

Chesapeake Bay Program 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

November 2018 Quarterly Progress meeting: the 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

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; identify 2 or 3 primary issues/outcomes ← today

Phase 4: MB adoption and implementation

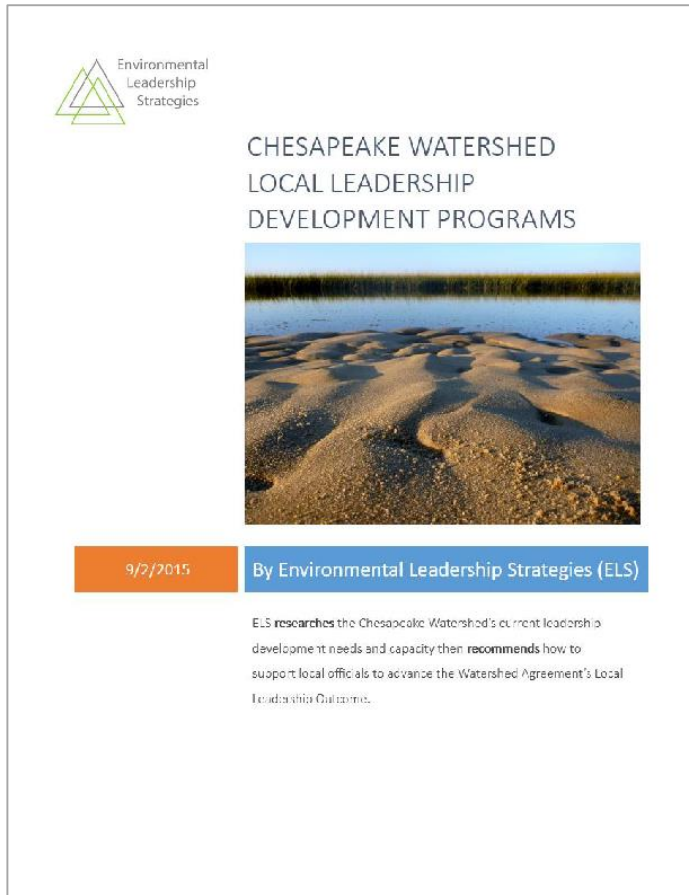


today

*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.



The cover of the report features the Environmental Leadership Strategies logo in the top left corner, which consists of three overlapping triangles. The title 'CHESAPEAKE WATERSHED LOCAL LEADERSHIP DEVELOPMENT PROGRAMS' is centered in a sans-serif font. Below the title is a photograph of a sandy beach with gentle ripples in the sand, leading to a calm body of water under a clear sky. At the bottom, there is a blue bar with the date '9/2/2015' and a white bar with the author 'By Environmental Leadership Strategies (ELS)'. A short paragraph of text is located at the bottom of the page.

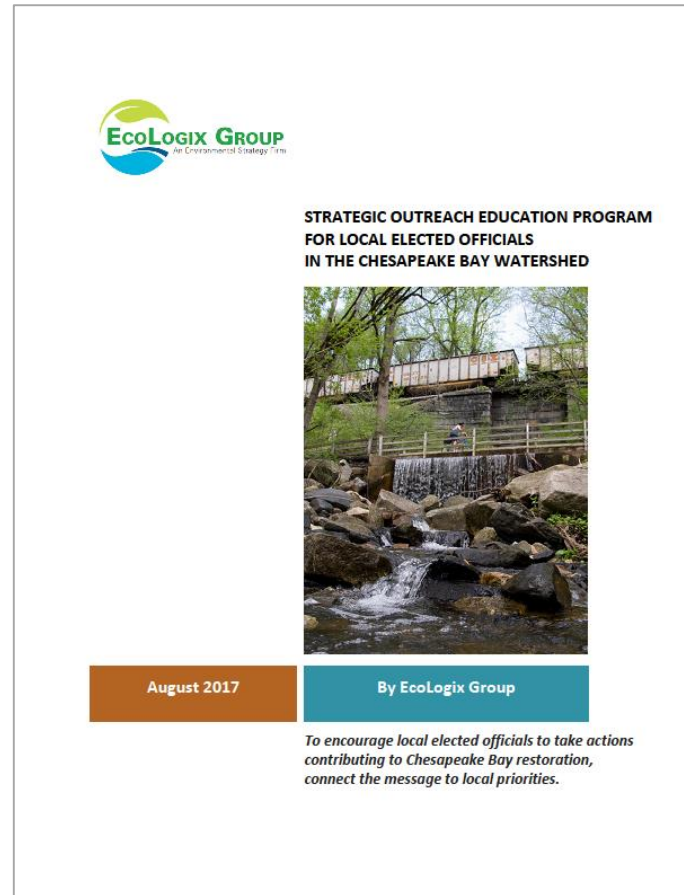
Environmental Leadership Strategies

CHESAPEAKE WATERSHED
LOCAL LEADERSHIP
DEVELOPMENT PROGRAMS

9/2/2015

By Environmental Leadership Strategies (ELS)

ELS **researches** the Chesapeake Watershed's current leadership development needs and capacity then **recommends** how to support local officials to advance the Watershed Agreement's Local Leadership Qualities.



The cover of the report features the EcoLogix Group logo in the top left corner, which includes a stylized green and blue circular graphic. The title 'STRATEGIC OUTREACH EDUCATION PROGRAM FOR LOCAL ELECTED OFFICIALS IN THE CHESAPEAKE BAY WATERSHED' is centered in a bold, sans-serif font. Below the title is a photograph of a rocky stream with a small waterfall, surrounded by lush green trees and a wooden bridge in the background. At the bottom, there is a blue bar with the date 'August 2017' and a white bar with the author 'By EcoLogix Group'. A short paragraph of text is located at the bottom of the page.

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STRATEGIC OUTREACH EDUCATION PROGRAM
FOR LOCAL ELECTED OFFICIALS
IN THE CHESAPEAKE BAY WATERSHED

August 2017

By EcoLogix Group

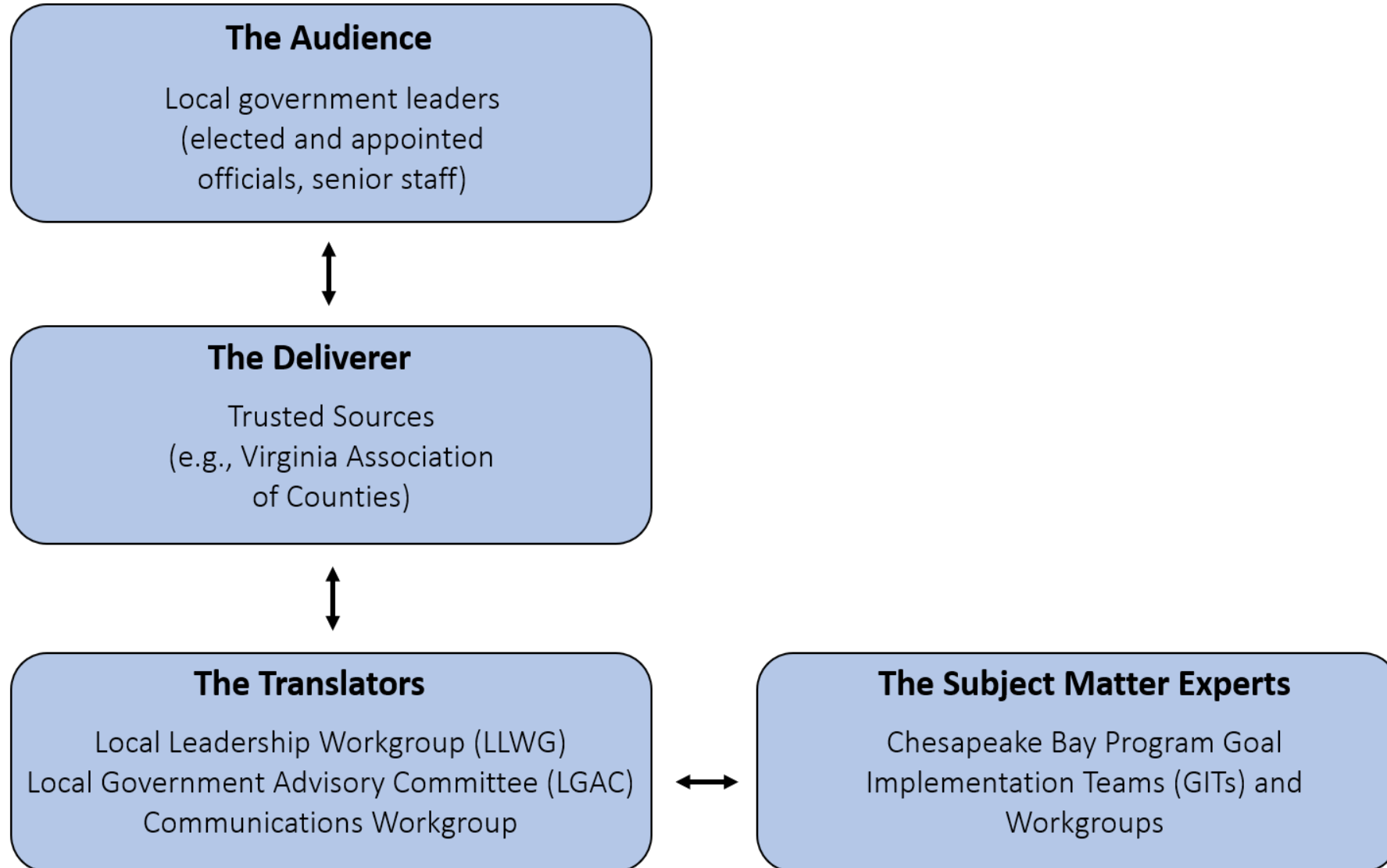
To encourage local elected officials to take actions contributing to Chesapeake Bay restoration, connect the message to local priorities.

Purpose of the Local Engagement Strategy

To present a road map for CBP engagement with local government leaders.

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

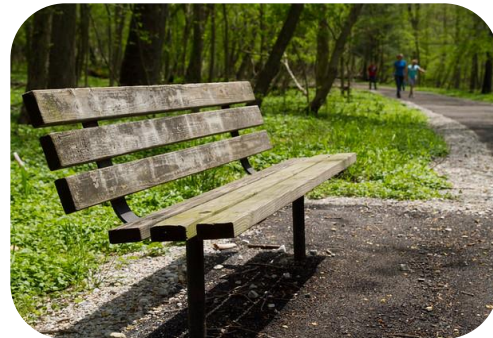


Local Government Priorities

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.

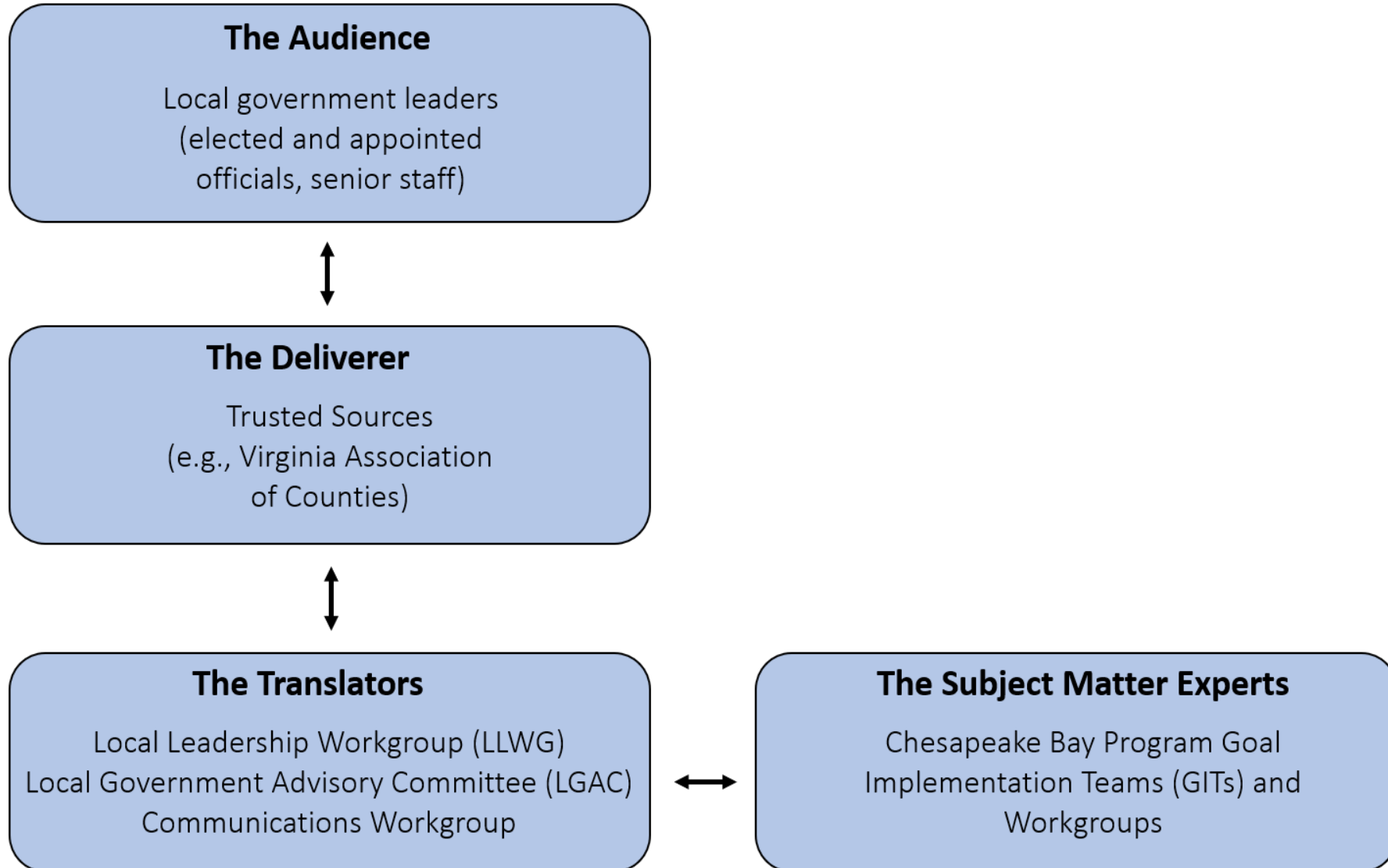
Urban tree canopy provide air quality, water quality and habitat benefits throughout the watershed.



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 Management Board

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