

As chair of this committee, Mr. Lasso de la Vega ran the meeting.

Everyone introduced themselves.

Agenda Review: Ms. Highsmith will provide an update on the dredging and reservoir motions initiated by the CAC.

Subcommittee Name: The committee and product have been called different things, including State of the Harbor and Environmental Indicators. EPA now refers to the product as the Environmental Progress Report. It was suggested and agreed that the committee will be the Environmental Progress Subcommittee.

EPA Reporting Performance Measures: EPA has expectations that each program provide regular, major updates linked to the CCMP with criteria for baseline, good and excellent performance expectations. (See presentation for additional information.)

Baseline expectations are currently being met. (NOTE: Policy asked that the next environmental indicators report include stewardship management.)

EPA requires report every three to five years but is willing for programs to be creative if it does a better job. Also want to be sure enough time has passed to allow conditions to have changed.

Model Documents Critique: CHNEP will develop multi-media effort that'll be publication and web-based for more in-depth scientific information. Audience is lay public with companion website with data analysis. Document might also be gateway for more information. Publications that are considered good:

- Pose major questions

- Use a variety of graphs, maps, images, chart annotation

- Balance images and text, text decent size *as well as graphics (especially those that compare information)*

- Colorful, accessible

- Address key, interesting issues

- Keepsake document

Some at the meeting requested the publication be printed like a newspaper insert and others as a keepsake. Cost in include inserts in newspapers is very high and readership is down; however, newspapers and libraries are not keeping printed copies of materials. Creative ideas on how to reach new audiences were suggested, including working with grocery stores. The cost of these efforts will need to be considered. Sponsors, such as News-Press, may help distribute the materials.

Those present then reviewed the documents CHNEP has received.

Delaware: used lay terms with good, easy to understand graphics, added a “what you can do” section so readers can take action – inform public in way that grabs them but still need backup with more details (Ernesto)

Be sure know audience (WB)

Puget: newsprint rather than bound, easy section based on question posed by the public, with lots of photos and people interacting (WB)

LISS: also pose questions then answer, lovely photographs but has some scientific info to satisfy the geek (JB)

Puget newsletter: chronicles 20 years of progress, numbered each issue and easy-to-read information (RL)

Funnel down to issues most pertinent to the public, newsprint more accessible and can be distributed anywhere (HP)

Delaware: explains why, like newspaper insert size (TC)

Santa Monica science: like map of estuary with contour (TC)

Sarasota State of the Bay: project area map, full of color, glossary (MD)

Sarasota: like foldout so size of map is readable (KN)

Scoring system is lacking in most of the document (MJ)

Grading something so organic is difficult but can compare to previous (Ernesto)

Perhaps present info in summary matrix (LB)

Consumer Reports is the standard of where you go for information on products so like taking this idea for the rating system (DH)

Delaware: on back included easy-to-read what’s happening where, like our National Estuaries Days (TC)

Important to include who is doing what to address the problems (Ernesto)

LISS: Outreach section breaks down what they’ve been doing (RD)

Shorter is better (MJ)

People’s attention span is short – want information but want it quickly and easy-to-interpret with graphics. (SF)

IRL: it’s a keepsake that is educational and not too technical, we have such different levels of people so need to be basic, who to call to volunteer (KS)

Multiple sheet format like one-page fact sheets with contact info and can have different issues for different seasons/concerns, increase distribution to other locations such as grocery stores (KN) Might want to explore possibilities of sponsors, such as Publix.

LA: like catchy title, very eye catching, very logical with great information. Graphics so good want to keep the publication because of them! (EP)

The publication must ask the questions the public wants answers for -- How’s the water? Where are the fish? (DH)

The handout needs to be dynamic so doesn’t look “old.” (Ernesto)

Need to be creative like “scratch and sniff” or “muck of the bay” (DH)

Younger people automatically go online for their information (SF)

For grading, might use icons such as green and red circles for improving or declining trends. (LB) Would like gradation of scaling so instead of red and green include yellow and orange as variations. Be sure are consistent throughout. (KN)

The CHNEP newsletter is mailed to approximately 7,000 subscribers and increases at a rate of about 2% an issue. In addition a small supply is given out to 100+ partners for their distribution, including libraries, nature centers, etc. material distribution explained. The calendars are distributed in a similar way but the distribution locations are expanded to approximately 250 locations. The report, like the newsletter, will be translated into Spanish.

Report Name and Web Site Name: Document name must be eye-catching then subtitle with more details. Ideas include and all must include subtitle to tie publication to geographic area as well as a map:

Charlotte Harbor Watershed Report
Healthy Estuaries, Healthy Economy, Healthy Communities: Environmental Indicators in the Charlotte Harbor Estuary System
Pulse of the Estuary
Healthy Bay, Healthy Rivers, Healthy Communities
Charlotte Harbor seven county watershed report
Health of our Waters

Report Structure: Proposed report structure includes

Front cover (see above) and back cover with helpful reference info
Introduction and contents like Puget's sounds where easy-to-understand questions are numbered
12-18 indicators of environmental progress on issues that have data (1 indicator/page otherwise too much)
New and emerging issues, such as pharmaceuticals
Citizens toolkit (on back cover) with mail-in survey

CHNEP Environmental Indicators Survey: See PDF of Power Point for details. 50 indicators, 22 people completed survey. Top 12 were reviewed but can change this list and might need to split out because too many details in each indicator. CCMP objectives are broad categories so don't focus on individual species (burrowing owl, snook) or other "warm and fuzzy" topics. Each indicator will be interpreted into question the public might understand such as "how's the water." See page 46-49 of *CHNEP Environmental Indicators* on the question the public may ask based on each indicator.

What about red tide? Lisa explained that the most recent data available is from 2002 and on survey it was #14. Ernesto wants to be sure we don't water it down and shouldn't be incorporated into other indicators. Mike would like the document to help the public be able to become good stewards. For red tide, he doesn't think there's enough evidence to link it to the public's action. Randee says that we'd be amiss in not including it because of the severity and impact to the public.

Forest said some of her concerns are fossil hunting and think it might be part of #12. Lisa said we can incorporate into “what you can do.” She also wondered about fire ash and what that’s doing to the environment. Lisa said it ties back to atmospheric deposition.

Water clarity for CHNEP includes chlorophyll, turbidity and colored dissolved organic matter for each of seven basins within the CHNEP study area.

Sarasota Bay NEP hired Janicki Environmental to produce the information they present in a “piano roll.” See Tampa and Sarasota use this. CHNEP will propose hiring Janicki to complete this information for CHNEP.

Page Spread Critique: Time didn’t allow much discussion to critique the page design.

For next meeting,

Front and back cover (“what you can do” or “call for action” but that’ll likely be generated throughout development)

Few indicators for review.

The subcommittee will meet the afternoon of the next regular meeting, which is June 18 in Punta Gorda.