**FY15 GIT Funding Project Form**

**Goal Implementation Team: Enhance Partnering, Leadership and Management**

**GIT Priority Ranking: 1**

**Proposal Tracking Number: (assigned prior to RFP release)**

**Table 1: Project Description**

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| **Project Title** | Designing a Watershed Education Program for Local Elected Officials |
| **Project Category** | Workplan Development; Metrics; Implementation Projects; Other |
| **Goal/Outcome** | Stewardship Goal/Local Leadership Outcome – Continually increase the knowledge and capacity of local officials on issues related to water resources and in the implementation of economic and policy incentives that will support local conservation actions. |
| **Estimated Cost** | $75,000 |
| **Justification: Description of why this work is needed in support of a management strategy?** | This project will directly support two approaches outlined in the Local Leadership Management Strategy: 1) to “develop, enhance and expand training and leadership programs” and 2) to “improve transfer of knowledge to local officials.” It will build on the previous GIT Funded project and report (“*Chesapeake Watershed* *Local Leadership Development Programs”).*  More specifically, this project will support the Local Leadership workgroup in developing specific recommendations related to:   * baseline knowledge and capacity of local officials; * existing and proposed local officials knowledge building forums (online and in person); * peer to peer and other mentoring programs for local officials; * knowledge transfer approaches and mechanisms for local officials; and, * key knowledge and content for local officials. * establish metrics to evaluate success of program meant to increase knowledge and capacity of local officials.   The project will focus on information gathering and gap analysis related to audience needs, detailed design of programs, products, etc., and development of cost estimates, funding sources, recommended approaches to sustained implementation, and metrics to evaluate success. |
| **Cross-Goal Benefits: What other goals may be advanced through this work?** | Many of the Agreement’s goals such as improving water quality, limiting conversion of forests and farms, increasing urban tree canopy, protecting healthy watersheds, and increasing public access depend on local action. By increasing the knowledge of local officials about what needs to be done, and why, and increasing their capacity to adopt local laws, policies and funding, this project will support all of the aforementioned goals. |

**Table 2: Project Details**

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| **Technical Lead** | Reggie Parrish |
| **Detailed Statement of Work (1),(2)** | 1. In consultation with the Local Leadership workgroup coordinator and Chair, organize and conduct a strategic outputs discussion with the Local Leadership workgroup. The meeting agenda and outcomes should reflect work to date, including Local Leadership Management Strategy, draft Local Leadership workplan, summary of workgroup feedback and recommendations, Assessment of Local Leadership Development Programs report, and other relevant reports and documents. 2. Based upon strategic outputs discussion, recipient will recommend revisions to workplan. 3. In consultation with workgroup coordinator and Chair, recipient will organize, facilitate, and summarize and present findings from up to four focus groups on topics related to management approaches (examples listed above).   Final focus group membership shall be approved by CBPO project lead, but in general shall include local government officials, communications professionals, watershed restoration experts and leadership program experts identified in the *Assessment* report.  Focus groups should be conducted to reflect information gathering and gap analysis tasks, help develop detailed watershed education and training program design recommendations, including content, costs, funding and sustainability estimates and considerations.   1. Recipient will attend Local Leadership workgroup meeting to report focus group findings to workgroup for discussion. 2. Develop a final report highlighting focus group findings and recommend a preferred delivery mechanism(s) for the watershed education and training. The report should contain specific and detailed suggestions for program (mechanism) content and design as well as costs, recommended funding sources and considerations for sustainability for the recommended delivery mechanism(s). In preparing the final report, the grant recipient should consider the recommendations of the “Chesapeake Watershed Local Leadership Development Programs” report, including the suggested delivery mechanisms as well as other delivery mechanisms identified by focus groups and the workgroup. The report should also suggest key players and stakeholders that should be involved in the effort. (e.g. specific training communities and service providers, state and regional associations, gov’t agencies, etc.) |
| **Estimated Project Duration** | One year |
| **Outputs and Due Dates** | Conduct strategic outputs session and draft workplan revisions/workgroup direction. (2 months from start)    Conduct up to four focus groups and report findings to workgroup.  (all focus groups shall be convened within 4 months of receipt of contract)  Summaries of findings from focus groups (within 21 days of convening each focus group)  Draft recommended approaches to implementation of watershed education and training program, including content, detailed design of program, cost estimates and funding sources, and metrics to evaluate success. (8 months from start)  Final report (10 months from start) |
| **Description of Skills and Experience Required of awardee** | 1. General familiarity with strategic planning. 2. Experience facilitating diverse group of stakeholders in developing actionable recommendations. 3. Experience conducting focus groups. 4. Experience with local government officials, including senior staff, appointed and elected officials. 5. Familiarity with local government training programs, including cost structure, educational content providers and platforms, e.g. webinars, social media, etc. 6. Ability to efficiently identify and assess information through stakeholder interviews, focus groups, web and print searches, etc. 7. General knowledge of Chesapeake Bay Partnership and Watershed Agreement Goals and Outcomes. |

1. Provide a description of background information, stakeholder participants, the sequence and purpose of work activities, and how the outputs are to be used in implementing CBP management strategies
2. Indicate whether environmental data will be generated and whether a quality assurance plan will be required