

# Local Government Engagement Initiative

... a forum for the Jurisdictions, EPA, and other Key Messengers, to collaborate in the development of strategies and tools to 1) inform local governments about the Midpoint Assessment and 2) enhance local government engagement in the development and implementation of Phase III Watershed Implementation Plans (Phase III WIPs).



# Objectives

- Accurately and clearly inform local governments about progress
- Engage local governments, or their representatives, in developing Phase III WIPs
- Seek buy-in of local governments – especially elected leaders – in implementation

# Jurisdiction Participants

- **Delaware**

- Jim Sullivan & Phil Miller, DNREC

- **District of Columbia**

- TBD

- **Maryland**

- Kathy Stecker & Adrienne Diaczok, MDE

- **New York**

- Sara Latessa & Leila Mitchel, DEC

- **Pennsylvania**

- Nicki Kasi & Deb Klenotic, DEP

- **Virginia**

- Joan Salvati & Bill Hayden, DEQ

- **West Virginia**

- Alana Hartman, DEP & Matt Pennington, Region 9 PDC



# Products Available to Jurisdictions

## Schedule Infographic



## Fact Sheet for Local Elected Officials

**PHASE III WIP GENERAL INFORMATION FACT SHEET**  
**LOCAL GOVERNMENTS' ROLE IN THE CHESAPEAKE BAY CLEANUP EFFORT**

On Dec. 29, 2010, the U.S. Environmental Protection Agency (EPA) established the Chesapeake Bay Total Maximum Daily Load (TMDL), a historic and comprehensive cleanup plan with accountability features to guide federal, state and local actions as they clean up the Chesapeake Bay and the streams, creeks and rivers that feed into it. Specifically, the TMDL calls for a 25% reduction in nitrogen, 24% reduction in phosphorus and 20% reduction in sediment delivered to the bay. The TMDL was required under the federal Clean Water Act and responded to consent decrees in Virginia and the District of Columbia from the late 1990s.

**THE CHESAPEAKE BAY WATERSHED:**  
Spans 64,000 square miles and includes the District of Columbia and portions of New York, Pennsylvania, Delaware, Maryland, Virginia and West Virginia.

**POPULATION:**  
18 million residents (2010 Census)

**UNITS OF LOCAL GOVERNMENT:**  
+/- 1,800

**How Are We Doing?**  
Bay Program partners are conducting a "Midpoint Assessment" to evaluate progress toward the 2017 goal of having practices in place to meet 60% of the overall nitrogen, phosphorus and sediment reductions required in the TMDL. As part of this assessment, the suite of computer analysis models that informs ongoing restoration actions, commonly referred to as the Chesapeake Watershed Model or "Model," is being enhanced. The revised model will allow reporting of newly approved pollution-reduction practices, and now includes updated land use and land cover data that more accurately represent what's happening on the ground. Finally, the Model has been calibrated using almost three decades' worth (1985 to 2013) of water quality monitoring data from a watershed-wide network of more than 200 monitoring stations (tidal and nontidal).

**What Do Local Governments Need to Do?**  
**Ensure local actions are reported to the state.** Each state must inform EPA about actions taken during the last year to reduce nutrient and sediment pollution. States in turn need local governments, farmers and others working at the local level to report actions they've taken so the state can report the full extent of actions taken within its boundaries. This information, along with other data such as agricultural census information and the number and type of septic systems, is fed into the Model to assess progress made towards the overall pollution-reduction targets and to inform development of the next set of two-year milestones.

**Help develop the state's WIP.** Local governments play a vital role in implementing a state's WIP. EPA expects each state to establish measurable local planning goals. These local planning goals, and strategies for achieving them, will be articulated in each state's Phase III WIP.

**It is critical that local government leaders are involved in developing the WIP to ensure the plans are realistic, reflect local priorities, will benefit local communities and clearly identify the resources (e.g., funding, technical support) that are needed to get the job done.**

**Actions Guided by State-Developed Watershed Implementation Plans**  
Watershed Implementation Plans (WIPs) created by each state serve as a guide for meeting the pollution-reduction targets in the TMDL. Phase I WIPs, developed in 2010, describe actions the states need to take by 2017 and 2025. Phase II WIPs, developed by the states in 2012, build on the initial Phase I WIPs by identifying specific activities that need to be implemented locally. Two-year "Milestone" targets also guide implementation by describing specific actions to be taken by the state or others during the next two-year period.

**For more information on the Local Government Advisory Committee**  
[www.chesapeakebay.net/groups/group/local\\_government\\_advisory\\_committee](http://www.chesapeakebay.net/groups/group/local_government_advisory_committee)

# Local Gov't Engagement and Communications Strategy Template

- Background
- Jurisdiction specific considerations, e.g.
  - Relative importance of local gov't in achieving pollutant reduction target
  - Role of local government in developing and implementing WIP
  - Information needed by local government
  - Timeline for communication and engagement
  - Jurisdiction contact info

# Local Gov't Engagement and Communications Strategy Template Con't

- Engagement and Communication Goals, e.g.
  - Satisfy EPA Expectations
  - Increase public dialogue about need to reduce pollution
  - Communicate key policy and technical decisions
  - Identify existing efforts
  - Identify gaps and strategies for filling gaps
- Target Audiences
- Key Messages
- Key Messengers / Trusted Sources

# Local Gov't Engagement and Communications Strategy Template Con't

- Roles, Resources and Capacity (from EPA Expectations)
  - Specific role of identified audience and/or partner
  - Geographic and/or source sector areas where local engagement is most needed to accelerate implementation
  - Funding and other resources available to aid in WIP planning and implementation; capacity and technical assistance needs of targeted local partners
- Planned Activities/Opportunities for Engagement & Communication
  - Target Audience; Tactic/Approach; Messenger/Channel; Measurable Goals/Evaluation Metric

# Questions

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