Scientific, Technical Assessment and Reporting (STAR) Meeting
Theme: Social Science

Thursday, June 24, 2021
10:00 AM – 12:00 PM

Join by Webinar
Meeting Number: 120 944 2243
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Webinar*:

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Meeting Materials:

https://www.chesapeakebay.net/what/event/scientific_technical_assessment_and_reporting_star_team_meeting_june_2021

This meeting will be recorded for internal use to assure the accuracy of meeting notes.
Action Items:

✓ Consider presentation by Marjy Friedrichs on mapping tool developed to identify areas aquaculture growers are seeing significant climate change impacts.

✓ Amy Handen (handen.amy@epa.gov) welcomes any feedback and comments on this topic.

AGENDA*
*There is a special pre-STAR meeting session on Microplastics (9:30-9:55) with a separate invitation and agenda

10:00 Welcome, Introductions & Announcements – Bill Dennison (UMCES) and **Scott Phillips** (USGS)- STAR Co-Chairs, **Peter Tango** (USGS) Co-Coordinator

Upcoming Conferences, Meetings, Workshops, & Webinars-

- Mid-Atlantic Climate Change Education Conference - June 28-July 1 (Virtual)
- National Conference on Ecosystem Restoration (NCER) July 26-29 & August 2-5 (virtual) NCER2021 | National Conference on Ecosystem Restoration (ufl.edu)
- CERF - November 1-4 and 8-11 2021.
- American Fisheries Society - November 6 - 10, 2021.
- A Community on Ecosystem Services – December 13 – 16, 2021. Bonita Springs, FL.

Bill Dennison announced they released the [Chesapeake Bay Report Card](#) last Tuesday. There is also a follow up from a previous STAR meeting on DEIJ. The University of Maryland Center for Environmental Science (UMCES) students have produced a booklet on *[Developing a Framework for an Environmental Justice index in the Chesapeake Bay Watershed](#)*. It is available on IAN website.

10:10   **[Overview of Meeting Focused on Social Science](#)- Amy Handen (EPA)**
Amy will provide an overview of the agenda and some of the feedback she is hoping to get from STAR.

Amy opened the conversation with a [menti word cloud](#) asking to share a word or phrase that comes to mind when thinking of social science.

10:30   **[Social Science Research](#) – Steve Raabe (OpinionWorks)**
Steve will provide an overview of various types of social science research the Partnership has collected, the value of this research, and how this research is being used to inform our work in the partnership and beyond.

Steve Raabe stated the Best Practices document for water quality report cards can be found here.
[https://docs.google.com/a/opinionworks.com/viewer?a=v&pid=sites&srcid=b3B pbmlvbndvcmtzLmNvbXxjb21wMXxneDo3YWUzMTRlMDA5Y2M3ZmQ1](https://docs.google.com/a/opinionworks.com/viewer?a=v&pid=sites&srcid=b3BpbmlvbndvcmtzLmNvbXxjb21wMXxneDo3YWUzMTRlMDA5Y2M3ZmQ1)
There is also a deeper version of this report available. If anyone wants it, they can email him (steve@opinionworks.com).

Discussion:
Scott Phillips asked for the question of whether people think that their actions contribute to water pollution where they live if they have considered using the word 'environment' instead of 'water pollution'. 'Environment' is broader in scope than 'water pollution'. Steve Raabe said there is a personal lack of knowledge and recognition for the impact an individual contributes. The challenge to get past this misconception is that the messaging needs to be anchored in something besides environmental messages because sometimes they do not foster connectivity for the individual linking actions to impacts around us. They need to connect with people beyond environmental issues such as personal health that is higher on their priority risk.

Renee Thompson stated Scope 10 on a GIT 5 project, "Developing Standards and Metrics to Target the Conservation of Green Spaces in Underrepresented and Low–Income Urban and Rural Communities," should also investigate safety of green spaces in these communities. Adding more doesn't always meet community needs. Sometimes it is addressing the design and use of existing green space. Also, community gardens are a growing "green space" and are

utilized for recreation, gathering, and active gardening, so hopefully they are included in the definition.

Renee Thompson said it is important to engage with the communities through existing organizations and learn about their needs. How do employees of the Chesapeake Bay Program Office (CBPO) get that kind of information without having the capacity to build the relationship? How are they getting information back from those organizations already working with communities? Steve said in a project people can gather stakeholders that are hearing what is going on in the community. Also, very important to go beyond them and listen to the end audience.

Kacey stated it is critical to move beyond the 'Trickle down Community Engagement model' https://nonprofitaf.com/2015/01/are-you-or-your-org-guilty-of-trickle-down-community-engagement/
Going beyond messaging (i.e., just sharing information without engaging the audience further) is imperative to improving the adoption of environmentally responsible behaviors.

Kathy Boomer stated they likely need to broaden universe of stakeholders. She is concerned that they're not engaging developers (and lawyers) who have significant impacts on decisions that affect our land-water connections.

Amy asked "Do groups have ideas for data like this can help inform their work?" If so, are these needs captured in our "science needs"?
Peter Tango said he feels like they are considering an issue of investment and return on investment. This is more than creating 1 flyer on how to change the world to hand out at the State or County fair. It is the conversation, the relationship building and what messaging approaches works for individuals to create real learning, feedback and action.

Denice Wardrop stated they are good at asking technical questions for a pilot project, but they don't ask social science questions. There are various frameworks to help identity stakeholders and scale. She asked if there is a list of social science questions to consider. Steve Raabe said they could consider creating a toolkit for the CBPO to answer when they should meet with stakeholders, how to identify end user, and other questions. Denice said even sharing frameworks already established would help. Amy Handen said some of it may be considered in the GIT Funding Project presented on later today.

10:45   **Community Based Social Marketing Lessons Learned – Rachel Felver (ACB), Brook Landry (MD DNR), Suzanne Etgen (AA Co Watershed Stewards Academy)**
Rachel Felver will provide a refresher on the topic of Community Based Social Marketing.

Brooke Landry and Rachel Felver will provide a brief summary of how community based social marketing principles were applied to the Submerged Aquatic Vegetation (SAV) and Living Shorelines. Their presentations will include accomplishments and lessons to share for future partnership efforts interested in applying community based social marketing.

For the SAV based social marketing project done by Action Research, the literature review is located here, and the survey report is located here.

Discussion:
Peter tango Taking stated such messaging into Community Newsletters could be a good extension for outreach, especially if it became a monthly or quarterly back page or repeated infomercial of sorts like an advertisement.
Rachel Felver stated this is a great idea. They have lists of local community newsletters, Facebook groups, NextDoor groups, etc. in which they are looking to share this information.

Suzanne Etgen will share how the stewardship data collected in 2017 are being used to inform behavior change activities around the watershed.

The CBP Citizen Stewardship Workgroup needs to consider how they were going measure their outcome of increasing the number of volunteers with the knowledge and skills needed to enhance the health of the local watersheds. They needed to gain a baseline measure of stewardship (individual actions and likelihood to act, volunteerism, and civic engagement). This information will also inform future behavior change campaigns. They chose 19 different behaviors to track that an individual could take and applicable to different living situations. They gathered a lot of data from surveys and want to make the data public for the people doing behavior and outreach campaigns all over the watershed. They have put a website together for taking a look at stewardship behavior across the Bay watershed and resource for how to create behavior change campaigns. They hope the website is available later this year. There is a tool for people to filter the data and see how behavior is set up for the audience and area of a project. They will share the web link once it is public.

Discussion:
Liz Chudoba asked if there are metrics on that website that identify priorities and interests of underrepresented communities. Steve Raabe said users can segment the data by a wide variety of indicators, including educational attainment, income, race and ethnicity, and of course geography. Suzanne Etgen said she thinks the tool provides trends and helps us focus our efforts but to really understand various audiences, qualitative strategies are often needed. The website will provide some resources to help people understand how to approach qualitative strategies.

11:15   [Social Science Assessment GIT Funded Project](#) - **Kacey Wetzel (CBT), Lisa Wainger (UMCES), Dan Read (UMCES)**
Kacey, Lisa and Dan will provide an overview of the GIT funded project that will develop a road map for social science integration at key levels of the partnership.

For the project, one of the methods they will proceed with is questionnaire and interviews with CBP employees. Two goals from this step are to explore attitudes and perceived uses and barriers of behavioral interventions and provide examples to promote a shared definition of social science. They hope to collect this data in Fall 2021. The Final deliverables will hopefully be done in Spring 2022 that will help the CBP incorporate social science and diversify the use of social science. They want to help social science meet the needs of the CBP and make it accessible.

11:30 AM   Discussion and Feedback
Group discussion and feedback on interests and opportunities for social science integration from goal teams, workgroups, and advisory committees.

During the discussion, STAR member submitted input to a [Jamboard](#) with the following questions:
- What ideas can you think of (for your goal team, workgroup, advisory committee) for incorporating social science?
- What needs do you have to support implement these ideas?
- From what has been shared, what do you see are the greatest opportunities to incorporate social science into the partnership that could be prioritized?

Kathy Boomer said the Scientific Technical Advisory Committee (STAC) had a workshop on this topic in January especially about stakeholder concerns. There is a need to explore those needs, and it is a high priority research need. There are some related questions that come up – Do they know who all the stakeholders are? Do they have those stakeholders at the table for discussion? Do they have an understanding of all the stakeholder behaviors that impacts the CBP goals?
Kathy stated harmful algae blooms are correlated in areas with high development. She doesn't think many people are thinking about how waterfront property owners are running their boats 24/7 to reduce the amount of sediment that builds up around their boat. This is a behavior that affects the sediment suspension in the shallow waters. She said another example to consider is lawyers working with county and town planning departments. They are working on cases that deal with stormwater management that were in place before the development was made. She also stated the CBP really needs to think about how

to effectively integrate social science and bio physical science to achieve the goals, this is at the heart of adaptive management.

Caitlyn Johnstone asked Kathy Boomer where she is seeing the boating activities occur. Kathy said they see it in the boating activity in Queen Anne's County. She doesn't know how widespread that behavior is, but she knows a few waterfront homeowners who shared that management strategy to reduce sedimentation around their boats.

Denice Wardrop said she really liked how Bill Dennison used a group of graduate students to work on the social science indicators. She wonders what type of training they can do for the next generation and how to incorporate them in their work. They should be looking for opportunities on how to involve graduate students to help with tackling some of the social science work.

Bruce Vogt stated the Sustainable Fisheries Goal Implementation Team (GIT) has been working to reach out to more recreational fishers and a more diverse set of anglers. They have a project funded through NOAA to do some habitat restoration, and it includes signage and a video in both Spanish and English. NOAA Chesapeake Bay Office is also supporting work in the middle peninsula to quantify ecosystem services of near shore habitat and putting value to communities. Bruce is also involved in a project where they are trying to connect climate change impacts to aquaculture. Marjy Friedrichs working with a social scientists to understand from aquaculture growers what type of climate impacts they are seeing with a focus on acidification. There is a survey being developed and workshop at the end of July for the growers' input. This will all be gathered for a mapping tool to identify where they are seeing more significant impacts.

Gina Hunt stated the Habit GIT is also interested in shallow water habitat.

Lisa Wainger stated Jeremy Testa, George Waldbusser and herself have a NOAA project to model whether there are environmental thresholds in aquaculture profitability as a result of ocean acidification or other climate change effects. This project is focused on the economics of adaptation so potentially complementary to Marjy's work. Bruce stated maybe they can connect after the July workshop they are planning.

Megan Ossmann stated voluntary wetland restoration and living shoreline implementation are priorities for the Habitat GIT. Another interest is wetland mowing and is a behavior of concern. They put in a GIT Funded proposal last year to do a social based marking campaign on the topic, but it did not get awarded. They are hoping to submit it again in the next GIT Funding round.

For the Water Quality Goal, Scott Phillips stated a lot nutrient and sediment practices have to go on private property in particular agricultural lands. Reaching

the agricultural audience to understand what they feel comfortable implementing will be important to try and reach the goal. From the toxic contaminant's perspective, they have been trying to work off of the nutrient and sediment practices being put in to also have additional benefits for contaminant reductions.

12:00   Adjourn

Next Meeting Dates: July 22, 2021 (Joint STAR/Coordinator & Staffer Meeting for Healthy Watershed Cohort Dry Runs)

Participants: Scott Phillips, Amy Handen, Adriana Marcela Murphy, Annabelle Harvey, Bo Williams, Brooke Landry, Bruce Vogt, Caitlyn Johnstone, Carin Bisland, Cindy Johnson, Crystal Zhao, Daniel Read, Caroline Donovan, Denice Wardrop, Emily Bialowas, Erika Blair, Gary Shenk, Jake Reilly, Jeff Sweeney, Jennifer Starr, John Wolf, Just Shapiro, Kacey Wetzel, Katheryn Barnhart, Katlyn Fuentes, Kathy Boomer, Laura Cattell Noll, Lee McDonnell, Lisa Wainger, Liz Chudoba, Lucinda Power, Marisa Baldine, Megan Ossmann, Melissa Fagan, Nora Jackson, N Thompson, Peter Tango, P Thompson, Rachel Felver, Renee Thompson, Shelly Baird, Stephanie Heidbreder, Steve Raabe, Suzanne Etgen, Tom Parham, Tuana Phillips, Vanessa, William Dennison, Briana Yancy