

## 2020 Marine Debris Work Group Plan and Progress Report

**Text in black represents the work plan, which is unlikely to change. Text in blue is the progress report, which will be updated semi-annually.**

**LEAD(S):** Laura McKay (VA); Maureen Krudner (EPA)

**MEMBERS:** Work Group membership is open to government and non-governmental entities operating in the 5 Mid-Atlantic states and the District of Columbia that are willing to participate in the activities of the work group. Members are expected to contribute on monthly work group calls and assist with implementation of projects. Current members include:

Last Name	First Name	Organization
Arcaya	Alyssa	EPA
Blair	Devon	NJ
Bristow	Avalon	MARCO
Carr	Emmalee	NJ
Chesnin	Noah	Wildlife Conservation Society
DeLarosa	Nora	USDA
Gove	Matt	Surfrider
Haas	Krista	NY
Hassell	Kevin	NJ
Henderson	Helen	American Littoral Society - NJ
Hillsman	Terron	USDA
Huber	Sandy	NJDOT Clean Communities Council
Jones	Sherryll	NY
Keane	Ellen	NOAA/NMFS/Protected Resources
Kehoe	Christy	NOAA
Krudner*	Maureen	EPA
Kuriawa	John	NOAA/NOS/OCM
Maschal	Emma	EPA/HQ
Mazzeo-Pfoertner	Christie	NY DOS
McKay*	Laura	VA
Morrow	Donna	MD
Muthukrishnan	Swarna	Clean Ocean ACTION - NJ
Pletta	Maggie	DE
Raabe	Steve	OpinionWorks
Register	Katie	Clean VA Waterways
Robinson	Matt	D.C.
Rolfe	Jason	NOAA/NOS/Marine Debris
Shifren	Sheri	NJ

Somers	Kelly	EPA
St. Laurent	Kari	DE
White	Rachel	NJ
Witmer	Virginia	VA

\* Co-Lead

**MACO (and/or 2016 OCEAN ACTION PLAN) GOALS, OBJECTIVES and ACTIONS:**

This work builds on Action 4 of the 2016 Mid-Atlantic Ocean Action Plan: "Develop a regionally appropriate strategy for marine debris reduction." For calendar year 2020, the Work Group is focusing on four activities: developing a Community-Based Social Marketing (CBSM) campaign to change behavior resulting in marine debris reduction at the Mid-Atlantic regional scale, with an initial focus on reducing balloon releases; conducting shoreline marine debris surveys and documenting the quantities and types of debris found; identifying steps for creating a Mid-Atlantic Marine Debris Reduction Plan; and maintaining a marine debris projects inventory website.

**ACTIVITY 1 - Continue the community-based social marketing campaign to reduce balloon releases**

**Expected Completion Date:** July 2021

Create a campaign based on community-based social marketing principles that will change perception of balloon releases in the region such that they are no longer conducted. This activity is funded by a 2018 NOAA Marine Debris Program grant to MARCO and builds off of the work conducted via Virginia CZM's Joyful Send Off Balloon Release Reduction Campaign. The Virginia work was advised by Doug McKenzie-Mohr, author of "Community-based Social Marketing." Coaching by him is continued under this NOAA grant. In 2019, a baseline attitudinal survey conducted across all 5 Mid-Atlantic states will inform the campaign strategy. Surveys were administered in fall 2019. Based on data from the surveys, a revised project timeline will be developed in mid-winter for addressing a variety of audiences and balloon release occasions. In 2020, once the campaign materials are produced, stakeholder outreach will be conducted via digital content on the website, social media and other techniques that are expected to be effective. In the out years, data will be collected that will begin to measure and evaluate overall campaign success.

**A1 Progress Period**

**A1 Progress Description**

*(Include results for the period, stakeholder engagement, impediments to progress, and budgetary/resource needs)*

## **ACTIVITY 2 - Conduct bi-annual assessments of balloon and other debris**

**Expected Completion Date:** July 2021

Monitoring will be conducted on 1 mile stretches of beaches in each of the five Mid-Atlantic states. Staff and volunteers will collect data on the number and type of balloons identified as well as other types of debris. Data will be shared on the MACO Work Group pages of the MARCO website. These surveys are being conducted with funding from the 2018 NOAA Marine Debris Grant mentioned above. The results from the surveys may inform other elements of this project, including campaign strategy and success measures.

### **A2 Progress Period**

#### **A2 Progress Description**

*Include: results for the period, stakeholder engagement, impediments to progress, and budgetary/resource needs*

## **ACTIVITY 3 - Support and Participate in the Mid-Atlantic Marine Debris Action Plan**

**Expected Workshop Date:** Summer 2020

**Expected Completion Date:** Winter 2020

The Mid-Atlantic Marine Debris Action Plan would bring together the Mid-Atlantic marine debris communities to document entities working on marine debris with the purpose of increasing coordination, adding value to existing efforts, and identifying future actions. The Plan will strengthen Mid-Atlantic regional effectiveness by bringing our marine debris community together to develop a regional marine debris action plan that addresses current marine debris issues in the region and to create a road map for the future. In collaboration with NOAA Marine Debris Program, we will participate in Mid-Atlantic Marine Debris Action Plan conversations, help set regional priorities, and attend in-person workshop to identify the needs of the Mid-Atlantic marine debris community.

### **A3 Progress Period**

#### **A3 Progress Description**

*Include: results for the period, stakeholder engagement, impediments to progress, and budgetary/resource needs*

## **ACTIVITY 4 - Update Projects Database**

**Expected Completion Date:** Continual

In order to determine on which type of marine debris and what type of projects the work group should focus, the group created an Excel file of previously conducted projects in all five states. Meanwhile NOAA had been working with the Great Lakes states to create a collaborative website which served the same function, but also included a mapping feature for the projects.

Subsequently NOAA offered to create a similar collaborative website for the Mid-Atlantic into which the data from the Excel file could be uploaded. This “Mid-Atlantic Marine Debris Collaborative” website allows identified staff in each state to upload information about marine debris reduction efforts. This website can also be viewed by all stakeholders and the general public [here](#).

#### **A4 Progress Period**

#### **A4 Progress Description**

*Include: results for the period, stakeholder engagement, impediments to progress, and budgetary/resource needs*

Other potential activities (dependent upon funding):

1. The Mid-Atlantic Marine Debris Work Group is submitting a proposal for funding from NOAA’s FY2020 Marine Debris Program. The proposed project would focus on reducing debris left by tourists in popular beach communities in the region and would be based upon Community Based Social Marketing principles, utilizing lessons-learned from the current balloon debris reduction work.
2. Survey results from the 2019 Mid-Atlantic Marine Debris Summit, which was planned hosted by Virginia CZM, indicated strong interest in more regular (yearly or every other year) Summits on this topic. The Mid-Atlantic Marine Debris Work Group has expressed interest in helping plan a 2021 Marine Debris Regional Summit and are currently seeking resources to do so. The Summit will bring together researchers, educators, policy-makers and businesses to explore Mid-Atlantic regional solutions for decreasing litter and marine debris.