



March 17, 2014

Nicholas DiPasquale, Director
Chesapeake Bay Program Office
410 Severn Avenue
Annapolis, MD 21403

Dear Mr. DiPasquale,

As a longtime partner of the Chesapeake Bay Program and a leader in education and community engagement throughout the Chesapeake watershed, the Chesapeake Bay Trust strongly recommends the Bay Program include stewardship as a priority component of a new Bay Agreement. Specifically we suggest adoption of goals by Bay Program partners that will drive the following actions:

- development of a stewardship behavior index to track citizen participation in clean-up actions
- graduation of environmentally literate students from pre-k through grade 12 schools.
- remediation of toxic contaminants from polluted areas in the Bay Program's regional water quality clean-up plans.

K-12 Environmental Education

For over a decade the Chesapeake Bay Program has recognized the importance of and supported environmental education through the existing Meaningful Watershed Education Experience goal. The existence of that goal and the work to support its implementation has propelled efforts that have made the Bay region a national model in the advancement of the field of environmental literacy. Work is currently underway to develop a robust tracking and measurement system to gauge progress towards implementation of the Mid-Atlantic strategy.

We recommend the Bay Program adopt the following ***goal***: **Every student in the region graduates with environmental literacy, having participated in teacher-supported meaningful watershed educational experiences in elementary, middle and high school.**



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The *outcome* for this goal would be the following: Within the first year, develop baseline indicators and metrics to be used to measure subsequent increases in the number of students exposed to high quality environmental education experiences (MWEE's), number of teachers receiving sustained professional development in relevant content and environmental education pedagogy, number of certified green or sustainable schools and number of local education agencies implementing system wide environmental literacy programs.

Public Engagement

The Bay Program has supported community engagement and public outreach initiatives since its inception, demonstrating the importance of such initiatives in the overall effort to advance stewardship regionally. The Chesapeake Bay Trust is making significant strides in the effective implementation of outreach programs designed to change behaviors that will positively impact local water quality. Many local governments are currently funding versions of these programs as part of their MS4/TMDL compliance activities. These outreach programs, when scaled up and designed well, have the potential to reduce the impacts of individual and community practices that are degrading water quality and increase the implementation of practices proven to reduce pollutants and restore streams. The Bay Program can and should increase its role in providing technical assistance to local governments and NGOs that can significantly improve the effectiveness of public outreach programs focused on changing citizen behaviors. Public Engagement should not simply be a principle by which the Partnership commits to operate, but rather a goal that drives partnership actions, establishes a quantifiable baseline and measures incremental progress toward management targets.

We recommend the Bay Program adopt the following *goal*: **Promote and support initiatives that increase the number and diversity of local stewards who support and carry out the conservation and restoration activities necessary to achieve the goals and commitments of the agreement.**

The *outcome* for this goal would be the following: Within the first year, develop a behavior change index to be used to measure changes in the number of individuals engaged in stewardship behaviors at a regional scale. The index would allow for comparison among counties or regions and provide public research data to policy makers to set priorities and inform the design of regional and local programs.

Toxic Contamination

In considering issues of public engagement, the Trust has observed a growing public interest in toxics issues over the past several years. In particular, we have seen increasing concern over contaminants such as PCBs and PAHs which have been shown to contribute to negative human health outcomes. These issues are a valuable way to engage residents of the watershed in a discussion about all water quality issues. In response to public



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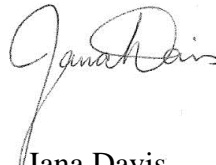
concern and demonstrated gaps in research, the Trust has recently expanded our Pioneer grant program to entertain proposals addressing toxic load reductions.

We recommend the Bay Program modify the existing water quality *goal* to read as follows: **Reduce pollutants, including nitrogen, phosphorus, sediment, and toxics to achieve the water quality necessary to support the aquatic living resources of the Bay and its tributaries and protect human health.**

An additional *outcome* for this goal should include the following: By 2017, all partner jurisdictions include existing toxic remediation plans, TMDL implementation strategies and related programs to abate impacts from toxic contamination in the updated Watershed Implementation Plans.

The ability of the Chesapeake Bay Program to realize its ambitious goals around the Chesapeake Bay Recovery depends on *people* to understand the policies and support the activities needed to advance these goals. A failure to recognize the human element of Chesapeake Bay Restoration within the new Bay Agreement would be a significant oversight. The Chesapeake Bay Trust strongly encourages the adoption of the K-12 environmental education, public engagement goals and outcomes and inclusion of toxics in WIPs and would like to offer our assistance in further refinement of the Stewardship component of the agreement.

Thank you,



Jana Davis
Executive Director



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