



**Chesapeake Bay Program  
Management Board  
June 14, 2018**

**Program Update**

**CBPO Calendar**

June 19	Enhance Partnering, Leadership and Management GIT quarterly meeting (Annapolis)
June 19-21	Joint Habitat and Fisheries GIT meeting (SERC)
June 20	STAC quarterly meeting webinar
June 20-21	Agriculture Workgroup in person meeting (Lancaster)
June 26	SAV Workgroup in person meeting (Annapolis)
June 27	Budget and Finance Workgroup meeting
June 28	Scientific, Technical, Assessment and Reporting (STAR) meeting
July 9	Principals' Staff Committee meeting (Washington, DC)
July 10-11	Modeling Workgroup quarterly meeting (Annapolis)
July 12	Management Board meeting
July 31	Quarterly Goal Team Chairs and Leadership meeting
August 7	Executive Council meeting (Baltimore)
August 9	Management Board SRS meeting (Annapolis)

**Updates**

**Release of Phase III WIP Expectations**

EPA plans to issue the expectations document for the jurisdictions' Phase III WIPs in mid- to late-June. The document is designed to help maintain accountability in the work under the 2010 Chesapeake Bay Total Maximum Daily Load (Bay TMDL), to encourage continued adaptive management to the new information generated during and after the Bay TMDL 2017 midpoint assessment, and to lay the groundwork for implementation of the next generation of innovative practices. At the same time, EPA will release specific Phase III WIP expectations for the Commonwealth of Pennsylvania to help ensure Pennsylvania is on track for meeting its water quality goals under the Bay TMDL by 2025. EPA also plans to release federal agency expectations for the development of federal water quality milestones and the role federal agencies can play in the development and implementation of the jurisdictions' Phase III WIPs. A press release and other supporting materials are being developed.

Contact: Rich Batiuk, (410) 267-5731, [batiuk.richard@epa.gov](mailto:batiuk.richard@epa.gov)

**Chesapeake Bay Program response to Chesapeake Bay Foundation Midpoint Assessment**

On May 30, the Chesapeake Bay Foundation (CBF) released a "midpoint assessment" of the progress that Maryland, Pennsylvania and Virginia are making toward the Chesapeake Bay Total Maximum Daily Load (Bay TMDL). The report concluded that Maryland and Virginia are largely on track to meet pollution-reduction goals, but that Pennsylvania fell "far short of the mark". Specifically, it recognized that water quality is improving, the dead zone is getting smaller, Bay grass acreage is at a record high and oyster populations are improving, but that the recovery is fragile."

EPA will release its final 2016-2017 milestone evaluations and 2017 progress data will be released by the EPA this summer after all data has been processed and assessments are complete.

For more information: <http://www.cbf.org/how-we-save-the-bay/chesapeake-clean-water-blueprint/blueprint-progress-tracking.html>

### **Reducing Pollution Indicator to be Posted in Mid-June**

The CBP plans to post its “Reducing Pollution Indicator” data on its ChesapeakeProgress website in mid-June. The posting is in response to the Chesapeake Bay Foundation’s midpoint assessment which uses the partnership’s RPI data. CBP also plans to issue a press release on the RPI data two weeks prior to the release of EPA’s Final Milestone/MPA Assessment Evaluations anticipated in late June.

Contact: Rich Batiuk, (410) 267-5731, [batruk.richard@epa.gov](mailto:batruk.richard@epa.gov)

### **Congressional Research Service Visit to CBPO**

On June 7, the CBP federal office directors hosted a group of five senior analysts from the Congressional Research Service (CRS) for a day of briefings and field visits. CRS staff researches issues and provides reports upon request committees and members of Congress on proposed legislation. The group included analysts who focus on coastal ecosystems, fish and wildlife, invasive species, water quality, and endangered species. The federal directors provided an overview of the partnership, federal agency roles and issues of importance to their respective agencies. CRS staff were also taken to two restoration project sites: an urban stormwater retrofit and a farm BMP tour.

Contact: Jim Edward, (410) 267-5705, [edward.james@epa.gov](mailto:edward.james@epa.gov)

### **Bernie Fowler measures a sneaker index of 36 inches at annual wade-in**

At the 31st annual Patuxent River Wade-In on Sunday, former Maryland State Senator Bernie Fowler saw his sneakers through 36 inches of water. This year’s “sneaker index”—the deepest point at which Fowler can still see his shoes as he wades into the water—measured lower than last year’s 41.5 inches. Since 1988, Fowler has held the wade-in on the second Sunday in June, which now marks the end of Chesapeake Bay Awareness Week. He hosts the event to bring attention to the polluted waters of the Patuxent River and the Chesapeake Bay. In the 1950s, Fowler could wade into the Patuxent up to his chest and still see the river’s bottom teeming with fish, shellfish and underwater grasses. Nutrient and sediment pollution, however, have led to declines in water clarity and fueled algae blooms that block sunlight from reaching the river bottom. The 1960s sneaker index of 57 inches now serves as the benchmark for a restored Patuxent River.

### **Chesapeake Bay Awareness Week Celebrations**

Chesapeake Bay Awareness Week, held from June 2 – 10, helped focus interest and celebrate how many different regions come together to create one Chesapeake Bay watershed: from upstate New York to southern Virginia, and West Virginia's panhandle to eastern Delaware. In 2016, the Chesapeake Bay Commission championed the idea of designating a week in June as Chesapeake Bay Awareness Week. Events took place throughout the watershed to raise awareness about this valuable economic and environmental resource, including: Lancaster Water Week, the 4th annual Clean Waters Golf Tournament (June 4), Clean the Bay Day (Virginia), RiverPalooza Kick-off (Harper’s Ferry), Tour de Belt, Cheers to the Chesapeake Festival of the River, and Senator Bernie Fowler’s Patuxent River Wade-in.

## **Advisory Committee Updates**

### **Local Government Advisory Committee**

*The purpose of the LGAC is to advise the Executive Council on how to effectively implement projects and engage the support of local governments to achieve the goals of the Bay Agreement.*

- Open seats: Two LGAC member seats remain open in Maryland, and one in New York.
- Quarterly meeting: LGAC held its quarterly meeting June 7-8, 2018 in Harrisonburg, VA. Virginia Secretary of Natural Resources, Matt Strickler, welcomed Members and guests to Virginia. Members heard a presentation on the USACE draft Chesapeake Bay Comprehensive Water Resources Plan. LGAC will issue a news release encouraging other local governments in the watershed to review the draft Plan. There was strong interest in the Chesapeake Bay Commission report on technical assistance and Members decided to focus this year's Local Government Forum (to be held in September) on identifying and exploring means for filling gaps on resources above and beyond local governments current capacity. Those resources include staff, technical assistance, and funding.
- Roundtables: In an effort to assist jurisdictions with better engaging local officials, LGAC members in PA and VA are hosting roundtables for their peers in June 2018. For more information on roundtables, please contact LGAC staff at [lgac@allianceforthebay.org](mailto:lgac@allianceforthebay.org).

Questions about LGAC or the Local Government Engagement Initiative should be directed to Mary Gattis at [mgattis@allianceforthebay.org](mailto:mgattis@allianceforthebay.org) or 717-475-8390. To be added to the Interested Parties list, please contact LGAC Staff Assistant Harriet Newquist at [hnewquist@allianceforthebay.org](mailto:hnewquist@allianceforthebay.org).

### **Citizens' Advisory Committee**

*The Citizens Advisory Committee (CAC) is charged with responsibility for representing residents and stakeholders of the Chesapeake Bay watershed in the restoration effort and advising the Chesapeake Bay Program Partnership on all aspects of restoration.*

- New members: The CAC held a quarterly meeting on May 23-24 in Lancaster, PA. The Committee welcomed three new members from DC:
  - Ronda Chapman who is the Executive Director of Groundwork DC and an advisor to organizations on diversifying the environmental movement. She is also a member of the Mayors Climate Resiliency Commission and the local chapter of Outdoor Afro.
  - Meg Bradshaw who is the Director of Operations for 12 Ace Hardware co-ops in DC, MD and VA.
  - Chuck Herrick who is a retired consultant and program evaluator on issues like climate change adaptation, natural resource damage assessment, sustainable fisheries management, valuation of ecosystem services, control of invasive species.
- Quarterly meeting: CAC heard updates on the PA Phase 3 WIP development and from the EPA Bay Program Office, discussed the importance of forest buffers and progress, and technical assistance and the Farm Bill. The members joined with the Choose Clean Water Coalition Conference for a briefing on achieving equity and diversity in the Chesapeake Bay community. The CAC discussed topics to present to the Executive Council in their annual report of recommendations.

- TMDL: As a result of the discussion about the TMDL Midpoint Assessment and the EPA Expectations for the jurisdictions for Phase 3 WIPs, the CAC crafted the following resolution, “The Citizens Advisory Committee (CAC) believes that all of the Chesapeake Bay Program jurisdictions should remain firmly committed to meeting the 2025 goals and the science-based TMDL allocations. In particular, recent discussions of using the Phase II targets and level of effort concerns our members. Therefore, the CAC looks forward to reviewing the final EPA Expectations Document to ensure that all jurisdictions remain committed to the highest levels of effort.”
- Leadership: CAC officers are Paula Jasinski (VA), CAC Chair and Matt Ehrhart (PA), Vice Chair.

To be added to CAC’s Interested Parties List, please contact: Adam Bray [abray@allianceforthebay.org](mailto:abray@allianceforthebay.org) for program questions, contact Jessica Blackburn [jblackburn@allianceforthebay.org](mailto:jblackburn@allianceforthebay.org)

### **Scientific and Technical Advisory Committee (STAC)**

*The Scientific and Technical Advisory Committee (STAC) provides scientific and technical guidance to the Chesapeake Bay Program on measures to restore and protect the Chesapeake Bay.*

For any inquiries, or to be added to STAC’s Interested Parties list, contact STAC Coordinator Rachel Dixon [dixonr@chesapeake.org](mailto:dixonr@chesapeake.org).

#### ***Upcoming Meetings:***

STAC will hold its first quarterly meeting of FY2018 via webinar on June 20, 2018. More information will be made available on the [June meeting webpage](#).

#### ***Workshops:***

On May 23-24, STAC hosted a workshop titled “*Revising Coastal Land-Water Interactions: The ‘Triblet’ Connection*”. This meeting explored land-water interactions in small tributaries (or “triblets”) to determine which triblets may have a disproportionate impact upon Bay resources of concern or help improve predictions of Bay health responses to land and water management based on our evolving knowledge of estuarine circulation, watershed discharge, and water quality trends. More information can be found [here](#).

STAC will be hosting five workshops in FY2018, listed here in order of anticipated date. Planning is beginning for all five activities. Information regarding recent workshops - including agendas, presentations, and reports (as they become available) can be found on the [workshop homepage](#).

- 1) Chesapeake Bay Program Climate Change Modeling 2.0
- 2) Establishment of Multifunctional Riparian Barriers: How do we accelerate the path to 95,000+ acres with the greatest economic, social, and environmental impact?
- 3) Integrating Science and Developing Approaches to Inform Management for Contaminants of Concern in Agricultural Settings
- 4) Assessing the Environment in Outcome Units (AEIOU): Using Eutrophying Units for Management
- 5) Microplastics in the Chesapeake Bay and its Watershed: State of the Knowledge, Data Gaps, and Relationship to Management Goals

### ***Upcoming Reports:***

STAC is working to finalize the following reports. Information regarding workshops held prior to January 2018 can be found on the [STAC archived workshop homepage](#). STAC activity reports can be found on the [STAC publication page](#) when available.

- 1) Revising Coastal Land-Water Interactions: The 'Triblet' Connection
- 2) Factors Influencing Fish Habitat Function in the Chesapeake Bay Watershed: Application to Restoration and Management Decision
- 3) Chesapeake Bay Program Modeling Beyond 2025
- 4) Integrating Recent Findings to Explain Water Quality Change: Support for the Mid-Point Assessment and Beyond
- 5) Legacy Sediment, Riparian Corridors, and Total Maximum Daily Loads (FY2016)
- 6) An Analytical Framework for Aligning Chesapeake Bay Program Monitoring Efforts to Support Climate Change (FY2016)
- 7) Understanding and Explaining 30+ Years of Water Clarity Trends in the Bay's Tidal Waters (FY2016)
- 8) Linking Wetland Workplan Goals to Enhance Capacity, Increase Implementation (FY2015)
- 9) Assessing Uncertainty in the CBP Modeling System (FY2015)
- 10) Comparison of Shallow Water Models for Use in Supporting Chesapeake Bay Management Decision-making (FY2015)

For more information regarding any of the reviews above, visit the [review homepage](#) or contact STAC Coordinator Rachel Dixon at [dixonr@chesapeake.org](mailto:dixonr@chesapeake.org)

### **Goal Implementation Team, STAR and Communication Workgroup Updates**

#### **Status and Trends (Previously Indicators) Workgroup**

The following indicators were updated since the May Management Board meeting:

<i>Indicator</i>	<i>Statement of Progress</i>	<i>Link</i>
Forest Buffers - 2016	Between 2015 and 2016, about 677 miles of forest buffers were planted, which was 223 miles below the 900-mile-per-year target.	<a href="http://www.chesapeakeprogram.com/abundant-life/forest-buffers">http://www.chesapeakeprogram.com/abundant-life/forest-buffers</a>

Indicators that are likely to be updated before or close to the next Management Board meeting include:

- Reducing Pollution Indicator (May/June)
- Blue Crab Abundance (late June/early July)
- Blue Crab Management (late June/early July)
- Wetlands (summer)
- Forest Buffers – 2017 data (summer)
- Climate Resiliency indicators\* (multiple TBD, August)

NOTE: an asterisk\* denotes new indicators that have been approved through the Status and Trends workgroup under STAR. The Indicators Coordinator provides notification to the Management Board and

to STAR of these new indicators; members of either group may request additional information or a presentation at a meeting on these new indicators.

Contact: Laura Drescher, 410-267-5713, [drescher.laura@epa.gov](mailto:drescher.laura@epa.gov)

### **Fisheries Goal Implementation Team**

*The Sustainable Fisheries GIT focuses on advancing ecosystem-based fisheries management by using science to make informed fishery management decisions that cross state boundaries.*

- Biannual meeting: Sustainable Fisheries GIT staff are working hard to plan the upcoming biannual meeting, scheduled for June 21 at the Smithsonian Environmental Research Center in Edgewater, MD. Topics for discussion include the blue crab winter dredge survey, the CBP climate indicator project, studies on forage-habitat relationships, and this year's round of GIT funding. Prior to the Fisheries meeting, the SFGIT will meet jointly with the Habitat GIT on June 20 to review the results of the recent STAC Fish Habitat workshop and identify USACE priority areas within the Chesapeake Bay Watershed important for multiple outcomes of interest to both GITs. This is the first time these goal implementation teams will host a joint meeting, and the objective is to develop ideas for a joint proposal for GIT funding.
- Blue crab advisory report: The Chesapeake Bay Stock Assessment Committee (CBSAC) met on May 14 to review results from the winter dredge survey and begin discussions on this year's blue crab advisory report. The second draft of the report was distributed to team members on June 1, and the CBSAC chair will present the final draft for endorsement by the GIT Executive Committee on June 21.

Contact: Bruce Vogt; [bruce.vogt@noaa.gov](mailto:bruce.vogt@noaa.gov)

### **Habitat Goal Implementation Team**

*The Habitat GIT works to restore a network of land and water habitats to afford a range of public benefits and to support priority species.*

- Joint meeting: The Habitat and Sustainable Fisheries GITs are holding their first ever joint meeting June 19-21 at the Smithsonian Environmental Research Center in Edgewater, MD. The meeting will follow a staggered format; the Habitat GIT will meet June 19-20 and the Fisheries GIT will meet June 20-21. This meeting will provide a great opportunity to come together and identify constructive steps to align our work and improve fisheries and habitat management. Presentations (on science and data tools, planning and policy tools, and financing options), followed by breakout discussions, will allow us to identify areas of the Chesapeake Bay Watershed important for multiple outcomes of interest to both GITs that could serve as basis for a joint proposal for GIT funding. Meeting materials (agendas, directions, etc.) and more information can be found on the [calendar event](#).
- Urban stormwater and stream health: The Urban Stormwater and Stream Health Workgroups held a joint meeting June 4 to provide a forum for practitioners, regulators, and local governments to share technical resources, insights on best practices for siting and design, and to lay out key technical and programmatic issues that need to be resolved to ensure that projects produce verifiable pollutant reduction and biological uplift. Meeting materials and more information can be found on the [calendar event](#).

- Snakehead symposium: The next meeting of the Mid Atlantic Panel on Aquatic Invasive Species (MAPAIS) will be held in conjunction with the inaugural International Snakehead Symposium July 17-19 in Alexandria, VA. The MAPAIS portion of the meeting will be held jointly with the Mississippi River Basin Panel on the morning of July 17. The Snakehead Symposium will bring together leading experts for panels and discussions on the ecology, monitoring/response, and the management of the invasive species. More information about the [International Snakehead Symposium](#) and the [MAPAIS](#) meeting can be found at their website links.

Contact: Paige Hobaugh, [hobaugh.paige@epa.gov](mailto:hobaugh.paige@epa.gov)

### **Water Quality Goal Implementation Team**

*The Water Quality GIT works to evaluate, focus and accelerates the implementation of practices, policies and programs that will restore water quality in the Chesapeake Bay and its tidal tributaries to conditions that support living resources and protect human health.*

#### **The WQGIT held conference calls on May 14 and 29. A subset of topics discussed included:**

- The WQGIT approved inclusion of the recommended changes to NEIEN to address issues of BMP geographical distribution in Phase 5.3.2 and Phase 6 CAST.
- The WQGIT recommended PSC approval of DE's special case request. The WQGIT will request PSC consideration of all available options to distribute the additional nitrogen loads from DE's special case request. Options for redistribution may include adding an equivalent nitrogen reduction to the Conowingo panning target or equitably adjusting the planning targets of the Partnership jurisdictions to accommodate DE's special case request.
- Final deployment of Phase 6 CAST was deferred in order to allow the WWTWG to recommend a correction to VA septic data available in Phase 6 CAST. The WWTWG recommended deferring use of VA Department of Health data for septic systems in Phase 6 CAST and will use Chesapeake Bay Land Change Model estimates for VA septic data in the current version of Phase 6 CAST. Final deployment of CAST in the first week of June 2018, and jurisdictions will review of progress scenarios through the second week of June. After final deployment of Phase 6 CAST, and according to previous WQGIT decisions, no further changes to Phase 6 CAST will take place until the next milestone period in October 2019.
- The WQGIT was briefed on the analysis and results from eight thematic land use scenarios available in CAST.

#### **The WQGIT will hold a conference call on June 11. A subset of planned topics includes:**

- The WQGIT will review the recommendations from the Agricultural Stormwater Expert Panel Establishment Group for approval to include agricultural stormwater practices in a future update to the Phase 6 modeling tools.
- The WQGIT will be briefed on the Urban Stormwater Workgroup's technical memo, "The Phase 3 WIP Challenge: The extent of unregulated urban land and small MS4s in the Chesapeake Bay watershed makes urban load reduction problematic."
- The WQGIT will be briefed on the report findings and recommendations from the Onsite Wastewater Treatment Systems BMP Expert Panel. The WQGIT will be asked to approve the report and recommendations for inclusion in a future update to the Phase 6 modeling tools.



- The WQGIT will be briefed on research into drivers of nitrogen and phosphorus trends in the Chesapeake Bay watershed, including effects of nutrient applications, management practices, and geology on nutrient trends in various land-use settings.

Contact: Lucinda Power, [power.lucinda@epa.gov](mailto:power.lucinda@epa.gov)

### **Healthy Watersheds Goal Implementation Team**

*The goal of the Maintain Healthy Watersheds Goal Implementation Team (GIT 4) is to maintain local watershed health across a range of landscape contexts. With this goal, GIT 4 intends to bring attention to the challenge of protecting streams and watersheds that are healthy today. This initiative complements the "dirty waters" approach which focuses on restoring impaired waters.*

Contact: Katherine Wares; [kwares@chesapeakebay.net](mailto:kwares@chesapeakebay.net)

### **Foster Stewardship Goal Implementation Team**

*The Fostering Stewardship GIT promotes individual stewardship, supports environmental education for all ages, and assists citizens, communities and local governments in undertaking initiatives to achieve restoration and conservation in the Chesapeake region. It aims to build public support of restoration efforts and increase citizen engagement and active stewardship.*

- June 18 - Public Access Workgroup conference call to walk members through new 2018-19 workplan, discuss change in leadership for the workgroup (John Davy, Chair, is retiring), look at data count for 2018, and look at 300 new site goal status
- June 28 - Environmental Literacy workgroup will submit final workplans and management strategies to Communications Team for posting

Contact: Drew Pizzala; [drew\\_pizzala@partner.nps.gov](mailto:drew_pizzala@partner.nps.gov)

### **Enhance Partnering, Leadership and Management Goal Implementation Team**

*The goal of the Enhance Partnering, Leadership and Management GIT is to continually improve the governance and management of the CBP Partnership.*

Contact: Emily Freeman, [freeman.emily@epa.gov](mailto:freeman.emily@epa.gov)

### **Scientific, Technical Assessment, and Reporting Team**

*The purpose of STAR (Scientific, Technical Analysis and Reporting) is to facilitate productive deployment of scientific resources, to provide timely, quality information to managers, and to expand communication between workgroups.*

### **Data Integrity Workgroup**

Next meeting for data integrity workgroup is on June 21, 2018.

### **Climate Resiliency Workgroup**

Jennifer Dopkowski will be doing a 4-month detail with the NOAA Chesapeake Bay Office to backfill Zoe Johnson starting on May 29th. Jen currently serves as executive secretariat for NOAA's Climate Working Group, an external body that advises NOAA's Science Advisory Board on NOAA's climate science and activities across the agency. Jen is also engaged in NOAA's North Atlantic Regional Team and Eastern



Regional Climate Team. She has a master's degree in environmental science and policy, ecological management and a bachelor's degree in biology.

## **STAR**

During the [STAR May meeting](#), STAR leadership reviewed the role of STAR to STAR members which includes facilitation and coordination activities to meet the science needs of the goal teams within the adaptive management cycle. A GIT-focused discussion on adaptive water quality monitoring provided opportunities for suggestions on what monitoring priorities might be considered in retooling the shallow water quality monitoring strategy and its investments toward water quality-related cross-cutting information needs in tracking diverse Bay Agreement outcomes. GIT leaders and Kristin Saunders refined the proposed cross-GIT funding topics and highlighted new considerations for other proposals. Danny Kaufman (CBP Modeling Team) provided an overview of the new BMP decision support optimization tool and received feedback from GIT leaders on how this tool can better address the GIT needs including co-benefits.

## **Modeling Workgroup**

The Modeling Workgroup is working to complete all Phase 6 Model documentation in July while it also continues to support the Bay Program partners in the early stages of their Phase 3 WIP development. The last Modeling Workgroup Quarterly Review was held on April 10-11, and the presentations and meeting materials can be found [here](#). Presentations from the June 5 Modeling Workgroup conference call can be found [here](#). The CBP Modeling Team is also working actively with Virginia in support of the James River chlorophyll assessment. Finally, development continues on the 2019 CBP Climate Change Assessment Model. The next Modeling Workgroup Quarterly Review will be held on July 10-11.

Contact: Melissa Merritt; [mmerritt@chesapeakebay.net](mailto:mmerritt@chesapeakebay.net)

## **Communications Workgroup**

*The Communications Workgroup provides strategic planning and expert advice to support the communication needs of the Chesapeake Bay Program partners, and spur public action through consistent messaging, expanded media coverage, use of multimedia and online tools, comprehensive branding and promotion, outreach to stakeholders, and coordinated internal and external communications.*

### Communications Office and Web Team:

- The Chesapeake Bay Program Communications Office has several planned press releases for June (dates TBD):
  - Oyster restoration report.
  - Reducing Pollution Indicator.
  - State of Environmental Literacy across the Chesapeake Bay watershed.
  - Blue crab abundance.
- Our summer Multimedia Intern – Kaitlyn Dolan – began on June 4, 2018.
- Will Parson, our Multimedia Specialist, led a field trip at the Choose Clean Water Coalition conference on 'Making Pictures that Make People Care'.

- Caitlyn Johnstone, our Outreach Specialist, led the second webinar in conjunction with the Alliance for the Chesapeake Bay's Businesses for the Bay on Abundant Life on May 16.
- Rachel Felver, CBP's Director of Communications, presented at the Pennsylvania WIP Steering Committee meeting in Harrisburg on May 17.
- In May, we updated our Forest Buffers indicator on Chesapeake Progress with data from 2016. We expect to update this indicator with data from 2017 later this summer. Over the next month, we also expect to update the indicators that track our progress toward the Blue Crab Abundance, Blue Crab Management and 2017 Watershed Implementation Plan outcomes.

#### Communications Workgroup:

Updates from last workgroup conference call on June 6:

- Chesapeake Awareness Week (June 2-10): Members of our workgroup formed an action team that came up with the theme of the week, which was the many unique rivers and landscapes of the watershed coming together to form one Chesapeake. We created a google drive with social media posts our partners could use for each day, which highlighted different regions of the watershed. We also compiled a list of events and posted them on Chesapeake Network. We received a total of 50 event submissions from around the watershed. The social media campaign has been very successful, with partners from across the watershed sharing the social media from the drive, using our provided graphics, and using the hashtags #OneChesapeake and #WatershedAware.
- Biannual retreat: The biannual retreat will be held July 25 in Harrisburg, Pa. Kacey Wetzel from the Chesapeake Trust will be leading a training on the role communications plays in behavior change and social marketing campaigns. We will then apply that training to two Bay Program projects: promoting the new fish consumption advisory and informing landowners of the benefits of SAV.
- July and August themes: We coordinated shared messaging for July and August. Since several river report cards have recently come out or will be released soon, we decided to focus on river health in July. We shared links to the reports, the blogs that our communications office has written about new report cards and Bay Program pages on the importance of local rivers and streams, and members shared information about upcoming river report cards in their jurisdictions. August is National Water Quality Month, as well as the Executive Council meeting. The directives planned for the EC meeting have a water quality focus, so we intend to highlight those during the month.
- Workgroup improvements: We also had a discussion of potential workgroup improvements, based on our previous discussion with the Management Board. We discussed changing our meeting schedule to have longer in-person quarterly meetings and shorter monthly calls to increase member engagement. We also discussed ideas for more clearly defining our mission. Our refined mission would continue to include coordinating shared messaging, providing professional development opportunities and providing a forum for skill-sharing amongst members, but would be expanded to include providing assistance to GITs with communications needs identified in their two-year workplans.
- Local engagement in Phase III WIPs: Finally, our vice-chair Deb Klenotic from Pennsylvania DEP led a discussion about the role that communications can play in local engagement efforts in the Phase III WIPs. She discussed the efforts that Pennsylvania is undertaking in regard to local engagement and

how the communications staff at DEP are involved. Other members representing jurisdictions shared their current progress and the steps that they would like to take moving forward, and discussed how they could foster collaboration and sharing of best practices between the states.

Communications Contact: Rebecca Chillrud; [rchillrud@chesapeakebay.net](mailto:rchillrud@chesapeakebay.net)

### **Recent Meetings and Events**

May 14	Climate Resiliency Workgroup in person meeting (Annapolis, Md.)
May 14	Water Quality GIT conference call
May 16	Integrated Monitoring Networks meeting
May 21	Diversity Workgroup meeting (Lancaster, Pa.)
May 21-23	Maryland State of the Coast conference (Cambridge, Md.)
May 22-23	Choose Clean Water Coalition meeting (Lancaster, Pa.)
May 23	Budget and Finance Workgroup meeting
May 23-24	Citizens' Advisory Committee meeting (Lancaster, Pa.)
May 23-24	STAC Workshop: Revising Coastal Land Water Interactions (Frederick, Md.)
May 31	Expanded GIT Chairs and Leadership meeting (Annapolis, Md.)
May 24	Scientific, Technical Assessment and Reporting (STAR) meeting (Annapolis)
June 6	Forestry Workgroup conference call
June 7-8	Local Government Advisory Committee meeting (Harrisonburg, Va.)