



Stewardship Workgroup Meeting

Thursday, May 16, 2024 – 10:00 am - 12:00 pm

Virtual via Microsoft Teams

[Click here to join the meeting](#)

Meeting ID: 224 329 134 186

Passcode: BgPr2m

Meeting Purpose / Outcomes:

- **Build a community of practice** among stewardship practitioners throughout the Chesapeake Bay Watershed.
- **Offer participants opportunities to share** what they are working on, to gain support and potential partners; to gather input and solve challenges; and/or learn about similar efforts among peers.
- **Update the Workgroup** on news, actions, and opportunities from the Bay Program that are relevant to stewardship.
- **Update the Workgroup** on progress on relevant projects such as the Stewardship Indicator, Chesapeake Steward Map, and upcoming Beyond 2025 considerations.
- **Ask the membership for feedback on our draft of the 2024-2025 Action Plan.**

ACTION ITEMS/NEXT STEPS:

Our next meeting will be September 19th.

We are looking to hold the meeting in person and include all of the Workgroups under GIT5. We are looking for suggestions on locations/activities we could do that combine the different Workgroups subject areas. For example, is there a location that is publicly accessible (like a volunteer center), holds educational and stewardship events, has protected lands, has diversity initiatives, etc. And do any of those places have some sort of activity we could do? (e.g., paddling, tree planting, etc.)

- Please send any location and/or activity ideas to Britt Slattery, britt_slattery@nps.gov.

Action Plan Action Items:

- **TIME SENSITIVE – Please provide any crucial feedback on the [2024-2025 Action Plan Draft](#) by COB Wed., May 22nd.**
- We will finalize the Action Plan by the end of May and submit it
- We will then set up small teams as soon as possible to get moving on implementation of actions – *we are looking for volunteers to lead and/or participate.*

Chesapeake Steward Map Action Items:

- Please **fill out this short Mentimeter** to provide feedback on the Chesapeake Steward Map. <https://www.menti.com/alse1e1eiy7d>
- Please **join the Map** and fill out the questionnaire and connections. Update your connections if you are already on the Map!
 - [Send me my link](#) (for users already on the map)
 - [Opt-In Link](#) (to join the map -- but also works for users currently on the map!)
- If you need help, you can check out this [3-minute video tutorial](#) or visit the [Chesapeake Steward Map FAQ](#). You can also register for an **open office hour info session** for the Map on:
 - **May 29 at 10 am ET** - [register here](#)
 - **June 4 at 10am ET** - [register here](#).

Meeting Summary:

10:00 Welcome/ Intros – Ashley Traut, Greater Baltimore Wilderness Coalition, Stewardship Workgroup Chair

New Staffer Introduction: Meredith Lemke (they/them) is the new Stewardship Workgroup Staffer. They are also working with the Education Workgroup and share responsibility for the Diversity Workgroup with Wuilliam Urvina.

- **Meredith's Bio:** Meredith graduated from William & Mary in 2023 with a double major in International Relations and Environmental Policy. At William & Mary, Meredith directed their interdisciplinary studies towards environmental justice and policy, indigenous sovereignty, climate equity, and stewardship principles. Through their research assistantship position with the Institute for Integrative Conservation, Meredith utilized equity assessment models to provide recommendations and targeted GIS maps for the Santa Fe Conservation Trust to improve DEIJ initiatives within their programs. Furthermore, Meredith completed a Directorate Fellows Program fellowship with the U.S. Fish & Wildlife Service in 2022, gaining experience in conservation communications.

10:10 Updates on current Workgroup activity –

(1) Stewardship Indicator – Amy Handen, EPA and Steve Raabe, OpinionWorks – [SLIDES](#)

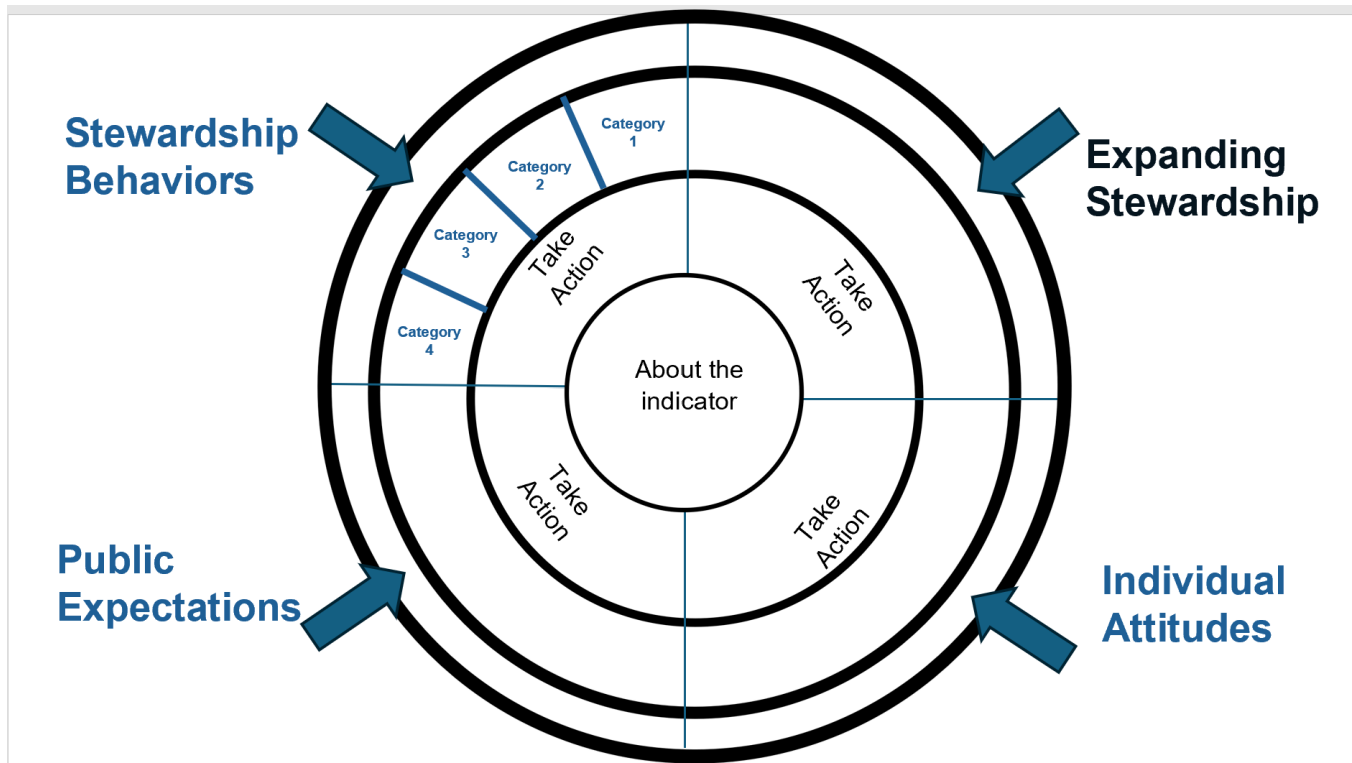
Amy Handen provided a brief overview of the Stewardship Indicator's history and recent data insights. Data was first collected in 2017 and a second round of data was collected last year. We are rethinking how we calculate the indicator to reframe how we're measuring progress.

Changes in Stewardship Indicator Approach



	2017	2024
What to measure?	Measure “environmentally motivated” behaviors	Expand definition of stewardship and measure actions that stem from personal values and motivations, community priorities that are accessible to all.
Number of indicators?	Single score rollup of behavior adoption, volunteerism and civic engagement – not enable us to see trends	Several indicators that show trends and enable us to focus efforts more strategically
Success?	Everyone, everywhere, doing everything	Recognize where we are and take action to make forward progress

A draft concept model for how to visualize/communicate the new indicator's data has been developed based on [Puget Sound Vital Signs](#).



- If you are interested in learning about the new indicator proposal in greater detail, you can view Amy Handen's [presentation slides](#).
- Contact Handen.Amy@epa.gov if you have questions, feedback, or suggestions for the new indicator or the draft concept model for how to visualize the data.
- If you are interested in joining our Stewardship Indicator meetings, please contact Amy.

Stewardship Indicator Feedback:

- **Julie** – one challenge is that since indicator questions have evolved since the last survey, and will likely also shift in the future as populations and conditions change, this affects the direct comparability between data sets.
- **Suzanne** – $\frac{3}{4}$ of the indicator will reflect, discuss, dig deeper into data we have. In regards to expanding ideas of stewardship, we should be continuously curious through the indicators to understand stewardship more deeply and recognize that there are many ways for people to participate in stewardship actions. ChesapeakeBehaviorChange.org is where people can dig deeper into the behavior section. We can't get into audience segmentation in an interactive way like the CBC does – we don't have funding for that right now. The Take Action section will support future action and forward motion.
- **Shannon** – I like the elements proposed. I have a little pause re putting it on the circle with the entire thing taking up the whole 4 quadrants. I like how Puget Sound puts Stewardship on level ground with Water Quality and other things. I wonder if there's a way to show that these are just 2 aspects of the larger work to get a clean Bay.
- **Ashley** – Did you ask questions re when people think about caring for the environment, what resonates with them the most? For example, are they concerned about the Bay, local streams, the planet, climate change, etc?
 - No, only about how the Bay/environment compare to other competing priorities, but not those distinct pieces or scales.

- **Suzanne** – there's a lot more room in this effort to dig deeper and understand from the audience - we could ask more about this with audience segmenting.
- **Britt [chat]** – I feel like there may be studies on that already. I've seen some statistics re Latino voters or Black voters concerns about the environment, for example. Also the 6 Americas Study re climate change (national).

Rachel Felver: Amy, is there a timeframe for when you anticipate the indicator(s) will be complete?

- **Amy** – We hope to finalize our construct in the next several weeks. And then we will be working with the indicator/web team to bring it to reality on ChesapeakeBay.net

10:25 Updates on current Workgroup activity –

(2) Chesapeake Steward Map demonstration and update – *Local Concepts project team and Staffer Meredith Lemke* – [SLIDES](#)

Christy Gabbard contextualized the Chesapeake Steward Map project for any who are unfamiliar. Meredith Lemke conducted a demonstration of some of the ways to use the map.

The goal of the Chesapeake Steward Map is to strengthen connections and build new relationships across stewards of the Chesapeake Bay watershed. The tool is rolling out, meaning that we are conducting outreach to invite more people to join the map. We are looking for members of the workgroup who are interested in the Map to serve as ambassadors of the map. This does not require being an expert in the Map tool! Meredith, for example, is still relatively new to the map but with a little one on one guidance was able to do a demonstration at this meeting!

- **If you are interested in becoming an ambassador of the Map, or joining our monthly Map Steering Committee meetings, please contact Christy, Sonia, and/or Meredith:**
 - Christy: christy@localconceptsllc.com
 - Sonia: sonia@localconceptsllc.com
 - Meredith: lemkem@chesapeake.org
- Please continue to encourage more people to join the Map! All are welcome. Sample outreach materials can be found below.
 - **Chesapeake Steward Map Outreach Folder:**
https://drive.google.com/drive/u/0/folders/1f95cy9WYs2_bbvY-VHQLJmaGg8EW3Rxa
- For more information about using the map, you can view this 5-min sensemaking tutorial:
<https://www.youtube.com/watch?v=Kx10DUesegg>
- Or sign up for office hours:
 - Open office hours registration links:
 - May 29 at 10 am: [register here](#)
 - June 4 at 11 am: [register here](#)

Meredith's Map Exploration Demo:

- The Map filtering tool allows you to narrow down the number of stewards/connections displayed based on factors like: Stewardship Interests, Organization's primary audience, River Basin of Focus, or Area of Operation.
 - This allows you to notice hubs of connection and identify opportunities to connect individuals to each other.
 - Note: Filters are an "and" feature not an "or" - e.g., ppl working in MD AND who are NGOs – that can also help us to see whether we have a good representation of those working in these spaces in the map (or whether we need to encourage more of them to join the map, when we know they aren't all in there).

Chesapeake Steward Map

BIO

SURVEY

CONNECTIONS

MAP

Filter By:

Stewardship Interests

Organization's primary

River Basin of Focus

Area of Operation

Select all / none

Advocacy - communications an...

Advocacy - federal government...

Advocacy - local government p...

Advocacy - state government p...

Advocacy - training and capacit...

✓ Clean Water - maintain, conserv...

Clean Water - toxic contaminant...

Clean Water - water quality pra...

Climate resiliency, adaptation, ...

Conservation - forest or woodlo...

Conservation - funding, policy, ...

Conservation - habitat maintena...

Conservation - land acquisition,...

Conservation - land banking

Legend

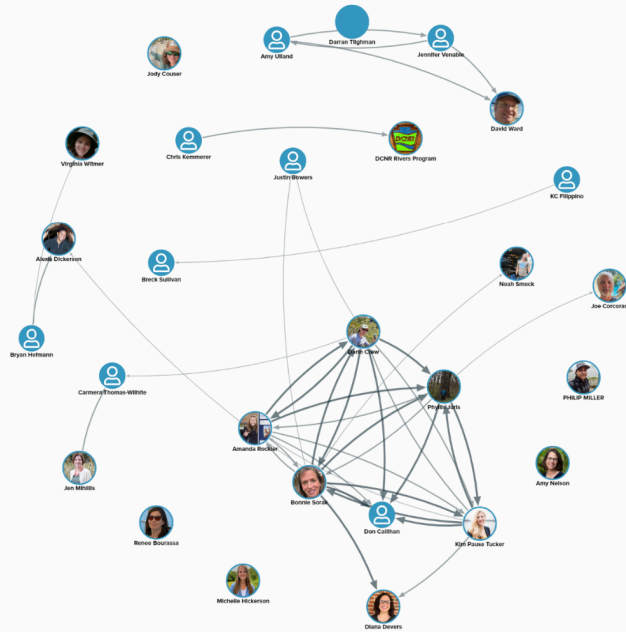
Persons

Light Connection

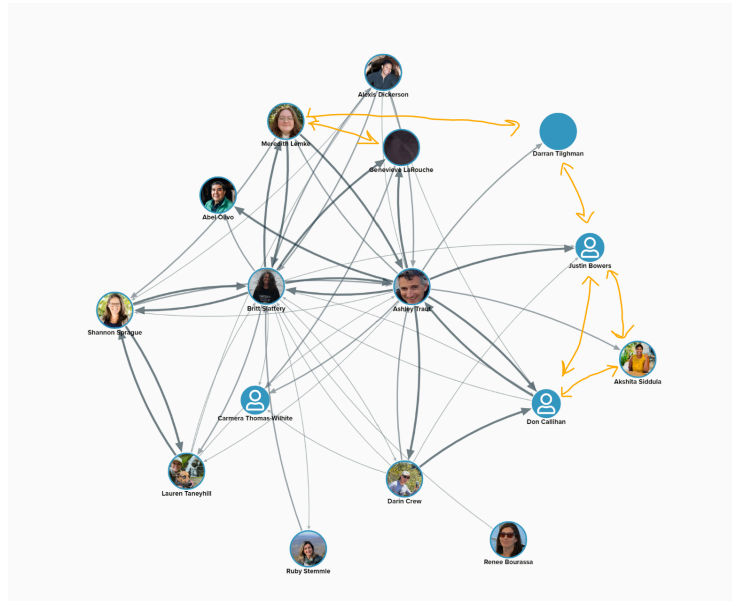
Moderate Connection

Strong Connection

Involvement View



- We can conduct matchmaking through the Map. A few matchmaking types:
 - If a group of people is disconnected from a larger hub we can conduct outreach to see whether it would be beneficial to connect stewards together.
 - We can filter by individuals offering expertise in a certain subject area and individuals seeking expertise in that same subject area. Then you can additionally filter by region, river basin, etc. to narrow down stewards to potentially put in contact with each other.
 - Additionally, if we notice that two individuals are connected to a third person but not each other, we can assess whether it would be beneficial to close that triangle.
 - **Visual example of potential triangles to close in orange:**



Questions/comments:

- **Kristin Saunders:** will we put an emphasis on tribal/indigenous knowledge stewards for outreach?
- **Britt:** We hope to continue offering these little opportunities to get familiar and orient us all to using the map. The best thing is to play with it yourself, even a few minutes at a time, on multiple occasions.
- **Michelle Hickerson,** Alice Ferguson Foundation: Could someone please share the link to the map? I have already created an account so I am unable to use the opt in link.
 - Meredith: If you input your information into the opt-in link, it will recognize that you already have an account and forward you a link to get on your view of the map.
- **Don Callihan:** I could not find the map using a search engine. I had to go back to the original email message opt-in to find it. Any tips?
 - **Sonia:** The map is actually housed publicly on Kumu

10:45 2024-2025 Action Plan – Participants/Workgroup members will be engaged in providing feedback on the draft Management Approaches (main categories of work) and the actions nested under them. – [SLIDES](#)

TIME-SENSITIVE ACTION ITEM:

Please provide any crucial feedback on the [2024-2025 Action Plan Draft](#) by COB Wed., May 22nd.

- **Ashley** - Just a reminder that everything in the plan should be a team lift - whatever we keep here, we'll be making a direct ask to find 1-2 actions that you're willing to commit to to help advance.
- **Meredith** - if any actions or approaches resonate with you, please highlight that on the document by leaving a comment about whether you're willing to help out or lead.

Britt summarized the background of the Action Plan. In March, we presented to the Management Board about our progress toward the Stewardship Outcome. Our next steps are to develop the new 2 year Action Plan by the end of May. Then we have until the end of 2025 to implement the Actions. Please keep this timeline in mind while providing feedback on the Action Plan –

- Do the number, scales, types of actions feel right? Too much or not enough?
- Do we have the capacity to get them done? Should we cut any?
- Are you interested in participating in (or leading) a small team dedicated to completing any of these actions?
- What do you see as priorities/what rises to the top?

Meredith provided a high-level overview of each Management Approach and Draft Action while Ashley led the feedback discussion.

- **Ashley** – I encourage us to be somewhat ruthless in determining what we can get done. Do we have the capacity for it all?
- **Kristen Saunders** – I like all of the Management Approaches. The Management Approaches are meant to be longer term (next 5-10 year period), then the Work Plan itself can be strategic pieces that move in a shorter period of time.
- **Rachel [in chat]** – Please involve Marisa in the network development piece.
- **Britt** – I think it's okay to have just one or two actions under a Management Approach in a shorter time period.

MA 1

Network Development – Build a professional community through the growth and advancement of stewardship networks. Develop stewardship networks to increase novel and long-term partnerships and promote collective, emergent thinking and action.

Draft Actions:

- **1.1** – Complete and build out the Chesapeake Steward Map
- **1.2** – Track and report on a more complete picture of stewardship
- **1.3** – Collaborate with the CBP Strategic Engagement Team to identify Workgroups & Outcomes that stewardship efforts could support
 - Use the Ches. Steward Map to assist matching WGs to potential new partners
- **1.4** – Continue to use SWG quarterly meetings to convene Network partners and encourage collaboration.
- **1.5** – Connect and work with other large networks such as National Park Service Networks, e.g., Chesapeake Gateways.

Feedback:

- **Rachel** – I think network development is critical, so I am glad to see this front and center. I think the actions fit for this moment in time!
- **Shannon** – NOAA is excited to help out with Network stuff
- **Lauren Taneyhill** – Add to 1.5 National Estuarine Research Reserve networks - includes university and state agency partners who might already be involved in the NERRS network
 - **Britt** – That's a great idea!
- **Rachel Felver [in chat]**: Britt, Meredith, connect with me offline about the Beyond Environmental Benefits Case Study Database.

MA 2

Increase Individual and Community-Scale Stewardship by tracking existing actions, building a resource hub for practitioners to easily access stewardship tools and guidance, and promoting the use of resources through trainings and sharing practitioner success stories.

Draft Actions:

- **2.1** – Continue and improve the tracking of individual and community-scale actions
- **2.2** – Build/ expand a stewardship resource hub
- **2.3** – Promote the use of resources gathered on the resource hub
 - Ex) potentially promote the Chesapeake Behavior Change resource with a GIT-Funded training project

- **Jess Blackburn:** Question → our workgroup membership doesn't have a lot of state participation despite us having signatories. Maybe we need to think about growing those connections. I'm thinking, for example, about MS4 permitting – there's a component of that permitting that requires outreach and engagement to teach people why that permitting is necessary for stormwater mitigation. Maybe we can pull in and track things that states are doing as well. It should be more than community practitioners, NGOs, etc. that are taking the lead. We should be better capturing what states are doing. I think it would be great to see more states in the processes because they're ultimately accountable for this. Fits well with MA 1, 2, and 3.
 - **Britt:** we can reach out and ask the states to identify people to participate in this.
 - **Ashley:** do you see this also as an opportunity for LGAC or others to get this done?
 - **Jess:** yes, absolutely
 - **Shannon:** Federal agencies are also accountable parties. I'd like to elevate that too. The federal agencies are tied in through executive order. This is often overlooked. So I love NPS, NOAA, etc. committing to be involved in this work.
 - **Britt:** Using the hub as a way to help those who are accountable but who maybe need help with social science.
 - **Julie:** CBC has been used to justify projects when I worked in DC govt. Hopefully we can get more input from other jurisdictions that way. I also asked **Julia Wakeling** to join this meeting to represent DC govt.
- **Julia Wakeling [in chat]:** Hi all- we're looking for a permanent DC rep too 😊
- **Ashley:** Question about 2.1 → is there currently any platform that's already doing that at a Bay-Wide level.
 - NOAA regional marine debris program collects information about individual consumer behavior around plastics
 - **Ashley:** is there a tool out there?
- **Britt:** We can use the Steward Map to ask those in it if they are willing to share their achievements/ numbers toward tracking
 - **Shannon:** Happy to make those connections as needed. Less familiar with this one.
 - **Julie:** Katie Morgan is the contact

MA 3

Explore opportunities to innovate the Workgroup's structure and methods to facilitate strategic collaboration and support larger scale stewardship efforts across the watershed.

Draft Actions:

- **3.1** – Determine a new way for the Stewardship Workgroup to function that amplifies the work of Workgroup members and partners.
For example:
 - *WG serves as a Steering Committee to a Network*
 - *WG acts as a peer resource/ team of experts/ think tank*
- **3.2** – Identify potential game changers
 - Seek out methods for/examples of catalytic innovation in stewardship work
 - Learn more about theories of change

- See Jess/Shannon's suggestions above re state/signatory representation on this WG

MA 4

Prioritize Equity – Create a more inclusive, welcoming approach to building stewardship by tending to terminology/language, practices, and systems that can help to remove barriers to participation and result in more effective means to engage a more significant portion of the watershed's population in appropriate, meaningful ways.

Draft Actions:

- **4.1** – Use the Stewardship Index Survey data and analysis + revise the indicator to be more inclusive of more audiences
- **4.2** – Provide guidance on recommended approaches to embrace equity in our practice and support more effective, inclusive stewardship campaigns for more audiences.

- 4.1 is already happening and will continue
- 4.2 is also part of the hub resources item under MA 2 - collecting and sharing/promoting best practices, sharing examples of when equity/inclusion has worked well in stewardship campaigns.
- **Jess:** There is a need for a very clear understanding of what the Bay Program means by “social science” and “behavior change.” In some communities the language “behavior change” can be seen as manipulative →. Particularly in communities where people don't particularly trust the government, and we are seen as government. Telling people how we want them to behave is not going to be effective. Maybe in these actions (or new action?) we should talk about having genuine relationships with communities. How are we going to better talk about this? Rebrand?
 - **Britt:** “Behavior Change” as a term doesn't resonate well. We should figure this out, work with the Comms team, figure out how we want to talk about things in a better way that will benefit communities and us.
 - **Amy:** I couldn't agree more, Jess. We want to make sure we're doing work that resonates with our partners. Behavior Change is not about getting people to do work that they're unwilling to do – rather people who *want* to do things, helping them to overcome barriers. How can we better communicate that?
- **Shannon:** Shared priorities at the community level, and one of those needs to be recruiting additional capacity (which means finding value propositions with new members).

11:35 September Meeting Brainstorming – Britt Slattery, National Park Service, Stewardship Coordinator

We propose an in-person meeting including an experiential activity to energize participants around stewardship and its connection to other related outcome topics such as recreation, education, diversity and land conservation (to become a full Stewardship Goal Team event).

What ideas do you have for an engaging and informative event (what and where)?

Jess - Unfortunately, the quarterly Stakeholders Committee is meeting on Sept 18-19 so I will not be able to participate.

Julie - I had suggested we overlap the two! If Stewardship was in person in the afternoon, it could be after the Stakeholders Committee meeting. Could be in person at the same place as Stakeholders.

Britt - (NPS) Columbia Crossing, York County, PA – right on the Susquehanna. They have paddling, education programs, visitor center, etc.

- **Mary Hundt**, +1
- **Britt**: We also talked about Baltimore – Ashley has some projects going on.
 - Or DC/NoVA is also more central.
 - **Ashley** - There are restoration projects at Union Brewery – that could also be a draw.
- **Mary Hundt**: could we do a poll?
 - **Britt** - Yes, but first we need a few suggestions of places to put in the poll.
- **Rachel Felver** suggests Masonville Cove.

11:50 Wrap Up/ Announcements

Rachel Felver – Beyond 2025 update:

- Quick heads up that **on July 1st, the 8-10 page document about revising the current Agreement** (that will eventually go to PSC) **will be posted for a 60 day public feedback period.**
- You can email Rachel if you have questions refelver@chesapeakebay.net
- Chesapeake Bay Awareness Week starts June 1st.
 - <https://www.chesapeakebay.net/action/chesapeake-bay-awareness-week>
 - Theme this year is Unsung Heroes of the Chesapeake Bay

12:00 Adjourn