

## Local Area Targets Task Force Guiding Principles

The Local Area Targets Task Force was established to develop recommendations to the Chesapeake Bay Program partnership on whether the Phase III WIPs should include local area targets and, if so, options for how these targets could be expressed in each of the seven Bay watershed jurisdictions. The Task Force will address findings from the Chesapeake Bay TMDL Stakeholder Assessment, including the goal of raising awareness of local partners' contribution toward achieving the Bay TMDL; the technical capacity of the Phase 6 Chesapeake Bay Program's suite of modeling tools; how local implementation addresses local conditions, needs and opportunities, such as local water quality; and the availability of tools to assist in the development and optimization of local implementation strategies.

### **Guiding Principles:**

*The following guiding principles frame the findings, recommendations and next steps proposed by the Local Area Targets Task Force:*

Efforts to develop local area targets and raise awareness of local partners' contribution toward achieving the Bay TMDL should:

1. Accelerate and effectively target the implementation of load reductions.
2. Provide the flexibility to allow for multiple strategies that uniquely address the priorities of local partners in each state jurisdiction, including priorities beyond water quality improvement.
3. Adopt an adaptive management approach in setting clear goals and expectations; evaluating progress as implementation occurs; and having procedures in place for adjusting targets and strategies if necessary.
4. Facilitate clear and consistent engagement and communication with local partners as early as possible, including local targets that make sense at the local level.
5. Be supported by the Chesapeake Bay Program partnership's decision support tools (e.g. CAST/VAST/MAST/BayFAST).
6. Promote schedules, goals and incremental commitments that are realistic and achievable between now and 2025.

### **Justification for the Proposed Guiding Principles**

*Subset of the Principals' Staff Committee Guiding Principles for the 2010 Chesapeake Bay TMDL:*

In June 2008, the CBP Principal's Staff Committee adopted eight guiding principles for the Chesapeake Bay TMDL. Four of those guiding principles relate to the potential development of local engagement strategies:

1. The Bay TMDL should accelerate and focus implementation of load reductions.
2. The Bay TMDL should engage the public about the implementation challenge.
3. The Bay TMDL should allow jurisdictions the flexibility to divide allocations within major basins to meet local needs.
4. The Bay TMDL should keep healthy waters healthy – in essence, do no harm to existing, successful water protection programs.

*Guiding Principles for Engaging Local Partners in Phase III WIP Development (As cited in the Chesapeake Bay Program partnership's Stakeholder Assessment Action Plan):*

- A one-size fits all local engagement approach will not be effective. There must be multiple strategies to engage local entities in each state jurisdiction.
  - For example, strategies could target the larger counties that are currently moving towards implementation or the smaller rural counties that are more resistant to implementation efforts.
- When engaging localities and municipalities, ensure that outreach includes local staff AND elected officials as it is the elected officials who will have to approve strategies to address the Bay TMDL and WIPs.
- Local concerns and priorities must be considered.
  - Understanding the priorities of local partners is important. Improvement of local water quality, considered an unfunded mandate by many, may not be seen as a priority in communities facing challenges in the areas of education, mental health, and public safety.
- Allow for creative and innovative solutions to address pollution in the most cost-effective, efficient manner.
- Utilize local knowledge systems to influence decision making at both the local and state jurisdictional scales.
  - Understand the influence hubs (e.g. key communicators, messengers, and trusted sources) in a local jurisdiction. Use these people and organizations to navigate through the political, social, and economic climate of the locality.
- Engagement of, and communication with, local partners should begin early and be consistent, with clear schedules and expectations provided.
  - This engagement and outreach will need to be repeated as elected officials rotate in and out of office and as staff changes.
- Adopting realistic time horizons for achieving goals between now and 2025 will enable local partners to establish achievable incremental implementation commitments.