

## **Guidance for GITs as They Identify Assessment and Accountability Metrics for Public Reporting**

A role of the Goal Implementation Teams (GITs) is to identify assessment and accountability metrics that will be used by the GITs and reported to external audiences. Please see below for key questions GITs should consider to assist in deciding what needs to be reported to external audiences (in contrast to those metrics that will only be used by GITs and/or reported to internal audiences via the *ChesapeakeStat* website).

1. How does this metric tie to larger Bay Program goals (reducing pollution, restoring habitat, managing fisheries, protecting local watersheds or fostering stewardship)?
2. How can we connect this metric to something people are familiar with and support?
3. Is this metric related to something that external audiences already care about?
4. Is this metric related to something people should care about? If so, why should people care about this metric?
5. Who needs to know about this metric? Identify the specific audience(s). For example, watershed organizations, media, interested public, students, teachers, local governments.
6. Is it newsworthy? If so, is there a subject matter expert who can speak well about this topic to the media?
7. What could the average person do to help improve conditions related to this metric? Are there specific actions people can take to help make a difference?
8. When do we expect to see significant progress being made related to this metric?
  - a. We need to let the public know how long to expect before we see significant measurable progress. Exactly how long will it take before we see measurable progress?
  - b. Is that too long to expect the public to envision progress and therefore, care about this metric?