



# Chesapeake Bay Program (CBP) Local Engagement Strategy

Presented by Jennifer Starr (Alliance for the Chesapeake Bay, LGAC Coordinator)  
and Tuana Phillips (EPA, Diversity and Local Engagement Coordinator)

# Background and Timeline

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**November 2018 Quarterly Progress meeting:** the CBP Management Board (MB) asked the Local Leadership Workgroup (LLWG) to work with the Local Government Advisory Committee (LGAC) to develop a strategy for CBP engagement with local government leaders

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**February 2019 MB meeting:**

Jennifer Starr proposed an approach to strategy development:

Phase 1: Consolidate all outcomes that require local government engagement

Phase 2: Drafting the strategy – an internal CBPO team\* met in March and April

Phase 3: MB review of strategy and approval of pilot initiatives at May Meeting

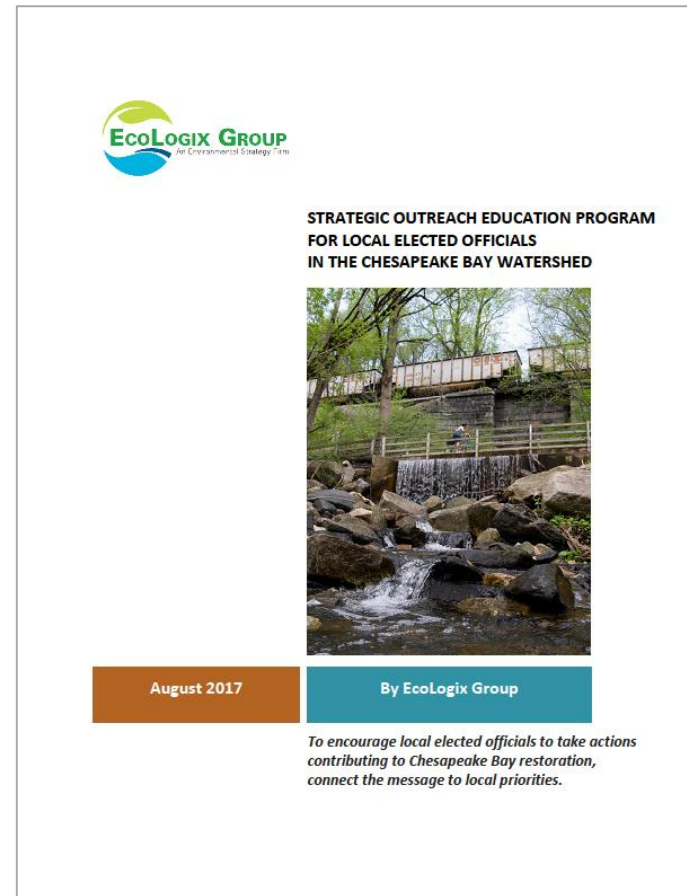
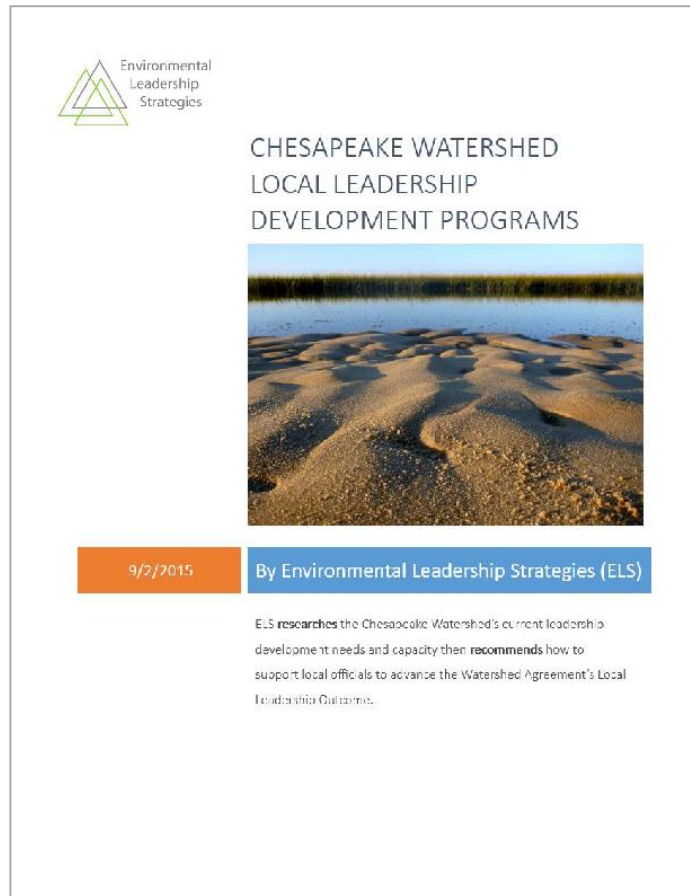
Phase 4: MB adoption and implementation – not yet completed

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\*Internal CBPO team: Gregory Barranco (EPA), Carin Bisland (EPA), Rachel Felver (Alliance for the Chesapeake Bay), Tuana Phillips (EPA), Kristin Saunders (UMCES), Jennifer Starr (Alliance for the Chesapeake Bay)

# Drafting of the CBP Local Engagement Strategy

Recommendations and lessons learned from previous CBP-led initiatives and contracted projects were distilled and incorporated into the strategy.

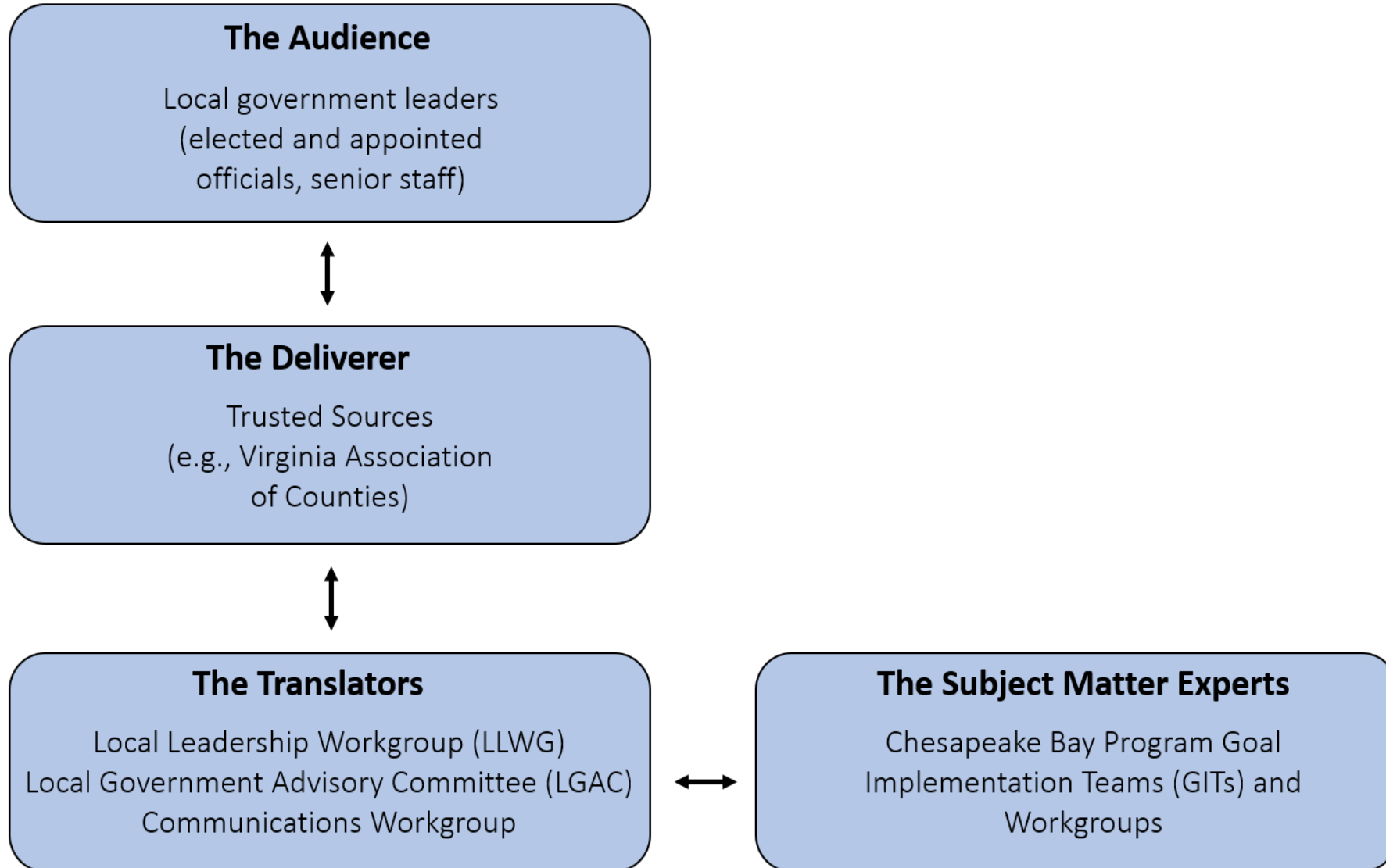


# Purpose of the Local Engagement Strategy

The purpose of this strategy is to present a road map to guide Chesapeake Bay Program (CBP) Goal Implementation Teams (GITs) and workgroups in engaging with local government and local elected officials to provide knowledge and solicit support for the goals and outcomes of the Watershed Agreement.

The strategy defines the roles of the different players involved and articulates a mechanism for creation and delivery of messages that both meet CBP needs and relate to local government priorities.

# Players involved in the Strategy

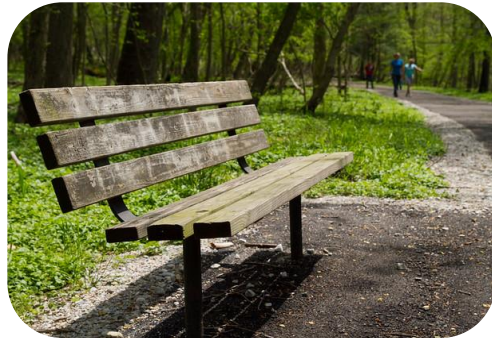


# Local Government Priorities

The Ecologix report recommends four local government priorities to use as the “portals” through which to communicate CBP-related goals.



Economic Development



Public Health and  
Safety



Infrastructure  
Maintenance and  
Finance



Education

# Current CBP Local Engagement Needs

**29 out of 31** outcomes have been identified as needing local government engagement in their respective management strategy and workplans

1. Black Duck
2. Blue Crab Abundance
3. Blue Crab Management
4. Brook Trout
5. Fish Habitat
6. Fish Passage
7. Forage Fish
8. Riparian Forest Buffer
9. Oyster
10. Stream Health
11. Submerged Aquatic Vegetation
12. Tree Canopy
13. Wetlands
14. 2017 Watershed Implementation Plans
15. 2025 Watershed Implementation Plans
16. Water Quality Standards Attainment and Monitoring
17. Healthy Watersheds
18. Toxic Contaminants Policy and Prevention
19. Climate Resiliency Adaptation
20. Land Use Options Evaluation
21. Land Use Metrics and Methods
22. Protected Lands
23. Citizen Stewardship
24. Diversity
25. Environmental Literacy and Planning
26. Local Leadership
27. Public Access Site Development
28. Students
29. Sustainable Schools



# Example: Relating Vital Habitats goals to Local Government Priorities



## Vital Habitats

- Wetlands
- Black Duck
- Stream Health
- Brook Trout
- Fish Passage
- Submerged Aquatic Vegetation (SAV)
- Forest Buffer
- Tree Canopy

## Economic Development

- Wetlands
- Black Duck
- Stream Health
- Brook Trout
- Fish Passage
- Submerged Aquatic Vegetation (SAV)
- Forest Buffer
- Tree Canopy

## Public Health and Safety

- Wetlands
- Stream Health
- Brook Trout
- Tree Canopy
- Forest Buffer

## Infrastructure Maintenance and Finance

- Wetlands
- Black Duck
- Fish Passage
- Tree Canopy

## Education

- Wetlands
- Black Duck
- Brook Trout
- Submerged Aquatic Vegetation (SAV)
- Tree Canopy



# Example: Clustering and Translating CBP-related Language into Messages that Resonate with Local Governments

## **Chesapeake Bay Program Language**

Wetlands act as natural filters by absorbing nutrients and sediment from overland flow and shallow groundwater before it enters the Bay.

Black ducks are a species representative of the health of the tidal marshes across the watershed.

Dams and other obstructions block the natural migration of diadromous fish to their historic spawning habitats.

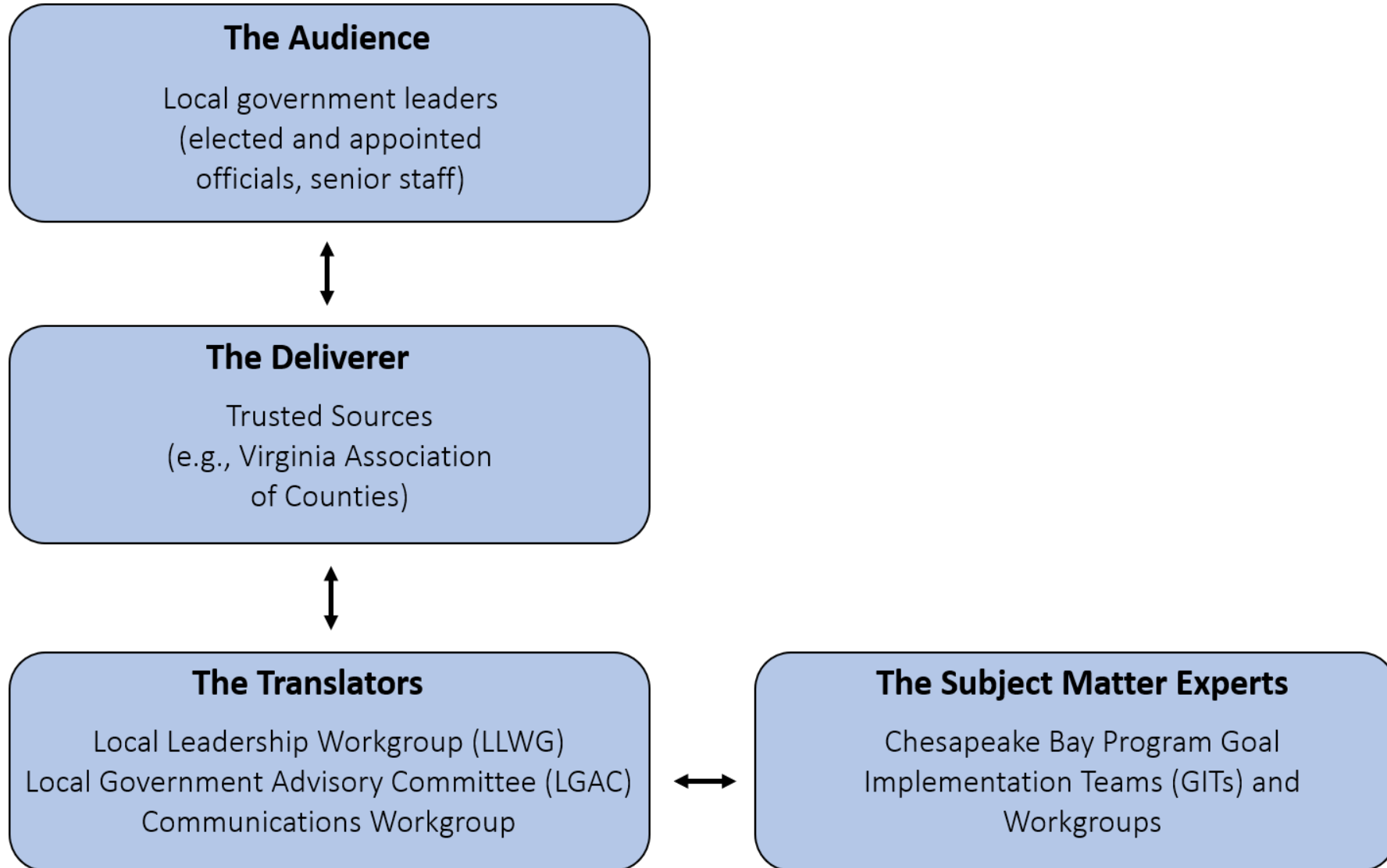
Urban tree canopy provide air quality, water quality and habitat benefits throughout the watershed.



## **Local Priority: Infrastructure Maintenance and Financing**

Green infrastructure practices, such as wetlands and tree canopy, offer a relatively inexpensive solution to addressing flooding and stormwater challenges associated with increasing population and deteriorating water infrastructure. The creation and protection of wetlands, including those that support habitat for black duck and other species, can benefit localities by soaking up stormwater and dampening storm surges. Planting trees can mitigate flooding because trees slow down the flow of rain onto roads and into storm drains and local rivers. In addition to green infrastructure, the destruction of dams that obstruct the migration of fish can also reduce flooding potential after heavy rainfall.

# Reminder: Messages Should be Delivered by Trusted Sources



# Questions for the Local Leadership Workgroup

1. What are your thoughts on the strategy?
2. What are your thoughts on a pilot initiative? Are there specific outcomes that we should consider first?

Thank you!

Other comments/feedback can be sent to [phillips.tuana@epa.gov](mailto:phillips.tuana@epa.gov)