation to MB

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# Purpose of Presentation

- **Status** of STAR/GITs indicator updates and CWG public communications to date
- **Issues/Updates** that have arisen in 2012; adaptations needed
- **Recommendations** for 2013 planning

# STATUS: Are We Meeting MB Expectations for 2012?

What We Said We'd Do	By 2012 EC Mtg (Completed/promised)	By End of 2012 (Completed/promised)
Update Indicators <b>with 2011 data</b> (and revise as needed)	15/24 (63%)	18/33 (55%)
Develop New Indicators	1/1 (100%)	1/2 (50%)
Communicate the new and updated* info via EC mtg materials, press releases, web stories, and/or year-end summary (*in some cases, 2010 data was an "update" we communicated by EC mtg)	17/28 (61%)	17/35 (49%)

## STATUS: CBP Indicators That Do Not Yet Feature 2011 Data

Restoration Effort Indicators	Expected Update/Revision
Wetlands Enhancement & Rehabilitation	Fall 2012
Protected Lands	Fall 2012
Public Access Sites	Fall 2012

Bay & Watershed Health Indicators	Expected Update/Revision
Striped Bass Abundance	Fall 2012
Juvenile Menhaden Abundance	Fall 2012
Chemical Contaminants	Spring 2013
N, P, Sed Long-term Trends	Fall 2012
N, P, Sed Yield and Short-term Trends	Fall 2012

Factors Impacting Bay/Watershed Health Indicators	Expected Update/Revision
N, P, Sed Loads	Fall 2012

# STATUS: Additional Out-of-Date Indicators

Indicator		Status
Oyster Restoration	told MB we'd develop partial indicator in '13	Fisheries GIT Developing new indicator in 2013 (based on partial data)
Developing W'shed Management Plans	recommended its removal to MB	Under discussion by Watershed GIT
K-12 Education (MWEE)	told MB we'd update/refine in '13	Stewardship GIT to update/refine by spring 2013
Oyster Abundance	told MB we'd develop partial indicator in '13	Fisheries GIT Developing new indicator in 2013 (based on partial data)
Shad Abundance	told MB may no longer be used	Shad Action Team developing new indicator ("Test case" in 2013)
Tidal Wetlands Abundance	told MB may no longer be able to update	Updated data will be available, (not in time for 2012 end-of-year summary)
Forest Cover	told MB may need to use different data	Forest WG reviewed options; agreed to update in fall 2012; early 2013 FWG will review other sources of data and bring proposal to STAR in summer 2013

# STATUS: Additional Indicators To Be Developed

Indicator		Expected Completion
Wastewater	told MB we'd develop by 2012 EC mtg	Completed on time
PK-Grade 12 Environmental Literacy	told MB we'd develop in 2013	No longer to be developed
Water Quality Standards	no deadline was established	2013
Brook Trout	told MB we'd develop in 2012	2012
Water Temperature	MB requested; no deadline established	2013
N, P, Sed Trends in Load	using WRTDS data	2013
Trend in Freshwater Stream Health (B-IBI)		2013

# STATUS: Responding to MB Feedback

Request re: Indicators	Questions	Status
Phytoplankton	will removal create a gap or are remaining indicators sufficient for category?	Tidal WG determined unacceptable gap; pursuing continuation of indicator; need \$50K
Watershed Health	is current mix of indicators sufficient?	Watershed GIT to discuss beginning Dec 2012
Factors Impacting Health	is current mix of indicators sufficient?	Watershed GIT/Non-Tidal WG: planning to discuss; Fisheries GIT may become involved to consider incorporating invasive catfish indicator
Developing Watershed Management Plans	has Watershed GIT dismissed?	See previous slide
Tidal Wetlands Abundance indicator:	determine feasibility of updating	See previous slide
American Shad Abundance	should continue to be reported	See previous slide
Forest Cover	review new data/time period	See previous slide
Develop water temperature indicator		See previous slide

# STATUS: What *have* we Communicated to date? *beyond only uploading data to website*

What	When / Vehicle
Underwater Grasses (SAV)	March 28 - News Release, web story, social media
DO levels (& clarity)	June 12 - News Release, web story, social media
Reducing Pollution (N, P, S)	July 9 - EC Press Release, web story, social media
Blue Crabs (abundance and management)	July 20 - News Release, web story, social media
Wetlands Restored (& clarity)	Sept 6 - News Release, web story, social media
Forest Buffer Restoration (& Brook Trout)	Oct 2 – News Release, web story, social media
- DO; Clarity; Forest Buff. Rest.; Reducing Pollution; Wetlands Restrd; Crabs; SAV	July 9 – <i>also</i> in State of Program report at EC
- N,P,S Trends; Bottom Hab.; Grasses Planted; Fish Passage Reopened, Wastewater	July 9 – <i>only</i> in State of Program report at EC
<u>Other non-indicator news:</u> -Blue/Flathead Catfish policies - EC Mtg -Web visits; Video views; Web stories -NFWF Grant awards	-Mar 2 – News Release, web story, social media, video -July 9 - News Release, web story, social media -July 9 - State of Program report -Aug 27/Sep 25 - News Release, web story, social media



# STATUS: How have we Communicated in 2012?

*beyond only uploading data to website*

- Indicator data was publicly promoted when it was considered:
  - of public interest,
  - seasonally relevant, or
  - relevant to broader CBP communications efforts
- This meant we:
  - Did not always promote data concurrent to its online posting
  - Used most publicly relevant data as primary news, with some secondary indicators woven in to enhance context



# ISSUE #1:

- Issue:

In some cases, CBP news:

- has waited on indicators in order to communicate publicly
- Has not had information needed to tell our unique story when it is most “newsworthy”
- has been re-active, based on indicator readiness...and this has proved an unreliable schedule

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# RECOMMENDATION #1 – re: 2013 Planning

## Recommendation from CWG:

- CBP Com Office to develop pro-active plan for communicating stories in 2013
  - Schedule will developed based upon timeliness & relevance to public & media interest
  - News items to be a story about the topic, not a story about the data (include indicator data *if available*)
  - News stories will discuss both health and restoration indicators as applicable (ie: we will not nec. separate health & restoration info)
  - All other indicators to be used by CBP Comm. in news stories throughout the year
  - Reducing Pollution Indicators to be released at EC meeting\*

## Issue #2: Embargoes

- Background: In 2012, CBP agreed to no more embargoes of updated indicator info.
  - Updated data were to be uploaded to CBP website as soon as available.
- Issue: Updated info/data for some indicators were embargoed for website upload:
  - Reducing Pollution - until EC mtg
  - Blue Crab figures – Until CBSAC report was official

## RECOMMENDATION #2 – re: Embargoes

- Recommendation from STAR:
  - Updated indicator content should be made available on CBP website as soon as available.
- Recommendation from CWG:
  - Reducing Pollution Indicators to be released at EC meeting

# Update/Item #3:

- Communicating / Info-sharing on topics of public interest, when the topic is not a focus for CBP or GITs

## Considerations:

- CBP Communications goals for the web are to be THE 1<sup>st</sup> stop for info

The screenshot shows a Google search interface with the query 'chesapeake bay'. The search results page displays 'About 15,400,000 results (0.18 seconds)'. On the left, there is a sidebar with navigation links: Web, Images, Maps, Videos, News, Shopping, and More. The main content area lists several search results. The top result is 'A Watershed Partnership - Chesapeake Bay Program' with the URL 'www.chesapeakebay.net/'. Below it is a Wikipedia entry for 'Chesapeake Bay'. Further down are links to the 'Chesapeake Bay Trust' and the 'Chesapeake Bay, Maryland' page from the Maryland State Archives. On the right side of the search results, there are two map thumbnails, each titled 'Chesapeake Bay', showing the geographical location of the bay and surrounding areas.

As of last Friday, Oct 5: we are at the top....

# More considerations:

- This allows us to better leverage & cross-promote news across the partnership
- In the case of this info, we are the conduit only
- Sometimes, it gives us a publicly relevant opportunity to make further use of our existing products.

**Jul 31 2012** **Star-Spangled Banner National Historic Trail now open**

The Star-Spangled Banner National Historic Trail is open and ready for visitors. The 560-mile land and water route connects historic sites in Maryland, Virginia and the District of Columbia while telling the story of the War of 1812 in the Chesapeake Bay region.

One of 19 national historic trails administered National Historic Trail allows visitors to explore experiencing the places that bring to life the bicentennial celebration of the War of 1812, it introduces visitors to regional communities--B war.



## Chesapeake Bay News

**Jun 09 2009** **Scientists Find Possible Link between Intersex Fish in Potomac, Shenandoah Rivers**

U.S. Geological Survey researchers have found a possible link between intersex fish and fish kills and lesions on bass in the Potomac.

In a recently published study, USGS researchers showed that estrogen produced lower levels of a hormone called hepcidin. Hepcidin is suspected to act as an antimicrobial peptide in fish. Peptides are the first line of defense against disease-causing bacteria.

"Our research suggests that estrogen-mimicking compounds cause disease by blocking production of hepcidin and other immune responses against disease-causing bacteria," said Dr. Laura Robertson of the study.

The study showed that the estrogen blocked the production of hepcidin, giving more weight to the theory that estrogen or estrogen-mimicking compounds can cause intersex traits to appear in fish.

USGS researchers found intersex fish -- or fish with both male and female characteristics -- in the Potomac and Shenandoah rivers several years ago. Studies have shown that estrogen-mimicking compounds can cause intersex traits to appear in fish.

Because fish lesions, fish kills and intersex traits have been found to co-occur in the Potomac and Shenandoah rivers, USGS scientists are studying the role of estrogen-mimicking compounds in lesions and fish kills.

Birth control pills, hormone replacement therapy, and other sources of estrogen and estrogen-mimicking compounds in wastewater, as they are not removed by wastewater treatment plants.

Learn more about this USGS study.

Learn more about this USGS study

## Videos

### Bay 101: Fish Kills



June 15, 2012

In this follow-up segment to Bay 101: Algae Blooms, we revisit Charlie Poukish of the Maryland Department of the Environment to

## Update on Question #3 – re: Topics of Public Interest

CBP will continue to offer these kinds of online news stories but with efforts to *engage partners further* as news arises.

### Recommendations from STAR:

- CBP website stories/issue pages can provide links to *data/info from other sources\**.
- STAR to support CWG by assessing rigor/integrity of the sources/data/info being linked to from CBP website.
- STAR is aware of upcoming reports (e.g. toxics) and will work with Communications to have them communicated on our website, as STAR believes they should be.
- *Note: Communicating these things does not mean CBP needs to develop a new indicator for them.*



# For Decision/Discussion Today

*Next Step: Based on MB feedback today, develop final plans for 2013 and present to the MB for their approval in Nov or Dec 2012.*

**Recommendation #1:** Develop a more pro-active plan for communicating stories in 2013 in which we do not “wait” on indicators

**Recommendation #2:** No embargoes at all?

**Question/Update #3:** Communicating / Info-sharing on topics of public interest, when the topic is not a focus for CBP or GITs