Communications Workgroup March Meeting Minutes
March 3, 2021 | 1:00 to 2:00 p.m.

1. *Rachel Felver, ACB (Coordinator)*
2. *Marisa Baldine, CRC (Staffer)*
3. Adam Miller, ACB
4. Caitlyn Johnstone, ACB/CBP
5. Caroline Donovan, UMCES/IAN
6. Cynamon Butler, CBT
7. Heidi Bonnaffon, WashCOG
8. Jake Solyst, ACB/CBP
9. Jess Blackburn,
10. Kristin Saunders, UMCES/CBP
11. Laura Cattell Noll, ACB
12. Lauren Huey, Green Fin Studio
13. Lisa Jones, MD DOE
14. Lisa Tossey, MD Sea Grant
15. Lucy Heller, ACB
16. Meg Cole, STAC
17. Melinda Shultz, PA Municipal Authorities
18. Michael, Chesapeake Conservancy
19. Michelle DiNicola, PA DEP
20. Mike Smith, Greensmith PR
21. Paula Jasinski, Green Fin Studio
22. Phil Miller, DE DNREC
23. Tom Damm, EPA
24. Will Parson, ACB

I. **Welcome and Agenda Review** *(Rachel Felver, ACB)*
II. **Shared Messaging: March ([Presentation](#))** *(Marisa Baldine, CRC)*
   A. Shared messaging for the month of March focus on Women's History Month and the spring equinox.
   B. Social media events happening specific to the Bay region in March:
      1. March 1 - 5: Delaware Severe Weather Awareness Week
      2. March 14 - 20: Virginia Flood Awareness Week
   C. Alliance for the Chesapeake Bay's [Women In Forestry](#) article is great for sharing for Women's History Month.
   D. The Chesapeake Bay Trust and Pennsylvania DEP are posting information about Rachel Carson for International Women's Day.
   E. Shared messaging documents for the entire year are in this [Google Drive folder](#).
      1. The goal of this folder is to make it easier for workgroup members to add content to shared messaging documents at a time that is convenient for you.
      2. The folder also contains [one document](#) which lists all of the holidays for the entire year. This was created so workgroup members can word search the document for words relevant to their articles and find the related hashtag holidays to add content to.
         a) Example: if you write an article about bike trails you can search "bike," "cycle" and "trails" to find National Bike Month in May,

World Bicycle Day on June 3, National Trails Day on June 6, and the anniversary of the National Trails Act on October 2.
3. If you have not been able to access the shared messaging Google Drive folder please email Marisa at mbaldine@chesapeakebay.net

III. **Chesapeake Bay Awareness Week Planning** *(Marisa Baldine, CRC)*
   A. Chesapeake Bay Awareness Week (CBAW is held from the first Saturday to the second Sunday in June every year. CBAW celebrates the cultures, history and natural beauty of the Chesapeake Bay watershed.
   B. CBP has taken on the role of coordinating CBAW for the past several years. We convene a small group to help put together a theme as well as ways we can promote CBAW and Chesapeake Bay restoration across the watershed. If you're interested in volunteering to help coordinate CBAW content for the entire Communications Workgroup please contact Marisa Baldine at mbaldine@chesapeakebay.net.
      1. Theme and content for the entire week
         a) One potential theme we are considering is focusing on recreation. Opportunities for a different type of outdoor recreation would be featured each day of the week with opportunities for each from throughout the watershed.
            (1) If you have any ideas for a theme, please email Marisa Baldine at mbaldine@chesapeakebay.net.
      2. Current volunteers:
         a) Adam Miller, Alliance for the Chesapeake Bay
         b) Heidi Bonnaffon, Metropolitan Washington Council of Governments
         c) Michelle DiNicola, PA DEP

IV. **Cross Outcome Watershed Educational Materials for Local Officials (Presentation)**
   (Laura Cattell Noll, Alliance for the Chesapeake Bay and Paula Jasinski, GreenFin Studio)
   A. Laura Cattell Noll is the Coordinator of the Local Leadership Workgroup.
      1. The Local Leadership Workgroup was established in 2014 after the signing of the Chesapeake Bay Watershed Agreement. This workgroup exists to accomplish the local leadership outcome outlined in the Agreement, which is to continually increase the knowledge and capacity of local officials.
   B. The workgroup identified a need for translated materials that use language that resonates with local officials.

C. Wanted educational content to help get these high-level officials up to speed on watershed issues so that they are equipped to make informed decisions about watershed issues for their community.

D. One year ago, started a GIT-funded project which Laura is leading, and Paula Jasinski from GreenFin Studio is the contractor for. This project is wrapping up at the end of March. Many Communications Workgroup members including Rachel Felver, Kristin Saunders and Heidi Bonnaffon have helped review materials for this project.

E. Process

    1. Began this after the Bay Program had identified the need to connect educational materials to local governments that cross-walked the outcomes to what the [EcoLogix Report](#) had identified as what local government officials see in their everyday world.

    2. Reference matrix

        a) Connects issues

            (1) For example, when talking about wetland restoration, what types of statistics are there that identify and connect with those priorities.

        b) Thematic outline

            (1) Using the Reference Matrix, seven themes were identified to develop modules.

            (2) These were refined based on collaborative input.

        c) Draft Modules

            (1) Developed seven modules, pulling in source material, additional research, interviews, and a lot of graphic design. Expert reviewers see each module at least twice. Drafting one-pagers to accompany each module.

            (2) The project is currently in the draft module phase but very close to completion.

                (a) Draft modules for all seven themes have been created and four out of the seven have been through expert review and edited.

        d) Final Products

            (1) By the end of March, final versions of all modules, on pagers and overview materials will be delivered to the project coordinator, Chesapeake Bay Trust and Chesapeake Bay Program.

F. Empowering local decisions

    1. All of the modules start with a global view of the project's purpose.

2. The modules can be iterative, people can take one through seven or individual modules can be used if someone is focusing on a specific topic.
3. A view of the entire watershed is provided to help people understand their place within the watershed.
4. The modules are written for local government officials with a focus on empowering them. The language used was developed with that in mind. Their decisions set the course for their community and their decisions determine the health and vitality of their jurisdiction as well as the local waterways and larger Bay ecosystem.

G. About the modules
1. Each module is a guided PowerPoint presentation under 30 slides each
   a) The goal was to make the modules accessible and timely while still including the right amount of detail to make each module informative and useful.
   b) Designed to be easily customizable and shared, which is why the modules are not branded.
      (1) There is not any Chesapeake Bay Program branding but there are references for any data and photos used.
   c) Four focus areas identified by the [EcoLogix Report](#):
      (1) Economic development, public health & safety, infrastructure maintenance & finance and education.
      (2) All of the icons will be updated before the project is completed at the end of March.
2. Module Features
   a) Each module features a few of the same things to help build consistency and to help officials who will be using the modules.
      (1) Each module includes:
         (a) What You'll Learn - learning objectives and questions that will be answered throughout the module
            (i) Three to four learning objectives per module.
         (b) What You Can Do - actionable items to engage your community and where applicable, financial assistance to support local actions.
            (i) Near the end of each module, these actionable items will be listed.
         (c) To Learn More - additional resources for further learning about each of the module topics.

> > (i) Did not want to overwhelm local officials with information so each module includes a 'learn more' section with a collection of seven or fewer online resources per module where officials can learn more.
> (d) References sources can be found in the notes section for any citations and a glossary defining keywords can be found at the end of each module.

H. Overview of Modules
1. How Your Watershed Works
   a) Moved away from saying "the Bay" in a lot of the modules to be watershed-friendly. Recognizing that a lot of officials will be reviewing this from throughout the watershed, they may not relate with "Chesapeake Bay health" but might relate with "local waterway health."
2. Foundations of Clean Water
   a) Overview of laws and agreements, worked with Chesapeake Bay Program staff to understand this and not overstep on this issue. This is not a legal guide for local officials, it is more of an overview.
3. Clean Water for the Economy
   a) Discusses the connection between clean water and economic development and that clean water underpins a healthy economic system.
   b) Used a few case studies to help local officials understand this issue.
      (1) Example case study: breweries have become very popular and have created tons of jobs.
      (2) Other examples: Fishing, crabbing and recreational activities.
4. The Benefits of Trees
   a) Still receiving a lot of feedback on this module.
   b) Focusing on how to make clear distinctions between issues such as canopy, buffers and conservation planning.
5. Preserving Local Character and Landscapes
   a) Focused on conservation but changed the title to make it more relatable.
   b) Past land use resources have listed pros and cons but the team decided to take a different approach with this project.

6. Protecting Community Infrastructure Through Stormwater Resiliency
   a) This module also includes a variety of case studies from around the watershed.
7. Building the Workforce of Today and Tomorrow
   a) Discusses what green jobs exist and how localities can leverage those to create a stronger, healthier and resilient workforce.
8. Rather than having climate change and DEIJ as individual modules, these issues are woven throughout all of the modules.

I. Overview of One Pager
1. Each module will also have a corresponding topic-specific fact sheet.
2. There is also a fact sheet that provides an overview of all of the modules.
   a) Link to module overview:
      https://www.chesapeakebay.net/channel_files/41860/module_overview_one_pager.pdf

J. Robust review process for all of the modules.
1. Subject matter experts were picked for each module from within the Chesapeake Bay Program and local leaders from LGAC.
2. Climate call-out boxes and DEIJ call-out boxes are still being reviewed.

K. Next Steps & Questions
1. Continuing to address edits and meet with experts.
2. Begun final round of reviews.
3. Finalizing modules and delivering materials to the project team.
4. Module launch by the Chesapeake Bay Program and partners.

L. Discussion
1. What is the plan for getting these modules in the hands of local officials and is there a follow-up process after they have been completed?
   a) Part of the reason for presenting at the Communications Workgroup is to ask for help launching these materials.
   b) The Local Leadership Workgroup works closely with local government associations like municipal leagues and associations of counties. We're already engaged with these organizations about how to introduce these materials.
   c) One of the goals for this project was to make these materials very flexible, there are a lot of ways these modules can be used.
      (1) Some organizations want to make it specific to their jurisdiction as materials that can be referenced when needed.

(2) Partners want to record a video of themselves talking through the presentation and then they can share that with newly elected officials in their region.

(3) Other organizations have regular meetings with a five-minute learning opportunity so they might use individual modules as quick learning opportunities at their meetings.

d) These are a few of the ways that the Local Leadership Workgroup plans to use these materials but Laura would love to know how Communications Workgroup members can use these materials to reach local officials.

(1) These modules are not branded so there is an opportunity for workgroup members to put their branding on the modules and connect with issues they're working on.

e) Please provide feedback to Laura Cattell Noll, you can contact her by email at lnoll@allianceforthebay.org.

2. When this presentation was given to the Management Board about how to engage with local decision-makers about the issues that impact our work with Bay restoration but also impact local communities that they're trying to reach. All of the members representing jurisdictions talked about having set up local offices that do local outreach for them. Part of the work that states do is engaging local officials, we need Com Workgroup members to make the connection between this work and those people. Need a bridge to get this work and these tools to the people that are doing that outreach and engagement at the local and municipal level.

3. Currently looking for a place on the chesapeakebay.net website.

a) Laura will email a link of the final version of the project to the entire workgroup with the Communications Workgroup Listserv (cbp-commwg@googlegroups.com).

4. The Citizens Advisory Committee is starting to think and talk a lot about the importance of engagement, at this point they are not necessarily talking about engagement with local officials. Several members that do that work in their communities and a few that work in local government, knowing that this module exists might be helpful for them. Based on the emphasis of the Local Leadership Workgroup on trusted sources and how information is given to local leaders, a method by which concerned citizens can give these modules to their local decision-makers?

a) The messenger is important, that's why the Local Leadership Workgroup works with local government associations because that is where officials already go to increase their knowledge and

capacity. There is a role for citizens as well. Some organizations that work directly with their local government that can give these resources to concerned citizens to use. The option to customize these resources opens the door for a lot of possible applications.

V. **Member Round Robin**
   A. Lisa Jones
      1. Legislative season in Maryland
   B. Kristin, Caroline, UMCES
      1.
   C. Caroline Donovan,
      1. The Chesapeake Monitoring Cooperative six-year achievement report can be found here: CMC-Report-FINAL-7pp.pdf
      2. The report card will be published in late spring. Presented at Star last week - based on how COVID impacted monitoring efforts there is not a clear deadline for when the report card will be released.
   D. Adam Miller, ACB
      1. 50 stories for 50th-anniversary articles can be found here: https://www.allianceforthebay.org/50stories
      2. Project Clean Stream volunteer opportunities are open, and several other events are on the calendar.
         a) The ACB events page can be accessed here: https://www.allianceforthebay.org/get-involved/events/
   E. Jess Blackburn, CAC -
      1. In terms of communication, CAC is waiting for the continued conversation and feedback from the PSC and the DEIJ Action Team around implementation and outreach. The next phase of what it means to engage with underrepresented communities. Once some of those pieces come together - there will be some response/conglomeration of ideas that can be shared with the workgroup.
   F. Phil Miller
      1. Working on revamping the non-point source website.
      2. Gearing up for a virtual Earth Day event.
         a) Potentially a video contest for students in K-12.
         b) Producing some videos and activities.
   G. Tom, EPA
      1. Working with Mike Smith to promote some projects that were funded through EPA and NFWF Stewardship Fund from 2019-2020. Great projects were financed and are now able to measure their results.
   H. Michelle DiNicola

1. Planning a full week of content for Earth Day.
2. Creating a blog on fish consumption to coincide with the beginning of trout season in April.
3. Falcons in Harrisburg are back in the area so expect to see a lot more content about the falcons.
   a) The PA Falcon Cam can be accessed here: https://www.dep.pa.gov/Citizens/EnvironmentalEducation/PAFalcon/Pages/default.aspx
I. Michael Bowman, Chesapeake Conservancy
   1. Preparing for the return on Tom & Audrey on the osprey webcam.
      a) Learn more about the osprey cam here: https://www.chesapeakeconservancy.org/what-we-do/explore/wildlife-webcams/osprey/
   2. Ramping up activity for the peregrine falcon and great blue heron webcams.
      a) Learn more about the peregrine falcon cam here: https://www.chesapeakeconservancy.org/what-we-do/explore/wildlife-webcams/peregrine-falcon/
      b) Learn more about the great blue heron cam here: https://www.chesapeakeconservancy.org/what-we-do/explore/wildlife-webcams/great-blue-heron/
J. Lisa Tossey, MD Sea Grant
   1. New Chesapeake Quarterly focused on the history of Black mariners of the Chesapeake is in the works. All of the pieces are designed in story maps with archival content.
      a) View the issue here: https://www.chesapeakequarterly.net/V20N1/
K. Will Parson, ACB
   1. Visited the Rachel Carson Greenway in Montgomery County, Maryland.
      a) Photos from the Rachel Carson Greenway can be found here: https://www.flickr.com/search/?user_id=29388462%40N06&view_all=1&text=rachel%20carson%20greenway
      b) The Chesapeake Bay Program blog about the Greenway can be found here: https://www.chesapeakebay.net/news/blog/on_land_preserved_in_rachel_carsons_name_spring_isnt_so_silent
L. Caitlyn Johnstone, ACB
   1. The Taking Nature Black conference just ended, please continue to share the information, presentations and articles that you learned about there

and follow-up on those relationships now that we're out of February. There were some fantastic speakers at that event.

VI.   Next meeting: April 7, 2021 9:00 a.m. - 12 p.m.

    A.   The next meeting in April will be one of our two biannual retreats. This will be more of an extended virtual meeting. One of them will be going through the Bay Program's DEIJ Action Team as well as the implementation strategy and outreach plan. Cindy Chance, NPS will give an introduction to communicating with Native Americans.