

Chesapeake TMDL Webinar Series Flagship Lessons Learned



List Benefits or Lessons Learned from this effort:

- The project has clearly met the goals of transparency, participation and collaboration by opening up the doors to this major initiative to an unlimited online audience. When these webinars were conducted as part of live public meetings in 2009, one New York environmental group wrote, “The webinar was excellent. What a great way to save time, money, mileage and the environment.” After another webinar, a participant e-mailed, “this venue is a perfect vehicle for disseminating information so that many can participate and hear firsthand from the experts.” Following a webinar broadcast of a 2010 public meeting, the managing editor of the Moorefield Examiner in West Virginia, wrote: ...instead of navigating twisty, mountainous West Virginia roads in the dark and rain, I could ‘attend’ the meeting from the comfort of my living room. I could see the PowerPoint presentation and hear the contributors as if I was in the same room. Thanks for a great experience...”

How will you continue to engage stakeholders?

- The monthly webinar series was designed to keep the information flow going between sets of public meetings in late 2009 and late 2010, and is expected to be used in 2011 to keep the public informed as the TMDL is actually implemented.

What steps would you recommend to sustain this effort and build in improvements?

- EPA headquarters and regions have individual contracts with the webinar provider – Citrix Online. EPA should consolidate the individual licenses and have an Agency-wide system for providing webinars.

What other measures would be useful or would you recommend for a similar effort?

- EPA should continue to build on its social networking system, including Twitter and other avenues. The Agency is a leader in this area and should work to enhance that position.