



## Communications Workgroup December Meeting

December 5, 2018 | 1:00 to 2:00 p.m.

Phone: (202) 991-0477 | Code: 903-7008

Adobe Connect: <https://epawebconferencing.acms.com/comm>

### Agenda

1:00 – 1:05 Welcome and Roll Call

Deb Klenotic, PA-DEP (Chair)  
Rachel Felver, ACB-CBP (Coordinator)  
Irina Calos, VA-DEQ  
Cassandra Davis, NY-DEC  
Caroline Donovan, UMCES-IAN  
Caitlyn Johnstone, ACB-CBP  
Andrew Overton, CBF  
Kristin Reilly, CCW  
Matt Robinson, DC-DOEE  
Joan Smedinghoff, ACB-CBP  
Jennifer Starr, ACB-CBP

1:05 – 1:15 Shared Messaging: December

- Our December shared messaging will cover winter holidays, cold weather activities and the Bay Program's 35<sup>th</sup> anniversary.
- DC: Requested to use some of the Bay Program's throwback photos.
- PA: Can we invite people to share photos on social media during the winter? People can share their backyards, frozen streams and watershed winter activities.
- ACB: Can we invite people to share photos from their first winter experience? For example, first winter at a restoration project.
- CCW: Recently wrote a blog post on the 35<sup>th</sup> anniversary and pitched it to the Washington Post.
- PA: Can we do a same-day thunderclap where everyone posts something celebrating CBP and the partnership?

1:15 – 1:25 Member Round Robin

- UMCES-IAN: The Chesapeake Monitoring Cooperative is putting together a website that will launch in late December. It will have the same URL as the current website but will redirect to the new one. Would love it if everyone could highlight when it is live.
- CBP: NFWF grant announcement was this past Monday, thank you to everyone who amplified the announcement. If you wish to have a copy of the state-specific press release that was issued, please contact Rachel. The 2017-18 Bay Barometer is delayed and is now scheduled to be released in early March.
- CBF: We received a substantial NFWF grant and issued our own press release, would appreciate amplification as well.
- PA-DEP: We had good results from our second year of ag inspections. Last week we launched a blog series to highlight local stakeholders who are in the process of developing their Phase III WIP.
- VA-DEQ: We have almost finished with our Phase III WIP planning process, which was a series of four regional meetings with our Planning Districts Commissions and Soil and Water Conservation Districts. They are the ones who have developed the spreadsheet of BMPs that they plan to implement. We have one more regional meeting on Friday and then our next steps are to write the Phase III WIP itself. Our goal is to make it easier for the public to digest. Looking into creating a separate Executive Summary. NY responded that they did not do one for their Phase II WIP but plan to for their Phase III WIP. Deb stated that we can bring this up at our next WEAT call.

1:25 – 1:35      Action Team Updates

- WEAT: Each jurisdiction is in a varying stage of completion regarding their WIPs. Conversation in the action team meetings have identified four needs: communications about co-benefits, the need for a digital dashboard or other web entity where local stakeholders can see the progress they are making, communications about funding sources and a need for infographics. Our focus now will be how we can reach local stakeholders. CBP has developed 12 fact sheets on co-benefits for WIP planners to use when considering what BMPs to use in their WIPs. How can we turn these fact sheets into more digestible information? We need to find informed spokespeople that can reach local leaders in different parts of the watershed. How can we get them success stories and other information that we have collected? Can the WEAT team host a webinar, develop postcard-style handouts or talking points for planners to use? We want to understand local priorities and concerns (e.g. open space, recreation, economic needs). Can we begin to develop a communications strategic plan?
- Forest Buffers: Had their second meeting last week. We work to develop a strategic communications plan by April 2019. Goal is to get trees planted in the ground and leadership to buy into buffers. There are several different audiences to pursue: foresters, ag professionals, farmers, landowners, technical service providers, internal CBP leadership and state officials. Began to discuss the costs and benefits related to buffers. Could really use other jurisdictional representation on the action team. Will meet again in early January.
- Fish Consumption Advisory: Caitlyn will send out the ten steps to creating goals of a behavior change strategy to the group. The goal of this action team is develop use cases to accompany the fish consumption advisories. Could really use additional representation from other jurisdictions and organizations that have experience with fish consumption advisories. DC would like to connect with CBP next week to see how we can cater this effort to meet their needs.

1:35 – 2:00      January In-Person Meeting

- Looking at January 23/24 in Washington, D.C.
- Potential topics: strategic and communications planning, how to design surveys (including writing questions, evaluation, etc.)

**Next Meeting:** January in-person retreat, date TBD