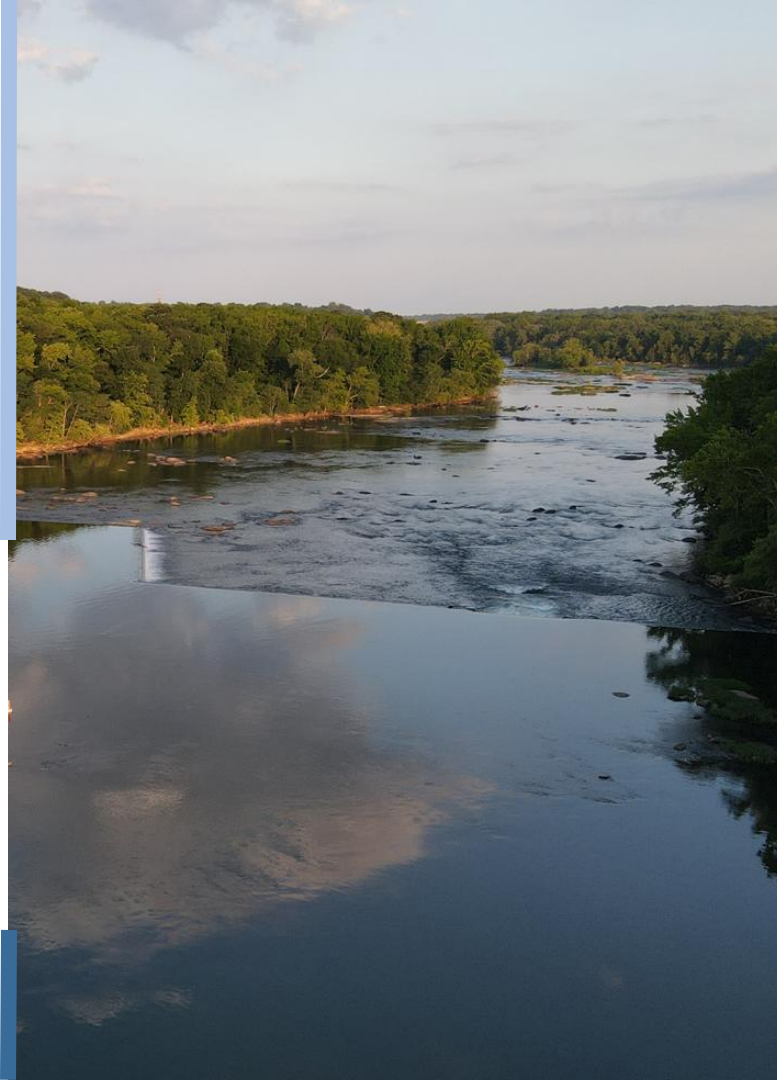


# Tailored Communications: A Local Government Guide to the Chesapeake Bay 2.0

Local Leadership Workgroup

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# Project Need

- Reframe Bay Program goals through local priorities, which are not necessarily the stated outcomes
- Provide accessible, asynchronous learning modules that local officials will want to use
- Allow for local customization and branding



The Chesapeake Bay restoration is about more than the Bay itself. The 2014 *Chesapeake Bay Watershed Agreement* spells out 31 desired outcomes in support of 10 broad goals. They cover a wide range of issues that support a healthy regional ecosystem, from clean water and wildlife habitat to an increasingly diverse public participation in the restoration effort.

According to the state-federal Chesapeake Bay Program, which leads the restoration effort, several outcomes with a 2025 deadline have either been met or appear to be on track. Seven have been deemed unlikely to be achieved and at least five more are challenged with minimal or negative progress or a lack of data. The status of others is unclear because they lack number-based targets or resources to check their status.

This status summary of key outcomes is produced by the *Chesapeake Bay Journal*. The Bay Program's accounting of progress and challenges can be found at [chesapeakeprogress.com](http://chesapeakeprogress.com).

## UNLIKELY



### Nutrients & sediment

**GOAL:** Have all practices and controls in place to reach nutrient and sediment reduction targets to meet water quality standards for the Bay

**CHALLENGES:** Costs of pollution practices, limited funding, competing priorities, unwilling landowners, additional challenges from climate change, filling of Conowingo Dam reservoir



### Forest buffers

**GOAL:** Seventy percent of stream and river shorelines are forested

**CHALLENGES:** Unwilling landowners, lack of technical assistance, inconsistent government buffer programs that are difficult to use, competing water quality practices, low incentives



### Urban tree canopy

**GOAL:** Expand by 2,400 acres

**CHALLENGES:** Conflicting priorities; inadequate or patchy funding or outreach; losses to development, storms and pests



### Diversity & inclusion

**GOAL:** Increase participation by people of color in the Bay Program to 25% and increase their presence in leadership positions to 15%

**CHALLENGES:** Low survey response rate (38% in 2019) undermines data reliability, lack of effective outreach and communication, lack of opportunities to gain training and employment in relevant occupations, need for systemic change slows progress



### Wetlands

**GOAL:** Create or re-establish 85,000 acres of tidal and nontidal wetlands and enhance 150,000 acres of degraded wetlands

**CHALLENGES:** Conflicting priorities, unwilling landowners, limited funding, lack of training, reporting gaps



### Brook trout

**GOAL:** Increase in-stream habitat occupied by wild brook trout by 8%

**CHALLENGES:** Unwilling landowners, limited funding, restoration priorities are often outside Bay watershed, reporting gaps, habitat loss



### Black duck

**GOAL:** Restore, enhance and preserve enough wetlands to support 100,000 overwintering black ducks

**CHALLENGES:** Reporting and information gaps, continued habitat loss and degradation, shoreline disturbance, unwilling landowners

## Progress varies

While seven Bay restoration outcomes have been deemed unlikely to be met, the status of others vary. A few have been achieved, and some appear to be on track for success by 2025. Others face challenges yet to be resolved. Here's a look at some of them.

### CHALLENGED

Far below goal, with minimal or negative progress, or lacking data

- Increase underwater grasses
- Improve stream health
- Keep existing healthy watersheds
- Suggest ways to limit sprawl
- Engage more local leaders
- Increase fish passage

### ON TRACK

Progress rate and funding levels seem adequate

- Restore oysters in 10 rivers
- Maintain a sustainable blue crab population
- Protect more priority lands
- Increase public water access
- Track losses of farmland, forest and wetlands

### ACHIEVED

Currently at target levels

- Manage a stable blue crab fishery

Photos by Dave Hupp with the exception of urban tree canopy by Donna Morelli; diversity by Will Parson/Chesapeake Bay Program; brook trout by U.S. Fish & Wildlife Service; and black duck by Gene Nieminen/USFWS.

# Modules Overview

Developed as self-guided, very visual PowerPoint presentations. Each module is under 30 slides, designed to be easily customized and shared, along with a companion one-page handout. The icons below represent key local government priorities and are used throughout the modules to help you better understand how the information in the modules aligns with your specific priorities and interests.



Economic Development



Public Health & Safety



Infrastructure Maintenance & Finance



Education



DEIJ & Climate Change





# Modules Overview

Each module consists of a customizable presentation, one page handout, a .pdf and video versions of the presentation. In addition to the module themes below, we have included connections to Diversity, Equity, Inclusion, and Justice, and Climate throughout the modules. Each features an overview of the full list of modules and a bottom of slide tracker.



## 1. How Your Watershed Works

*How Your Watershed Works* provides foundational knowledge of the Chesapeake Bay watershed and water cycle and connects the importance of a healthy watershed to the economic development, public health and safety, infrastructure maintenance and finance, and education priorities of local government officials.



## 2. Foundations of Clean Water

*Foundations of Clean Water* provides an overview of the laws and agreements relevant to protecting and restoring the Chesapeake Bay. These protections are the foundations for healthy local waterways across the region.

# Modules Overview



## 3. Clean Water for the Economy

*Clean Water for the Economy* highlights the economic importance of clean water and healthy habitats to lucrative fisheries, like blue crab and oyster, and recreational activities, like hunting, bird watching, and fishing.



## 4. The Benefits of Trees

*The Benefits of Trees* explains how tree canopy, forest buffers, and forest conservation can provide a broad spectrum of benefits for local communities, from economic development to significant public health and safety benefits.



## 5. Preserving Local Character and Landscapes

*Preserving Local Character and Landscapes* highlights the economic, ecological, cultural, and recreational value of the conserved landscapes around the Chesapeake Bay watershed to the people and communities of the region. Conserving these landscapes protects water quality, quality of life, and the many community values associated with these lands.

# Modules Overview



## **6. Protecting Community Infrastructure Through Stormwater Resiliency**

*Protecting Community Infrastructure Through Stormwater Resiliency* provides an overview on how managing stormwater runoff and increasing resiliency can mitigate flooding and flood-related damages to local community infrastructure, while also improving water quality.



## **7. Building the Workforce of Today and Tomorrow**

*Building the Workforce of Today and Tomorrow* highlights the growth in stormwater management and green infrastructure projects and the importance of educating a strong and diverse workforce in operating and maintaining projects.

# Modules Features

The modules are developed to be cohesive but can be taken any order. For consistency, each identifies learning objectives, local case studies, and resources for local implementation.

- **What You'll Learn** - learning objectives and questions that will be answered throughout the module.
- **What You Can Do** - actionable items to engage your community and where applicable, financial assistance to support local actions.
- **To Learn More** - additional resources for further learning about each of the module topics.

Each module references a variety of statistics and data to support its learning objectives. **Reference sources** for statistics, data, and photos can be found along with photo credits within the notes for each of the individual slides. **Glossaries** defining keywords can also be found at the end of each module.

The screenshot shows a digital interface for a module. At the top, a blue header reads "What You'll Learn". Below it, four white boxes with green borders contain the following questions: "What is the Chesapeake Bay Program and how did it begin?", "What governs watershed protection and restoration efforts?", "How does clean water benefit my community?", and "What is my community's role in watershed protection efforts?". Below these questions is a blue header for "Foundations of Clean Water" and another blue header for "What You'll Learn". The main section is titled "What You Can Do" and features four icons: a cloud with rain, a tree, a school building, and a magnifying glass. Each icon is followed by a heading and a list of bullet points with links. The first icon is for "Reduce impervious surfaces in your jurisdiction", the second for "Plant trees and preserve forested areas", the third for "Invest in environmental education and projects within your school systems", and the fourth for "Lead your community". At the bottom, there is a blue header for "To Learn More" followed by a list of bullet points with links to various resources.

**What You'll Learn**

- What is the Chesapeake Bay Program and how did it begin?
- What governs watershed protection and restoration efforts?
- How does clean water benefit my community?
- What is my community's role in watershed protection efforts?

Foundations of Clean Water | What You'll Learn

**What You Can Do**

- Reduce impervious surfaces in your jurisdiction** to reduce pollutants entering your local watersheds. Use these EPA resources to get started:
  - [The Green Infrastructure Municipal Handbook](#)
  - [Enhancing Sustainable Communities With Green Infrastructures](#)
  - [Local Water Policy Innovation: A Road Map for Community-Based Stormwater Solutions](#)
- Plant trees and preserve forested areas.** Trees provide a wide array of community and ecosystem benefits.
- Invest in environmental education and projects within your school systems** to provide dividends in citizen stewardship, community health, and clean water protections.
  - EPA provides \$2 to \$3.5 million in environmental education grant funding each year. [Learn more here.](#)
- Lead your community** to achieve environmental and local government goals by exploring technical and funding resources like grants from the [National Fish and Wildlife Foundation](#), [EPA](#), and your state.

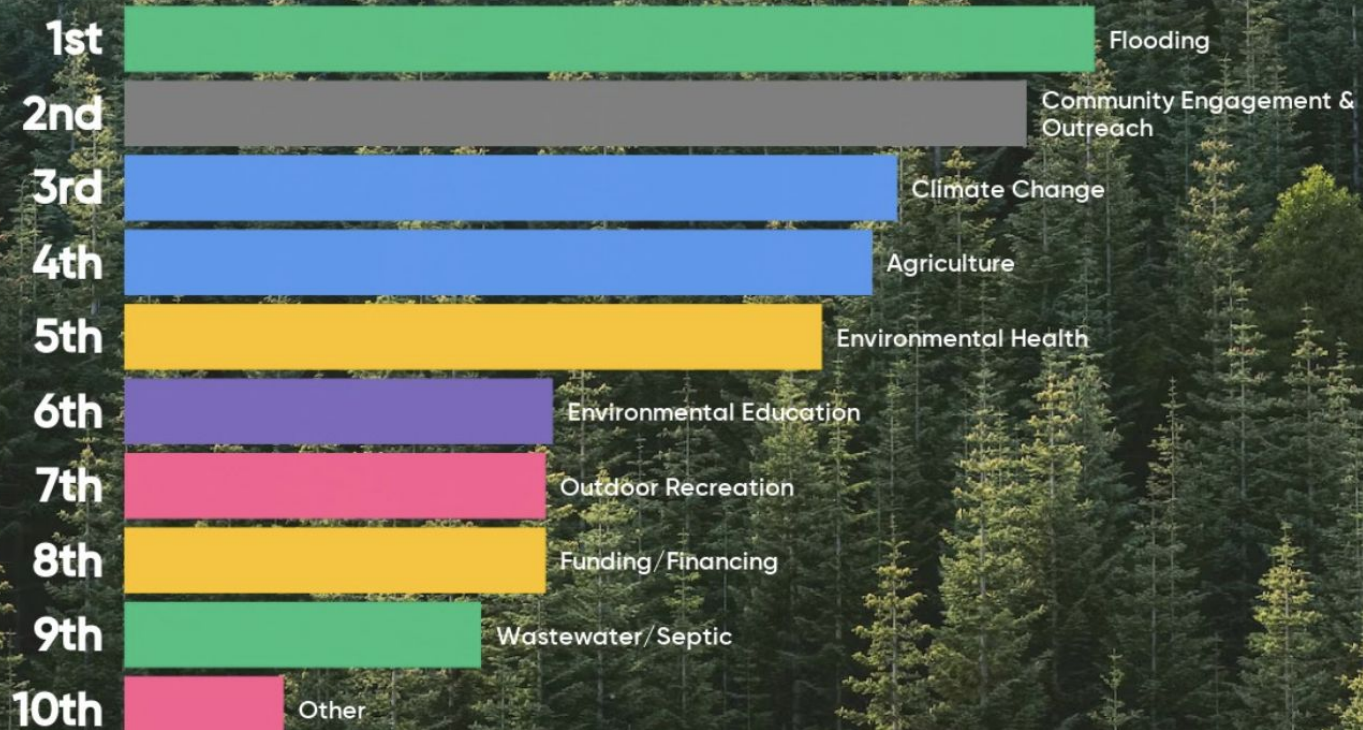
**Share this information with others** to create an even stronger, more resilient community.

**To Learn More**

- Chesapeake Bay Commission's [40th Anniversary Webinar recording and presentation](#)
  - Learn about the history of the Chesapeake Bay watershed protections
- Chesapeake Bay Program's [Restoring the Chesapeake Watershed](#)
  - Hear a brief overview of the formation and progress in this five-minute video
- Chesapeake Bay Program's [Understanding Chesapeake Bay Modeling Tools: A history of updates, governance, policy and procedures](#)
  - Explore TMDLs, the Chesapeake Bay Watershed Model, and more in this short document
- [The EPA Administrators: Looking back at 50 years of environmental protection](#)
  - Hear EPA administrators throughout history talk about their time at the EPA in a 7-minute video



# PLEASE RANK THE TOPICS IN ORDER OF PRIORITY





# Phase II Topics

## 1. Flooding

- Climate change and resilience
- Note: Stormwater covered in Phase I
- Costs, resources and funding

## 2. Agriculture

- Basics of agricultural best practices
- Identify shared goals/interests
- Food security

## 3. Community Engagement

- Best practices for specific outcomes, capacity building, diversity & inclusion, etc.
- Emphasis on case studies

## 4. Environmental Health

- Air quality, water quality
- PFAS, microplastics, septic systems, acid mine drainage, etc.



# Module Timeline

**8/31/22:** Flooding draft module

**9/30/22:** Agriculture draft module

**10/31/22:** Engagement draft module

**11/30/22:** Health draft module

**12/30/22:** All modules finalized

Each draft module will be reviewed by technical experts before being finalized.

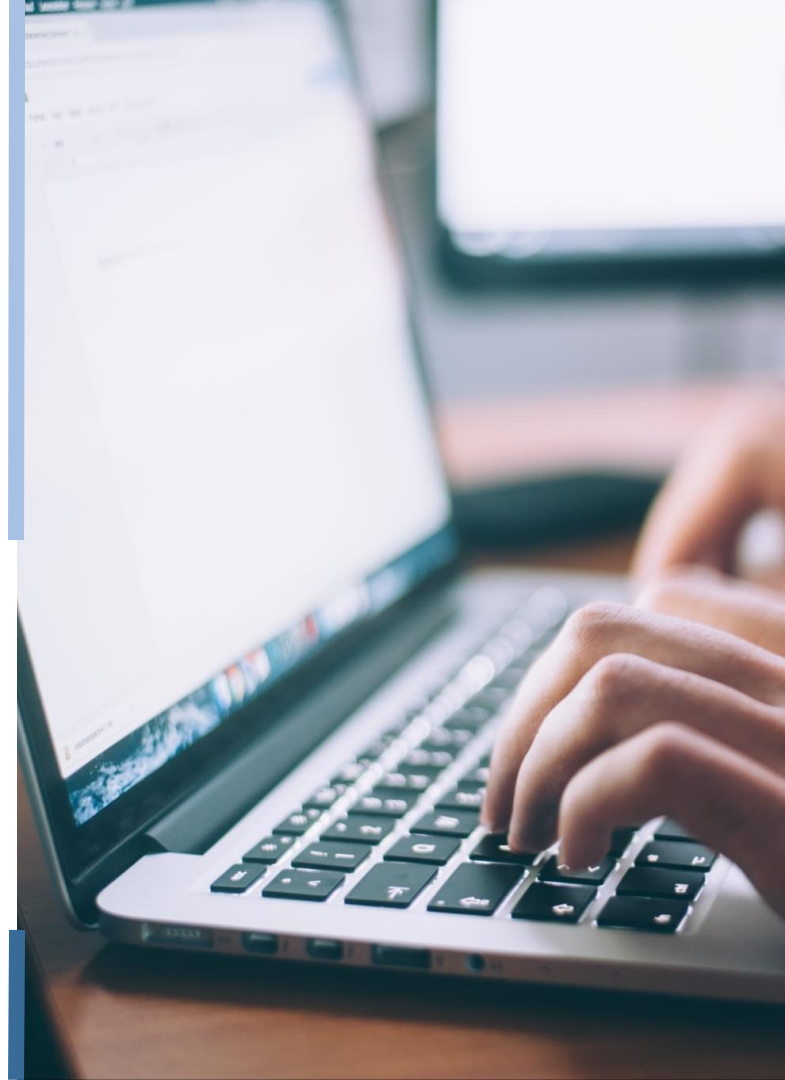


# Project Timeline

**Beginning 2023**, we will work with the Web Team to develop an online database/resource repository.

A beta version will be available at the end of **April** with a final version going live by the end of **June**.

The training session will occur **between April and June** and will be recorded.





Questions?

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