

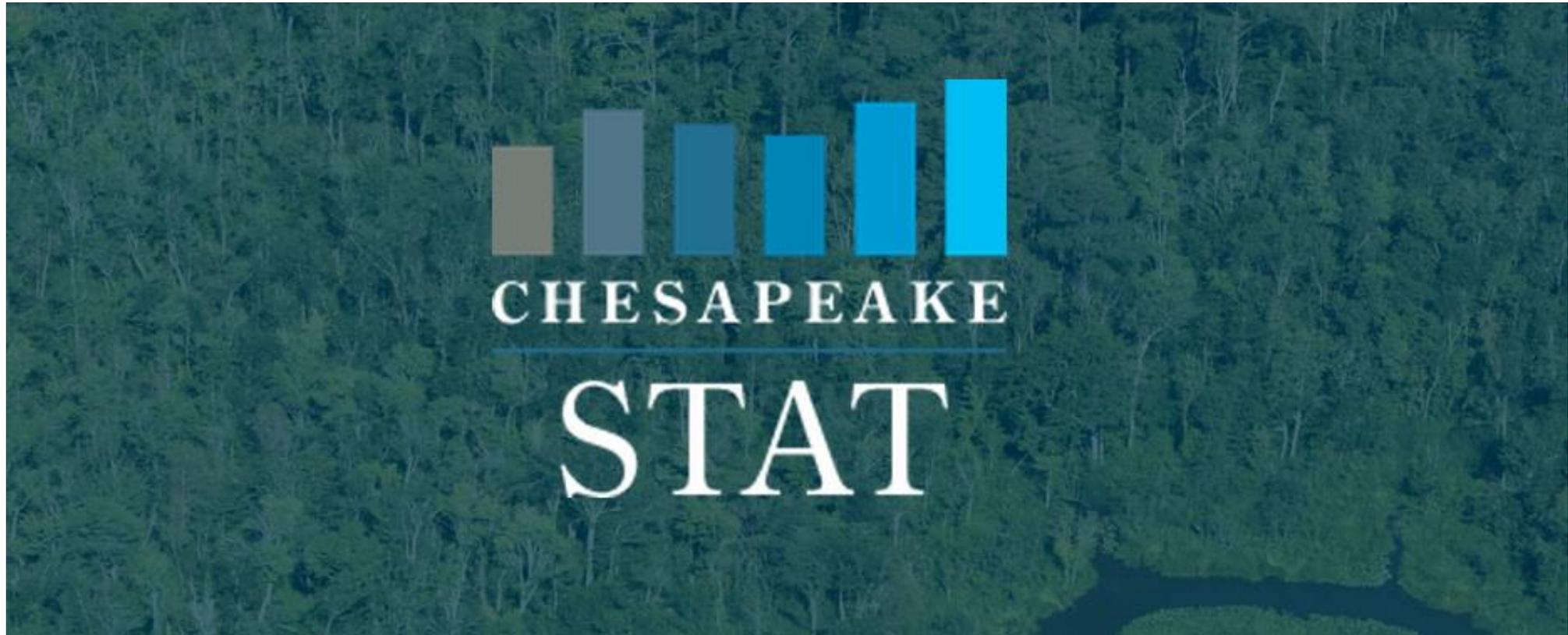


CHESAPEAKE

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PROGRESS

*The first piece in our accountability suite.*



Last spring, the Accountability and Budget Team relaunched ChesapeakeStat.





In ChesapeakeStat, we envision a suite of **accountability products.**

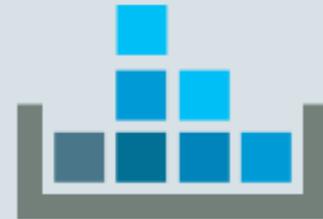
ChesapeakeStat explains how we are governed, how we work and how we can be held accountable for what we do.



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**DECISIONS**



CHESAPEAKE  
**DATA**

Three accountability products will improve information-sharing and decision-making at the Chesapeake Bay Program.



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This winter, the first of these accountability products will launch.

ChesapeakeProgress has a simple purpose and a clearly defined audience.





ChesapeakeProgress helps federal, public and internal oversight groups track our progress toward the Watershed Agreement, understand what impacts our work and determine how this work is funded.



The **federal oversight** audience includes federal agency program managers, political appointees and congressional staff.

The **public oversight** audience includes watershed organization directors, scientists, and field and program managers, as well as think tank analysts, fellows and public affairs managers.

The **internal oversight** audience includes state agency program directors and staff; members of the Chesapeake Executive Council, Principals' Staff Committee and Management Board; and members of Chesapeake Bay Program GITs, workgroups, advisory committees and action teams.

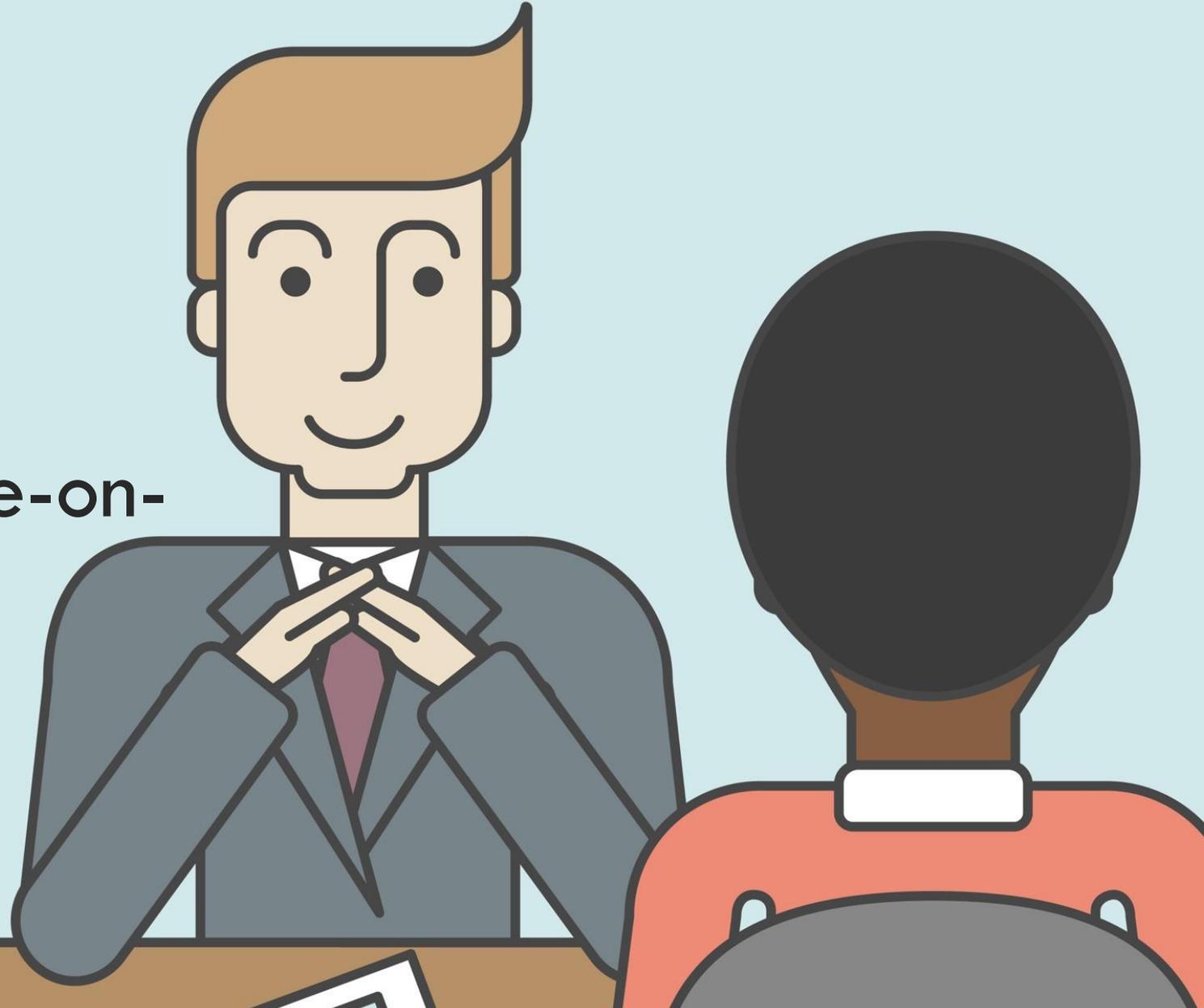


Because we want this site to offer oversight groups a great **user experience**, we conducted extensive research to figure out how to fulfill our purpose and meet user needs.

We reached out to 20+ users.

We developed 30+ interview questions.

We held three group discussions and five one-on-one conversations.





Our research showed us that when it comes to tracking our progress toward the Watershed Agreement, oversight groups want to know...



What is the goal or outcome? Why is it important?

Are we making progress? Why or why not?

- *What is our baseline, target and current status?*
- *What's happening over time?*
- *What affects these trends?*



Who has made what commitments to achieve,  
monitor and assess progress?

Who has allocated what funds toward these actions?



# CHECKLIST

- ✓
- ✓
- ✓
- ✓
- ✓

Let's take a tour.

Abundant Life

Clean Water

Conserved Lands

Engaged Communities

Climate Change

### Abundant Life



We depend on the Chesapeake Bay for our wellbeing: its fish and shellfish give us food and work, while its forests and wetlands clean our air and water. By protecting fish and wildlife and restoring their habitats, we support a balanced ecosystem and sustain our quality of life.

[Learn more](#)

### Clean Water



The rivers and streams of the Chesapeake Bay provide habitat to wildlife and a resource to people. We must limit the pollution we send into these natural pipelines and protect the healthy waters that remain. By restoring degraded waterways and protecting pristine areas, we support clean water across the region.

[Learn more](#)

### Conserved Lands



The Chesapeake Bay is vulnerable to changes we make to the land. Development can pollute rivers and streams, degrade habitats, and harm fish and wildlife. By encouraging smart growth and conserving treasured landscapes, we protect the natural world and support healthy, vibrant communities.

[Learn more](#)

### Engaged Communities



Almost 18 million people live, work and play in the Chesapeake Bay watershed. We all rely on the natural world, and we all play a role in protecting it. Connecting people to this world is vital to fostering stewardship, and fostering stewardship is vital to the health of the Bay.

[Learn more](#)

### Climate Change



A changing climate puts all aspects of life in the Chesapeake Bay at risk. Monitoring and assessing warming temperatures, rising sea levels, extreme weather events and other impacts of climate change helps us create programs and policies that make our resources, habitats and communities more resilient.

[Learn more](#)

The structure is straightforward.

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**PROGRESS**

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# Abundant Life

The Chesapeake Bay supports thousands of species, from the brook trout that swim in its headwater streams to the blue crabs found in its tidal waters. These species cannot thrive alone, but rely on one another and on the lands and waters they inhabit. Even we depend on these creatures and their habitats for our wellbeing: fish, shellfish and waterfowl give us food and work, while forests and wetlands clean the air, improve water quality and protect our communities from floods. Life in the watershed is interconnected. By integrating our work to protect fish and wildlife and restore their habitats, we support a balanced ecosystem and sustain our quality of life.

## Goals

 Sustainable Fisheries

Habitat loss, poor water quality and harvest pressure continue to threaten the sustainability of the Chesapeake Bay's recreational and commercial fisheries. Sustaining fish and shellfish populations supports a maritime culture, a strong economy and a healthy ecosystem.

**Goal**

*Protect, restore and enhance finfish, shellfish and other living resources, their habitats and ecological relationships to sustain all fisheries and provide for a balanced ecosystem in the watershed and Chesapeake Bay.*

 Progress Increased

## Outcomes

-  Blue Crab Abundance →
-  Blue Crab Management →
-  Fish Habitat →
-  Forage Fish →
-  Oysters →

Each theme page describes relevant goals and includes links to relevant outcomes.

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

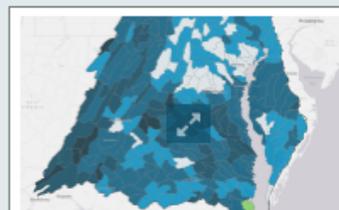
Simple icons depict progress at-a-glance.

## Stream Health

Continually improve stream health and function throughout the Chesapeake Bay watershed. Improve the health and function of ten percent of stream miles above the 2008 baseline.

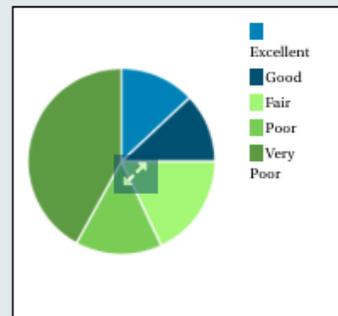
### Progress

Over the last decade, thousands of stream samples have been collected to help us determine the physical, chemical and biological health of our waterways. This information is also used to generate a Chesapeake Bay-wide indicator of stream health: the Chesapeake Bay-wide Index of Biotic Integrity, or Chessie BIBI. In 2010, the Chessie BIBI ranked 43 percent of streams in fair, good or excellent condition and 57 percent in poor or very poor condition. The Chessie BIBI will be updated with additional information from which progress will be measured.



Small Watershed and Freshwater Stream Health (2012)

[JPG](#) [Data \(xls\)](#)



[JPG](#) [Data \(xls\)](#)

[Analysis & Methods](#)

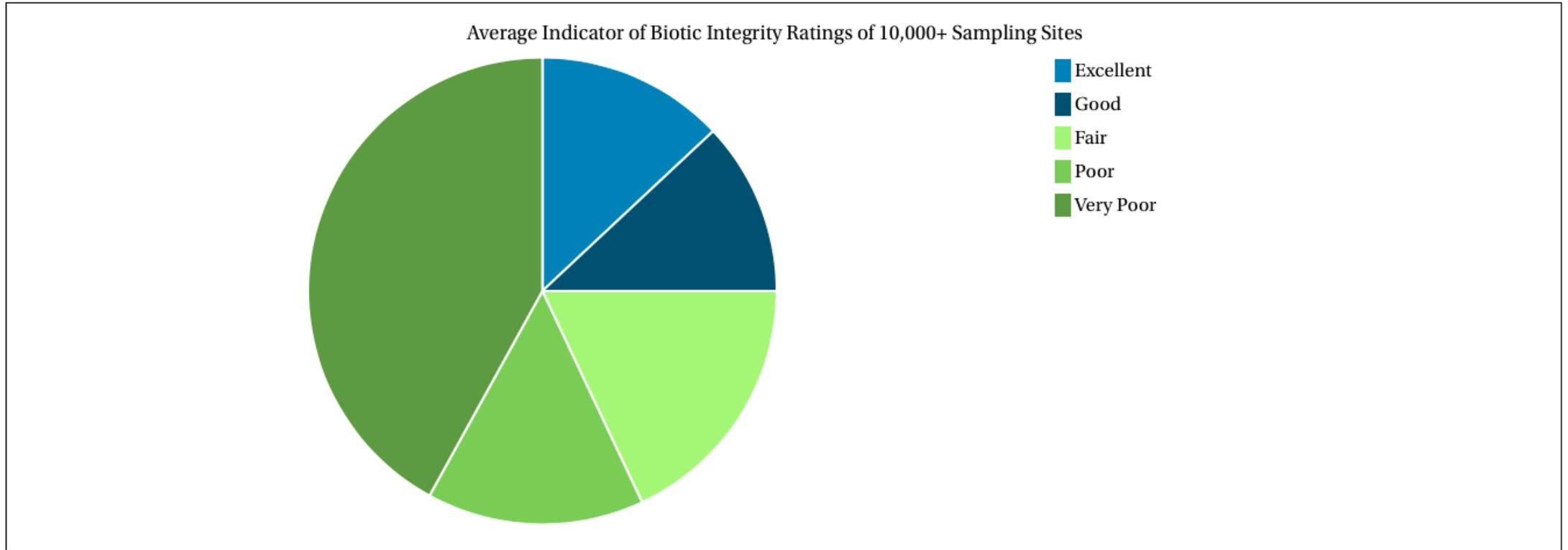
Restoring the health of rivers and streams benefits fish, wildlife and people, and is a key step toward improving water quality in the Bay.

[Learn About Factors Influencing Progress](#)

### Management Strategy

To achieve the stream health outcome, participating partners have committed to:

Plain language makes our progress clear.



Stream Health: 2000-2010

[JPG](#)

[Data \(xls\)](#)

[Analysis & Methods](#)

Charts, maps, and data and analysis documents are downloadable.

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PROGRESS

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# Principles

Fourteen principles guide the Chesapeake Bay Program's work. These principles encompass our partners' collective values and are intended to inform the policies we develop and actions we take to achieve the goals and outcomes of the *Chesapeake Bay Watershed Agreement*.

The Chesapeake Bay Program and its partners will:

- ✓ **Collaborate** to achieve the goals and outcomes of the *Chesapeake Bay Watershed Agreement*.
- ✓ **Seek consensus** when making decisions.
- ✓ **Adaptively manage** to foster continuous improvement.
- ✓ Achieve goals and outcomes in a **timely** way and at the **least possible cost** to citizens.
- ✓ Operate with **transparency** in our decisions, policies, actions and progress reporting to strengthen public confidence in our work.
- ✓ Fairly and effectively **represent the interests of people throughout the watershed**, including a broad and diverse range of cultures, demographics and ages.
- ✓ Acknowledge, support and embrace **local governments** and other local entities in conservation and restoration activities.
- ✓ Engage **citizens** to increase the number and diversity of people who support and carry out conservation and restoration activities.
- ✓ Promote **environmental justice** through the meaningful involvement and fair treatment of all people, regardless of race, color, national origin or income, in the implementation of this agreement.
- ✓ Use **science-based decision-making** and **innovative technologies and approaches** to support sound management decisions in a changing ecosystem.
- ✓ Maintain a coordinated, watershed-wide **monitoring and research program** to support decision-making, track progress and gauge the effectiveness of management actions.
- ✓ Use **place-based approaches**, where appropriate, to produce recognizable benefits in local communities while contributing to larger ecosystem goals.
- ✓ Explore using **social science** to better understand and measure how human behavior can drive natural resource use, management and decision-making.
- ✓ Anticipate **changing environmental conditions**, including long-term trends in temperature, precipitation, sea level, land use and other variables.

Information about the Watershed Agreement gives users context.

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# About Us

ChesapeakeProgress is designed to improve how the Chesapeake Bay Program communicates its progress and accomplishes its work.

## What is ChesapeakeProgress?



ChesapeakeProgress helps federal, public and internal oversight groups track the Chesapeake Bay Program's progress toward the goals and outcomes of the Chesapeake Bay Watershed Agreement. It is the first web product in a suite of sites that will offer access to information about our work to restore the Bay. It includes accurate, up-to-date and accessible data and information on environmental health, habitat restoration and funding.

The About Us and Contact Us pages connect users to the Chesapeake Bay Program.

 accountability

Submit



The search function helps users find what they are looking for.

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**CHESAPEAKE**

**DECISIONS**

ChesapeakeDecisions will support adaptive management:  
learning while doing and adjusting our efforts as needed.

We have already embarked on the discovery process for ChesapeakeDecisions, identifying target users and beginning to explore their needs.



CHESAPEAKE

DATA

ChesapeakeData will support our need to make our data more accessible.



Doreen Vetter  
*ChesapeakeStat Project  
Manager*



Catherine Krikstan  
*Web Content Specialist*



Guy Stephens  
*Director of Web  
Development*

Want to know more? Our team is happy to help.



Oberazzi/Flickr

Questions?