



Communications Workgroup Monthly Call Minutes

September 5, 2018

Participants

Catherine Krikstan, UMCES-CBP (Chair)
Deb Klenotic, PA DEP (Vice Chair)
Rachel Felver, ACB-CBP (Coordinator)
Rebecca Chillrud, CRC-CBP (Staff)
Greg Barranco – EPA CBPO
Kim Couranz, NOAA-Fisheries GIT
Margot Cumming, CRC-Habitat GIT
Heather Dewar, USGS
Melissa Diemand, Potomac Conservancy
Caroline Donovan, UMCES-IAN
Aaron Ferster, EPA-R3

Lucy Heller, ACB
Phil Miller, DNREC
Andrew Overton, CBF
Will Parson, ACB-CBP
Kristin Reilley, CCWC
Kristin Saunders, UMCES-CBP
Mark Schaffer, MDE
Joan Smedinghoff, ACB-CBP
Patrick Smith, NPS/CC
Virginia Witmer, VA DEQ

I. Welcome

II. Shared Messaging - September ([Presentation](#))

- September 15-22: National Estuaries Week
 - #DYK? The Chesapeake Bay is the largest estuary in the United States and the third largest in the world. #EstuariesWeek
 - Estuaries like the Chesapeake Bay are unique ecosystems where fresh water and salt water mix. #EstuariesWeek
 - Since most of the Bay's fresh water comes from the Susquehanna to the north and Potomac to the west, the eastern shore tends to be saltier than the western shore. #EstuariesWeek
 - The population of coastal counties is growing three times faster than noncoastal counties. More people can lead to more development and more pollution entering estuaries. #EstuariesWeek https://www.chesapeakebay.net/issues/population_growth
 - Supporting content:
 - Restoring America's Estuaries Social Media Toolkit
 - Bay Program estuaries page
 - Bay Program blog on the effect of rainfall on estuaries will be posted September 20th
 - Bay Program Blog: Eight Reasons the Chesapeake Bay is an Exceptional Estuary
 - NWF page on estuaries and the threat from climate change
 - NOAA interactive estuary animation and pollution game
 - NOAA habitat has just posted/tweeted about NOAA and science supporting oyster restoration
 - USGS will be creating a post about record freshwater flows
 - Related hashtags:
 - #EstuariesWeek

- September 17-23: Pollution Prevention Week
 - It's pollution prevention week! Learn how to reduce your pollution and protect the Bay with these tips. <https://www.chesapeakebay.net/action/howtotips>
 - #DYK? 80 percent of the tidal #ChesBay is impaired by toxic pollution. Learn how you can reduce pollution to the Bay: <https://www.chesapeakebay.net/state/pollution>
 - Supporting content:
 - Bay Program How-to's and tips
 - Bay Program Take Action page
 - Bay Program State of the Chesapeake Pollution page
 - EPA pollution prevention tips
 - PA DEP did a be stormwater smart campaign last September, includes some tips on reducing pollution through stormwater
 - PA DEP and PennDOT will be announcing in Sept. the launch of a littering behavior and attitudes study
 - Related hashtags:
 - #p2week #PreventPollution #PollutionPrevention #GreenTips #BayTips
- September 22: National Public Lands Day
 - This Saturday is the 25th annual National Public Lands Day! #FindYourChesapeake at a public access spot near you. #NPLD <https://www.chesapeakebay.net/action/visit>
 - National Public Lands Day is the nation's largest single-day volunteer event! Will you be getting involved? #NPLD <https://www.nps.gov/subjects/npscelebrates/public-lands-day.htm>
 - On National Public Lands Day, National Park sites all offer free admission! What's your favorite park in the #ChesBay watershed? #NPLD
 - Supporting content:
 - National Environmental Education Foundation page
 - Bay Program Visit the Chesapeake page
 - NPS Find Your Chesapeake site
 - Bay Program blog: National Park sites you've never heard of
 - State parks: VA State Parks will have free parking
 - Water trail maps and guides from the Parks Service: fun twist to include public waters as well as public lands
 - Related hashtags:
 - #NPLD #FindYourPark #FindYourChesapeake #OptOutside #GetOutsid
- September 15: International Coastal Cleanup Day
- September 19: World Water Quality Monitoring Day

III. Round Robin and Bay Program Updates

- CBP Communications Office
 - Had two press releases in August – EC Meeting/ag technical assistance; state of environmental education, which included state-specific fact sheets for the states that are signed on
 - Fourth B4B webinar coming up on engaged communities. There's also a new feature/video on B4B
 - New blogs: rains and how they influence the estuary; Conowingo; feature on hellbender restoration Sept. 25
 - GIT Funding projects. Behavior change proposal to provide training for all members of the partnership, more comprehensive than at our retreat. Opportunity for specific advice for up to four teams. Finally, pilot draft campaign for SAV/encouraging
- CBF

- Some point in October, will be releasing a report on the economic impact of the ten billion oysters project that CBF is working on
- USGS
 - Has been working for 3-4 weeks with American Rivers, DNR, some others on the Bloede Dam (Patapsco River) removal event. Dam will be removed later this week. Focus on restoration of fisheries/fish passage and a broader view of what dam removal means for Ches Bay restoration. Have a team there looking at how this can affect sediment flows. Have geophones that can pick up the sound of the river bottom, will be the most accurate depiction of sediment flow that's ever happened in the East.
 - CBP will be posting a blog on this as well. CBP put out a feature earlier this year on the importance of fish passage that mentions the dam, will be resharing later this week as well.
 - NOAA: they did have some media at the geophone event this morning. NOAA will be doing more of a push once the dam is breached.
 - Kristin: WBAL picked it up, there was lots on social media as well.
- DC DOEE
 - Focusing on trash prevention in DC and freshwater mussel restoration.

IV. Action Team Discussion

- Changes to the workgroup
 - Will focus on meeting the communication needs in management strategies in workplans.
 - New meeting format: 60 minute calls. First half on shared messaging, round robin updates, action team updates. Second half: topic of member interest, could be pre-set or based on updates. Please feel free to send ideas for this!
- Action teams: created to solve a particular project. The focus is to come up with solutions to a problem. The workgroup has been approached about various communications projects and this is a chance for people to whom this is relevant to work on it.
- WIP Engagement
 - To address communications needs in regard to the Phase II WIPs
 - Lead: Deb
 - Watershed Wide
- Forest Buffers
 - Purpose: Work with the forestry group to create a communications strategy around forest buffers
 - Lead: Rachel
- Fish Consumption
 - Purpose: Work with the fish consumption team to help with their fish consumption advisory user guide
 - Lead: Caitlyn
- Future action teams:
 - Behavior Change Training and Application
 - Coastal Landowner Shoreline Management
- Work flow: common template and products for each action team. Want to form a small team to decide on this; if you're interested email me or Rachel
- Deb: this is a great evolution for our group. How can members sign up for action teams? Email Rebecca if you would like to get involved with any of the teams.

V. Topic of Member Interest: Retreat Recap

- Attendance: we had 6 presenters, 27 participants, 15 agencies and orgs. This is an increase from the past two retreats, so thank you all for coming!

- Chesapeake Bay Program Primer; Social Marketing for Behavior Change; Case Study – for a Healthy Bay, Let Grasses Stay.
- Lessons learned
 - Less than 1/5 of the population will adopt an action based only on information, while 68% will adopt when influenced by social marketing techniques.
 - Formative research has to be used to influence the design of your campaign
 - Set a SMART (Specific, Measurable, Achievable, Relevant and Timebound) goal
 - Product, price and place are as important as promotion
- How will this impact our work?
 - If we pair the Bay Program's Citizen Stewardship index with social marketing, we can boost stewardship and close the gap in reducing pollution.
 - Partners: DEP's litter reduction campaign with PennDOT. Currently getting together the formative research. Phase III planning process has focused on moving beyond just driving awareness – more one on one outreach, greater focus on outcomes. Looking at this model for how to try to shift from awareness to action.
 - DC DOEE: important to DC from a permit enforcement perspective. Who is DEP focusing on? Deb – focused on residents and littering behaviors, not really on government agencies or businesses. DC has done lots of anti-littering social marketing research, will be happy to share. Has done focus groups, phone surveys, etc. to understand littering behavior. DC used OpinionWorks as a contractor for that, Alice Ferguson Foundation is still continuing to work on that.
- Guidance:
 - Presenters have offered to be a resource. Kacey offered to discuss questions about CBT's grant programs. Jen and Amanda are available for informal assistance or can work as approved technical assistance providers.
- Virginia Witmer: Balloon debris campaign as well as the native plants one from Virginia DEQ.
- Future retreats: ideas from the survey included several things

VI. Wrap Up

Next meeting: October 3 call