



Land Protection Outcome – 2020-2021

Long-term Target: By 2025, protect an additional two million acres of lands throughout the watershed – currently identified as high conservation priorities at the federal, state or local level – including 225,000 acres of wetlands and 695,000 acres of forest land of highest value for maintaining water quality. (2010 baseline year)

Two-year Target: 183,300 additional acres protected by end of 2021 (average annual rate of 91,650 acres based on 641,544 acres remaining to be protected by end of 2025, from 2018 reporting)

NOTE: The actions listed in this document tier-off the Protected Lands Outcome Management Strategy 2015-2025 v.2 and will be tracked and advanced by the Chesapeake Conservation Partnership's Steering Committee serving as the Protected Lands work group under the Chesapeake Bay Program. The Actions are not listed in priority order.

Factor	Current Efforts	Gap	Actions	Metrics	Expected Response and Application	Learn/Adapt
<i>What is impacting our ability to achieve our outcome?</i>	<i>What current efforts are addressing this factor?</i>	<i>What further efforts or information are needed to fully address this factor?</i>	<i>What actions are essential (to help fill this gap) to achieve our outcome?</i>	<i>What will we measure or observe to determine progress in filling identified gap?</i>	<i>How and when do we expect these actions to address the identified gap? How might that affect our work going forward?</i>	<i>What did we learn from taking this action? How will this lesson impact our work?</i>
Limited funding and incentives for land conservation	Efforts to sustain and expand Federal, State, local and private sector funding and incentives for conservation	There is a recurring need for sustaining and expanding current efforts.	Management Approach 3: Expand land conservation funding and financing.	Appropriations for state and federal land protection funding programs.	By the end of 2021, appropriations for state and federal land protection funding programs are at or above fiscal year 2018 baseline levels.	

Public support for conservation	Efforts to engage specific audiences in communicating how land conservation supports their values	There is a recurring need for sustaining and expanding current efforts.	Management Approach 2. Engage an inclusive, new generation of conservationists Management Approach 4. Set out conservation policy options	Number of new organizations participating in the Partnership that broaden inclusion of allied organizations, and underrepresented stakeholders.	By the end of 2021, we expect 15 new organizations to have joined the partnership	
Limited capacity to carry out land protection	Efforts to increase capacity and effectiveness of land trusts	Recently established grant program not funded at levels necessary to build capacity of many land trusts	Management Approach 5.2 Build the capacity of the Partnership and its members	Number of organizations, including Partnership Members, that participate in one or more Partnership interactive session each year (working groups, committees, trainings, regional meetings, etc)	By end of 2021, 50 organizations will participate in one or more Partnership interactive sessions per year.	
Threats to existing protected lands and unprotected high conservation value lands, such as development and climate change.	Efforts to incorporate data and information on threats into conservation planning and incentives	Expanded analysis of projected impacts for climate change and development, especially to critical resources including water supply and habitats	Management Approach 1. Provide Watershed-wide conservation data and analysis	Analysis of key resources is provided to Partners as appropriate.	By the end of 2021, impacts to 2 key resources will be analyzed and shared.	
Access to and use of coordinated, integrated conservation value data for aligning conservation planning and tracking	Efforts to improve the development, sharing and use of integrated conservation value data for the watershed	Continuous improvement of data (resolution, new information etc.) requires ongoing iterative analysis and mapping of conservation values	Management Approach 1. Provide Watershed-wide conservation data and analysis	Percentage of the Partnership's maps using land cover information use 1-meter resolution land cover data.	By 2021, a greater percentage of the Partnership maps will use 1-meter resolution land cover data than 2019 baseline year.	

ACTIONS – 2020-2021

Action #	Description	Performance Target(s)	Responsible Party (or Parties)	Geographic Location	Expected Timeline
Management Approach 1: Provide Watershed-wide Conservation Data and Analysis					
1.1	Fill critical gaps in documentation of sites and landscapes in the watershed important to communities historically underrepresented in land conservation.	a. Partner with the National Park Service, National Trust for Historic Preservation, key states and others to carry out a community driven initiative for documenting sites and landscapes important to African Americans.	NPS, NTHP, PHMC, PADCNR, MHT, VDHR, & CCP	MD, PA, VA	2021 and beyond
		b. Partner with key organizations on an initiative to document sites and landscapes important to the Latinx community.	TBD	Watershed-wide	2021 and beyond
1.2	Clarify and map the connection between conserving land and improving human health.	a. Work with USGS and other partners to map the lands and factors key to protecting the watershed’s public drinking water sources, both surface and ground waters, for water quality and quantity (drinksheds).	NPS, USGS, CCP, others	Watershed-wide	2021
		b. Collaborate with major metropolitan areas and disenfranchised and low income communities to map the connectivity of urban neighborhoods and communities with public lands and recreation corridors, both within communities and to the broader watershed landscape. Identify gaps and needs.	CBP, Diversity WG, CCP	Watershed-wide	2021
		c. Document: (i) the percentage of protected shoreline (tidal and fifth-order nontidal rivers); (ii) the level of public access allowed by the managing entity of each property, based on the differing access level categories used within PAD-US; and (iii) report on the percentage of protected shoreline within each access category.	CBP GIS Team in collab. with Public Access WG, CCP and other WGs & GITs	Watershed-wide	2021
		d. Partner with departments of agriculture to illustrate and map the connections between working farms and locally sourced agricultural products for watershed communities.	CCP with State Depts of Agr	TBD	2021

1.3	Maintain broadly accessible, up-to-date watershed-wide land conservation mapping and analyses supporting all Partnership goals.	a. Increase the number of maps using land cover with 1-meter resolution land cover data, especially to support parcel-scale conservation planning (see action 5.1.b) for habitat, wildlife corridors, and water quality protection.	CCP	Watershed-wide	2021
		b. Assess land conservation data user needs related to LandScope Chesapeake and redesign and update the platform.	CCP, NPS, NatureServe	Watershed-wide	2021
		c. Convene state, federal and non-governmental partners in a Chesapeake watershed GIS summit to share information and active work and identify future mapping and analysis needs and areas for collaboration.	CCP, CBP, multiple Workgroups	Watershed-wide	2021
Management Approach 2: Engage an Inclusive, New Generation of Conservationists					
2.1	Broaden the Steering Committee and Chesapeake Conservation Partnership to include underrepresented stakeholders.	a. Expand the Partnership to include organizations working at the intersection of land conservation, working lands, local governments, and environmental restoration with urban populations, underserved communities, and public health.	NPS, CCP, Diversity WG	Watershed-wide	2021
		b. Continue “proactive outreach and recruitment to increase representation of people of color and other underrepresented groups” on the Steering Committee to ensure it “reflects the diversity of people living within the Chesapeake Bay region.”	CCP, CBP, Diversity WG	Watershed-wide	2021
2.2	Collaborate with communities historically underserved by land conservation and public lands to identify a conservation agenda for the future.	a. Carry out the relevant documentation initiatives identified under “Provide Watershed-wide Conservation Data and Analysis” through outreach and collaboration with underserved communities.	See 1.1 above	See 1.1 above	See 1.1 above
		b. Explore options for expanded partnerships between the land conservation community and community land trusts to address urban needs.	CCP	Watershed-wide	2021
2.3	Connect members of the land and water conservation community with training, technical assistance, and initiative support for messaging	a. Assist members of the land and water conservation community in unified, effective conservation messaging through training, technical assistance, and initiatives based on the Partnership’s 2019 messaging framework and tool kit.	CCP	Watershed-wide	2021

	and communications about land conservation.				
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Management Approach 3: Expand Land Conservation Financing

3.1	Support partners in sustaining and growing public sector land protection funding by providing transparent watershed-wide annual financing data.	a. Compile an annual account of public sector land protection program funding levels and trends, publish the data on-line, and share the information with decision-makers, local governments, program leads, and conservation practitioners.	CCP	Watershed-wide	2020 and 2021
3.2	Expand available land conservation financing through analyzing and developing new funding opportunities and training practitioners in their use.	a. Facilitate public/private networks and collaboration on new private capital markets to acquire and restore—especially for water quality, climate, and habitat values--working lands and other priority open space using ecosystem markets; this includes growing carbon markets and TMDL “credits” established under the Chesapeake Bay Program’s Land Policy Best Management Practices.	CCP	Watershed-wide	2020 and 2021
		b. Develop research to assist partners in creating, funding and carrying out specific initiatives supporting public financing programs, including local government bond bills where applicable.	CCP	TBD	2021
		c. Facilitate on-going training, mentoring and technical assistance for Partnership members on applying evolving conservation finance strategies, many of which will be driven by water quality trading or carbon offset markets. These strategies will typically require clear links between the conserved land, the landowner relationships, and the water quality benefits.	CCP, NPS, CFN, LTA	Watershed-wide	2020 and 2021
		d. Assess and report on best practices and other options for addressing the resource needs of stewardship for conserved public and eased lands.	CCP	TBD	2021

Management Approach 4: Set Out Conservation Policy Options

4.1	Assist partners in developing and evaluating options for improving policies to avoid and	a. Develop a methodology for efficient, consistent assessment of potential impacts to scenic landscapes and facilitate training and adoption by watershed states, localities and others.	CCP, CBT, CBP, NPS, TJBoyle	Watershed-wide	2021
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	mitigate the impacts of development projects on protected and valued resource lands.	b. Collaborate with partners to develop and disseminate policy options for siting and accommodating solar power generation facilities in ways that complement landscape conservation goals.	CCP	TBD	2021
4.2	Continue to engage the three working groups established following the 2019 Roundtable on Private Capital Investment in Land Conservation and Environmental Restoration to develop proposals for consideration by states and local governments.	a. Through the working groups, develop policy proposals for consideration by states and local governments on restoration policies and practices, including factors necessary to allow Bay Watershed jurisdictions to compete for a “fair share” of expanding voluntary carbon markets and other forms of ecosystem markets addressing stormwater, habitat, climate resilience and other BMPs.	CCP, LTA, ACB with partners and restoration and capital investment companies.	Watershed-wide	2020 and 2021
4.3	Facilitate equitable and inclusive land protection financing.	a. Based on new findings identified through work described under “Provide Watershed-wide Conservation Data and Analysis” (1.1. and 1.2), and -- using a methodology developed through a learning and engagement process -- conduct an assessment of existing land protection programs to determine if they are equitable and benefit all people, develop policy options for land conservation funders that better ensure land protection financing is equitable and inclusive, addressing the needs of underserved communities.	TBD by CCP in collaboration with outside organizations working on equity issues, CAC, Diversity WG, local governments; and consulting prior assessments.	TBD	2021
4.4	Expand the land conservation metric beyond acres protected.	a. Convene a forum to formulate and assess options for new concepts of measuring conservation, incorporating: water quality benefits, such as load reduction from conserved lands, BMP implementation and targeted conservation; community sustainability; and other factors.	CCP	Watershed-wide	2021
4.5	Explore and develop policy options for enhancing the effectiveness of implementing water quality best management practices on fee	a. Analyze existing land protection programs for how to incentivize or prioritize projects that advance BMPs, in collaboration with the Water Quality Goal Implementation Team and Healthy Watersheds Goal Implementation Team and others. The analysis should encompass: (i) a literature review of prior work	TBD	Watershed-wide	2021

	simple and eased lands. (see also 5.1.b)	on the nexus of land conservation and water quality; (ii) informational sessions among states on what programs are doing in terms of current best practices (e.g. on BMP implementation, easement monitoring, etc.); and (iii) a synthesis of policy options.			
		b. Conduct a comprehensive assessment of conserved and unprotected lands to assess where placement of buffers would benefit water quality, using new high resolution data already being developed by the CBP. Determine findings for focusing land conservation and buffer implementation or for new policy options.	TBD	TBD	2021
		c. Prepare a comprehensive report comparing and contrasting local, state, and federal land conservation programs in the Chesapeake watershed with regard to acres conserved and BMP requirements, inspection, and implementation.	TBD	TBD	2021

Management Approach 5: Build the Capacity of the Partnership, its Members, and the Land Conservation Community

Note: See also 2.1 above.

5.1	Expand interaction, engagement, capacity, and collaboration among the watershed's broader land conservation community through the Partnership's efforts.	a. In collaboration with state land trust associations and other land conservation stakeholders, expand training and network-building events throughout the year to share information, skills, successes, and initiatives that support and advance land conservation.	CCP and others	Watershed-wide	2020 and 2021
		b. Building off the Land Trust Alliance's Land & Water Initiative, collaborate with partners to develop funding proposal(s) for creating an enhanced multi-year program to provide technical assistance, training, and support for strategic, precision conservation planning to land trusts and regional conservation collaboratives, especially to enhance their actions to improve water quality, climate resiliency, habitat protection/restoration, historic resource conservation, scenic resource protection, and other conservation values.	CCP, LTA	Watershed-wide	2020 and 2021

		c. Provide consistent opportunities for the land conservation community to engage with all major Partnership initiatives.	CCP	Watershed-wide	2020 and 2021
		d. Develop options and implement a strategy for expanding participation in the Partnership’s annual meeting.	CCP	Watershed-wide	2020 and 2021
		e. Share member needs through the Partnership and facilitate communication and assistance to support them.	CCP	Watershed-wide	2020 and 2021
5.2	Track progress and communicate and celebrate the work of the Partnership and the land conservation community internally and externally.	a. In collaboration with USGS and other partners, maintain the authoritative database and process for tracking watershed-wide land protection progress; work with data providers to continually improve consistent, universal data standards and move from biennial toward annual progress updates.	CCP, NPS, USGS	Watershed-wide	2021
		b. In collaboration with NPS, the public access work group, and other partners, maintain the database and process for tracking watershed-wide public access site progress.	CCP, NPS, USGS, Public Access WG	Watershed-wide	2021
		c. Assemble and publish an annual compilation of land conservation success stories from throughout the Chesapeake watershed, highlighting the public benefits, including water quality protection and restoration, public access, protection of cultural and historic sites, etc.	NPS, CCP	Watershed-wide	2020
		d. Create “symbols” of conservation success and include them in Partnership messaging.	CCP partners	Watershed-wide	2021
		e. Maintain the Partnership’s weekly <i>Lightning Updates</i> series to share success stories and relevant conservation news, perspectives and issues.	NPS, CCP	Watershed-wide	2020 and 2021
5.4	Maintain and expand the resources and capacity for accomplishing this Logic & Action Plan.	a. Collaborate with partners to assemble pooled funds to accomplish specific actions in this Logic & Action Plan.	CCP	Watershed-wide	2021
		b. Pursue targeted philanthropic contributions to support elements of this Logic and Action plan.			
		c. Maintain and expand operational support for supporting coordination of and collaboration on this Logic & Action Plan.			

