

# Looking Back: *Learning from the Last Two Years*

Local Leadership Workgroup - November 15, 2022

# TEST: How do you feel about winter?

**Love it:**  
Bring on the  
snow!




**Hate it:**  
I'll be hibernating  
until spring



Grab a dot and place it on the spectrum



# Local Leadership Logic and Action Plan

- On track or complete - 17 actions 
- Risk of getting off-track - 0 actions 
- Off-track - 0 actions 

# Summary of Progress in 2021 - 2023

- Build Relationships (3.2, 3.3)
- Understand the Needs (1.1, 1.2, 2.1)
- Educational Resources (2.2, 3.2)
- Local Official Engagement (2.3, 2.4, 3.1)
- Celebrate Successes

# Build Relationships

- Continued partnership with 'trusted sources' - municipal leagues, county associations, council of governments, planning commissions etc. (3.3)
- Exploring partnership with local government planners (3.2)



Pennsylvania State Association of  
Township Supervisors (PSATS)  
Pennsylvania Municipal League (PML)  
Pennsylvania State Association of  
Boroughs (PSAB)  
County Commissioners' Association of  
Pennsylvania (CCAP)

Upper Susquehanna  
Coalition (USC)

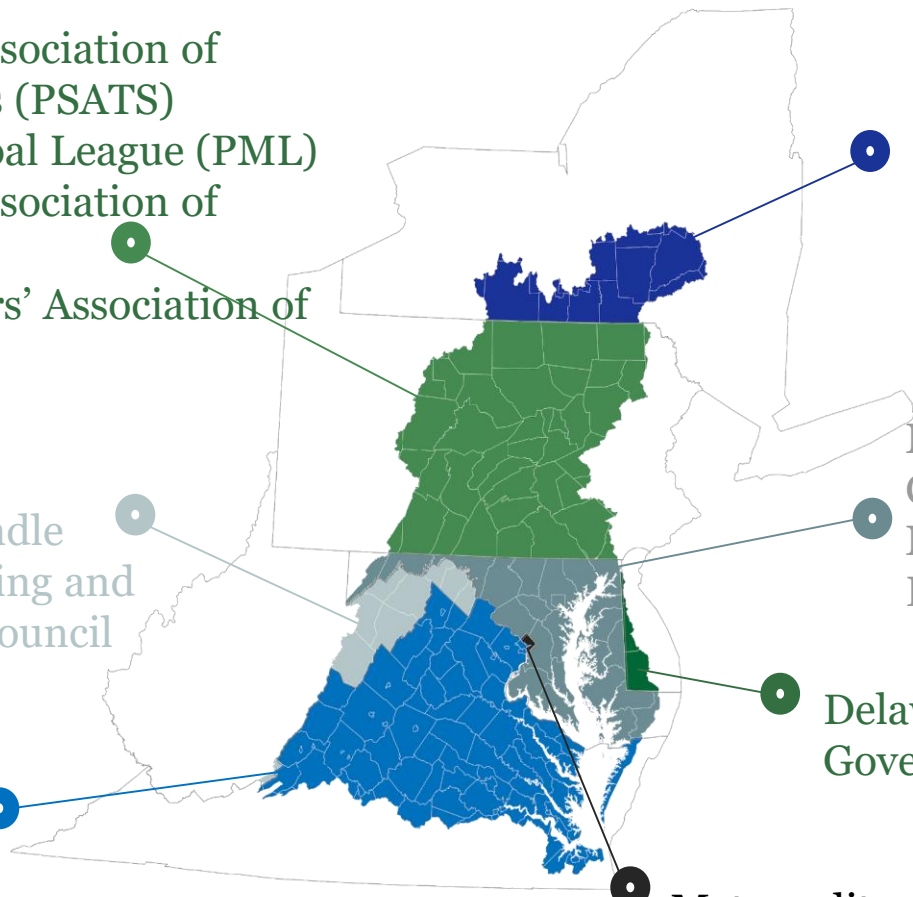
Maryland Association of  
Counties (MACo)  
Maryland Municipal  
League (MML)

Delaware League of Local  
Governments (DLLG)

Metropolitan Washington Council of  
Governments (MWCOCG)

Eastern Panhandle  
Regional Planning and  
Development Council  
(Region 9)

Virginia Association  
of Counties (VACo)  
Virginia Municipal  
League (VML)



# How important is it to continue our partnership with 'trusted sources'?

**Very important**

**Not important**



Grab a dot and place it on the spectrum



# Mid-Atlantic Planner's Collaboration

- Building relationships with American Planning Association (APA) State Chapters
- Six webinars and three conference sessions
- Engaged 1,000+ planners, covered all Bay states





# How important is it to build relationships with local government planners?

**Very important**

**Not important**



Grab a dot and place it on the spectrum

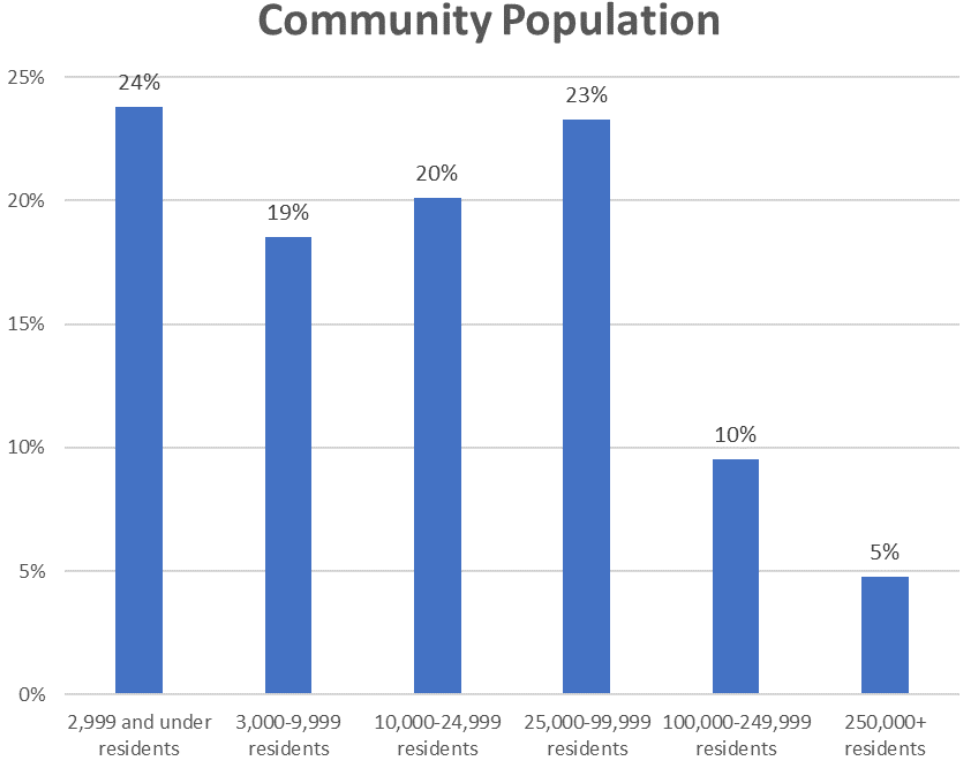
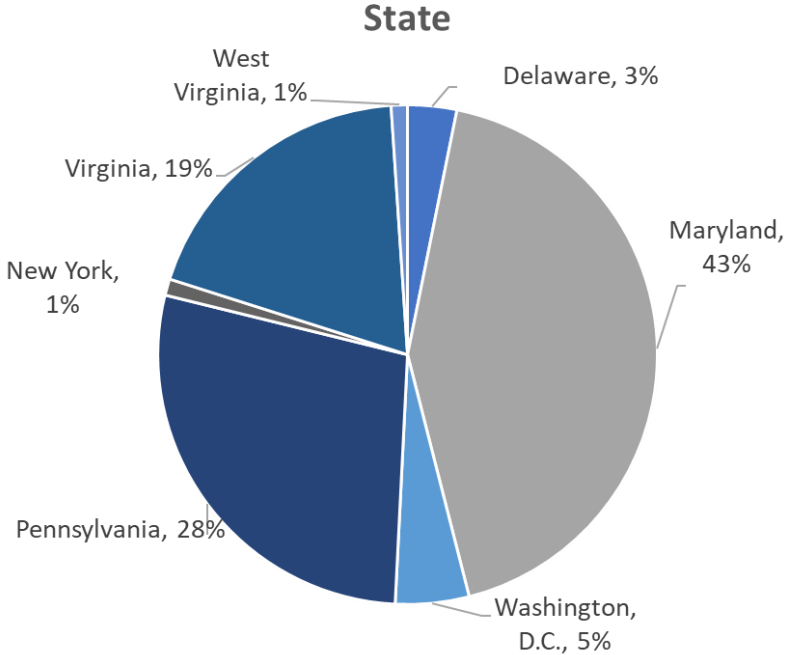


# Understand the Needs

- Baseline survey (1.1, 1.2)
- Tracking current training and educational opportunities (2.1)



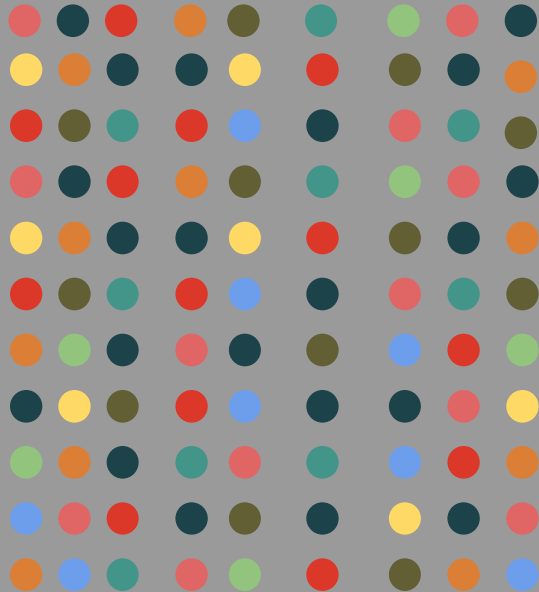
# Baseline Survey Respondents (n=189)



# Which sentence(s) best describe your thoughts on the baseline survey?

Place up to 3 dots

*\*you can place more than one dot next to a sentence*



Glad that we finally checked this survey off the list	
Red tape really held up our progress	
The information collected isn't of any use to me or my organization	
The survey collected valuable information that can guide our work	
I have some concerns about the methodology	
I'm eager to replicate the survey again in two years	
Interesting results, but I'm not sure how we will use them	

# Educational Resources

- A Local Government Guide to the Chesapeake Bay (2.2, 3.2)
- Themed meetings
- Watershed Currents

A Local Government Guide to the Chesapeake Bay

Module 1: How Your Watershed Works

Amanda Pollack

Jacob Day

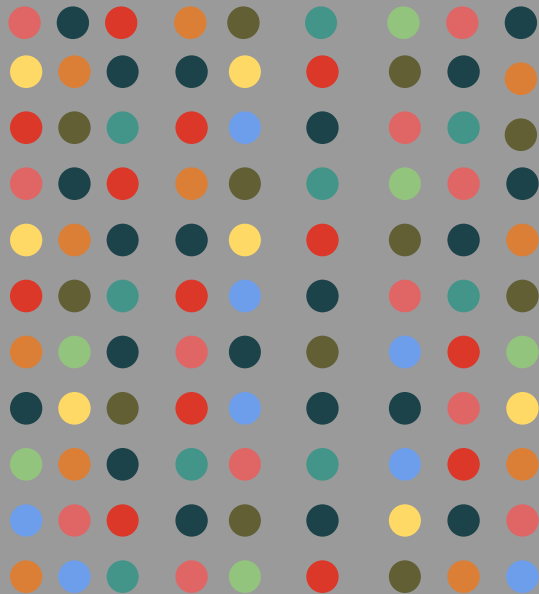
# A Local Government Guide to the Chesapeake Bay

- Seven educational modules (powerpoint and fact sheet)
- Topics: watershed 101, laws/regulations, economic value, trees, land use, stormwater, workforce development
- 380+ have accessed editable materials
- 1,400+ directly engaged with the materials
- 9,500+ indirectly exposed to the materials
- Launched Phase II
  - Four more educational modules: flooding, agriculture, environmental health, outreach/engagement
  - Online repository to house materials
  - Train the trainer on how to use the materials

# Which sentence(s) best describe your thoughts on the modules?

Place up to 3 dots

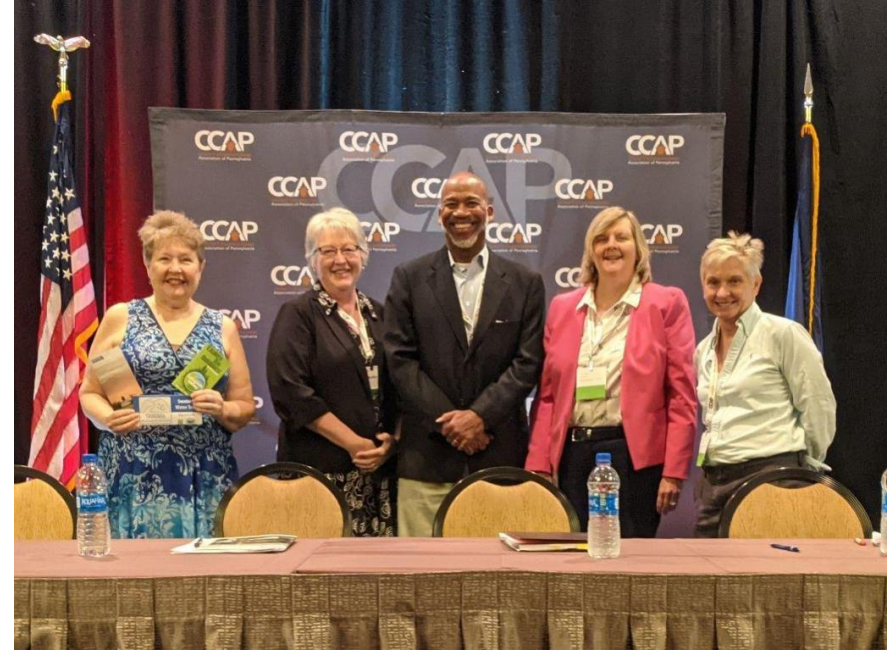
*\*you can place more than one dot  
next to a sentence*



Succinct and clear educational content that is perfect for local officials	
The modules aren't useful to me or my organization	
I think the content and format are valuable, but I haven't used them yet	
I've had success using the modules with local officials	
I am not as familiar with the modules as I would like to be	
As a workgroup, we need to spend more time promoting the modules	
Phase II of this project will make the modules more valuable	

# Local Official Engagement

- Conferences/webinars (2.3, 2.4)
- Magazine articles/blog posts (2.3, 2.4)
- Roundtables/regional meetings (2.3, 2.4)
- Training/certification (2.3, 2.4)
- Peer to peer learning exchange tours (3.1)
- Newsletters/virtual content sharing (2.3, 2.4)





# Content Delivery

Category	Sessions (#)	Partners (#)	Jurisdictions (#)	Officials Engaged (#)
Conferences/Webinars	14	9	7	875+
Magazine/blog articles	6	5	3 (MD, VA, PA)	9,500+
Training/certification	3	3	2 (MD, PA)	59+
Roundtables/regional meetings	8	7	7	214+
Peer to peer learning exchanges	4	10	4 (PA, MD, VA, DE)	91+
Newsletters/virtual content sharing	3	3	7	131+

# How important is it to offer multiple types of engagement options?

**Very important**

**Not important**

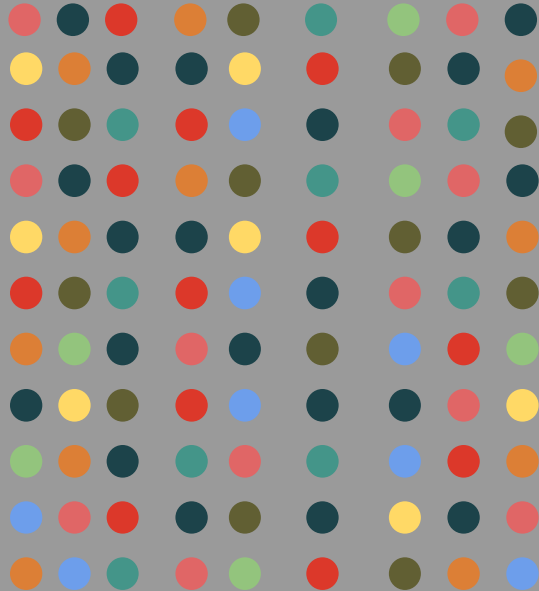
Grab a dot and place it on the spectrum



# Which engagement opportunities were the most valuable to local officials in your network?

Place up to 3 dots

*\*you can place more than one dot next to a category*



Conferences/Webinars	
Magazine/blog articles	
Training/certification	
Roundtables/regional meetings	
Peer to peer learning exchanges	
Newsletters/virtual content sharing	

# Celebrate Successes!



Thank you for all your work over the last two years! These accomplishments are because of the YOUR time and effort.

# Extra Slides

# Conferences/Webinars

- 14 sessions, with 9 partners across all jurisdictions, engaged 875+ officials
  - PSATS April 2021 - [Understanding Your Community's Stormwater Obligation](#) (21 attendees)
  - PSATS May 2021 - [Collaborating for Healthier Waters and a Strong Ag. Economy](#) (17 attendees)
  - MACo Aug 2021 - [Financing Resilience: New Tools in the Toolbox](#) (30 attendees)
  - CCAP Aug 2021 - [The Outdoor Recreation Economy](#) (40 attendees)
  - Rivanna River Basin Commission Sept 2021 - [A Local Government Guide to the Chesapeake Bay](#) (12 attendees)
  - Upper Susquehanna Coalition Sept 2021 - [Chesapeake Bay Program for Local Governments](#) (20 attendees)
  - LGAC Sept 2021 - [American Rescue Plan: Opportunities to Fund Water Infrastructure](#) (436 attendees)
  - MML/MACo Nov 2021 - [How Your Watershed Works - Academy for Excellence in Local Governance](#) (19 attendees)
  - Environment Virginia Conference March 2022 - [Partnerships in the Chesapeake Bay](#) (35 attendees)
  - PSATS April 2022 - [Understanding Your Community's Stormwater Obligation](#) (35 attendees)
  - MML June 2022 - [Equity in Climate Resilience](#) (50 attendees)
  - PML June 2022 - [Federal Funds for Water Infrastructure](#) (20 attendees)
  - LGAC July 2022 - [Infrastructure Investment and Jobs Act Webinar: Opportunities to Invest in Water](#) (170 attendees)
  - CCAP Nov 2022 - The Changing Face of Pennsylvania's Landscape (TBD!)

# Magazine Articles/Blog Posts

- 6 publications with five partners across three states, reached 9,500+ officials
  - PSAB May 2021 - [Borough Officials Seek Answers for Stormwater Management](#) (sent to 956 subscribers)
  - MML Dec 2021 - [Seeking Solutions for Addressing Stormwater-related Flooding Challenges](#) (sent to 2000 subscribers)
  - Hampton Roads PDC May 2022 - [A Local Government Guide to the Chesapeake Bay](#) (sent to 50 subscribers)
  - PSAB May 2022 - [Trees: An Investment Worth Making](#) (sent to 956 subscribers)
  - CCAP Aug 2022 - [Tree Plantings: it's easier if we do it together!](#) (sent to 1500 subscribers)
  - VML Aug 2022 - [Activating Your Outdoor Recreation Economy Through Clean Water](#) (sent to 5000 subscribers)



# Roundtables/Regional Meetings

- 8 events with 7 partners across all 7 jurisdictions engage 214
  - [Lancaster County Roundtable Breakfast](#) Oct 2021 (15 attendees)
  - [Seeking Stormwater Solutions: Getting the MOST for Local Leaders](#) (5 participants)
  - [Seeking Stormwater Solutions: Getting the MOST for Local Leaders](#) (6 participants)
  - Eastern Shore Association of Municipalities (MML affiliate) - [Water Resources Roundtable Discussion](#) Sept 2022 (28 attendees)
  - [Seeking Stormwater Solutions: Getting the MOST for Local Leaders](#) (4 participants)
  - MWCOG - [Chesapeake Bay Awareness Week, A Local Government Guide to the Chesapeake Bay](#) (34 members)
  - LGAC 2021 [Local Government Forum](#) (64 attendees)
  - LGAC 2022 [Local Government Forum](#) (58 attendees)