**Local Leadership Management Strategy Approaches**

**Workplan Brainstorming and Voting Session**

**July 29th 1:20-3:20**

During this brainstorming session of the July 29th kickoff meeting, participants will discuss and clarify all four management approaches listed below and reflected in the final management strategy. Participants will then discuss whether any of the approaches depend on any other management approach being initiated and if there are any activities that need to happen before other activities (i.e., critical paths). Participants will then be asked to vote for top three priority activities across all management approaches to be implemented in the first two-year workplan.

**Management Approach #1 - Develop, enhance and expand training and leadership programs**

Increasing the frequency and consistency of core training on a bay-wide and regional basis can address the wide disparity in knowledge and capacity that currently exists, as well as provide opportunities to focus on specific region by region complexities and unique solutions to informational needs.

**Leadership programs**

* Review and assess programs inside and outside watershed
* Identify local leadership development program or model for watershed
* Incorporate citizen stewardship component to new and existing leadership programs
* Incorporate economics and innovation into new and existing leadership programs
* Develop circuit rider for water resources new and existing leadership programs

**Training Programs**

* Develop local officials training program
* Develop natural resources education curriculum (for current and newly elected leaders)

**Potential Discussion Questions (for all management approaches)**

1. Are there key clarifications that should be made to recommended action?
2. Please consider priority (top 3) activities for first 2 year workplan.

**Management Approach #2 - Increase peer to peer knowledge transfer to local officials**

Peer to peer programs can provide resource recommendations, share lessons learned, and encourage local leaders where the political environment is challenging.

**Peer to peer knowledge transfer**

* Develop formal peer to peer programs across local, regional, and state jurisdictions
* Formalize networking within existing technical, professional, volunteer groups
* Develop metrics to assess benefits of peer to peer approach
* Share recommendations from early adopters – target willing communities

**Management Approach # 3 – Improve transfer of knowledge to locals**

Local officials express concern that while there is a vast amount of available information, the information is not readily available. This approach addresses the need to improve access to new and existing information to local officials and the general public.

**Improve Knowledge transfer**

* Conduct local and regional visioning sessions to identify local priorities
* Identify local organizations (including universities, community colleges) to assist with knowledge transfer; cultivate relationships to achieve broader Bay program goals
* Identify techniques to address knowledge gaps
* Explore and evaluate existing mechanisms for knowledge transfer (e.g. online training centers, webinars, in person meetings)

**Management Approach # 4 - Identify and improve key knowledge and information sources**

This approach acknowledges that local officials needs differ from those of the general public or the scientific community. It also recognizes the need to modify messages for different audiences to build community support and address political obstacles perceived by local decision makers.

* Identify key knowledge (content) and information sources
* News releases targeted to local officials
* Case studies of economic justifications for restoration
* Local government activities related to bay TMDL implementation
* Identify key trusted sources where local officials currently get information
* Improve key knowledge (content) and information sources