Community Response to Land Use Change

Project Overview & Recommendations





Project Objectives

- Develop a process to identify communities near high-value brook trout, black duck, or healthy watersheds that also are threatened by climate change AND are potentially underserved.
- Once these communities are identified, refine the process to identify the areas with the highest likelihood of restoration activity success.
- Further refine the process to increase understanding of the environmental values and perceptions of these communities.
- Offer recommendations for making CBP's decision-support tools, data, and analyses actionable and operational at the community level.



Project Process

Chesapeake Bay Watershed 64,000 square miles

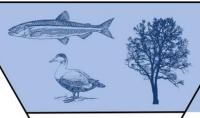


GIS Analysis

Identify areas with quality black duck and brook trout habitat near healthy watersheds and communities facing economic disparity and climate risk.



18 priority areas



Expert Interviews

Consult with experts in the fields of black duck, brook trout, and riparian buffer conservation as well as environmental groups in the regions identified and stakeholder representatives in those areas.



4 priority regions



Audience Research

Speak with local stakeholders to understand community concerns, topics to avoid, and trusted messangers.
Conducted interviews, focus groups, and a survey.





Qualitative Steps

Phase 1: Expert Interviews

Who: black duck/brook trout biologists, restoration practitioners, state-level environmental agencies

What:

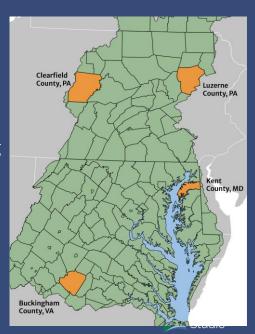
- Physical characteristics & community considerations for project success
- Barriers, benefits, and motivations
- Active groups/organizations

Phase 2: Audience Research

Who: county employees, local nonprofits, local extension agents

What:

- General concerns & environmental concerns
- Topics to avoid mentioning
- Barriers to building trust
- Geospatial tools and data sources
- Trusted partners in the region



General Approach

Identify your conservation/restoration goal

Conduct a GIS analysis to select project locations

Consult with experts (scientists, practitioners)

Talk with local stakeholder representatives

Revise selection criteria (if needed)

Ground-truth your quantitative approach with conservation/ restoration experts, revise as needed.

Get input on local stakeholder contacts.

Understand the values and concerns of the community to inform/refine messaging AND identify potential project partners.



Who Do Stakeholders Trust?

Trusted Sources

Who community members trust

- Conservation Districts
- Agriculture extension agents
- Fishing, hunting, and birdwatching organizations
 - Trout Unlimited
 - Ducks Unlimited
- Local Farm Bureau
- Churches

Trusted Allies

Who CBP can use as inroads

- Conservation Districts
- Agriculture extension agents
- Non-profits*: Land Conservancies & Trusts, Watershed Alliances/ Associations
- State environmental organizations

The findings from this pilot were primarily based on rural communities, insights may differ when this approach is applied in urban or suburban areas.

*Understand the history of an organization in a region, particularly with agriculture producers



Communication Recommendations



 Communicate based on your audience's priorities, interests, motivations

community

- O Connect to economy, infrastructure, recreation, human/pet health
- Make it clear how your solution will solve the problem(s) facing the

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Geospatial Tools and Data Sources

Practitioners rely on various geospatial tools for water quality, agriculture, and natural resources information.

- Primarily federal and state resources
- Largely interactive map viewers
- Chesapeake Bay Program resources were not mentioned by any of the 30 people we spoke with or surveyed

Barriers:

- Lack of dedicated GIS staff or staff that have GIS training often can't put together layers in a way that is usable
- Lack of awareness of tools available



Geospatial Tools and Data Sources

Possible Solutions

- Need to market CBP tools to the audiences you envision using them.
- Understand the needs of these users and make sure that the tools can meet those needs with minimum skill and effort/time.



Next Steps/Final Products

Final report – detailed account of the project process What we did, how we did it, and what we found

How-to guide – community engagement recommendations A step-by-step, easy to follow guide to applying our approach anywhere in the watershed

Questions? Contact allison@greenfinstudio.com

