



MEMORANDUM

TO: Lucinda Power and Rich Batiuk, Chesapeake Bay Program Office

FROM: Mary Gattis, Director of Local Government Programs

DATE: July 12, 2017

RE: Jurisdiction Needs related to Local Government Engagement

Attached you will find the document titled [Draft Jurisdictional Needs for the LGEI](#) dated June 5, 2017. This document was prepared by Tetra Tech under Technical Directive #48.

As you will see there is a clear need for ongoing support from the Chesapeake Bay Program Office. I want to call your attention to several items that have been requested by multiple jurisdictions.

1. Open-house strategy sessions for public meetings, listening sessions support and peer-to-peer sessions and conference support were requested by all seven jurisdictions. The Alliance, through funding provided by Town Creek Foundation, is assisting some jurisdictions with developing strategies and materials for public meetings but our capacity is limited. Additional staff support will be needed to meet the jurisdictions needs.

LGAC members have suggested that independently held meetings, with jurisdiction and EPA representatives as invited guests, could be of great value in some regions. Therefore, the Alliance has requested funding from Virginia Environmental Endowment to hold up to six elected official roundtables in Virginia between October 2017 and December 2018. Local Government Advisory Committee members have agreed to host these gatherings. We expect to hear whether the proposal was funded in October 2017. A similar approach may be warranted in other jurisdictions.

Additional support from the Chesapeake Bay Program Office is needed.

2. Phase III WIP Frequently Asked Questions (FAQs) were requested by all seven jurisdictions. These FAQs could be posted on the jurisdictions' websites. This is largely a coordination function involving gathering the most frequently asked questions from jurisdictions and drafting responses which will likely need to be tailored to each jurisdiction.

Additional support from the Chesapeake Bay Program Office is needed. This task would be best handled by Tetra Tech.

3. A Fact Sheet about EPA's Expectations was requested by six jurisdictions. The CBP Communications Office prepared this fact sheet. A copy is attached.

Additional support from the Chesapeake Bay Program Office may be required following release of updated Expectations from EPA.

4. Assistance in developing messages that can be included in press releases, fact sheets, presentations, etc. was requested by six jurisdictions. During the initial phase of the Tetra Tech contract (TD #48) the Hatcher Group prepared an initial document with preliminary messaging. The CBP Communications Office staff is planning to meet with subject matter experts to refine the messaging, however, it isn't clear what audience the messaging will be directed towards. They have said that they intend to test the messaging with several groups before finalizing, and the Alliance has offered to coordinate review by participants in the Local Government Engagement Initiative. I do have some concern that the messaging will be directed at a more general audience, which may not meet the needs of local government.

In addition to messages, some jurisdictions have requested Fact Sheets on the following topics:

- The Model
- Planning Targets and Planning Allocation Methodology

Additional support from the Chesapeake Bay Program Office is needed to draft Fact Sheets on these topics. I believe additional needs will arise as the jurisdictions begin their WIP development.

5. Case Studies were requested by five jurisdictions. A separate document is attached that outlines the specific information and topics the jurisdictions want to see in any new case studies that are prepared. This document reflects input provided by LGAC members and research conducted by the Local Leadership Workgroup. Specifically, there is a desire to move to a more robust case study that inspires action. An intern is currently working under the direction of the Chesapeake Bay Program Communications Director to develop some "next generation" case studies but additional resources will be needed to meet the needs of the jurisdictions.

Additional support from the Chesapeake Bay Program Office is needed to prepare Case Studies that meet the needs of the jurisdictions. *Tetra Tech is well positioned to provide this service since they have a history of writing case studies and understand the needs that have been expressed by participants in the LGEI.*

6. A diagram, list, catalog, or set of BMPs that shows the practice and the co-benefits of the BMP was requested by five jurisdictions. Jurisdictions want to be able to convey information about BMPs in a way that relates to the concerns and issues being addressed by local government, such as flooding, air quality, and community enhancement. Some jurisdictions mentioned focusing on high-priority BMPs. Opportunities to build on BMP information sheets being prepared by Jeremy Hanson should be considered. There was some discussion about creating an info-graphic that showed the top BMPs that might be applied across the landscape.

Additional support from the Chesapeake Bay Program Office is needed to respond to this need.

The Jurisdiction Needs document, which is attached, provides additional details about these and other needs expressed by the jurisdictions. It also includes an estimate of the hours needed to respond to each of the needs.

The Alliance, through the generous support of Town Creek, will continue to assist the jurisdictions by providing individual and group consultation and convening the partners so that they can coordinate and collaborate with one another and the Chesapeake Bay Program Office and EPA Region 3. We have seen that the jurisdictions are committed to engaging local governments in the development and implementation of Phase III WIPs and we welcome the opportunity to work with you to identify the appropriate means for helping the jurisdictions meet their collective needs.