

CESR Impact Assessment and Application Workgroup

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CESR Impact Workgroup



Purpose:

1. Assess the impact of the CESR report by documenting direct and indirect references to CESR in media, legislation, Bay Program discussions and documents, programs, and more; and
2. Propose ways to apply the lessons learned from the CESR process to future STAC activities to increase their impact.

Compiling:

- Reports, articles, documents influenced by the CESR report
- Outreach metrics (presentations shared) and mentions in media
- Quotes from Bay Program partners

Surveys:

1. Document how CESR caused change in management / policy / behavior / how they thought about their work
2. Learn what was/were the most effective way(s) of communication - to apply to future STAC products

CESR Impact Workgroup – Surveys



<u>Potential</u> Audiences	What we want to know
STAC members	Thoughts on effort What parts paid off, what wasn't worth it Those who felt left out
CESR authors	Lessons learned (more in-depth questions than STAC members?)
non-STAC but heavily involved (e.g., Green Fin)	What could STAC do to make report / communication easier for them?
Beyond 2025 Small Groups	What communication was most effective How CESR impacted recommendations for B2025 Impact of CESR on organization/workgroup outside of B2025
Participants at B2025 Symposium	How much they know about CESR How much they think CESR impacted B2025 report
Those involved in revising Watershed Agreement	How much CESR factored into revisions