



Communications Workgroup December Minutes

December 1, 2021 | 1:00 to 2:00 p.m.

Participants

Gregg Bortz, Maryland DNR (Chair)
Rachel Felver, ACB/CBP (Coordinator)
Marisa Baldine, CRC/CBP (Staffer)
Adrianna Berk, Tetra Tech
Angela Jones, Navy/DOD
Anjelica Eitel, CBF
Caroline Donovan, UMCES/IAN
Drew Robinson, CCWC
Greg Barranco, EPA CBPO
Heidi Bonnaffon, MWCOG
Jake Solyst, ACB/CBP
Jay Clark, VA Sea Grant
Kim Couranz, NOAA
Kristin Saunders, UMCES/CBP
Laura Cattell Noll, LGAC/ACB
Lauren Paulet, Blue Water Baltimore
Lisa Tossey, MD Sea Grant
Michael Bowman, Chesapeake

Conservancy
Michelle DiNicola, PA DEP
Mike Smith, Yes& Agency
Natalia Sanchez, UMD EFC
Ola-Imani Davis, LGAC/ACB
Olivia Wisner, CRC/NPS
Shannon Wehinger, PACD
Tali MacArthur, PEC
Tom Damm, EPA Region 3
Will Parson, ACB/CBP

I. Welcome

II. Shared Messaging ([Presentation](#)) Marisa Baldine, *Chesapeake Research Consortium*

- Marisa Baldine, Chesapeake Research Consortium, reviewed shared messaging for the month of December, focusing primarily on the holidays and the first day of winter.

III. Case Study Database Review Adrianna Berk, *Tetra Tech*

- Tetra Tech and the Chesapeake Bay Program Communications Office created a new case study database focusing on projects throughout the Chesapeake Bay watershed.
- The project started with individual PDF documents but that grew to a spreadsheet and that is when the team started thinking about creating an online database.
- The database is designed for a wide variety of users.
- The database will be accessible from the Chesapeake Bay Watershed Data Dashboard under the “Environmental Benefits” tab.
 - <https://gis.chesapeakebay.net/wip/dashboard/>
- The database currently has 162 case studies that meet the goals and outcomes of the Chesapeake Bay *Watershed Agreement*.
 - Each case study listed in the database is matched with at least one of the goals of the *Watershed Agreement*.
- After the database goes live and the team receives feedback, additional case studies will be added to the database.

- Each case study lists the environmental benefits, community benefits, economic benefits and BMPs installed.
- Users can search for case studies by filters or by using the interactive map.
 - Some of the filter topics include: title, description, contact, CAST topic, BMPs installed, state, locality, size, community type, partners and funders, environmental benefits, community and economic benefits and goals.
- If a user is interested in learning more about the project there is a contact listed for each project.
- The partners and funders list is probably the element that will need the most frequent updates.
- The Communications Office is in the process of creating two page PDF downloads for each of the case studies. If the case study does not have a PDF summary it will be linked to a webpage with the original information.
- If a user is looking for a specific area, they can search by state, jurisdiction and community type (rural, suburban, urban).
- Definitions for all of the search criteria are available in a popup link.
- There is a “Send Us Your Feedback” button in the top right corner. Use this button to send an email directly to Rachel Felver with feedback about the database.
- Editing the database is relatively easy.
 - Adrianna keeps the most recent JSON file which can be shared with anyone and they can create edits on the JSON file, save a new copy and send it back to Adrianna.
- If a case study is looking at projects in multiple states it won't have a latitude and longitude listed, but if it is at a specific location, you will be able to access the exact latitude and longitude coordinates.
- **If you have case studies to include in the database please send them to Rachel Felver, rfelver@chesapeakebay.net.**
- **If you are interested in helping with user testing of the case study database please contact Rachel Felver, rfelver@chesapeakebay.net.**

IV. Round Robin

- Gregg Bortz, MD DNR
 - Maryland State Parks will be offering First Weekend hike opportunities across the state from December 31, 2021- January 2, 2022. About 35 parks are participating. This will be ranger-led and self-led hikes.
 - Learn more:
 - <https://dnr.maryland.gov/publiclands/pages/firstdayhikes.aspx>
- Michelle DiNicola, PA DEP
 - On December 2, PA DEP hosted a webinar focusing on how to apply for DEP grants. Close to 1,000 people registered for the event.
 - Watch the recording:
 - <https://www.dep.pa.gov/Citizens/GrantsLoansRebates/Pages/Webinar-DEP-Grants-101.aspx>
 - PA DEP will be focusing messaging on winter weather and climate change.
- Tom Damm, EPA
 - Adam Ortiz, EPA Region 3 Administrator participated in the CAC and LGAC meetings and will be meeting with STAC later this month.
- Greg Barranco, EPA CBPO
 - The latest SRS quarterly progress meeting took place in November.
 - The next Management Board meeting will take place on December 9. The meeting will include an update on the blue crab outcome, acceptance of the final Strategy Review System (SRS) materials from the healthy watersheds cohort, an update on

how the partnership will implement the Chesapeake Executive Council Directive No. 21-1 *Collective Action for Climate Change* and an update on the planned forest buffers and wetlands workshops.

- The next Executive Council meeting will be held in Richmond, Virginia on December 15, 2021. People are welcome to attend in-person or virtually.
 - In-Person:
 - East Reading Room—Patrick Henry Building
 - 1111 E Broad St, Richmond, VA 23219
 - Virtually:
 - To access the public meeting and press conference virtually, please register using this link:
https://us02web.zoom.us/webinar/register/WN_p6s5M4aOSXmQ_luzT6ZCNeA
 - Password: EC2021
 - (Meeting room will open 15 minutes prior to the start of the meeting)
 - Media are invited to participate in-person or virtually. Please note that everyone attending the meeting in-person will need to wear a mask at all times. Please RSVP to Rachel Felver at rfelver@chesapeakebay.net by December 13.
 - The next Principal Staff Committee meeting will take place in late February 2022.
- Kim Couranz, NOAA
 - The fall seasonal summary with satellite and buoy data will be published this winter.
 - Governor Northam recently announced the largest oyster restoration project in the country, in Virginia's Piankatank and the Great Wicomico rivers.
 - Learn more: <https://www.governor.virginia.gov/newsroom/all-releases/2021/november/headline-914523-en.html>
- Angela Jones, Department of Defense
 - The Department of Defense recently announced the 2021 National Public Lands Day awardees.
 - Learn more: <https://www.neefusa.org/2021-national-public-lands-day-department-defense-awards-grantees>
- Olivia Wisner, NPS
 - The new Chesapeake Behavior Change website has launched and a formal announcement will be coming in the next few months. The site can be accessed at www.chesapeakebehaviorchange.org.
 - Krysta Hougen is creating a small team of stakeholder volunteers to review different parts of the Bay Backpack website each month to create input on how the site can be improved.
 - **If you're interested in participating, please contact Krysta Hougen, krysta.hougen@noaa.gov.**
- Heidi Bonnaffon, MWCOG
 - Planning messages focused on winter salts.
 - Recommended stream restoration guidebook is currently under review and will be posted to the MWCOG site in the new year.
- Ola-Imani Davis, LGAC ACB
 - LGAC, STAC and CAC had a joint executive committee meeting to discuss recommendations for the Executive Council.
 - LGAC hosted their quarterly meeting on Friday, December 3. Adam Ortiz attended as a speaker.

- LGAC members held meetings with their respective PSC leaders to discuss Executive Council recommendations as well as local priorities.
- The Alliance for the Chesapeake Bay's Local Government team was awarded funding from the Virginia Environmental Endowment to coordinate another peer-to-peer bus tour. This time they will go to the Eastern Shore to discuss clean water priorities in that area.
- Laura Cattell Noll, LGAC
 - The LGAC GIT funding proposal was approved. LGAC will be looking for input and support from the Communications Workgroup for this project in 2022.
- Caroline Donovan, UMCES/IAN
 - Moving to NOAA as Coral Reef Conservation Program's Communications Director.
 - Alexandra Fries, afries@umces.edu will be the new UMCES contact.
- Lisa Tossey, MD Sea grant
 - The last Chesapeake Quarterly of 2021 will be coming out in mid-December.
 - Jobs
 - Communications position - MDSG Extension support: <https://ejobs.umd.edu/postings/89585>
 - Closes Dec 3
 - MDSG Science Management and Policy Internship: <https://www.mdsg.umd.edu/topics/science-management-and-policy-internship>
 - Closes Jan 7, 2022
 - NMFS-Sea Grant Joint Fellowship Program: <https://www.mdsg.umd.edu/topics/graduate-fellowships/nmfs-sea-grant-joint-fellowship-program>
 - Closes Jan 27, 2022
 - 2023 Knauss Marine Policy Fellowships: <https://www.mdsg.umd.edu/information-knauss-applicants>
 - Final apps due Feb 18, 2022
 - One of the MD Sea Grant fellows is working on blue carbon webinar series.
 - Attend the webinar series:
 - Blue Carbon Accounting (12/8, 1-3pm): <https://bit.ly/3CKsYLb>
 - Blue Carbon Finance (12/15, 1-3pm): <https://bit.ly/2ZfzbA7>
 - Blue Carbon Projects/Living Shorelines (1/11, 1-4:30pm): <https://bit.ly/3ADwXIP>
- Drew Robinson, CCWC
 - The Chesapeake Bay Capacity Building survey is open for responses:
 - <https://bit.ly/capacity-ccw-ext>
 - CCWC is accepting proposals for 2022 CCWC Conference until January 14.
 - Learn more: <https://www.choosecleanwater.org/our-conference>
- Michael Bowman,
 - The winter edition of the Shorelines newsletter has been published:
 - <https://www.chesapeakeconservancy.org/wp-content/uploads/2021/11/2021WinterShorelines.pdf>
- Rachel Felver, ACB
 - The State of the Program report for the December 15 Executive Council meeting will also be the 2020-21 Bay Barometer.
 - The end-of-year hypoxia press release was published on November 30.
 - Access the press release: https://www.chesapeakebay.net/news/pressrelease/changing_weather_patterns_mix_up_size_duration_of_annual_dead_zone

- Access the blog post:
https://www.chesapeakebay.net/news/blog/experts_find_an_average_chesapeake_bay_dead_zone_in_2021

V. Communications Workgroup Update, Rachel Felver, *Alliance for the Chesapeake Bay*

- The Alliance for the Chesapeake Bay was awarded the 2021-27 EPA grant to staff the Chesapeake Bay Program's Communications Office.
- In 2022, the Communications Office will complete a five-year strategic communications plan for the Chesapeake Bay Program.
- We're planning upcoming enhancements to the Workgroup to better align with CBP priorities and needs. The Workgroup will take a short hiatus while we reassess its direction.
- The Communications Office will be reaching out to workgroup members for feedback about the future structure of the workgroup.
- We will continue to email shared messaging documents at the beginning of every month and we will continue to have the listserv available for your use.
 - Please share information through the listserv by emailing cbp-commwg@googlegroups.com.
 - Email Marisa Baldine, mbaldine@chesapeakebay.net with jobs, internships, conferences, training opportunities and funding opportunities for the Bay Brief newsletter.

The Communications Workgroup will not meet in January.