

An aerial photograph of a city landscape. A wide river flows from the bottom left towards the center. To the right of the river, a set of train tracks runs parallel to the water. Further right is a multi-lane road with several cars. The background features a dense urban skyline with various skyscrapers under a bright blue sky with scattered white clouds. The foreground is filled with lush green trees and vegetation.

Watershed Educational Materials for Local Governments

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Green Fin Studio

- Environmental communications & marketing firm. 10 years experience, principals have 25+ years in Chesapeake Bay region and with CBP
- We combine scientists, communicators, graphic designers, programmers, and digital media specialists to bridge gaps between science, policy, and broad audiences.
- We work across multiple sectors. Current/recent clients include the following:





Matrix of Local Priorities and Outcomes

- 2017 EcoLogix “Strategic Outreach Education Program for Local Elected Officials in the Chesapeake Bay Watershed” a starting point
- Local priorities of
 - Economic Development
 - Public Health and Safety
 - Infrastructure Maintenance and Finance
 - Education
- Aligned with CBP Goals and Outcomes



Developing the Matrix

- Developing the matrix using information that meets the following **criteria**:
 - Recent literature (<20 yrs old)
 - Geographically relevant
 - Reputable sources (federal, state, local governments; peer reviewed literature; and non-profit/professional organizations)
- Currently ~300 files in folder to review
- Access the developing matrix through G Drive
- Help Needed: Filling gaps in associated co-benefits



Photo: Green Fin Studio, 2020

Developing the Modules

Possible themes

- Chesapeake Bay 101- ecosystem basics (required)
- Legal/regulatory 101- how the laws and regulations fit together and support CBP goals
- Flooding, stormwater, resiliency, and safety
- Trees canopy/Green infrastructure/Habitat
- Land conservation and comprehensive planning
- Diversity, Equity, Inclusion, and Justice

Module development will begin over next month. Formats open for discussion. Materials will focus on providing the basics while allowing for deeper dives, where additional materials are available.



Follow Up Thoughts

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