Land Conservation Goal
Conserve landscapes treasured by citizens in order to maintain water quality and habitat; sustain working forests, farms and maritime communities; and conserve lands of cultural, indigenous and community value.

Outcome
• Evaluation of *policy options, incentives and planning tools* that can help local governments reduce the rate of conversion of agricultural lands, forests and wetlands by the end of 2017
• Development of *strategies* to support local government efforts in *reducing land conversion* rates by 2025 and beyond

*Full outcome language*
What We Want

Support integration into existing CBP efforts
- Invite subject matter experts to present to your relevant groups
- Increase collaboration and incorporate policies, plans, and incentives for reducing land conversion into your work
- Tap into sources for local government engagement and outreach to develop "strategies"
Signatory and initial Participating Partners

Chesapeake Bay Watershed Agreement Signatories
- State of Delaware
- State of Maryland (Department of Planning)
- District of Columbia
- Commonwealth of Pennsylvania
- Commonwealth of Virginia
- U.S. Environmental Protection Agency (EPA)
- Chesapeake Bay Commission (CBC)

Other Key Participants
- Local Government Advisory Committee (LGAC)
- U.S. Fish Wildlife Service (USFWS)
- U.S. Geological Survey (USGS)
- National Park Service (NPS)
- USDA Natural Resources Conservation Service (NRCS)
- The Nature Conservancy (TNC)
Maintain Healthy Watersheds GIT
Renee Thompson, Coordinator
Katherine Wares, Staffer

Note: We are not seeking to form a new workgroup. We aim to better tie into existing efforts.
Setting the Stage:
What are our assumptions?
Reducing the rate of conversion helps maintain:

- Clean water and healthy waters
- Resilience (flooding, climate change, invasives)
- Social and economic benefits
- Drinking water sources
- Critical habitat and connectivity
- Recreational opportunities
### Logic Behind Our Outcome

#### Following the Decision Framework:

<table>
<thead>
<tr>
<th>Factors Influencing</th>
<th>Current Efforts &amp; Gaps</th>
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**Factors Influencing**

- Political and Education Challenges (*legislative engagement*)
- Sustaining the Ag and Forestry Industries (*funding and finances*)
- Ability to Engage Local Governments in Conducting the Evaluation (*education and outreach*)
- Technical Challenges

**Current Efforts & Gaps**

- CBP and HWGIT capacity
- Knowledge of how to package materials effectively for local governments
- Knowledge of how to reach our audience (local governments, planners, and officials)
Following the Decision Framework:

Management Approaches

1. Determine the spectrum of existing “policy options, incentives and planning tools”
2. Gather materials and putting them on a platform local leaders can/will access (in consultation with CBP Comm/Web Team)
3. Survey local governments and interest groups to determine most effective “policy options, incentives and planning tools”
Progress:
Are we doing what we said we would do?
Target:
By the end 2017, evaluate policy options, incentives and planning tools that could assist local gov’ts in reducing the rate of conversion

Progress:
• Approach to Chesapeake Bay Land Use Policy Tasks
• Conservation Land-Use Policy Toolkit
• Healthy Watersheds Forest Retention Project
What is our progress?

**Target:**
By 2025 and beyond, develop strategies for supporting local gov’ts in reducing land conversion rates

**In Progress:**
- In close consultation and coordination with Land Use Methods and Metrics, Local Government Advisory Council, Local Leadership, Communications, Web and GIS Teams.
- Land Policy BMPs
Blue tints represent the proportion of lands* that are threatened by future development.

* Land refers to areas that are suitable for near-term development.
What is our progress?

Approach to Land Policy Tasks (2015)

• Provided recommendations on how to achieve the outcome and outlined 3 tasks

1) Survey to identify effective options and needs

2) Identify existing policy options, incentives, and tools

3) Online repository of policy examples

• Deliverables: Report
Conservation Land-Use Policy Toolkit (2017)

- Determined existing policy options, incentives, and planning tools that could be used by local government planners to reduce the rate of ag, forest, and wetland conversion

- Deliverables: Toolkit, Webinar
Healthy Watersheds Forest Retention Project (2014 – present)

- Phase I: Quantified the value of retaining forestland (economic case for “crediting conservation”)
- Phase II: VA/PA partnership – Worked with localities to identify policy tools and incentives
- Phase III: Implement tools in the field and develop large-scale private sector financing model

Deliverables: Toolbox
What’s in the “Toolboxes”?

- Land Use Policies, Zoning and Regulations
- Local Spending and Tax Policies
- Land Acquisition
- Voluntary Land Protection Techniques
Land Policy BMPs represent coordinated state approaches to implement measures that reduce land conversion rates.

Place an emphasis on each state's roles in supporting and/or encouraging local government efforts to reduce land conversion rates with a combination of land protection and planning strategies.
Challenges: Are our actions having the expected effect?
**Challenges**

**Factors**
- Education and Outreach to Local, State Governments
  

**Gaps**
- HWGIT capacity
- Knowledge on how to package materials and reach audience

**Approaches**
- Gather materials and put them on a platform
- Survey to determine effective options (still needed?)

*(use partner coordination to address)*
Local Engagement Challenges and Needs

- Encourage local governments to adopt model regulations and ordinances
- Develop outreach and communications messages/tools to influence behavior and/or create a "public conscience" for watershed management
- Encourage land trusts to protect priority watershed lands; facilitate funding; support accreditation
- Develop a local pilot demonstration project
- Foster collaborative efforts among watershed actors, partners, and stakeholders
Adaptations:

How should we adapt?
Based on what we’ve learned, we plan to...

Increase Partner Coordination
- Work with CBP groups (LUWG, LGAC, Local Leadership and Comm and Web Team) to distill information into effective materials for local practitioners who influence land use change.

Collaborate with existing CBP Efforts
- Work with other outcomes to incorporate policies, plans, and incentives for reducing land conversion into workplans and projects

- Work more directly with Land Use Methods and Metrics outcome to sync rates of change with “tools” to help locals address vulnerabilities.

Improve Local Government Education and Outreach
- Potentially using the LGEI model to get information out to locals
Cross Outcomes Considerations

**Vital Habitats Goal**
- Brook Trout
- Fish Habitat
- SAV
- Tree Canopy

**Healthy Watersheds Goal**
- Healthy Watersheds

**Land Conservation Goal**
- Protected Lands
- Land Use Methods and Metrics

**Stewardship Goal**
- Local Leadership
>20% developed land negatively affects SAV

>4% impervious surface negatively affects brook trout
What We Want

Support integration into existing CBP efforts

• Invite subject matter experts to present to your relevant groups
• Increase collaboration and incorporate policies, plans, and incentives for reducing land conversion into your work
• Tap into sources for local government engagement and outreach to develop "strategies"
Discussion