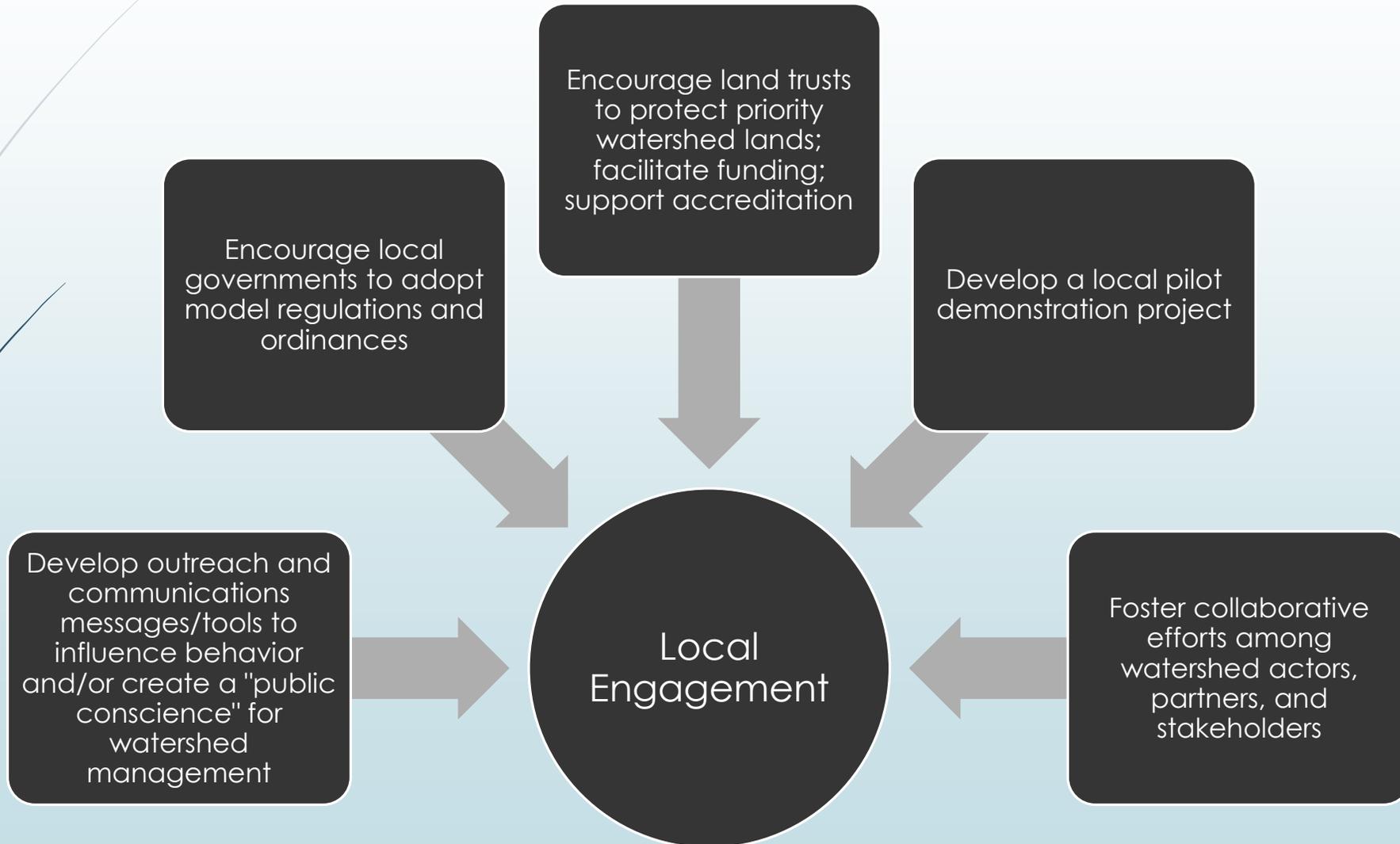




Local Engagement Efforts within the Healthy Watersheds GIT and CBP

March 29th, 2016 GIT Meeting

A few years ago the GIT identified local engagement as a strategic priority to maintain healthy watersheds. "Local" includes local governments, land trusts, other NGOs, and the citizens that live in the Chesapeake Bay watershed.





In late 2014 Donnelle Keech (TNC) devoted some time to look into exactly which local actors we as a Goal Team want to engage with, listed below. She also identified actors' role/power, drivers/interests, and the existing channels to reach such actors.

- Elected officials
- Municipal staff – planners
- Municipal staff – water providers, wastewater treatment operations, engineering, public works
- Municipal staff – stormwater managers, environmental compliance
- Municipal staff – economic development
- Land trusts
- Watershed organizations
- Conservation districts
- TU chapters
- Hiking clubs, bird clubs, paddlers
- Others

Review: Healthy Watersheds Outcome

100 percent of state-identified currently healthy waters and watersheds remain healthy.



Photo Credit: Mike Zarro (mzarro Flickr)

Local Engagement in the Healthy Watersheds Management Strategy

Management Approach #2

Strengthen local commitment and capacity to protect healthy watersheds



Land Trusts



Local Officials



Watershed Organizations



Other champions

“Local leadership is the key to unlocking local potential and harnessing the power and creativity of local actors to protect healthy watersheds.”



Three Key Actions in the Healthy Watersheds Workplan under Management Approach #2

1. Outreach, including: effectively conveying information on the status of healthy watersheds to local stakeholders
2. Identify the various tools that may be used, primarily by local governments, to protect healthy watersheds
3. Leverage funding

Review: Land Use Methods & Metrics Outcome



Continually improve the knowledge of land conversion and the associated impacts throughout the watershed. By 2016, develop a Chesapeake Bay watershed-wide methodology and local level metrics for characterizing the rate of farmland, forest and wetland conversion, measuring the extent and rate of change in impervious surface coverage and quantifying the potential impacts of land conversion to water quality, healthy watersheds and communities. Launch a public awareness campaign to share this information with citizens, local governments, elected officials and stakeholders.



Land Use Methods & Metrics Workplan

There are three management approaches in the workplan:

1. Monitor the (rate of) conversion of forests, wetlands, farmlands (, and impervious surfaces).
2. Quantify the impacts of land conversion on water quality, healthy watersheds, and communities.
3. **Communicate results to public, elected officials, and to the Bay Program**

Review: Land Use Options Evaluation Outcome



By the end of 2017, with the direct involvement of local governments or their representatives, evaluate policy options, incentives and planning tools that could assist them in continually improving their capacity to reduce the rate of conversion of agricultural lands, forests and wetlands as well as the rate of changing landscapes from more natural lands that soak up pollutants to those that are paved over, hardscaped or otherwise impervious. Strategies should be developed for supporting local governments' and others' efforts in reducing these rates by 2025 and beyond.



Land Use Options Evaluation Workplan

The Management Strategy identifies three major tasks to complete the evaluation part of the Outcome by 2017:

1. Determine the spectrum of existing land use “policy options, incentives and planning tools” **currently being implemented at the local and state level**. Although the focus will be on efforts within the watershed, examples of successful efforts outside of the watershed also will be gathered, as appropriate, such as specific examples of cities and communities that have directly addressed the issue of land conversion, like Chicago, Illinois and Portland, Oregon.
2. Consult with Bay Program Communications and Web Team to gather, summarize and place on the Bay Program website or other locations as determined in the Local Leadership Management Strategy approach for **improving transfer of knowledge to locals**, existing studies and reports on the costs, benefits and effectiveness of both **local and state level land use “policy options, incentives and planning tools”**.



Land Use Options Evaluation Workplan

3. **Survey local governments and interest groups** to determine which of the “policy options, incentives and planning tools” implemented at the local or state level have been most effective at reducing land conversion rates; whether the compilation of existing studies and reports on “policy options, incentives and planning tools” placed on the Bay Program or other website (under the second task) is sufficient to meet their needs; and if not, what more do they need to achieve a reduction in land conversion rates.

When completed, the results of the three tasks will indicate whether additional work is needed to fulfill the evaluation component of this outcome and will inform Bay Program partners how to proceed with the strategy development component of this outcome: ***“Strategies should be developed for supporting local governments’ and others’ efforts in reducing these rates by 2025 and beyond.”***



Other CBP local engagement efforts

- ▶ CBP Local Engagement Team led by Julie Winters (EPA)
- ▶ Local engagement effort in the next phase of the WIP
- ▶ Local Leadership Team under the Enhancing Partnership & Leadership GIT
 - Oversees the Local Leadership Outcome
- ▶ Local engagement related management approaches and key actions found in most Workplans

Any more?



Local Leadership Outcome

Continually increase the knowledge and capacity of local officials on issues related to water resources and in the implementation of economic and policy incentives that will support local conservation actions.

Management Approaches:

- (0) Establish baseline and measure progress
- (1) Develop, enhance, expand leadership and training programs
- (2) Increase peer to peer knowledge transfer for local officials
- (3) Improve transfer of knowledge to locals
- (4) Identify and improve key knowledge and information sources