



**Chesapeake Bay Program**  
*Science. Restoration. Partnership.*

# Local Action Cohort Proposal for Local Engagement

April 8, 2021

# Local Action Cohort SRS Meeting

“The Local Action Cohort and the Local Engagement Team (with assistance from GIT 6) will discuss how to address insufficient jurisdictional (state and local) involvement. The group will provide an update at the March MB meeting. Based on those discussions, the team will present a proposal for discussion and decision at the [April] MB meeting.”

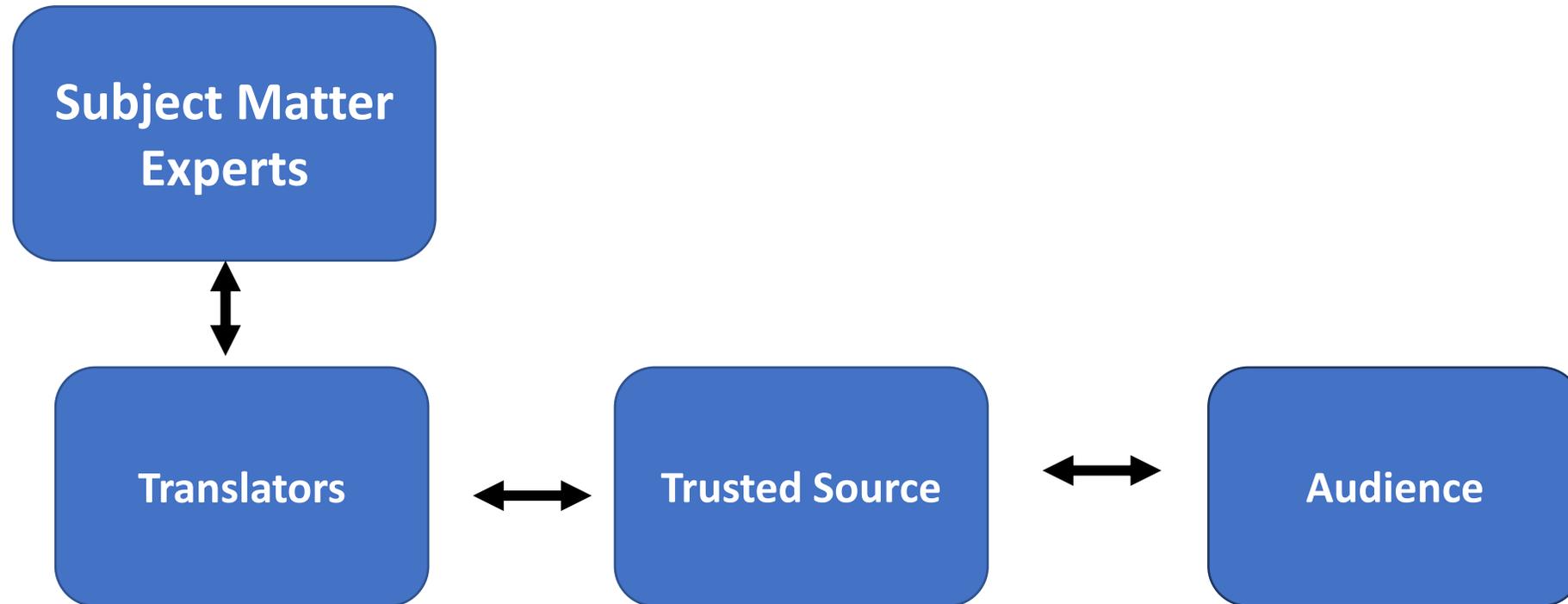
- ▶ We originally came to the MB seeking input relevant to WQ/WIPs but have collected local engagement needs from all GITs.
- ▶ The Local Action Cohort representatives agreed that the Land Use Options Evaluations outcome and the Land Use Methods and Metrics outcome are especially in need of assistance now (as a pilot).

# Challenge:

- ▶ How can the Local Engagement Team help the partners achieve their outcomes? How can we collectively ensure that CBP data/tools will be used by local audiences?
- ▶ How should the partnership engage with local audiences on tree canopy, land use options, land use methods and metrics and local leadership outcomes? How can we be most efficient?
  - **\*\*Recognizing that each jurisdiction is different and local audiences are unique.**
- ▶ (Local audiences are defined as non-state, non-federal partners, including local elected officials, local government staff, farmers, landowners, etc.)

# Proposal

Agree to work collaboratively with the Local Engagement Team to develop and work on a plan of action to best connect the work that the partnership is doing with their existing networks of local audiences.



# Proposal

Establish a team to work with the Local Action Cohort and **MB members** to:

- ▶ Identify key messages and audiences;
- ▶ Identify translators and trusted sources;
- ▶ Refine messages and audience with help from translators and trusted sources;
- ▶ Develop interpretative communication products;
- ▶ Develop objective measures of success that the CBP can influence.

# What we need from Management Board:

Direction on how the partnership should engage with local audiences, including:

- ▶ a framework that outlines processes that will aid in developing connections with member's networks of translators, trusted sources and key local audiences;
- ▶ clear roles/responsibilities for partners and CBP staff;
- ▶ a commitment to following through on these processes/responsibilities including regular check-in meetings to ensure this work stays on track.

# Example

- ▶ **Attendees:** Jurisdiction's department of environment/natural resources representative, Local Action Cohort, Local Engagement Team
- ▶ **Data/Tools:** New high-resolution land use/land cover data
- ▶ **Use of tools:** inform county comprehensive plans (10-year cycle), inform MS4 permits, local advocacy for land protect, local advocacy for tree canopy, forest buffer etc., inform decision-makers

Actions	Audience	Trusted Source	Translators	Subject Matter Experts
	Land Trusts	Jurisdiction's Land Trust Org	Jurisdiction's Communications staff  Land Trust Org	Land Use Workgroup  Jurisdiction Rep  Healthy Watersheds GIT
	County Planners	Chapter of APA  Department of Planning	Department of Planning	Department of Planning  Land Use Workgroup
	Stormwater Engineers, MS4 Coordinators	Municipal Stormwater Association  Chesapeake Stormwater Network	Jurisdiction's Communications Staff  Chesapeake Stormwater Network	Stormwater WG  Jurisdiction's Rep
	Watershed Organizations	Choose Clean Water Coalition	CBP Communications Office	Land Use Workgroup
	Local Elected Officials	State Association of Counties  State Municipal League	Local Leadership Workgroup  Local Government Advisory Committee	Jurisdiction's Rep  Other State Reps  Land Use Workgroup  Healthy Watersheds GIT

# Next Steps

Schedule meetings between jurisdiction representatives, the Local Action Cohort and the Local Engagement Team to:

- Identify the issues, challenges, and actions needed to help meet the partners' outcomes
- Review existing data/tools and communication that may be of interest and/or of use to local audiences
- Review communication pathways of engagement (for the local action cohort outcomes as a pilot)
- Discuss which audiences might be interested in these data/tools and how they might use it in an ongoing way to achieve the partners' outcomes
- Fill-out the example table for each jurisdiction.

**QUESTIONS?**