



Chesapeake Bay Program  
*Science. Restoration. Partnership.*

Revised 6/10/26

# **Strategic Plan & Workplan Development**

## FAQs for Authors

**About how long with the  
Strategic Plan be?**

# Estimated Total = 162–198 Pages

Section/ Sub-Section	# of Sections	Recommended Pages per Section	Recommended Page Total
Introduction	1	2-3 pages	2-3 pages
Accountability	1	2-4 pages	2-4 pages
Goal	4	2-4 pages	8-16 pages
Outcome	21	7-8 pages	147-168 pages
Appendix	1	3-7 pages	3-7 pages

Other Program Plans	Years	Total Pgs	Links
PSP Action Agenda	2026-2030	154	<a href="https://pspwa.app.box.com/s/cpor6rbxl1fgmlly9h9rwp81am2fqxcq">https://pspwa.app.box.com/s/cpor6rbxl1fgmlly9h9rwp81am2fqxcq</a>
LIS CCMP	2025-2035	140	<a href="https://lispartnership.org/wp-content/uploads/2025/06/CCMP_Final_Accessible_10-07-2025.pdf">https://lispartnership.org/wp-content/uploads/2025/06/CCMP_Final_Accessible_10-07-2025.pdf</a>
GLRI Action Plan	2025-2029	43	<a href="https://www.glri.us/sites/default/files/2025-12/glri-action-plan-4-202511-43_0.pdf">https://www.glri.us/sites/default/files/2025-12/glri-action-plan-4-202511-43_0.pdf</a>

Note: Page counts listed above are recommendations only. The number of Targets included under each Outcome will likely impact the length of each subsection.

**What opportunities exist for  
stakeholder engagement in  
Management Strategy  
development?**

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# Opportunities for Stakeholder Engagement

- Stakeholder groups are welcome and encouraged, as they are able, to **contribute to the development and implementation** of the Management Strategies through workgroup discussions and time allotted by Goal Teams.
  - Entities that engage in this way should be listed as “Participating Partners” in the Outcome subsection(s).
  - Contact Goal Team coordinators to learn more.
- Public Feedback Period: **January 5 – 31, 2027**

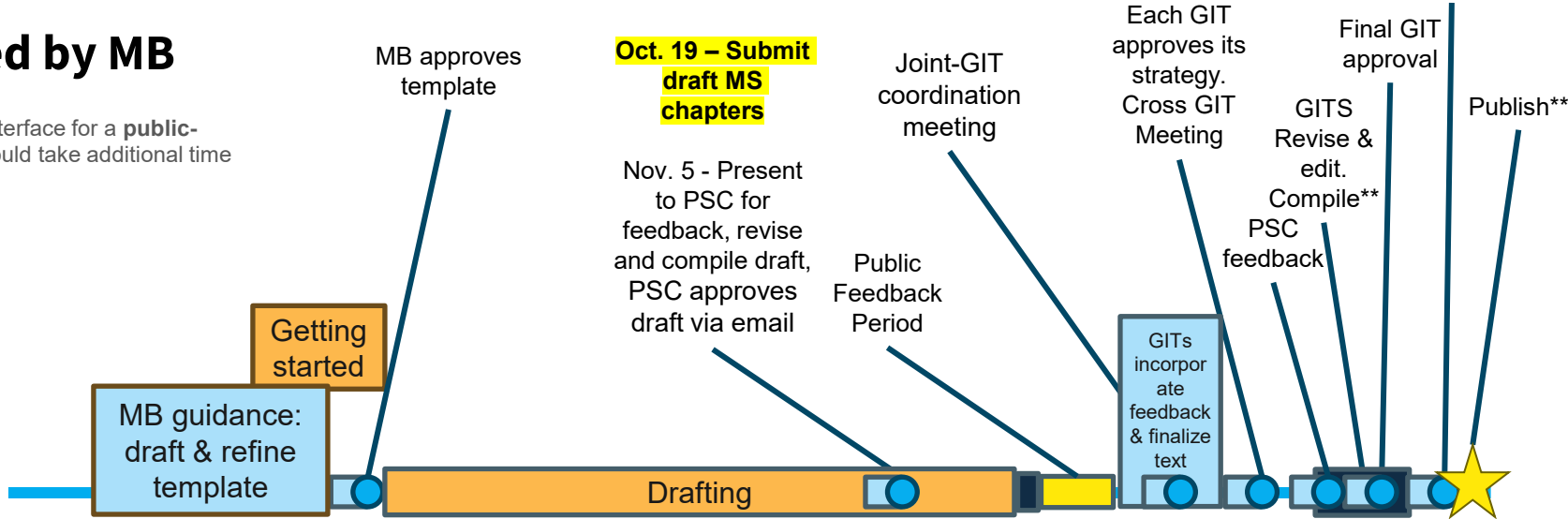
**What is the timeline for  
Development?**

# Timeline

## Approved by MB

\*\*Dynamic web interface for a public-facing content would take additional time

Public Feedback Period for Management Strategies:  
Tuesday, January 5, 2027 through Sunday, January 31, 2027



18-month countdown	Dec 00	Jan 01	Feb 02	Mar 03	Apr 04	May 05	Jun 06	Jul 07	Aug 08	Sep 09	Oct 10	Nov 11	Dec 12	Jan 13	Feb 14	Mar 15	Apr 16	May 17	Jun 18
Month	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Year	25	2026												2027					

# Timeline



**MAY – DECEMBER 2026**  
Drafting

**FEBRUARY - APRIL 2027**  
Incorporate feedback



**JANUARY 5 – 31, 2027**  
Strategic Plan  
Public Feedback Period

**MAY – JUNE 2027**  
Strategic Plan and Workplan  
finalization and approval

# Timeline



**OCTOBER 22, 2026**

Send Strategic Plan draft to Policy Steering Committee (PSC).  
(Chapters due Oct. 19)

**DECEMBER 3-18, 2026**

PSC approves draft Strategic Plan for Public Feedback Period release via email.

**APRIL 2027**

Present revised Strategic Plan to PSC.  
  
Receive and incorporate input

**MAY 2027**

Goal Teams approve Strategic Plan

**MAY 2026**

**JUN 2026**

**JUL 2026**

**AUG 2026**

**SEP 2026**

**OCT 2026**

**NOV 2026**

**DEC 2026**

**JAN 2027**

**FEB 2027**

**MAR 2027**

**APR 2027**

**MAY 2027**

**JUN 2027**

**NOVEMBER 5, 2026**

Present draft Strategic Plan chapters to PSC.  
Receive and incorporate PSC input.  
(Revisions due Nov. 20)

**JANUARY 5 - 31, 2027**

Strategic Plan Public Feedback Period

**JUNE 2027**

**PSC approves Strategic Plan**  
  
**Goal Teams approve Workplans**

**How are key terms defined?**

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# Key Terms


- The Management Board agreed to develop a single Strategic Plan document consisting of a collaborative introduction and executive summary, followed by four Management Strategies that will serve as Goal chapters.
  - Strategic Plan refers to the whole document
  - Management Strategies refers to the individual Goal chapters
- The Strategic Plan and its Management Strategies will be implemented, evaluated, and updated in a six-year cycle.

# Strategic Plan Chapters & Sub-sections



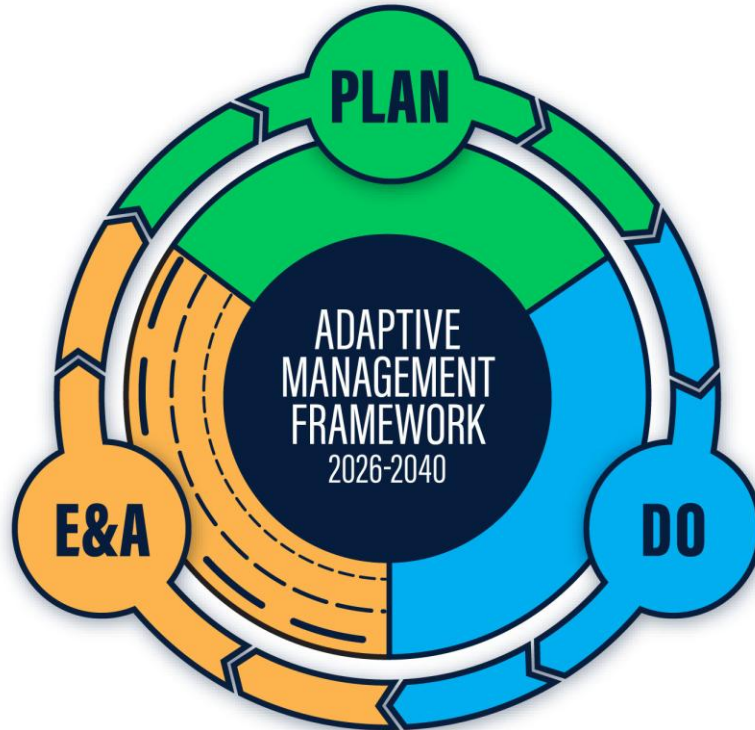


# Key Terms

- Workplan: this document describe the major activities that will be collaboratively undertaken by Chesapeake Bay Program partners to make progress towards Outcome or Target attainment. Workplans over a three-year period.
  - Workplans are updated in a three-year cycle.
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**How do the Strategic Plan  
and Workplan relate to  
Adaptive Management and  
Accountability?**

# Accountability and Adaptive Management



## PLAN

Define goals, priorities, and strategies that guide the work.

## DO

Coordinate and implement initiatives, and monitor progress toward goals.

## EVALUATE & ADJUST

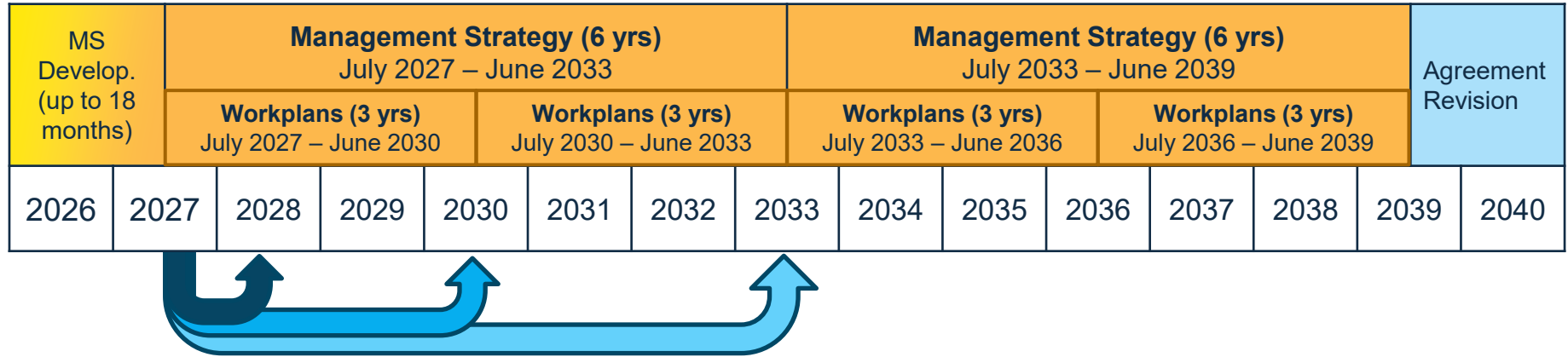
Review outcomes, apply lessons learned, and adapt accordingly.

----- Annual Check-ins

——— Triennial Review (2030 & 2036)

———— Strategy & Program Evaluation (2033 & 2040)

# Accountability and Adaptive Management



- Annual Check-Ins** – extended PSC meetings that communicate progress, and address and prioritize implementation needs
- Triennial Reviews** – cross-program review & symposium to document successes and challenges and initiate new Workplans
- Strategy and Program Evaluation** – assess the current progress towards achieving the Goals and Outcomes of the Agreement, evaluate the efficacy of existing Management Strategies and identifies opportunities for improvement
- In 2040, the Strategy and Program Review will prompt revision to the Chesapeake Bay Watershed Agreement

**How does the Strategic Plan  
and Workplan numbering  
system work?**




# Numbering System

Numbering format used throughout the Strategic Plan, Management Strategies, and Workplan documents:

**[Goal Number].[Outcome Number\*].[Management Approach Number].[Workplan Activity Number]**

\*“0” is used as the Outcome number for Goal-level analyses]



Goal #	Goal Name	Goal #. Outcome #	Outcome Name
1	Thriving Habitat, Fisheries & Wildlife	1.1	Blue Crabs
1	Thriving Habitat, Fisheries & Wildlife	1.2	Brook Trout
1	Thriving Habitat, Fisheries & Wildlife	1.3	Fish Habitat
1	Thriving Habitat, Fisheries & Wildlife	1.4	Fish Passage
1	Thriving Habitat, Fisheries & Wildlife	1.5	Oysters
1	Thriving Habitat, Fisheries & Wildlife	1.6	Stream Health
1	Thriving Habitat, Fisheries & Wildlife	1.7	Submerged Aquatic Vegetation
1	Thriving Habitat, Fisheries & Wildlife	1.8	Wetlands
2	Clean Water	2.1	Reducing Excess Nitrogen, Phosphorous & Sediment
2	Clean Water	2.2	Toxic & Emerging Contaminants
2	Clean Water	2.3	Water Quality, Standards Attainment & Monitoring
3	Healthy Landscapes	3.1	Adapting to Changing Environmental Conditions
3	Healthy Landscapes	3.2	Healthy Forests & Trees
3	Healthy Landscapes	3.3	Land Use Planning & Decision Support
3	Healthy Landscapes	3.4	Protected Lands
4	Engaged Communities	4.1	Local Government Leadership
4	Engaged Communities	4.2	Public Access
4	Engaged Communities	4.3	School District Environmental Literacy Planning
4	Engaged Communities	4.4	Stewardship
4	Engaged Communities	4.5	Student Environmental Literacy Experiences
4	Engaged Communities	4.6	Workforce

# Management Strategies Numbering Ex

## Situation Analysis for Goal 1: Community Habitats and Wildlife

In the table below, the Community Habitats and Wildlife Goal Team has summarized the most critical challenges facing each of its Outcomes that are within CBP's ability to impact or influence. The Goal Team and its Workgroups, as appropriate, have identified those challenges show in **bold** as critical for workgroups to begin addressing within the next six years via the development and implementation of Management Approaches. Challenges associated with Changing Environmental Conditions are denoted with an asterisk (\*).

	Outcomes					
Challenges	1.1 Vernal Ponds	1.2 Salamanders	1.3 Pollinators	1.4 Backyard Birds	1.5 Fields & Pastures	1.6 Woodlands

Backyard Birds is the fourth Outcome under Goal 1: Community Habitats and Wildlife

# Management Strategies Numbering Ex

## Management Approaches for Goal 1: Community Habitats and Wildlife

Management Approach 1.0.1: Design and conduct a survey to understand barriers to homeowners' willingness to adopt practices and opportunities to reduce those barriers.  
All Outcomes within the Community Habitats and Wildlife Goal Team identified property owner willingness to adopt environmental practices as a key challenge to address within the next six years. The Goal Team will create and conduct a survey to determine what factors impact homeowners' willingness to adopt specific environmental practices and what solutions can reduce those barriers. Outcome subject matter experts will identify the specific environmental practices that should be included in the survey. Survey findings will be used to reduce barriers to the adoption of environmental practices, with specific actions identified in Outcome Workplans.

Management Approach 1.0.2: Assess the viability of leveraging Artificial Intelligence and satellite data to expand CBP's capacity for long-term monitoring.

Leveraging technological expertise from signatory partners, universities, NGOs, and workgroup data providers, the Community Habitats and Wildlife Goal Team will stand up a temporary action team to determine if Artificial Intelligence and satellite data can provide a cost-effective means of expanding CBP's for long-term monitoring capacity for tracking progress across multiple outcomes. This action team will collaborate with Outcome leads to define priority monitoring needs, inventory available datasets and computing needs, run pilot studies to benchmark AI models against current monitoring methods, and assess the cost-effectiveness and accuracy of various methods.

### Management Approach 1.0.1

- First Goal
- Goal-level (not Outcome-specific)
- First Management Approach

# Management Strategies Numbering Ex

## Management Approaches

Management Approach 1.4.1 Identify barriers and increase homeowner willingness to install habitats for backyard birds and pollinators

The availability of habitats that support healthy populations of backyard birds have decreased over the past decades. Practices installed on residential properties can create critical corridors and suitable habitats to support migratory and non-migratory species. The Backyard Birds Workgroup will contribute expertise to support the Goal Team's survey of factors that impact homeowners' willingness to install practices and opportunities to reduce those barriers. Using survey results, the workgroup will develop programs and materials that seek to address top barriers to bird-friendly habitat installation.

Management Approach 1.4.2: Decrease window collisions as a source of bird mortality

Bird collisions with building windows result in an estimated 1 billion bird deaths each year. Policy alignment, technical assistance to local governments, and capacity building efforts to expand workforce knowledge, skills and abilities can help communities and homeowners install or retrofit bird-safe window treatments that reduce bird mortality.

Management Approach 1.4.3: Engage citizen scientists in monitoring backyard bird populations and communicate results to participants and stakeholders

## Management Approach 1.4.1

- First Goal
- Fourth Outcome
- First Management Approach

# Workplan Numbering Ex

## MANAGEMENT APPROACH 1.4.2: DECREASE WINDOW COLLISIONS AS A SOURCE OF BIRD MORTALITY

**Narrative Summary:** To reduce bird-window collisions, signatory and academic partners from the Backyard Birds Workgroup will convene establish recommendations for the installation or retrofitting of bird-safe window treatments. Signatory partners will discuss and, where possible, align regulations to support bird-safe window treatments or retrofits. The Backyard Birds Workgroup will then provide technical assistance to help local governments incorporate recommendations and retrofit activities into existing programs and grants, targeting those associated with housing or building weatherization assistance, energy conservation, and community development. Workgroup members will host regional capacity building workshops to expand workforce knowledge, skills and abilities for installing or retrofitting bird-safe window treatments. Through partnership efforts, bird-safe decals will be installed on the windows of 1,000 public buildings and 4,000 private residences to model bird-friendly retrofits and facilitate adoption by others.

**Impact on Outcome and Target Attainment:** By year 3, fatal bird collisions with windows will be reduced by an anticipated 5%. This results in a 1.5% overall reduction to human-related causes of bird mortality in support of the Target of reducing human-related causes of bird mortality by 15% by 2040.

### DESCRIPTION OF ACTIVITIES

Activity Number	Lead Signatory and Participating Partners	Actions	Resource Needed, Committed, and Potential Sources to Fill Gaps	Target Date	Performance Targets and Deliverables	Status Activity Completion
1.4.2.1	<b>Lead:</b> Susan Pevensie, Narnia Birding Department, and Dorothy Gale, Oz Wildlife Division <b>Signatories:</b> Narnia, Oz, Shire and the U.S. Ministry of Magic	Establish recommendations and seek to align state regulations for bird-safe window treatments and retrofits (e.g., threat factor $\leq 30$ products or 2x2/2x4 exterior patterning).	<b>Needed &amp; Committed:</b> Narnia, Oz, Shire and the U.S. Ministry of Magic have identified staff to collaborate on recommendation development and policy alignment discussions.	July 2027 - July 2028	One report on bird-safe window treatment recommendations  Number of signatory partners adopting	

## Management Approach 1.4.2.1

- First Goal
- Fourth Outcome
- Second Management Approach
- First Activity