

Annual Meeting Summary & Actions
June 7, 2012
Capitol Hilton Washington, D.C.

Participants:

Federal: Erika Ammann (NOAA/AKRIT), Carli Bertrand (CA/NOAA/NMFS), John Bowie (EPA/GMRIT), Marybeth Brandreth (USACE/MARIT), Ralph Cantral (NOAA/NOS), Tai Ming-Chang (EPA/DOI/MARIT), Carroll-Anne Ciminello (Navy), Chris Darnell (DOI/FWS), Ellen Gordon (CA), Arturo Herrera (CA), Bill Hubbard (USACE/NERIT), Virginia Tippie (CA/NOAA/NOS),

CWRP: Russ Furnari (PSEG, NJCWRP), Pat Hester (Spectra Energy, CWRP), John MacKenzie (CWRP)

CELCs: Stephen Coan (Mystic Aquarium), Dolf Dejong (Vancouver Aquarium), Ricardo Duran (Veracruz Aquarium), Jerry Enzler, National Mississippi River Museum & Aquarium, Anselmo Estandia (Veracruz Aquarium), Andy Rossiter (Waikiki Aquarium), Jerry Schubel (Aquarium of the Pacific), Angela Wenger (NJAAS & Adventure Aquarium)

1. Welcome and Introductions

Virginia Tippie, Director, opened the meeting and participants introduced themselves. She noted that the purpose of the working session was to discuss ways that the partnership can use its unique resources and capabilities to advance the National Ocean Policy and regional action.

2. CWRP Report and Discussion

“We are less concerned with what they call us than we are with getting things done...” – Pat Hester

Pat Hester, CWRP Chair, began with a report out from the Wednesday morning June 6 meeting with representatives from The White House Council on Environmental Quality National Ocean Policy team and other political and career level leadership. The meeting began with an overview of the National Ocean Policy Implementation strategy and the CWRP program. It was noted that a big problem with the CWRP/government relationship is getting a **list of priority projects from federal agencies** so that the CWRP can take action and be agile in response.

At the meeting, several new large scale efforts were discussed. The St. John River restoration project in Maine involves the Maine CWRP, the state and Canada. There are also numerous opportunities to work with USDA/NRCS on the Upper Mississippi River Basin Initiative and in other areas as well as with EPA through the 5 STAR program. Debris removal in Alaska is another emerging public private partnership opportunity.

Letters of recognition to the CEOs and leadership of the management committee would go a long way toward ensuring future involvement of those companies. It was noted that in light of the fact that there

was no response from the White House regarding this request, EPA was also approached but to no avail. It was noted that due to budget constraints, EPA had recently reduced effort and input to 'volunteer programs' such as Coastal America. Steve Coan, Mystic Aquarium, suggested that each of the 22 CELCs in the U.S. could write separate letters of support to the administration requesting such a letter from the POTUS.

Coastal America staff reiterated that it is really important that we get the word out about all the good work that CWRP is doing. We can easily help spread the word and get recognition but we must get input from CWRP Projects for Coastal America's **newsletters and social media efforts**. In an effort to improve both the recognition and reporting of CWRP successes John Mackenzie has developed a **draft "metrics report"** and a request process for getting metrics information while also getting photos and bullets for a media campaign.

ACTION: John MacKenzie will send out the draft Metrics Report for comment and input from the group. A report must be submitted with each request for CWRP support. (Mackenzie)

ACTION: The 22 U.S. CELC's will consider sending independent letters to the Administration in support of the CWRP. (Tippie/Herrera)

The **2012 CWRP Report** was discussed. It was noted that all numbers are conservative as they do not account for much of the overall impact. "Since 1999 the CWRP has provided financial and in-kind services support for 308 projects and programs across the U.S. and in Canada and Mexico. With a total investment of \$4,942,000 the CWRP has leveraged \$114,705,000 in federal, state, and NGO funds, restored and protected 64,756 acres and 1,069 stream miles of aquatic habitat, educated 3,098 student and teachers, and attracted 810 project volunteers. Corporate members have voluntarily invested more than 18,000 hours in managing the partnership."

"Whoever wants to work with us, we want to work with them..." – Pat Hester

A **general media campaign** was discussed with the objective to elevate the work of the CWRP, recruit more companies, and better tout CWRP accomplishments to Administration leadership to garner their support. It was noted that the artwork resulting from the 2011-2012 Coastal America Student Art Contest belongs to the CA Partnership and thus can be used in a variety of outreach efforts. CA Staff noted that it is sometimes difficult to get information out of the CWRP State Chapters rendering them unable to include CWRP on social media and other efforts. Reporting could be improved through the streamlined approach suggested earlier in the metrics discussion. **Google** was suggested as a way to broadly display the artwork and possibly highlight projects. It was suggested they could potentially become a National CWRP Member. Given our relationship to Sylvia Earle and her relationship to Google, it was recommended that she be asked to approach them on behalf of the Partnership. Jerry Schubel, Aquarium of the Pacific suggested developing a Google Oceans Journey for restoration work. Steve Coan noted we could use the CELCs to add video footage for telling the story.

ACTION: Jerry Schubel & Virginia Tippie will ask Sylvia Earle to reach out to Google on behalf of the partnership.

ACTION: Bill Hubbard, John Mackenzie, John Bowie and Jerry Schubel will form a committee to explore the idea of a Google Ocean Journey that would highlight partnership efforts.

3. CELC Report and Discussion

“It is more important than ever to work together” – Jerry Schubel

Jerry Schubel, CELC Network Co-Chair, reported out on behalf of the **CELC Executive Committee**. He noted as budgets at places like NOAA and NSF go down, informal education is taking a big hit. Collectively, the network and partnership can be powerful; the CELCs are good at taking fundamental science and making it engaging and absorbable, and we are trusted institutions. CELCs can also be more nimble than the feds. We are more insulated from political pressures, though we do feel them. We have to get more traction with the CELC “Coastal Conversations” which provide valuable forums for the discussion of key issues/topics. We should focus on CMSPs because of the political pushback. Ocean acidification is also a really important topic for the network to address. It is more important than ever to work together. Steve Coan echoed Jerry’s concerns and emphasized that we need to do more to advocate for the partnership but we need the info. Also, we need to push the important role the ocean plays in our economy. He noted that topics like the importance of the ocean and the economy are not mutually exclusive and it is important to stress the positive impact the ocean has on the economy. Ellen Gordon mentioned that Restore America’s Estuaries (RAE) has a report on the jobs and dollars generated by habitat restoration.

ACTION: Develop the “Coastal Conversations” initiative focused on key issues important to the National Ocean Policy. (CELC Exec committee & CA office)

ACTION: Coastal America will provide partners with partnership info and link to RAE report on economic impact of coastal restoration. (Gordon)

Jerry Schubel noted that due to the economic stagnation of 2011, the corporate sponsorship for Ocean Today Kiosk equipment (Panasonic Corporation) was temporarily suspended, awaiting economic upturn. However, there was support for a last set of equipment that was donated to the Adventure Aquarium & NJAAS upon their designation as a CELC last fall.

A discussion then ensued on the positive power of video and social media. There is an opportunity to engage more people by using these tools. Social media is a powerful mechanism to reach youth and the general public. Jerry Schubel noted that social media is faster in reaching the youth than any other form of communication, because they have grown up with Facebook and Twitter as part of their daily lives. We need to think about new ways the Feds and CELCs can get their message out like Podcasts. We could record the “Coastal Conversations” for Podcast audiences. It was stated that several topics

(Climate Change, Marine Debris, CMSP) can be used as a topic of conversation on an already well-known routine podcast. This co-branding would reach a wider audience.

ACTION: Establish a working group to further develop the use of social media and new ways to get messages out like podcasts. (CELC Exec Committee)

Arturo Herrera described an Alaska SeaLife Center marine debris project called [The GYRE Project](#) which focuses on the garbage patch in the Pacific and debris washing ashore from the Tsunami in Japan. The project involves artists going on an expedition to collect marine debris and developing an art exhibition highlighting the issue. This was thought to be a good idea but the CELCs need to “sophisticate” the filtered down message. For example there is a lot of public concern regarding contamination levels of tsunami related debris.

ACTION: Explore development of a coordinated marine debris educational effort (CELC Exec Committee & CA office)

4. National Ocean Policy Implementation Support and Partnership Strategy

“The Coastal America partnership has over 20 years of experience facilitating cooperation between their federal, regional, education and corporate partners.” – Bill Hubbard

Bill Hubbard, NERIT Chair and Tai-Ming Chang, MARIT Co-Chair distributed a discussion paper to the meeting participants. The paper outlined the ways that the partnership could contribute to the National Ocean Policy Implementation Plan actions and milestones. They noted that the NOP Implementation Plans are coming out in July.

The discussion then focused on the specific ways the partnership could support the milestones. For example, established efforts like the Student Ocean Art Contest and Student Summit could be used to implement the NOP education related milestones. “Coastal Conversations” could help improve ocean and coastal literacy. It was noted we need to get established funding for the contest and the summit so that we are not scrambling for funding at the last minute. The CWRP is noted in the plan as a public-private partnership to support protection and restoration projects. The idea of the Corporate Ocean Initiative and the identification of priorities by the regional ocean partnerships was discussed. There was a general sense that the partnership should keep moving forward and modify efforts as appropriate in support of the new National Ocean Policy. The group agreed the document with minor changes should be adopted as the partnership strategy for 2012-2014.

ACTION: Modify NOP Implementation Support document per meeting discussion and distribute to partnership. (Hubbard/Chang)

The meeting was adjourned at noon and the group was encouraged to attend the CHOW box lunch and afternoon session where the student winners from the art contest will be recognized.