BIENNIAL STRATEGY REVIEW SYSTEM
Chesapeake Bay Program

Logic and Action Plan: Post Quarterly Progress Meeting

Local Leadership – 2018-2019

*[NOTE: make sure to edit **pre**- or **post**- in the text above, to tell the reader whether this logic and action plan is in preparation for your quarterly progress meeting or has been updated based on discussion at the quarterly progress meeting.]*

Long-term Target: (the metric for success of Outcome)
Two-year Target: (increment of metric for success)

Instructions: Before your quarterly progress meeting, provide the status of individual actions in the table below using this color key.

Action has been completed or is moving forward as planned.

Action has encountered minor obstacles.

Action has not been taken or has encountered a serious barrier.

Additional instructions for completing or updating your logic and action plan can be found on ChesapeakeDecisions.

Factor	Current Efforts	Gap	Actions	Metrics	Expected Response and Application	Learn/Adapt
What is impacting our ability to achieve our outcome?	*What current efforts are addressing this factor?*	*What further efforts or information are needed to fully address this factor?*	*What actions are essential (to help fill this gap) to achieve our outcome?*	*What will we measure or observe to determine progress in filling identified gap?*	*How and when do we expect these actions to address the identified gap? How might that affect our work going forward?*	*What did we learn from taking this action? How will this lesson impact our work?*
Use Conflict: Competing interests for resources and the attention of local officials	EcoLogix Local Leadership Education findings serving as a foundation for understanding that CBP Partners need to	In many cases, information or products exist, but the information is not getting/being presented to local officials in a way	**2.1** Develop a "watershed booklet" for newly elected officials.			

	use infrastructure improvements, economic development and public safety as a portal for discussion with local elected officials.	that resonates with their communities, so they focus priorities elsewhere.	**2.3** Work with Watershed Agreement outcome leads (e.g. workgroups) that have identified needs related to local elected officials (needs identified via the SRS process or other mechanisms). For example, during the 2018-2019 SRS cycle, both Tree Canopy and Climate Adaptation identified needs related to local elected officials.			
Scientific and Technical Understanding: Information provided to local officials is too technical, too focused on Agreement outcomes (and not local priorities) and uses "Bay Program speak."	FY2016 GIT Funding "Watershed Education Program" project FY2017 GIT Funding "Curriculum Development" project "Chesapeake Watershed: Understanding the Big Picture" video Increase partner capacity to communicate/engage local officials—for example: • WIP templates (and other co-benefits efforts)	Need for easy access to reliable, comprehensible information, including accurate measurement and clear communication of positive changes in the watershed from natural resource, economic, and cultural perspectives. Information should be designed specifically for elected officials, delivered via trusted sources and should therefore build capacity of Partners to communicate/ engage with local government.	**2.1** Develop a "watershed booklet" for newly elected officials. **2.3** Work with Watershed Agreement outcome leads (e.g. workgroups) that have identified needs related to local elected officials (needs identified via the SRS process or other mechanisms).			

	• CBP Cross-GIT mapping effort(s) • Chesapeake Monitoring Cooperative		For example, during the 2018-2019 SRS cycle, both Tree Canopy and Climate Adaptation identified needs related to local elected officials.			
		Few opportunities exist for elected officials to share information and learn from one another that is presented by peers and resonates with their "language" and priorities.	**2.2** Increase peer-to-peer knowledge transfer opportunities for local officials.			
Turnover of local elected and appointed officials	Newly elected official training and education opportunities by trusted sources (e.g. MACo, VACo, MML, VML, PSATS, Rural MD Council, SCD, etc.)	No current assessment exists of training and other opportunities to enhance the education connection of CBP priorities to local priorities.	**1.1** Develop an assessment of current training and other opportunities to enhance the connection of CBP priorities to local priorities.			
		It is difficult (and often expensive) to access databases or other resources that keep updated lists and contact information of current (especially new) elected officials.	**2.4** Establish jurisdiction contacts/network for maintaining updated lists of local elected officials.			
Complexity of watershed creates distinct regional needs	Elected official training and education forums held by trusted	Lack of awareness about these training/education	**1.1** Develop an assessment of current training and other opportunities			

	sources (e.g. MACo, VACo, MML, VML, PSATS, Rural MD Counciel, SCD, etc.) LGAC local elected officials roundtables	and funding opportunities.	to enhance the connection of CBP priorities to local priorities. **1.2** Expand reach of successful training programs and education programs.			
		No existing curriculum to launch the watershed education program, including unique jurisdiction- and/or region-specific opportunities, characteristics, etc.	**1.3** Assist in development of a Tree Canopy pilot module as part of Watershed Curriculum. **2.1** Develop a "watershed booklet" for newly elected officials.			
Public Engagement: Community awareness of and support for watershed protection and restoration activities	Increasing media coverage (CBP and general media) of significant flooding, sea level change, stormwater, and other events Stewardship Index CBP Outreach Coordinator engaging with public regularly Community projects, e.g. Project Clean Stream, tree plantings, beach cleanups, etc. (similar efforts present in all jurisdictions)	Need more visible success stories and highlighting committed stewards/ communities; right now, successes are shared largely in "echo chamber."	**1.2** Expand reach of successful training programs and education programs. **2.2** Increase peer-to-peer knowledge transfer opportunities for local officials.			
		Need a variety of methods to engage local elected officials (webinars, podcasts, infographics, handbooks, blogs, etc.)	**1.3** Assist in development of a Tree Canopy pilot module as part of Watershed Curriculum. **2.1** Develop a "watershed booklet" for newly elected officials. **2.3** Work with Watershed Agreement outcome leads (e.g. workgroups) that			

			have identified needs related to local elected officials (needs identified via the SRS process or other mechanisms). For example, during the 2018-2019 SRS cycle, both Tree Canopy and Climate Adaptation identified needs related to local elected officials.			
Government Agency Engagement at the Federal, State, and/or Local Levels	Chesapeake Bay Commission various efforts Choose Clean Water Coalition and similar advocacy groups	Incomplete engagement has resulted in lack of understanding of the baseline of knowledge or engagement by local leaders in the watershed.	**0.1** Implement approach for determining baseline level of knowledge of local elected officials and monitoring their knowledge and capacity to implement economic and policy incentives that support local conservation work.			
		Need increased focus on engagement at the local level (e.g. via increased peer-to-peer knowledge transfer or other efforts); current efforts address federal and state engagement.	**1.2** Expand reach of successful training programs and education programs.			
			1.3 Assist in development of a Tree Canopy pilot module as part of Watershed Curriculum.			
			2.2 Increase peer-to-peer knowledge transfer opportunities for local officials.			

ACTIONS – 2018-2019					
Action #	Description	Performance Target(s)	Responsible Party (or Parties)	Geographic Location	Expected Timeline
Management Approach 0: Establish baseline and measure progress.					
0.1	Implement approach for determining baseline level of knowledge of local elected officials and monitoring their knowledge and capacity to implement economic and policy incentives that support local conservation work.	Submit recommended baseline methodology to the Office and Management and Budget for approval (survey questions and design previously approved by LLWG and LGAC members).	ACB, Local Engagement and Diversity Coord., consultant (Uncommon Insights)		June 2019 (OMB approval process 6-12 months after June)
		Conduct survey to determine baseline level of knowledge.	ACB, Local Leadership Workgroup, LGAC, Stewardship GIT		January 2020 (pending OMB approval)
		Present to LLWG and LGAC members for input.			March 2020
		Present to GIT 6 and Management Board.			GIT 6 – March 2020 MB – March 2020
		Meet with Stewardship GIT leads to determine path forward to measure changes in baseline via the next iteration of the Citizen Stewardship Index.			TBD – determined by Stewardship GIT time-frame.
Management Approach 1: Develop, enhance and expand leadership and training programs.					
1.1	Develop an assessment of current training and other opportunities to enhance the connection of CBP priorities to local priorities.	Identify and develop list of regional and state-wide training and leadership forums attended by local elected officials (with input from workgroup members, LGAC, etc.).	LLWG Coordinator and Staffer		May 2019
		Update list bi-annually or as opportunities are identified. Where possible, identify Local Leadership Workgroup representatives (or other organizations, as identified by workgroup members) that could participate and/or present on behalf of Local Leadership outcome.			Ongoing
	Expand reach of successful training programs and education programs.	Initiate discussions with organizers in regard to participating in or leading trainings, forums,	LLWG members from MACo,		Ongoing as they occur.

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1.2		etc. on key topics and agendas in the 2019-2020 timeframe.	VACo, MML, PSATS, etc.		
		Participate in designated events and determine best method for delivery/participation.	Varies – TBD for specific event(s).		Ongoing as they occur.
		Report out to LLWG (and LGAC, where appropriate).	Varies – TBD for specific event(s).		Ongoing as they occur.
		Support Urban Tree Canopy Summit 2.0 efforts, including engaging local governments and partners on new tools, guidance and resources (e.g. Financing Urban Tree Canopy Programs guide).	LLWG (in collaboration with USFS and FWG)		Fall 2019
1.3	Assist in development of a Tree Canopy pilot module as part of Watershed Curriculum.	Present initial idea for Tree Canopy pilot module to members of the LLWG and LGAC.	LLWG Chair and/or LLWG Coordinator		March 2019
		Hold joint meeting(s) with Tree Canopy outcome leads to develop ideas for Tree Canopy module under the watershed booklet.	LLWG + FWG Chairs, Coordinators, Staffers and interested parties		Spring 2019
		Report on findings, output(s), etc. to LLWG and Forestry Workgroup.	LLWG + FWG Chair and/or Coordinator		July 2019 (materials to be sent by June 20, 2019)
Management Approach 2: Improve transfer of knowledge to local elected officials.					
2.1	Develop a "watershed booklet" for newly elected officials.	Solicit input on content and delivery from workgroup and LGAC members, i.e. Paper handbook, online repository/educational venue	LLWG Chair and Coordinator, LGAC Chair and Coordinator, ACB		March 2019
		Develop overarching, jurisdiction- and region-specific curricula in collaboration with the LLWG and LGAC.	ACB		September 2019
		Present draft curricula to LLWG, LGAC, and GIT 6 and revise according to feedback.	LLWG Chair and/or Coordinator		LLWG – November 2019 LGAC – November 2019

Action #	Description	Performance Target(s)	Responsible Party (or Parties)	Geographic Location	Expected Timeline
					GIT 6 – December 2019
		Publish first edition of booklet (and supplementary materials, TBD).	ACB		December 2019
		Work with trusted sources for distribution of booklet.	LLWG and trusted sources (e.g. MACo)		December 2019 – ongoing
2.2	Increase peer-to-peer knowledge transfer opportunities for local officials.	Inventory and assess peer-to-peer approaches (formal and informal) inside and outside the watershed (e.g. literature review or other) for effectiveness and applicability.	LLWG Staffer		September 2019
		Conduct one elected official bus tour from non-tidal and tidal regions within the watershed as a pilot for future, more frequent tours in 2020 (funded by NFWF). LLWG and LGAC members will participate in the development of the tour's agenda, location(s), reaching out to potential participants (elected officials), etc.	ACB, LGAC, LLWG		Fall 2019
		On a quarterly basis, explore new and additional opportunities for peer-to-peer knowledge transfers. Present updates at each LLWG and LGAC meeting.	LLWG Coordinator and Staffer		Ongoing LLWG – Jun., Nov. 2019 LGAC – Mar., Jun., Sep., Nov./Dec. 2019
2.3	Work with Watershed Agreement outcome leads (e.g. workgroups) that have identified needs related to local elected officials (needs identified via the SRS process or other mechanisms). For example, during the 2018-2019 SRS cycle, both Tree Canopy and Climate Adaptation identified needs related to local elected officials.	(*February 2019 Management Board Actions & Decisions*)…Develop a general strategy for outcomes/workgroups to engage with local elected officials. Pilot ideas = Tree Canopy, Climate.	LLWG Chair and/or Coordinator, LGAC Chair and/or Coordinator Communications Workgroup		May 2019
		Present draft strategy to Management Board and revise based on feedback.	LLWG Coordinator		May 2019

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		Present final strategy as part of a Strategy Review System update.	LLWG Coordinator		July 2019
2.4	Establish jurisdiction contacts/network for maintaining updated lists of local elected officials.	Draft "living" document (for internal use), to be updated according to election schedules. Where feasible, add links to jurisdiction-specific database pages to the Local Leadership Workgroup page on www.chesapeakebay.net.	LLWG Staffer		August 2019