



Communications Workgroup November Minutes

November 2, 2020 | 1:00 to 2:00 p.m.

Participants

Rachel Felver, ACB/CBP (Coordinator)
Heidi Bonnaffon, MWCOG
Michael Bowman, NPS/
Laura Cattel Noll, ACB/LLWG
Jay Clark, VA Sea Grant
Kim Couranz, NOAA
Ola Davis, ACB/LGAC
Michelle DiNicola, PA DEP
Caroline Donovan, UMCES/IAN
Aaron Ferster, EPA-ORD
Caitlyn Johnstone, ACB/CBP

Lisa Jones, MDE
Lara Lutz, Bay Journal
Will Parson, ACB/CBP
Jessica Rodriguez, DOD
Kristin Saunders, UMCES/CBP
Mike Smith, Greensmith PR
Jake Solyst, ACB/CBP
Marissa Spratley, ACB
Olivia Wisner, CRC/CBP

I. Welcome

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

- November: Native American Heritage Month
 - Link to estuaries.org, posting older Bay Program blogs
- November 26: Thanksgiving
 - Remind people not to wash oils, fats and grease down their drains at Thanksgiving (protectyourpipes.org).
- NoStrawNovember
- National STEM Day: November 8
- Veterans' Day: November 11
- National Take a Hike Day: November 17
- Geography Awareness Week: November 16-20
- #OptOutside: November 27
- Native American Heritage Day: November 27

III. Member Round Robin

- Alliance for the Chesapeake Bay
 - Chesapeake Watershed Forum was held last week, and we'll be publishing a blog about it in the next few days. Slides from each session will be available by the end of this week, but session recordings will be available in a few weeks.
 - Currently wrapping up Project Clean Stream for 2020, but you can register a clean-up until November 30.
 - Hosting a virtual Wild and Scenic Film Festival in January. Tickets are on sale now.
- Chesapeake Bay Program
 - Hired a new Communications Staffer, Marisa Baldine, and she will start on Monday, November 16.
 - Issued a press release on the dead zone round-up for 2020 on October 28 and

received good press coverage. Thank you to everyone who amplified the announcement.

- Chesapeake Conservancy/National Park Service
 - New Find Your Chesapeake blogs published, aimed at fall recreation activities.
 - The last day for seasonal interpretative staff is on Friday, November 6.
 - Seasonal staff produced a ton of online content that is currently under review. Will share with the Workgroup when approved.
- DOD
 - Quarterly Chesapeake Bay Journal coming out in the next few weeks. Will highlight success stories around oyster castle restoration projects and the riparian buffer project at the Pentagon.
 - About to release monthly regional environmental coordinator newsletter and will amplify the dead zone press release.
- EPA-ORD
 - Recently launched an environmental justice video channel for students. Goal is to get students to look at a local problem and use the tool in solving it. Would look to come back to a future meeting to show how the students used the tool as a communications vehicle in solving the problem.
- NOAA
 - [Article on blue catfish](#) is now available on the NOAA Fisheries website.
 - Working on rollout plan for notice of funding for 2021 B-WET grants.
- Pennsylvania
 - DEP: Blog post about murals in Harrisburg honoring peregrine falcons.
- MWCOC
 - Currently [soliciting bids](#) for a communications consultant. Please email Heidi Bonnaffon at bonnaffon@washcog.org with any recommendations.
 - **Action:** Interested in a future discussion on the Chesapeake WILD Act and how its grant programs benefit state and local governments.
- VA Sea Grant
 - Recently announced that applications are being accepted for the [2022 Knauss Marine Policy Fellowship](#).

IV. **Facilitated De-brief of October Inclusionary Messaging and Outreach Training** (*Ola Davis*)

- Ola Davis from the Alliance for the Chesapeake Bay led a facilitated de-brief regarding the inclusionary messaging and outreach training conducted at our virtual October retreat. Workgroup members were asked to think about answer the following questions:
 - Was there anything new that you learned in October's training? And if so, was it something that surprised you?
 - How will you take what you learned and apply it to your work?
 - Which activities were your favorites? Did you learn something new about yourself in doing so?
- Ola mentioned that it was the first she had been introduced to the notion of "office culture" and she was surprised by the results of the Harvard Implicit Bias test (a sentiment echoed by several others). Additionally, she enjoyed learning about the different types of learning styles. She thinks it will allow her to better analyze her audiences going forward and how to communicate with them.
- Heidi Bonnaffon from the Metropolitan Washington Council of Governments echoed the importance of office culture and believed the discussion of the implementation process was very interesting. She really enjoyed Erica Atwood as a trainer and noted that we often reach out to diverse members to consult, but that doesn't often lead to collaboration.

- Jessica Rodriguez from DOD-Navy mentioned how helpful it was to have Erica send out the YouTube videos in advance of the training as it made you think about things and put your mind in a certain place to consume the information she was about to give. She also really enjoyed the format of the training and the time given ahead of time to reflect on the subject matter.
- Michael Bowman from the Chesapeake Conservancy/National Park Service wished the training could have been longer! Would like to see a part two at some point, especially for members that aren't as well-versed in DEI. It was a fun training for being virtual.
- Jake Solyst from the Chesapeake Bay Program enjoyed the personal story exercise as it helped to empower attendees before exploring ways in which people have fallen short.
- Will Parson from the Chesapeake Bay Program was interested in the slide defining roles—the expert, the change agent and the enlightened insider.
- *Full notes from the training can be found here:*
https://www.chesapeakebay.net/channel_files/40277/10.14_comm_wg_meeting_notes.pdf

V. Chesapeake Bay DEI Dashboard (*John Wolf, USGS*)

- John Wolf from the U.S. Geological Survey at the Bay Program provided an overview of the updated Chesapeake Bay DEI Dashboard, which was originally released in 2017 as EJ Chesapeake.
- This new version looks at three outcomes—Climate, Toxics and Public Access—to see where areas representing underserved communities are helpful in the context to these outcomes.
- The old version was clunky, and the GIS team thought we could do a better job at showing this data, so we took advantage of new developments within the Chesapeake Bay mapping abilities, as well as the new Data Dashboard.
- The timing was right thanks to the DEI action statements signed by the PSC and EC this past summary. This tool would be helpful in developing DEI updates for the GITs and workgroups in respect to their SRS schedule and updated logic and action plans.
- The next project is to make a tutorial that shows how to navigate the dashboard.
- Metrics related to ecosystem services and public health are also available (e.g. redlining data), as well as data related to demographics, EJ metrics, toxics (e.g. PCBs in proximity to underserved communities), HCBUs, location of implementation practices and NFWF conservation actions in relationship to the Chesapeake Stewardship Fund (e.g. in relation to underserved communities).
- Can show data in relation to other outcomes (e.g. tree canopy and underserved communities).
- Links to other partner products and efforts and can be expanded considerably in the future.
- It is currently live, but still evolving, so feedback is welcome.
- All data comes from other published sources and some update automatically (e.g. ChesapeakeProgress). National EJ data is updated on an annual basis. We are really trying to repurpose content and identify organizations that are working in the same space, in similar geographic areas where they can target their work.
- Can provide space for communications professionals who want to connect with what's going on, on-the-ground.
- *Chesapeake Bay Environmental Justice and Equity Dashboard:*
<https://gis.chesapeakebay.net/diversity/dashboard/>

Next meeting: Wednesday, December 2, 2020