



Local Leadership Work Plan Discussion Meeting

November 3, 2015

10:00am – 12:00pm

Meeting Notes

Summary of Actions and Decisions:

- **Decision:** Mary Gattis and Joan Salvati will be our workgroup's liaisons to the Stakeholder Assessment workgroup. This group is planning on doing some messaging to local officials, so there is an opportunity to coordinate.
- **Action:** Chair Andy Fellows will send a message to Lucinda Powers to coordinate with this Stakeholder Assessment group.
- **Decision:** The title of the new GIT Funding project will be changed from "Designing a Watershed Education Program for Local Elected Officials" to "Designing a Strategic Outreach Education Program for Elected Officials."
- **Action:** Reggie is reaching out to CBT regarding making this update to the project description ASAP.
- **Decision:** Include elected soil and water conservation district officials (elected in VA and WV, and appointed in PA and MD) in this project.
- **Action:** If you have recommendations or want to volunteer be the advisory group to ACB and contractor on baseline and metric development, please contact Samantha.
- **Decision:** The next draft of the Work Plan will be sent out in the next 7-10 days (no later than November 13).
- **Action:** Please contact Samantha to volunteer to give input on these components of the Work Plan:
 - A. MA 4
 - B. Gap Analysis
 - C. Baseline (serve as advisory to ACB)
 - D. MA 1-3

** We can share content of the draft sooner than November 13 with those who do volunteer to give input. Regardless, all input will be needed by November 25. **
- **Decision:** The next meeting will be in person during the first week of December. We will finalize the Work Plan at this meeting. The next meeting after that will be sometime between January 18-20.
- **Action:** Fill out the poll Samantha will send out for the December meeting.

Meeting Notes:

- I. Introductions (see below for those participating)

- A. Andy Fellows is the new chair of this Local Leadership Workgroup.
- II. Discuss revised Work Plan approach
 - A. Last workgroup meeting was Aug. 19. Since then a small planning team has drafted the Work Plan, which was submitted to a “pens down” deadline yesterday. We recognize that there are many ongoing activities and acknowledge that lots of work needs to be done before we commit to more with the management approaches.
 - B. We recognize the need to develop a baseline and method for measuring progress as well as conduct a gap analysis. We plan to make significant changes to the current draft of the Work Plan to focus on:
 - Developing a baseline and method of measuring progress.
 - Identification of key knowledge and knowledge sources for elected officials (Management Approach 4).
 - Analysis, evaluation, gap analysis for existing programs to be filled by Management Approaches 1, 2, and 3.
 - C. A critical role for this workgroup is to determine how to make the work of other workgroups relevant to local officials.
 - D. We expect to utilize the Stakeholder Assessment by Frank Dukes and the Leadership Program Assessment by Don Baugh and Bob Hoyt. In the Work Plan, we will build in specific actions for coordinating with the Stakeholder Assessment group and we want to be specific about our role to do this coordination.
 - **Decision:** Mary Gattis and Joan Salvati will be our workgroup’s liaisons to the Stakeholder Assessment workgroup. This group is planning on doing some messaging to local officials, so there is an opportunity to coordinate.
 - **Action:** Chair Andy Fellows will send a message to Lucinda Powers to coordinate with this Stakeholder Assessment group.
 - E. Another topical area of knowledge to focus on in the WP: WIP and the CB TMDL. The report from last year identified that there is not an understanding of the big picture.
- III. Highlights of the Chesapeake Watershed Local Leadership Development Programs Report
 - A. This report was completed by Environmental Leadership Strategies; principles were Bob Hoyt, Don Baugh with CBC playing an advisory role.
 - B. The purpose was to support the LL Outcome.
 - C. Question: Do we need a leadership program for officials? Are there existing programs? What would a new program look like?
 - D. Eighteen MD, VA, PA, DC officials were identified and interviewed (mix of urban, suburban, and rural). Web research was conducted on 20 leadership programs and ten were reviewed in the report.
 - E. Recommendations: Efforts to be focused on *elected* officials because of their role as decision makers. Appointed and senior staff have more longevity, so education needs to be focused on elected, who have a higher turnover. Education needs to be focused on the issues relevant to their geographic area and pollution sources.
 - F. Needs: Big picture of watershed restoration (Interviews: none had a big picture of watershed restoration and how their localities fit into the big picture), best practices

to use in their jurisdiction, and technical details/knowledge to be able to explain to others.

- G. Report available on [the webpage for this meeting](#).

IV. Discuss FY15 GIT Funding project: “Designing a Watershed Education Program for Local Elected Officials”

- A. This funding will build on the recommendations of the Local Leadership programs report and coordinate with the local leadership Work Plan.
- B. The RFP for this project will be released in the next month, and the contract is expected to be in place by February 2016.
- C. This will build on the first report and focus on expanding training/leadership programs and improving knowledge transfer.
- D. This contractor will be an advisor to our workgroup. They will plan/organize research and analysis as needed on topics identified by the workgroup, organize up to four focus groups, present and discuss the feedback from the focus groups, provide detailed feedback on Work Plan.
- E. The project description can be found on [the webpage for this meeting](#).
- F. **Decision:** The title of the project will be changed from “Designing a Watershed Education Program for Local Elected Officials” to “Designing a Strategic Outreach Education Program for Elected Officials.”
 - o **Action:** Reggie is reaching out to CBT regarding making this update to the project description ASAP.
 - o **Decision:** Include elected soil and water conservation district officials (elected in VA and WV, and appointed in PA and MD) in this project.
- G. Focus group ideas:
 - o Translate information to locals for beneficial uses.
 - o Develop work plan activities to acknowledge the learning continuum of diverse local officials.

V. Discuss revised Work Plan

- A. The most emphasis will be on: Management Approach 4 (identification of knowledge and key knowledge sources for elected officials), baseline, and gap analysis. We will still address Management Approaches 1-3, but this will not be the emphasis.
- B. Alliance for the Chesapeake Bay has a contract with CBP to begin developing a baseline to identify how we will measure knowledge. This is a very difficult thing to measure. A contractor will determine what we need to measure, then develop a method to establish the baseline and measure progress toward the outcome. We need a small group of people to consult while developing RFP, help select contractor, and come back to workgroup for feedback as needed. This will be a year-long commitment.
 - o **Action:** If you have recommendations or want to volunteer be the advisory group to ACB and contractor on baseline and metric development, please contact Samantha.
- C. **Decision:** The next draft of the Work Plan will be sent out in the next 7-10 days (no later than November 13).

D. Action: Please contact Samantha to volunteer to give input on these components of the Work Plan:

- MA 4
- Gap Analysis
- Baseline (serve as advisory to ACB)
- MA 1-3

** We can share content of the draft sooner than November 13 with those who do volunteer to give input. Regardless, all input will be needed by November 25. **

VI. Next Steps,

- A.** Small teams to review and discuss management approaches and plan focus groups.
- B.** Workgroup members provide written comments by end of November.
- C.** Next meeting early December. Discuss future meeting/conference call schedule.
 - **Decision:** The next meeting will be in person during the first week of December. We will finalize the Work Plan at this meeting. The next meeting after that will be sometime between January 18-20.
 - **Action:** Fill out the poll Samantha will send out for the December meeting.

VII. Adjourn

Attendance:

Greg Evans, VA DOF
Mike Foreman, VA DCR
Charlotte Katzenmoyer, Lancaster, PA
Greg Allen, EPA
Reggie Parrish, EPA
Andy Fellows, College Park, MD/EFC
Carin Bisland, EPA
Joan Salvati, VA DEQ
Joe Swift, Baltimore COE
Nancy Nunn, Harry Hughes Center for Agroecology
Rick Vilello, State of PA
Mary Gattis, LGAC
Maria Broadbent, Annapolis, MD
Mark Charles, Rockville, MD
Ed Knittel, PA State Association of Boroughs
Pam Shellenberger, York County, PA
Jennifer Walls, DE DNRC
Jessica Blackburn, CAC
Julie Winters, EPA
Rhonda Manning, PA DEP
Bevin Buchheister, CBC
Chris Thompson, Lancaster County Conservation District
Matthew Pennington, WV