

**Chesapeake Bay Program (CBP)  
2021 Scientific and Technical Advisory Committee (STAC) Workshop**

Overcoming the Hurdle: Addressing Implementation of  
Agricultural Best Management Practices (BMPs) Through a Social Science Lens

**Logistics:**

- Tuesday, July 13, Wednesday, July 14, and Tuesday, July 20, 9 AM-12 PM ET
- Virtual via Zoom links provided in Google Calendar Invite

**About the workshop:**

The agricultural sector is an important part of the solution for achieving long-term water quality (WQ) goals in the Chesapeake Bay watershed, but we still have a long way to go in best management practice (BMP) implementation to reduce pollutant loads to levels that will achieve established WQ standards. Current on-farm BMP adoption demonstrates the agronomic, economic, and environmental benefits of conservation practices, but the current rate of adoption is not sufficient to meet Bay pollutant reduction goals. Thoughtful distribution of limited resources through creative and flexible approaches is essential. In this workshop, ag service providers from across the public and private sector are invited to propose and discuss ideas garnered from their own experience. The expected outcome of this exercise is a set of practical recommendations to broaden and deepen farmers' efforts to reduce field-level nutrient and sediment losses. Note: Day 1-2 is focused on listening to farmers and service providers, with Day 3 then dedicated to synthesis, ideas for implementation, and recommended action steps.

**Agenda at-a-glance (a short break will be included each day)**

**Tuesday, July 13 (Day 1)**

- Getting started: welcome, introductions, workshop overview, survey results
- Work session #1: Imagine an ideal future where we've overcome the hurdles and met agricultural nutrient and sediment reduction goals in the Chesapeake Bay Watershed.
  - How did we get there?
  - How did we structure programs to support achieving these goals?
- Quick report back, discussion, and exploration of potential solutions and challenges
- Summarize and prepare for Day 2

**Wednesday, July 14 (Day 2)**

- Review key messages from Day 1, additional discussion
- Work session #2: developing solutions by exploring scenarios
- Quick report back, discussion, and exploration of scenarios
- Summarize and prepare for Day 3

**Tuesday, July 20 (Day 3)**

- Review key messages from Days 1-2
- Work session #3: How do we go from where we are now to the ideas discussed in Day 1 & 2?
  - Factors for implementation? Funding? Other?
  - Recommendations to the Chesapeake Bay Program or other decision makers.
- Quick report back, discussion
- Summary of overall discussion, recommendations, next steps
- End

**Basic ground rule:** To encourage creativity, ideas from the workshop can be shared but without attribution. Names and affiliations are kept private. We will use a variety of tools to foster engagement, including anonymous input and sharing of ideas. Workshop results will be summarized and shared.

Detailed agenda by day:

**Day 1: Tuesday, July 13, 9-12 eastern**

9-9:30 Getting started

- Welcome, introductions
- Purpose of workshop
- Review survey results, background information
- Guidance for engagement during the workshop

9:30 Work session # 1: What do we want?

Prompt for discussion: It's 2031- We have scaled and accelerated conservation implementation and have sustainable agriculture across the Bay watershed, high quality water, and are meeting other Bay-wide restoration goals.

- What does this look like?
- How did we get there?
- What programs exist to support this?

Guidance for this work session: we're asking you to throw out the window existing programs, law, regulations, limitations, etc. and instead imagine what could be. We'll dig into this as we work through the workshop and plenty of problems and challenges will come up. For now, we ask you to think creatively about what could be.

- 6-8 people per each breakout room, with a mix of perspectives randomly assigned
- Each session will be facilitated with a jamboard for adding ideas (anonymously) and a notetaker capturing key points that come up in discussion

10:30 Break

10:45 Report back & discussion (all)

- Facilitators provide a quick report back on three potential ideas
  - What visions did people provide?
  - What might be needed to support those vision(s)?
- Discussion
  - Areas of excitement?
  - Areas of challenge?

11:45 Next steps, scenarios to explore for Day 2

12 End

## Day 2, Wednesday, July 14, 9-12 eastern

9:00 Review key messages from Day 1, additional discussion

- Thoughts/reactions to the previous day's discussion?
- Further discussion?

9:30 Work session #2: developing solutions by exploring scenarios (facilitators in parentheses):

- Group #1: Technical targeting tools (Lisa Wainger)
- Group #2: Flexible financial incentives (Kristen Saacke Blunk)
- Group #3: Insights from behavioral science (Leah Palm-Forester)
- Group #4: Rewarding conservation professionals (Dan Read)
- Group #5: A mix of the above, including enforcement, other tools (Denice Wardrop)

For this work session, each facilitator is focused on a specific scenario. These scenarios were shared prior to the workshop and are available here:

[https://www.chesapeake.org/stac/wp-content/uploads/2021/06/Scenarios\\_FINAL.pdf](https://www.chesapeake.org/stac/wp-content/uploads/2021/06/Scenarios_FINAL.pdf)

The goal of focusing on specific scenarios is to explore more deeply potential ideas, challenges, and pathways for implementation.

- What are the opportunities and pitfalls to implementing these types of solutions?
- If you have first-hand experience with similar approaches, what can you share about your experiences?
- Are there other ideas that you have considered based on your work?

As you consider these scenarios, consider both types of best management practices under discussion:

**Practice type 1:** Conservation practices with agronomic/farm benefits (cover crops, tillage practices, etc.), with attention to timescale of benefit accrual (*fertilizer precision management-practices with lesser need for subsidizing- supply chain encouragement*)

**Practice type 2:** Conservation practices with little agronomic or farm benefits. Practices with relatively high upfront costs but that offer substantial opportunity to “move the needle” in terms of reductions in nutrient loss (manure conversion projects, denitrifying bioreactors, riparian buffers, etc.) (*practices with greater need for subsidizing*)

10:30 Break

10:45 Report back & discussion

- Quick summary of the scenario in question
- Facilitators will provide a short (2-3 minute) summary of key points covered in their discussion
- Following the report backs, we will open the floor for a general discussion

11:45 Summary, next steps

12 End

**Day 3, Tuesday, July 20th, 9-noon eastern**

9:00 Review key messages from Days 1-2

- What did we hear from Day 1 & 2?
- Discussion, clarifications?

9:30 Work session #3: How do we go from where we are now to the vision outlined in Day 1-2?

- What opportunities do you see?
- What factors for implementation should be considered?
- What barriers do we need to overcome?
- What recommendations might we make to the Chesapeake Bay Program, funders, or others?

10:30 Break

10:45 Synthesis, recommendations, next steps

12:00 End