



STRATEGIC PLAN

2013-2015

INTRODUCTION

The Chesapeake Bay Local Government Advisory Committee (LGAC) was created by the Chesapeake Bay Executive Council through the 1987 Chesapeake Bay Agreement. The purpose of the LGAC is to advise the Executive Council on how to effectively implement projects and engage the support of the local governments to achieve the goals of the Bay Agreement.

MISSION

To share the views and insights of local elected officials with state and federal decision-makers and to enhance the flow of information among local governments about the health and restoration of the Chesapeake Bay watershed.

GOALS

- Goal: Promote ongoing communication and information exchange between local governments and the Chesapeake Bay Program.
- Goal: Promote local government implementation of water quality initiatives and land use that supports a healthy Bay watershed.
- Goal: Strengthen LGAC internal operations to better involve members and empower them to fulfill their mission.

PRIORITIES AND ACTIONS

1. Communicate regularly with members of the Chesapeake Bay Executive Council, State agencies and other organizations involved in Chesapeake Bay restoration efforts.
 - a. Participate in meetings of regional and state-based organizations that represent local governments to better engage them in LGAC issues and ensure communications on Bay watershed issues, goals and policies.
 - b. Provide an annual report and specific recommendations for action to the EC with particular attention to local needs in individual states.
 - c. Develop a framework for regular ongoing communication of LGAC members with their governor and staffs.

2. Create new opportunities to educate local governments on Chesapeake Bay issues and Watershed Implementation Plans (WIPs) by focusing on local streams, sharing success stories and providing other information.
 - a. Convene workshops for local government officials to share resources and information, identify issues and needs, and gather feedback to bring back to the Executive Council.
 - b. Lead by example and recognize local actions by compiling local success stories (such as Our Waters, Our Towns) and share at meetings, in print, and online.
 - c. Publicize and promote innovative funding models that local governments can use to support Watershed Implementation Plans.
 - d. Develop a set of key local messages and successful tools for elected officials to use for communication with their constituents and colleagues.
 - e. Build an LGAC website, share links to resources, videos, and other useful information, and establish a *Facebook* page to keep members up to date.
3. Maximize the effectiveness and impact of LGAC meetings
 - a. Utilize the strategic plan to focus the agenda for LGAC meetings and include time for strategic dialogue at each meeting.
 - b. Provide assignments and talking points for LGAC members following each meeting and prepare a generic press release that can be customized by members for local media follow-up.
 - c. Utilize a work group/subcommittee structure including an Executive committee to facilitate LGAC priorities.
 - d. Create training and leadership opportunities for LGAC Members and their colleagues.
4. Increase effectiveness by seeking out additional funding sources and building partnerships to help LGAC accomplish its priorities.
 - a. Regularly communicate with the EPA regarding LGAC priorities and ensure LGAC input into EPA's process for contracting the non-profit providing LGAC support.
 - b. Identify priorities for LGAC project funding and potential funding sources.
 - c. Work with the National Fish and Wildlife Foundation and EPA to sustain the success of the annual Local Government Grant and Technical Assistance Program.
 - d. Promote funding for successful efforts, such as the "Circuit Rider Program", that provide direct technical assistance to local governments implementing projects to improve water quality.

