

Stewardship Workgroup Meeting Minutes

Monday, July 30, 2018

10:00 PM – 1:00 PM

Location: Fish Shack-Chesapeake Bay Program Office

410 Severn Ave.

Annapolis, MD 21403

Conference Line: 866-704-1637, pass code: 269 490#

Web Link: <https://epawebconferencing.acms.com/git5>



Summary of Actions and Decisions:

Action: Workgroup members are encouraged to add to future GIT Funding ideas of any projects that could help to advance our work.

Action: Copy Amy and Drew on correspondence for subgroups to track progress.

Action: Email subgroup leads if you wish to join a subgroup or to request more information.

Action: The next full workgroup meeting in January, 2019.

10:00 Welcome and Agenda Overview (Kacey Wetzel, CBT and Suzanne Etgen, AAWSA)

This meeting laid out a framework for identifying the Stewardship Workgroup's existing resources and determined what additional efforts would be needed to accomplish the 2018-2019 workplan actions. Workgroup members broke into three subgroups to brainstorm where they would contribute and discuss who else should be brought to the table.

10:15 GIT Funding Update (Kacey Wetzel, CBT and Amy Handen, NPS)

Kacey and Amy provided an overview of the current and potential future GIT funded projects including the Stewardship Data On Line Tool currently under development.

Overview of GIT Funding and Update on Stewardship Online Tool:

- EPA provides funding each year to fund projects that have been identified as priorities by GITs and workgroups to overcome barriers that prevent them from reaching their goals and associated outcomes.
 - The Stewardship Online Tool was funded in FY 2017 and the Stewardship Steering Committee is meeting with contractor, Green Fin Studios, and the Chesapeake Bay Program (CBP) Web Team on July 31, 2018 to share information about data that has been collected and discuss preliminary roles and responsibilities to kick off the project.
 - The next meeting with Green Fin Studios and the CBP Web Team will determine a design sprint where Stewardship Workgroup leads will come together and talk about what the tool will look like.
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Future GIT Funding Ideas:

- Build a web based tool similar in structure to baybackpack.com to house all existing programs, trainings, and tools to help identify priority audiences and the likelihood that people will adopt certain behaviors.
- Enhance an audit tool already in development that identifies ways to increase programming effectiveness around behavior change goals.
- Cross GIT Behavior Change Training around social science strategies to provide training on social science frameworks to increase the knowledge, understanding and use of strategies among Chesapeake Bay Partnership members that are designed to change the behavior of our priority audiences. The proposal for this project is currently being considered for FY 2018 GIT Funding by the Chesapeake Bay Program Management Board.
- Develop a model that helps the workgroup overcome barriers in stewardship that calls for engaging social scientists to answer questions and deliver more effective programs.
- Develop a regional stewardship program brand with support from the Choose Clean Water Coalition and LGAC. The brand would seek commitment of state and local governments and NGOs to share a common brand. The brand is included in addition to existing program logos, as a way to tie together our regional work and harness the power of branding to improve public understanding and recognition of a variety of programmatic efforts to improve water quality.

Action: Workgroup members are encouraged to add to future GIT Funding ideas of any projects that could help to advance our work.

10:30 2018-19 Stewardship Workplan Vision (Kacey Wetzel, CBT and Suzanne Etgen, AAWSA)

Suzanne and Kacey provided their vision and methodology for achieving the 2018-2019 work plan.

- Subgroups will be self-governed and determine meeting schedules and priorities to accomplish action items.
 - Drew and Amy will help subgroups organize work.
 - Subgroups will reconvene in January, 2019 (exact date TBD).
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10:45 Stewardship Subgroup Discussion

Stewardship Subgroup Leads shared team objectives and discussed their vision for their path forward. Workgroup members self-select a subgroup and participated in a breakout session to identify next steps towards accomplishing the 2018-2019 workplan. Small groups and leaders include:

- **Diversity:** Kacey Wetzel, CBT. The Diversity Subgroup will work with the CBP Diversity Workgroup to align diversity goals and identify opportunities for improving engagement. The group will identify challenges for leaders and engaging diverse audiences, identify opportunities for addressing these challenges, and prioritize tasks within possible solutions.
- **Supporting Practitioners:** Lou Etgen and Marissa Spratley, Alliance for the Chesapeake Bay; Amanda Rockler, UMCES. The Supporting Practitioners Subgroup will work to build capacity and engage other groups doing work to improve water quality, i.e. CBP Diversity and Toxic

Contaminants Workgroups. This group will lay out the foundation for engaging these groups and building capacity through a stewardship lens, identifying training, connecting case study databases, and developing a communication plan.

- **Citizen Leaders and Continuum of Stewardship:** Jennifer Dindinger, UMCES and Suzanne Etgen, AAWSA. The Citizen Leaders and Continuum of Stewardship Subgroup will define what citizen leaders are, how they can be measured, and integrate existing work by partner organizations into the workplan. Determine what other programs exist and what support they need to help foster citizen leaders.
- **Online Tool:** CBP Web Team with coordination support by Amy Handen, NPS and Drew Pizzala, Chesapeake Research Consortium. The steering committee of the Stewardship Workgroup is working with Green Fin Studios, CBP Web Team, and the Stewardship Workgroup. Drew and Amy will request feedback from interested workgroup members as assistance is needed.
- **Upstream Audience:** Lou Etgen, Alliance for the Chesapeake Bay. The Upstream Audience Subgroup will work to increase effectiveness of stormwater outreach programs that are required under existing permitting structures. This will involve engaging regulatory agencies and determining how to better facilitate partnerships with local governments and watershed organizations to influence change for stewardship.

12:15 Subgroup Report Out and Next Steps (All)

The workgroup reported out from the breakout sessions on major takeaways and confirmed next steps on action items and future meetings.

Diversity

- Engage Chesapeake Conservation Corps Volunteers into Diversity Work to expedite coordination of the Diversity Workgroup.
- University of Maryland College for Success Program that mentors young adult males of color-the group is thinking of ways to connect with the university in order to create pipeline programs through work that the Diversity Workgroup is currently doing.
- The first step is to bring Jessica, Chuck, and Emily up to speed on where Chesapeake Bay Funders Network and Choose Clean Water Coalition are with the dataset and how it is going to advance recommendations for a DEI plan for the Chesapeake community.
- The next step will be engaging the Diversity Workgroup and from there determining a meeting schedule.
- The group is looking for ways to think through what some of the data can be interpreted to mean to create recommendations. Once data is shared, the subgroup can help craft a recommendation plan to share with the community.

Supporting Practitioners:

- Amanda Rockler-Action items were identified for the group and work will primarily be done over email at this point. The next in person meeting will be in October.
 - Lou Etgen-The Upstream Audience was a prominent discussion point during the breakout and so has agreed to integrate this group with Supporting Practitioners.
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- Suzanne Etgen/Lou Etgen/Amy Handen-The 2019 Watershed Forum would be more timely to host this topic since the Online Tool will be more established.

Citizen Leaders and Continuum of Stewardship:

Summary by Suzanne Etgen:

- The group began the conversation by defining what we mean by “Citizen Leader.”
- The first step is to do an inventory of identified programs that support citizen leaders as a precursor to measuring citizen leaders.
- Recruit more representation from DE, PA, VA and DC.
- This group will meet via conference call every month until momentum is built and make modifications to the meeting schedule accordingly.

Online Tool

- The 2019 Watershed Forum might be more timely to introduce the Stewardship Index and Online tool

Next Steps:

Action: Copy Amy and Drew on correspondence for subgroups to track progress.

Action: Email subgroup leads if you wish to join a subgroup or to request more information.

Action: The next full workgroup meeting in January, 2019.

1:00 Adjourn

Attendees

Chuck Hunt, GIT 5 Chair, National Park Service-Chesapeake Bay Office

Suzanne Etgen, Co-Chair, Anne Arundel County Watershed Stewards Academy

Kacey Wetzel, Co-Chair, Chesapeake Bay Trust

Amy Handen, Coordinator, National Park Service-Chesapeake Bay Office

Drew Pizzala, Staffer, Chesapeake Research Consortium

Emiliy Biolowas, Izaak Walton League

Jessica Blackburn, Alliance for the Chesapeake Bay

Curtis Dalpra, Interstate Commission on the Potomac River Basin

Sarah Deibel, Department of Defense

Jen Dindinger, MD Sea Grant Extension

Lou Etgen, Alliance for the Chesapeake Bay

Rachel Felver, Alliance for the Chesapeake Bay, CBP Communications

Barbara Gavin, Elizabeth River Project

Alana Hartman, West Virginia Department of Environmental Protection

Caitlyn Johnstone, Alliance for the Chesapeake Bay, CBP Communications

Michelle Kokolis: Rock Creek Conservancy

Donald Masters, Eco Action Arlington and Rockville Climate Change Committee

Emily Rice, DC Department of Energy and Environment

Steve Raabe, Opinion Works and Watershed Stewards Academy

Amanda Rockler: University of Maryland Sea Grant Extension

Peter Spadero, Pennsylvania Department of Conservation and Natural Resources