Strategic Engagement Team (SET) Meeting
June 25, 2024

Attendees:

Laura Cattell Noll, ACB/LGAC
Rachel Felver, ACB/CBP
Amy Handen, EPA CBPO
Marisa Baldine, ACB/CBP
Kristen Saunders, UMCES
Sarah Brzezinski, EPA CBPO
Jeremy Hanson, CRC
Lucinda Power, EPA CBPO
Greg Baranco, EPA CBPO
Bianca Martinez Penn, CRC/CBP
Breck Sullivan, USGS/CBP
Katlyn Fuentes, CRC/CBP
Peter Clagett, USGS/CBP
Katie Brownson, USFS/CBP

Chris Guy, US FWS
Aurelia Garcia, NPS
Emily Heller, EPA CBPO
Jake Solyst, ACB
Jess Blackburn, ACB
Britt Slattery, NPS
Brittany Omoleye-Hall, NPS
Ruth Cassilly, UMD
Will Parson, ACB
Erin Sonnenburg, CRC/CBP
Meredith Lemke, CRC/NPS

Actions:

- Amy Handen will coordinate with STAC to see if there is any capacity for us to work with their social scientists. (Amy Handen)
- Peter Clagett and Kristin Saunders work with Jess Blackburn to connect Stakeholders Advisory Committee Land Use Subcommittee in regard to the Community Response to Land Use project. (Peter Claggett, Kristin Saunders and Jess Blackburn)
  - The group should meet in July to prepare for the September meeting.
- In progress: Plan webinar with the Communications Office. Currently scheduled for August 2024. (Bianca Martinez Penn)
- Review Tree Canopy GIT Funding proposals to see if we can add anything to the proposals for the next round of GIT Funding. (Rachel Felver and Marisa Baldine)
- Coordinate Submersion Series on social science, healthy watersheds, forest buffers and/or tree canopy. (Jeremy Hanson)
- Connect with Local Leadership Workgroup and Local Government Advisory Committee to help healthy watersheds understand incentives. (Rick Mittler and Laura Cattell Noll)

Long-term Goals:

- Develop consistent, customizable, multilingual messaging regarding the benefits of trees, including guidance on how to address competing priorities.
- Continue to work on better understanding what the needs of communities are to develop proposals in a more efficient manner.

Last Meeting Follow-Up

- **Tree Canopy identified actions**

- ○ Collaborate with SET members to plan webinar and workshops
  - ■ Mid-atlantic planning collaboration webinars
    - ● Nov 2023 Webinar on high resolution land use/land cover data, including tree canopy (Complete)
    - ● June 2024 Webinar on tree canopy (In Progress)
  - ■ CBP Comms webinar in August 2024 (In Progress)
  - ○ Create communications plan for Tree Canopy Fact Sheets (Complete)
  - ○ Work with MaCo and other local groups to share the fact sheets on their blog and/or at their conferences (Complete)
- **Land Use Options Evaluation (LUOE)**
  - ○ SET & Stakeholders Advisory Committee members will help identify audiences and potential translators and help with messaging for the LUOE Outcome (In Progress)
    - ■ Part of this will be in the GIT funded project (identifying vulnerable communities) but more will be needed. May 2024 Stakeholders Advisory Committee meeting discussed land use.
  - ○ Bay 101 Land Use (Complete)
    - ■ View the video here: https://www.chesapeakebay.net/discover/videos/bay-101-land-use

Discussion
- ● Is the SET approach working for the workgroups and GITs?
  - ○ How can we evaluate the long-term impact and improve our discussions to get to the most valuable actions?
- ● Planning municipal level factsheets with updated data
  - ○ The new fact sheets should be released in the fall.
  - ○ Working at the municipal level instead of the county level means there will be about 1,500 fact sheets instead of 206.
- ● Would be nice to have a people-scape and map of who is going to make outcomes happen for different groups (Network mapping)
  - ○ Could the Stewardship visualization map help with this?
- ● How do we encourage cross outcome alignment in addition to meeting community needs?
  - ○ Multiple agencies and programs may be approaching the same communities for specific projects.
    - ■ How do we eliminate potential duplication?
- ● Local Leadership Work Group GIT funded project will create an inventory of technical assistance providers and needs across local governments in the watershed.
  - ○ It will also develop a gap analysis.

Tree Canopy
- ● How can SET help with GIT funding proposals that were denied?
  - ○ Combined tree canopy and forest buffer project to advance the conservation of forest buffers and tree canopy.

- - - Look at examples of effective incentive programs, provide best practices on models that can be replicated.
        - Look at local ordinances that could be used as models to minimize losses and then packaging them up to deliver to local governments.
    - Developing a climate resiliency guide on how trees can help with climate resiliency planning and then package these materials in a toolkit for local governments.
  - We should be proactively identifying and partnering with trusted community voices in areas targeted for tree canopy initiatives.
  - Working on improving utilization of data on tree canopy coverage and economic value of trees, including through the provision of technical assistance.
  - Stakeholders Advisory Committee can assist with developing ideas and garner support for next year's round of funding.
  - Possibility of targeting outreach to Spanish speaking communities.

Stream Health
- Stream restoration is an easy BMP for water quality.
- How do we move from stream health being known as a BMP for the deep channel of the Bay to being a healthy stream?
  - We need a new message for stream restoration, and need to change the dialogue.
  - Clean streams should be part of an integrated ecosystem and sign of ecological integrity.
- The science is not yet there to back up a communications strategy to shift the paradigm on how we think about stream health.
- Could we take an interim step to begin socializing these ideas while stream health is finishing up their indicators work?
- Consensus building, culture change and movement building is a big part of what has been missing.
  - Habitat GIT doesn't feel like they have the capacity on their teams to work on this.
- Land conservation needs to happen in healthy watersheds to maintain watershed health.
  - How do we encourage or incentivize organizations doing this conservation work to do this work in specific areas?
    - How do we work with these parties to make this outcome happen?
- We need to implement social science expertise training on respective workgroups.
  - Can the STAC report on Stream Health Restoration help center the recommendations coming out soon?

Land Use Metrics
- Can we investigate the incentive structure to see where we can have an impact?
  - Stream health is immediately credited which is a powerful incentive for states to participate. Land conservation does not have the same crediting power.
    - Could a switch from deep to shallow water impact the incentives?
- Who are the decision makers who are driving their priorities and directing staff? Are we able to tap into professional engineers?

- ○ Associations and unions for permit writers might be a good audience.
  - ○ US FWS hosts training for stream design.
  - ○ Are there specific organizations that provide continuing education for professional engineers?
  - ○ Soil & Water Conservation Districts
- ● Can sandboxing (waving regulatory requirements in a small area while meeting a specific goal with the promise to extend that more broadly if it is successful) be used for any of our goals?
  - ○ Who could do this?
    - ■ EPA, Army Corps, NFWF, CBT
  - ○ Pennsylvania is very interested in this idea.
- ● Would we be able to work with grant funding organizations like NFWF?
- ● There might be an opportunity for a Submersion Series on social science, healthy watersheds, forest buffers and/or tree canopy.
  - ○ Further coordination with Jeremy required to make this happen.
- ● Can we offer dedicated funds to conservation practices that may not get credit in the model but are critical to achieving our goals?
  - ○ Conservation being a pillar of our program.