

Chesapeake Bay Awareness Week Planning 2021

June 2, 2021

Chesapeake Bay

AWARENESS WEEK



Chesapeake Bay Awareness Week is a time to celebrate the cultures, history and natural beauty of the nation's largest estuary.

History

- In 2016, Chesapeake Bay Commission designated nine days each June as Chesapeake Bay Awareness Week.
 - Clean the Bay Day in Virginia
 - Bernie Fowler's Wade-In in Maryland

Current planning members

- Heidi Bonnaffon, Metropolitan Washington Council of Governments
- Michelle DiNicola, PA Department of Environmental Protection
- Lisa A. Jones, MD Department of the Environment
- Michael J. Bowman, Chesapeake Conservancy
- Adam Miller, Alliance for the Chesapeake Bay
- Jake Solyst, Alliance for the Chesapeake Bay, CBP
- Will Parson, Alliance for the Chesapeake Bay, CBP
- Caitlyn Johnstone, Alliance for the Chesapeake Bay, CBP
- Marisa Baldine, Chesapeake Research Consortium, CBP
- Briana Yancy, Chesapeake Research Consortium, CBP

Goals:

- Theme for week and daily subthemes
 - Theme: Recreation
 - Subthemes: Recreation settings
- Create social content plan
 - [2021 general messaging and content](#)
 - [Flickr album](#)
- Press Release
 - Posting on June 2
- Coordinate events within workgroup
 - [Google form](#)

Daily themes:

- Saturday, June 5: On the water
- Sunday, June 6: Parks and trails
- Monday, June 7: In your neighborhood
- Tuesday, June 8: In you home
- Wednesday, June 9: Connecting with food
- Thursday, June 10: Community science
- Friday, June 11: Museums and historic locations
- Saturday, June 12: Volunteering and community engagement
- Sunday, June 13: Environmental stewardship

Events:

- June: Great Outdoors Month
- May 31-June 5: Clean the Bay Day
- June 4-6: Virginia Free Fishing Days
- June 4-12: Lancaster Water Week
- June 5: Bernie Folwer Wade-In
- June 5 & 12: Maryland Free Fishing Days
- June 5: National Trails Day
- June 6: National Caves & Karst Day
- June 6-13: National Fishing & Boating Week
- June 12: Get Outdoors Day
- June 12: NY State first 'Outdoors Day'
- Chesapeake Bay Program Recreation Webinar

Promotion

- Included in the social media toolkit
 - Social media posts
 - Promotional posts for the week before
 - Promotional posts for each daily theme
 - 5-10 daily posts
 - Additional content to share
 - Graphics and images
 - General CBAW
 - Maps
 - Daily theme



June 5: On the water

Sample posts

1. For this year's #BayAwarenessWeek, we're highlighting ways to connect with our watershed each day. To start, we're talking about how to get out on the water!
2. Today is the final day of #CleanTheBay week but you can help clean the Bay all year long! Some organizations that host cleanup events throughout the year are the Chesapeake Bay Foundation, Alliance for the Chesapeake Bay, Rock Creek Conservancy and Potomac Conservancy.
3. Bernie Folwer's annual wade in is happening today! To find more events to celebrate Chesapeake Bay Awareness Week visit our events calendar: <https://www.chesapeakebay.net/action/attend>
4. Paddle the #Potomac is an online resource for anyone looking to explore the "Nation's River." With virtual tours, itineraries, weather conditions, and more, you can explore the Potomac and what makes it so beautiful. <https://www.paddlethepotomac.com/>
5. #FindYourChesapeake this #BayAwarenessWeek and go kayak fishing on the bay. <https://www.findyourchesapeake.com/trip-ideas/article/kayak-fishing-on-the-chesapeake-bay>
6. Canoeing with your family may sound difficult, but can be made easy with these tips. <https://www.findyourchesapeake.com/trip-ideas/article/how-to-canoe-with-young-kids>
7. Have you ever gone paddling with your dog? Now's your chance to learn how! <https://www.findyourchesapeake.com/trip-ideas/article/paddling-with-your-dog>
8. Mallows Bay, the Chesapeake Bay's first National Marine Sanctuary, is home to the Ghost Fleet, a hundred historic shipwrecks from World War I.
 - [The Ghost Fleet of Mallows Bay](#)
 - [Virtual Tour](#)
9. Captain John Smith's explorations would shape the future of the Chesapeake Bay and the people who already inhabited it. Become an explorer yourself and learn more about his story. <https://www.nps.gov/cajo/index.htm>
10. DYK the Chesapeake Bay played a viable role in America's fight for independence from Britain? <https://www.nps.gov/subjects/warof1812/chesapeake-bay.htm>

Content to share

History, heritage and culture flows from our rivers ([CBP](#))

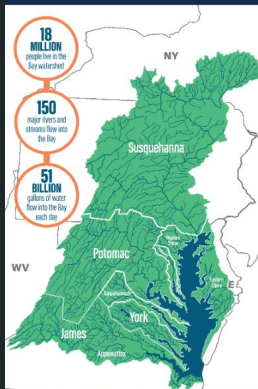
Get to know these five Chesapeake Bay wetlands ([CBP](#))

Get on, by or near the water in Maryland, Pennsylvania and Virginia ([CBP](#))

Explore nature and history along the Nanticoke River at these eight sites ([CBP](#))

Discover the beauty and history of the Susquehanna at these seven riverside sites ([CBP](#))

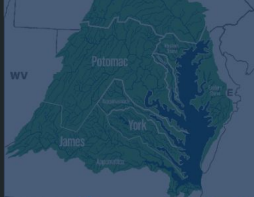
HOW AM I CONNECTED TO THE CHESAPEAKE BAY?



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HOW AM I CONNECTED TO THE CHESAPEAKE BAY?

- The Chesapeake Bay watershed includes 206 counties covering parts of six states and D.C. Each local community plays a part in the health of local rivers and the Bay.
- Hundreds of thousands of creeks, streams and rivers thread through the Chesapeake Bay region. These tributaries send fresh water to the Bay, offer vital habitat and provide people with opportunities to fish, boat and swim.



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THE POTOMAC REGION

- The Potomac River flows for 383 miles, from Fairfax Stone in West Virginia to the Chesapeake Bay at Point Lookout, Maryland.
- The Potomac's major tributaries include the Anacostia, Antietam, Cacapon, Catoctin, Conococheague, Monocacy, North Branch, South Branch, Occoquan, Savage, Seneca and Shenandoah.



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THE RAPPAHANNOCK REGION

- At 195 miles, the Rappahannock is Virginia's longest free-flowing river.
- The Rappahannock River's major tributaries are the Rapidan River and the Hazel River.
- As the Rappahannock River meanders through Virginia, the landscapes of the watershed shift from mountains to farms to developed cities.



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THE YORK REGION

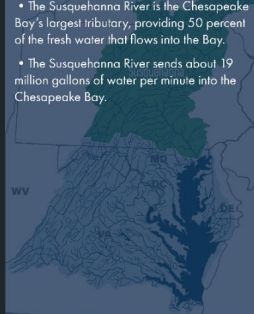
- The York watershed begins in the Blue Ridge Mountains with two main tributaries, the Mattaponi and Pamunkey Rivers. It flows into the Bay near Gloucester Point, Virginia.
- The Lower York River is one of the ten tributaries in the Chesapeake watershed selected for oyster restoration. Oysters support a key commercial fishery and filter up to 50 gallons of water each day.



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THE SUSQUEHANNA REGION

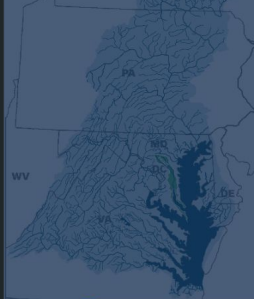
- The Susquehanna River flows from Cooperstown, N.Y., through Pennsylvania to Havre de Grace, Md. and the Bay—a 444 mile journey.
- The Susquehanna River is the Chesapeake Bay's largest tributary, providing 50 percent of the fresh water that flows into the Bay.
- The Susquehanna River sends about 19 million gallons of water per minute into the Chesapeake Bay.



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THE PATUXENT REGION

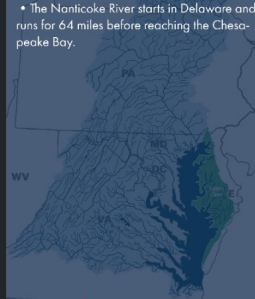
- The Patuxent is the largest river that lies entirely in Maryland.
- The Patuxent River is home to more than 100 species of fish.



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THE EASTERN SHORE REGION

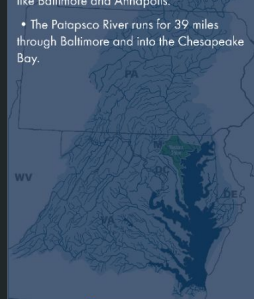
- The Eastern Shore region is home to the Chester, Elk, Sassafras, Choptank, Miles, Wye, Nanticoke, Marshyhope and Pocomoke rivers.
- The Nanticoke River starts in Delaware and runs for 64 miles before reaching the Chesapeake Bay.



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THE WESTERN SHORE REGION

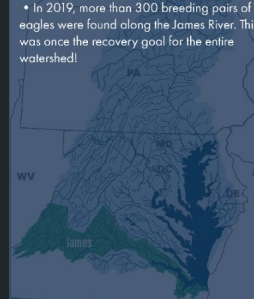
- The Chesapeake Bay's western shore region includes the Patapsco River, Back River, Severn River, South River, Magothy River and the Baltimore Harbor, as well as major cities like Baltimore and Annapolis.
- The Patapsco River runs for 39 miles through Baltimore and into the Chesapeake Bay.



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THE JAMES REGION

- The James River's major tributaries include the Appomattox, Chickahominy, Cowpasture, Elizabeth, Hardware, Jackson, Maury, Rivanna and Tye rivers.
- In 2019, more than 300 breeding pairs of eagles were found along the James River. This was once the recovery goal for the entire watershed!

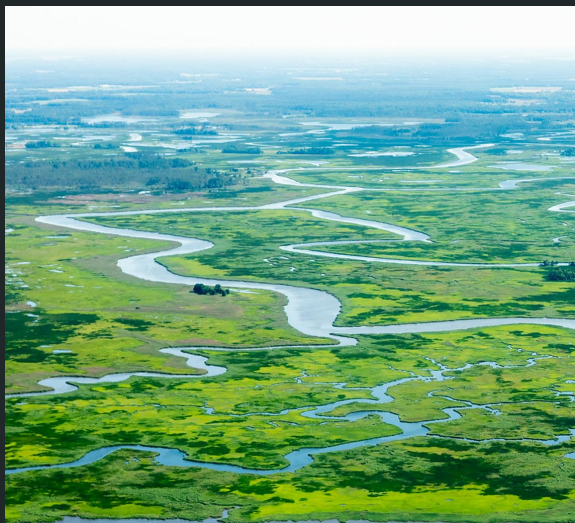


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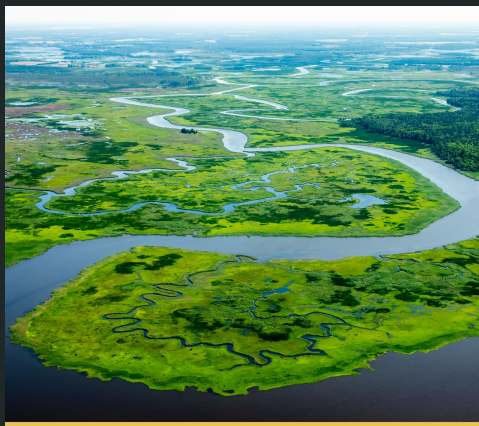
June 5-13, 2021



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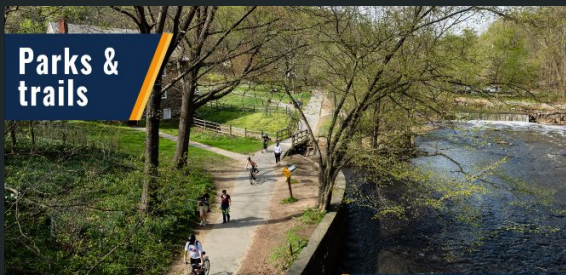
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On the water



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Parks & trails



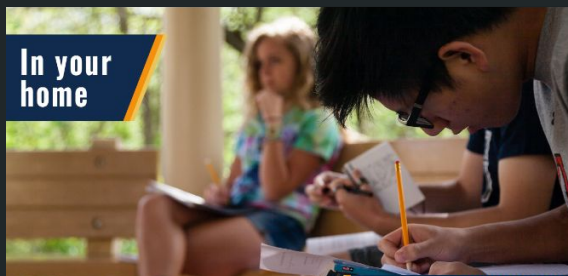
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In your neighborhood



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In your home



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Connecting with food



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Community science



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Museums & historic locations



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Volunteering & community engagement



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Environmental stewardship



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Volunteering & community engagement

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On the water

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Something fun...

CBAW

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Search for “Bay Awareness Week” in giphy to find gifs for Chesapeake Bay Awareness Week.