

**Local Leadership Workgroup Quarterly Meeting
Summer 2022
Meeting Agenda**



Date: Tuesday August, 30 2022

Time: 9:00am - 12:00pm

Webinar: <https://us02web.zoom.us/j/85996184411?pwd=MXM4dURKSjFjL0d0ZmoxSXVWdUtnZz09>

Meeting ID: 859 9618 4411 **Passcode:** 070853

OR

Join by phone: +16469313860,,85996184411# US

Meeting Page: https://www.chesapeakebay.net/what/event/local_leadership_workgroup_meeting_summer_20221

Agenda Item, Discussion Lead and Desired Outcome	Time	Materials, Notes, Action Items
<p>I. Welcome, Introductions and Meeting Goals</p> <p>Meeting Goals:</p> <ul style="list-style-type: none"> ● Introduce social science concepts that can inform our work ● Identify tools to help local governments utilize social science ● Discuss results of Local Leadership Survey <p><i>Heidi Bonnaffon, Chair</i> <i>Michelle Edwards, Vice Chair</i></p>	9:00am - 9:10am	
<p>II. <u>Setting the Stage:</u> Why should local governments be utilizing social science? <i>Michael Weyand, City of Gaithersburg, Co-Chair of Stewardship Workgroup</i></p>	9:10am - 9:25am	<p>Materials:</p> <ul style="list-style-type: none"> ● Powerpoint
<p>III. <u>Understand Your Audience:</u> Local Leadership Survey Results <i>Christine Brittle, Uncommon Insights</i></p>	9:25am - 10:25am	<p>Materials:</p> <ul style="list-style-type: none"> ● Powerpoint
<p>IV. <u>Behavior Change:</u> Chesapeake Behavior Change Website <i>Amy Handen, Environmental Protection Agency</i> <i>Steve Raabe, Opinion Works</i></p>	10:25am - 11:00am	<p>Materials:</p> <ul style="list-style-type: none"> ● Powerpoint
<p>V. <u>Social Diffusion:</u> Case Study Database <i>Rachel Felver, Chesapeake Bay Program Communications Office</i></p>	11:00am - 11:15am	<p>Materials:</p> <ul style="list-style-type: none"> ● Powerpoint
<p>VI. <u>Tailored Communications:</u> A Local Government Guide 2.0 <i>Paula Jasinski, Green Fin Studios</i></p>	11:15am - 11:45am	<p>Materials:</p> <ul style="list-style-type: none"> ● Powerpoint
<p>VII. Wrap up and Announcements <i>Laura Cattell Noll, Coordinator</i></p> <ul style="list-style-type: none"> ● Next meeting: Tuesday November 15, virtual 	11:45am - 12:00pm	<p>Materials:</p>

THIS MEETING WILL BE RECORDED FOR INTERNAL USE TO ASSURE THE ACCURACY OF MEETING NOTES.