

MANAGEMENT STRATEGY

Local Leadership

GOAL: Stewardship

OUTCOME

Continually increase the knowledge and capacity of local officials on issues related to water resources and in the implementation of economic and policy incentives that will support local conservation actions.

CURRENT EFFORTS

- Bay funded project to review leadership models and lessons learned across the watershed.
- Exploration of approaches for monitoring progress.
- State-by-state outreach, training and certification and workshops for stormwater and green infrastructure
- Environmental-focused forums through existing forums, such as VACo, MACo.
- Training: Watershed Stewards Academy (WSA), Natural Resources Leadership Institutes (NRLI), Soil and Water Conservation Districts.
- Peer to peer outreach and networking: LGAC, Chesapeake Bay Watershed Forum, Stormwater Partners Retreat, Agricultural Networking Forum, Environmental Finance Workshops, Choose Clean water and Water Resources Education Network conferences.
- Field opportunities for local officials: LGAC tours, Chesapeake Bay Foundation's "Farmers to the Bay," Allison Ferguson Foundation meaningful watershed trips.
- Websites and webinars: Bay Program, Chesapeake Stormwater Network, and others.

GAPS

- Inadequate sharing of knowledge and information among jurisdictional agencies, conservation organizations and local officials.
- Lack of a repository of information from trusted sources.
- Minimal outreach to those outside the natural resources network.
- Lack of awareness about training offerings, training funds, and how to access them.
- Lack of time, funds for local officials travel for training.
- Lack of information about financing options for local environment projects.
- No baseline curriculum for the watershed.
- Inconsistent focus on natural resource management in educational seminars, conducted by municipal and state associations, for local elected officials.
- Planning District Commissions are inconsistent in delivering environmentally-focused training and information.
- Inconsistent prioritizing and funding of environment-related initiatives by states.

MANAGEMENT APPROACHES

- Develop, enhance and expand training and leadership programs.
 - ◊ Work with partners to identify and catalogue the various awareness, training and leadership programs available to local officials. Evaluate and measure the effectiveness of those programs.
 - ◊ Enhance and expand training programs topically and in frequency based on regional needs.
- Increase peer to peer knowledge transfer for local officials.
 - ◊ Review existing peer to peer models, identify lessons learned, coordinate and expand these forums and adapt these networks for continual improvement.
- Improve transfers of knowledge to locals.
 - ◊ Identify existing methods and outreach mechanisms and determine ways to enhance and improve these approaches, establish best practices for reaching less engaged audiences, and periodically review approaches.
- Identify and improve key knowledge and information sources.
 - ◊ Identify and prioritize key information and information sources that benefit local officials, assure that the information is delivered clearly, and continue to improve key messages to build knowledge and capacity.



For the full management strategy, visit: www.chesapeakebay.net/managementstrategies