



# Habitat Restoration & Stewardship Work Group

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Long Island Sound Study  
Habitat Restoration &  
Stewardship Work Group:

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## Habitat Restoration & Stewardship Work Group

February 15, 2022

Remote Meeting

10:00am-1:00pm

### Agenda

10:00 am	<b>Welcome/Introductions/Logistics</b>	<b>O'Neill/Yamalis</b>
10:15 am	<p><b>Microtargeting to improve conservation outreach and efficiency</b></p> <p>Many conservation efforts involve outreach to large audiences to promote pro-environmental behaviors or conservation support. Too frequently, however, this work is constrained by limited budgets and produces few outcomes per dollar invested. In other spheres, marketers, philanthropists, and politicians have benefited from using public data and powerful analytics techniques to match outreach messages with audience segments. We'll discuss conservation examples from Pennsylvania and Montana where we have helped organizations capitalize on data and analytics to improve outcomes. We will finish by describing specific conservation efforts that can benefit from leveraging these techniques.</p>	<b>Dr. Alex Metcalf</b> <i>Cadence Analytics</i>
11:00 am	<p><b>Connecticut State of the Birds Report 2021</b></p> <p>This report was released by the CT Audubon Society in late 2021. This presentation will provide an overview of the report from one of the authors.</p>	<b>Patrick Comins</b> <i>CT Audubon Society</i>
11:45	<p><b>Developing Methods to Assess Eelgrass using Drone Technology</b></p> <p>Update on this LISS funded effort in CT. Presenters will discuss the successes and challenges experienced to date.</p>	<b>Kelly Streich &amp; Vincent Long</b> <i>CTDEEP</i>
12:15 Pm	<p><b>The Geologic Heterogeneity of the Coastline of LIS as it Relates to Variability in Coastal Resilience</b></p> <p>How the geology of the CT coast and the north shore of Long Island can influence the design and location of living shorelines.</p>	<b>Ralph Lewis</b> <i>UConn Avery Point</i>
1:00pm	<b>End of Meeting</b>	

### 2022 LISS HRSWG Meetings:

Tuesday, May 17

Tuesday, September 13

Tuesday, November 29

