



Public Access Workgroup Meeting
Join via [Microsoft Teams](#)
Monday March 27, 2023
10:00 - 12:00 pm Virtual meeting via Teams

Mar 27, 2023 | **FW: Public Access Workgroup**

Attendees		
Andy Fitch	Scott Bolinger	Christine A Bruins
Lauren M Cruz	Joanne Goodwin	Aurelia Gracia
John Kirk	Kristal McKelvey	Lindsay Withers
Lisa Gutierrez	Wendy O'Sullivan	Marcia Pradines
Britt Slattery	Steve Raabe	Tammy Stidham
Wuillam Urvina	Kevin Dubois	Drew Carter
Erik Zlokovitz	Mark Hohenhasser	Kelley Rossiter

Action Items

- **Action Item: 2022 Data Call (turn in data but need by end of April, 2023)**
- **Action Item: Add workgroup members to Microsoft Teams Portal**
- **Action Item: Share Benefits and Barriers Final Findings when they become available**
- Action Tracking (future task)
- Website Updates (future task)

Public Access Workgroup Background (10:15am – 10:35am)

- Chesapeake Bay Program and Agreements
- 10 Goals of the Chesapeake Watershed Agreement
- Public Access Goal: Expand public access to the Chesapeake Bay and its tributaries through existing and new local, state, and federal parks, refuges, reserves, trails and partner sites

- Public Access Outcome: By 2025, add 300 new public access sites, with a strong emphasis on providing opportunities for boating, swimming, and fishing where feasible

Workgroup Responsibilities (10:35am- 10:55am)

- Public Access Outcome
 - Long-Term: 300 sites by 2025
 - Two-Year Target: 20 new public access sites annually (internal milestone) (watershed-wide)
 - We are moving forward and are on-track to meet this outcome
- Strategy Review System: Logic and Action Plan
 - The previous Strategy Review System was completed in 2019-2021
 - We do have an upcoming Strategy Review System Scheduled (February 2024)
 - Logic and Action Plan (2022-2023)
 - Action Tracking Exercise (TBD)
- Tracking and Reporting
 - Action Item: 2022 Data Call (turn in data but need by end of April)
 - Progress: 237 new public access sites (2010-2021); on target to meet the metric by 2025
 - 2010 was the baseline because the group knew the Chesapeake Agreement was coming and it would serve as a clean start

Benefits and Barriers Research (10:55am – 11:40am)

- Overview of OpinionWorks credentials
- Project Objectives
 - Increased knowledge around how residents in the Chesapeake Bay Watershed utilize public access sites to waterways and the Bay and the relationship between usage and practicing stewardship behaviors
- Methodology
 - Phase 1: Baseline General Population Survey
 - Phase 2: Focus Group Discussions (~120 minutes)
 - Phase 3: In-Depth Interviews (~30 minutes)
- Underserved Populations Definition
 - Low-income communities that may not have access sites to poorly-maintained or under-resourced sites
 - Communities of Color who are historically underserved
 - People whose first language is not English
 - People with physical disabilities
 - Elderly residents
 - People with transportation gaps
- Topics Covered in the Survey
 - Usage of public water access

- Features people want
- Being near the water response
- Linkage between Access and Stewardship
- Summary of Implications
 - People want the usual things; restrooms, trail access, parking
 - Contrast between active and passive users of water access. Infrequent and non-visitors want different things
 - Disproportionate share of inactive or non-visitors want to be near but non on/in the water
 - Water (caring for it , being near it) motivates many but not all people. Broader suit of motivations is needed
 - Frequent visits to water access site build a stewardship ethic, but it takes time, repetition, and education
- Recommendations for next steps
 - Prioritize top-tier infrastructure
 - Pilot education and engagement programs at access sites
 - Development of archetypes/personas model
 - Tell the stories of the people who use these spaces

Logistics (11:40am-12pm)

- Meeting frequency
 - 3 times a year (~Every 4 months)
- Communications
 - Will be utilizing Microsoft Teams Portal to add members and for communications
- Benefits and Barriers Research Final Narrative report
 - Will be shared when published