Communications Workgroup June Meeting Minutes

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

Participants:

Gregg Bortz, MD DNR (Chair)
Rachel Felver, ACB/CBP (Coordinator)
Marisa Baldine, CRC (Staffer)
Adam Miller, ACB
Amy Pelsinsky, UMCES
Angela Jones, Navy/DOD
Anjelica Eitel, CBF
Caitlyn Johnstone, ACB/CBP
Caroline Donovan, UMCES/IAN
Jake Solyst, ACB/CBP
Drew Robinson, CCWC
Emily Ramirez, UMCES

Ethan Weston, ACB
Heidi Bonnaffon, WashCOG
Jay Clark, VA Sea Grant
Kim Couranz, NOAA
Lisa Tossey, MD Sea Grant
Michael Bowman, Chesapeake
Conservancy
Michelle DiNicola, PA DEP
Ola-Imani Davis, ACB/LGAC
Phil Miller, DE DNREC
Will Parson, ACB/CBP
Olivia Wisner, CRC-NPS
Susan Casey, MDE

I. **Shared Messaging** *(Marisa Baldine, CRC-CBP)* (Presentation)
   A. Shared messaging for the month of June focused primarily on Chesapeake Bay Awareness Week and Great Outdoors Month.

II. **Bay Awareness Week** *(Marisa Baldine, CRC-CBP)* (Presentation)
   A. In 2016, Chesapeake Bay Commission designated nine days each June as Chesapeake Bay Awareness Week.
   B. The theme for 2021 is recreation and the daily themes will focus on ways to enjoy the Bay watershed.
      1. The daily themes are:
         a) Saturday, June 5: On the water
         b) Sunday, June 6: Parks and trails
         c) Monday, June 7: In your neighborhood
         d) Tuesday, June 8: In your home
         e) Wednesday, June 9: Connecting with food
         f) Thursday, June 10: Community science
         g) Friday, June 11: Museums and historic locations
         h) Saturday, June 12: Volunteering and community engagement
         i) Sunday, June 13: Environmental stewardship
   C. Bay Awareness Week will overlap with a wide variety of local and regional events. See the full list of events on the Chesapeake Bay Program calendar.
      1. Access the calendar here: https://www.chesapeakebay.net/action/attend
      2. Are you hosting an event during Chesapeake Bay Awareness Week?

  a) Submit it on this Google form to be included on our calendar: https://docs.google.com/forms/d/e/1FAIpQLSfVoTu4lRDKJtwgAapSX-Y6bBOmcfqLFSMozGLLu25rFbqlKA/viewform?usp=sf_link

D. This year's social media toolkit includes promotional information for the days leading up to the week and content for each of the daily themes.
 1. Access the social media toolkit: https://drive.google.com/drive/folders/1mW5kOkNTd4Qxfo23EP9vgfxASQobPZCf?usp=sharing
 2. The promotional content includes information about Chesapeake Bay Awareness Week, fun facts about the Chesapeake Bay and maps to show people how they are connected to the watershed.
 3. The daily content includes information about the daily theme, activities, educational content and environmental connections.
  a) The documents are formatted similarly to shared messaging documents with pre-written content followed by additional content to promote.
 4. Graphics are provided for promotional content and daily themes. The graphics include options with a photo frame and photo or partners can use the photo frame and add their own photo. These materials were created to be easy to use but also provide the opportunity for partners to customize materials and make content specific to their portion of the watershed.
 5. The toolkit also includes a proclamation for local jurisdictions to show their support for Chesapeake Bay Awareness Week.
  a) Access the proclamation here: https://docs.google.com/document/d/1EKpXyuuIiUhfLl958Z6EwW80VDM705XQXcTo03WLvnM/edit?usp=sharing
 6. A Flickr album is available for adding photos to social media posts. Access the album here: https://www.flickr.com/photos/tags/chesapeakebayawarenessweek2021
  a) When using photos from the album, please credit the Chesapeake Bay Program.

E. The new Chesapeake Bay Awareness week webpage provides a background history of the event, a list of the daily themes, links to the social media toolkit, link to the events calendar, link to the photo album and a list of 2021 planning partners.
 1. View the page here: https://www.chesapeakebay.net/discover/chesapeake_bay_awareness_week

F. Use gifs in your social media posts and stories by searching for "Bay Awareness Week" on giphy.

1. Learn how to use the giphy app or uploads gifs directly on this page: https://support.giphy.com/hc/en-us/articles/360020072272-How-to-Share-a-GIF-on-Twitter

G. If you want to use the transparent photo frames but you don't have access to Photoshop, Canva is a free graphic design software that will work for this purpose.
    1. Create a free Canva account.
    2. Find the photo frame you want to use in the social media toolkit. The canvas size is listed in the title of each image.
    3. In Canva, navigate to 'Create custom size' and add the proper canvas dimensions. For the daily themes, the dimensions will be 2400 x 1260 pixels.
    4. Open your new canvas.
    5. Navigate to 'upload media' and upload your photos and photo frames.
    6. Drag your photo onto the canvas and select 'crop' to resize and adjust placement as needed.
    7. Click on your photo frame to add it to the canvas and adjust the size so that it fills the frame. If the background photo disappears, hit ctrl+z and it will reappear.
    8. Click download in the top right corner and download your canvas as a jpg or png file.
    9. Find a full Canva tutorial here: https://www.canva.com/learn/a-step-by-step-guide-to-designing-from-scratch/

III. **Overview of Chesapeake Bay Report Card** *(Caroline Donovan, UMCES/IAN)*
    A. The Chesapeake Bay Report Card is a report card produced by the Integration & Application Network, University of Maryland Center for Environmental Science. This report card provides a transparent, timely and geographically detailed assessment of Chesapeake Bay.
        1. Learn more: https://ecoreportcard.org/report-cards/chesapeake-bay/
    B. There will be several new indicators this year.
        1. Indicators are divided into three categories: aquatic, terrestrial, and societal.
        2. In 2019, UMCES started using a societal indicator, which is a social variability index based on census data.
            a) The data will be this same this year because it is not updated on a yearly basis.
        3. In 2019, UMCES started working on protected lands and stewardship indicators.
        4. This year, the team started working on two diversity indicators which are walkability and heat vulnerability.

C. Protected Lands Indicator
1. Data used for this indicator comes from ChesapeakeProgress and was updated last in 2018.
2. To calculate this indicator, the team created an overlay of the lands and calculated the percentage of all valuable lands that are protected.
   a) Maintaining an indicator goal of 30% protected lands for all valuable lands.
      (1) Each reporting region has its own score based on that 30% goal.
3. This is a great indicator to have because it gets a terrestrial view of the watershed rather than exclusively focusing on waterways.
4. Trying to connect the indicators with the *Watershed Agreement* goals and current Bay Program projects.
D. Stewardship Indicator
1. Worked with the Stewardship Workgroup and OpinionWorks.
2. The indicator uses three categories: behavior, volunteerism, and civic engagement.
3. This indicator uses data from the 2017 Baseline Citizen Stewardship Survey.
   a) The data from this survey had to be altered from zip code regions to the 23 regions used for the indicator.
   b) Learn more about the survey: https://www.chesapeakebay.net/what/publications/chesapeake_ba y_program_2017_baseline_citizen_stewardship_indicator_field_q u
E. Walkability Indicator
1. Walkability is one of the new indicators being included in the report. This indicator uses information from the Trust for Public Land.
2. The indicator measures if residents can walk to a park in 10 minutes or less.
   a) This includes the total population and diverse groups that can walk to a park in 10 minutes.
3. Worked with Tuana Phillips, Coordinator for the Diversity Workgroup to review this indicator.
4. The data is relatively straightforward, the difficult part was adjusting the data to fit the 23 reporting regions.
F. Heat Vulnerability Indicator
1. This is one of the new indicators the team is currently working on and will be in this year's report card.
2. This indicator was developed by NASA and GroundWork USA.
3. The data includes tree canopy, impervious surface, land surface temperature, and the percent of households in poverty. Data is developed

at the census block level to show what neighborhoods are vulnerable to climate change and heat.

G. Fish Community Indicator
1. This is one of the new indicators the team is currently working on but will not be in this year's report.
2. The data for this indicator is collected and organized by state, local and county data, so the team is working to organize the different diverse data sets.
3. The team did calculate the Simpson's Diversity Index by reporting region, but it didn't show a large variability.
    a) In the future, the report might look at species richness instead.

H. Economic indicators
1. The idea behind this indicator is that locally-based economies are usually better for the Bay.
2. The goal is to have five sub-indicators go into an economy section in a future report.
    a) Subtopics will include economic activity, equality, local ownership, diversification and entrepreneurship.
3. Currently, this data looks at the performance of the local economy in comparison to the nation and will include a comparison over time.
    a) Considering changing this to compare counties within the watershed.
4. Data is sourced from the census.
5. Trying to access more data sets that can be used for some of these indicators. That data will then need to be reviewed with the economic experts.
6. This will not be in the 2020 Report Card but will be a big part of the 2021 Report Card.
7. Main talking points for this year's report card will focus on the new indicators in the watershed and future work on economic indicators. We will also highlight how the COVID pandemic affected tidal monitoring, with a thanks to the monitors who went out in the field as soon as they couldTidal indicators are missing March, April and May data
8. A social media campaign and press toolkit will be part of the press event.

I. Press Event
1. The press event is linked with the Bay Cabinet and invited speakers.
2. Tuesday, June 22 at Sandy Point State Park Boat Lunch.
    a) Rain location is at the pavilion at Sandy Point State Park.
    b) RSVP is required for the event because they need to cover park admission fees.

(1) Please RSVP to Caitlin Bowman, Yes& PR Agency Rep. for University of Maryland Center for Environmental Science at cbowman@yesandagency.com

c) There will also be a Facebook live stream of the event.

3. The media advisory is published but has not been updated with a list of speakers.

4. The Report Card website changes will go live at the same time as the press event.

J. UMCES, NOAA and YES& won 2021 Hermes Creative Platinum Awards for both Outstanding TV Placements and Outstanding Overall Publicity Campaign.

1. NOAA's Coral Reef Condition Status Reports, the 2019 Chesapeake Bay Watershed Report Card, and the Western Lake Erie Report Card were submitted as one package for award recognition.

2. Read more: https://www.globenewswire.com/news-release/2021/05/19/2232689/0/en/UMCES-NOAA-and-Yes-win-2021-Hermes-Creative-Platinum-Awards.html

K. Contacts

1. Alexandra Fries is the project manager.

a) afries@umces.edu

IV. **Round robin**

A. Amy Pelsinsky, UMCES

1. The first coastal adaptation report card will be published this summer.

B. Adam Miller, ACB

1. This summer, ACB is hosting a virtual series called "Breakfast on the Bay."

a) Live events to sit down with like-minded organizations and individuals

b) Learn more: https://www.allianceforthebay.org/breakfast-on-the-bay/

2. ACB is continuing to publish stories for the 50 stories campaign.

a) Recently published "50 Stories: Interview between Alliance CEO, Kate Fritz and Chesapeake Bay Foundation's President, Will Baker"

(1) Access the story here: https://www.allianceforthebay.org/2021/05/50-stories-interview-between-alliance-ceo-kate-fritz-and-chesapeake-bay-foundations-president-will-baker/

C. Anjelica Eitel, CBF

1. Clean the Bay Day took place from May 31 - June 5.

2. Volunteers picked up over 1,600 lbs of litter, planted 200 native plants and installed 6 rain barrels
3. People responded to the socially-distanced version of the event well.
4. Over the past month, CBF has published content focusing on how individual health is related to the restoration of the Bay.
    a) Access the Save the Bay Blog here:
       https://www.cbf.org/blogs/save-the-bay/
D. Drew Robinson, CCWC
    1. The 2021 *A Changing Chesapeake* conference took place from May 24-27, 2021.
        a) CCWC will have conference sessions posted on their YouTube page.
            (1) Access the YouTube page here:
                https://www.youtube.com/channel/UCnVd5hm3b4UgiSSnnCBwrfQ
    2. The next conference will be in Richmond, Virginia from May 24-26, 2022.
E. Heidi Bonnafon, COG
    1. MWCOG is creating a tree canopy cookbook, which will include recipes and side dishes for implementing tree canopy goals.
F. Jay Clark
    1. Starting to plan the Biennial Virginia Aquaculture Conference.
        a) It will be an in-person meeting in January 2022.
        b) The event mixes everyone from growers and hatchery workers with researchers and graduate research students from Virginia Tech and the Marine Coastal Policy Center.

    2. Graduate research fellow from Virginia Tech released a report on the eating habits of invasive blue catfish.
        a) The report found that while blue catfish usually eat about 2-5% of their body weight, they will eat 8-9% of their body weight in captivity when provided with unlimited food.
        b) When given the option of blue crab or gizzard shad, the blue catfish tended to pick the gizzard shad.
        c) Access the report: https://vaseagrant.org/blue-catfish-eating/
G. Lisa Tossey - MD Sea Grant
    1. Law & Policy fellowship closes later this month.
        a) Learn more:
           https://www.mdsg.umd.edu/topics/maryland-law-and-policy-fellowship
    2. Creating a speaker series focused on the Chesapeake Quarterly "Black on the Bay, Then and Now" issue.
        a) Read the issue: https://www.chesapeakequarterly.net/V20N1/

3. The next Chesapeake Quarterly will focus on invasive species.

H. Kim Couranz, NOAA

1. Working on an article that will go on the fisheries website about some updates to our Chesapeake Exploration education website covering some new courses that were added to the website.

   a) Access the site: https://cbexapp.noaa.gov/

2. Press release for the blue crab report will be published later this month.

3. Creating grant review panels for two grants that will likely be announced in July.

4. July is NOAA's habitat month. The Habitat & Conservation Office will lead a social media campaign using new and pre-existing content.

I. Michael Bowman, Chesapeake Conservancy

1. Pride Month, Black Birders Week and Chesapeake Bay Awareness Week are all in June so a lot of content going up on social media.

2. The Roving Ranger will be back on the road this summer.

   a) Learn more about the Roving Ranger: https://www.chesapeakeconservancy.org/what-we-do/explore/find-your-chesapeake/roving-ranger/

   b) Gabrielle Roffe will be managing a new group of bilingual rangers.

   c) Working with the Chesapeake National Historic Trail to get the Roving Ranger to several events in Virginia.

J. Michelle DiNicola, PA DEP

1. Some peregrine falcons are fledging.

   a) Learn more about the PA DEP falcon cam: https://www.dep.pa.gov/Citizens/EnvironmentalEducation/PAFalcon/Pages/default.aspx

2. As it gets warmer PA DEP will post more content focusing on harmful algal blooms, stream maintenance, climate impacts in Pennsylvania, mosquito habitat, litter and illegal dumping.

   a) Access the PA DEP stream maintenance guide: https://www.dep.pa.gov/Citizens/My-Water/PrivateWells/Pages/Stream-Maintenance.aspx

3. Litter, illegal dumping

K. Phil Miller, DE DNREC

1. Partnering with the Nanticoke Watershed Alliance for a cleanup on June 27.

L. Ola-Imani Davis, LGAC

1. On June 3, LGAC hosted the 2021 Local Government Forum focused on developing collaborative watershed partnerships.

   a) Forum staff are putting together a report, which will include recommendations for how local governments can create partnerships within their community.

       b) A Bay Program blog summarizing the event will be published later this summer.

M. Susan Casey, Maryland Commission on Climate Change, MDE

    1. Working on the implementation of the Greenhouse Gas Reduction and Emissions Act (GHGREA) plan.

    2. Commission working on mitigation, adaptation, resiliency, science and technology.

       a) Adding buildings into the mix of focus issues.

    3. Trees commission creating planting plans for millions of trees.

N. Will Parson, ACB

    1. On June 1, Ethan Weston joined the Communications team as the Multimedia Intern. Ethan will join the team for the summer and recently graduated from the University of Missouri with a Master of Arts in Journalism.

Next meeting: July 7, 2021 1:00 PM - 2:00