



July 9, 2026

Engaged Communities Goal Team

July Quarterly Meeting

Agenda

1

**Welcome and
Introductions**

2

**Workgroup Intros and
Updates**

3

**Chesapeake Bay
Program Updates**

4

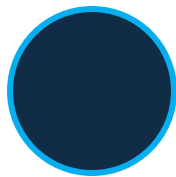
**Management Strategy
Collaboration**

5

Open Discussion

6

Wrap-Up



Welcome and Introductions

Member Introductions

Overview of Chesapeake Bay Program
and Goal Team Structure

Welcome new Goal Team members!

Signatory Partner	Lead Representative	Alternate
DE	Holly Walker, DNREC	Samantha Cotten, DNREC
DC	Julia Wakeling, DOEE (Goal Team co-chair)	Julie Lawson, DOEE (Goal Team co-chair)
MD	Olivia Wisner, DNR	
NY	Cassie Davis, DEC	
PA	Jennifer Fetter, Penn State Extension	Kate Beats, DEP
VA	Lori Schoenwiesner, DCR	Ellen Powell, DOF
WV	Scott Settle, DEP	
CBC	Norah Carlos	Anna Killius
Federal	Wendy O'Sullivan, NPS	Shannon Sprague, NOAA

Welcome new Goal Team members!

Role	Representative
At-Large Member (voting)	Kacey Wetzel, CBT
At-Large Member (voting)	Darran White Tilghman, ShoreRivers
At-Large Member (voting)	William Urvina, Choose Clean Water Coalition
Workgroup Chair (non-voting)	Marissa O'Neill, DC DOEE (Stewardship)
Workgroup Chair (non-voting)	Lorenzo Cinalli, DC DPR (Public Access)
Workgroup Chair (non-voting)	Bart Merrick, NOAA (Workforce)
Workgroup Chair (non-voting)	Maura Christian, VA DEQ (Local Govt. Leadership)
Workgroup Chair (non-voting)	Caitlin Bolton, MWCOG (Local Govt. Leadership)
Workgroup Chair (non-voting)	Laura Casdorff, VA DEQ (Education)

Chesapeake Bay Program Organizational Structure



Engaged Communities Goal

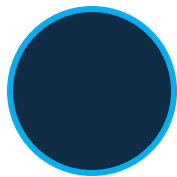


Photo by Will Parson/Chesapeake Bay Program

Engage and grow a community of local stewards and leaders through education, recreation and professional development opportunities to ensure the long-term success of restoration and conservation efforts.

Engaged Communities – Outcome Workgroups

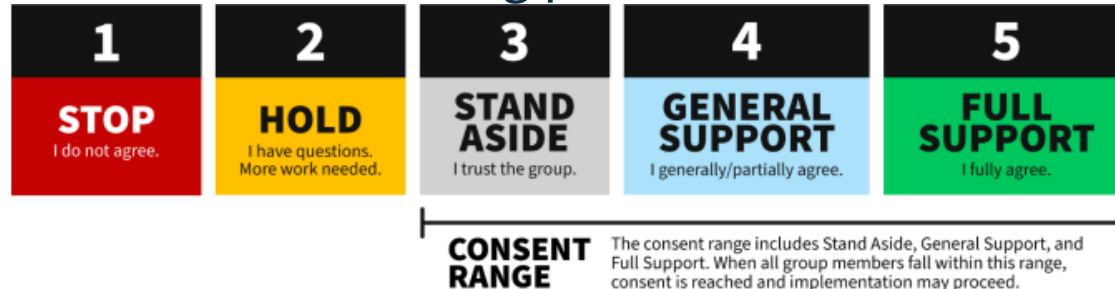
2025 Outcome	Workgroup / Action Team
Local Government Leadership	Local Government Leadership Workgroup
Public Access	Public Access Workgroup <i>New: Greenspace Action Team</i>
School District Environmental Literacy Planning Student Environmental Literacy Experiences	Education Workgroup
Stewardship	Stewardship Workgroup
Workforce	Workforce Workgroup <i>New: K-12 Career and Technical Education Action Team</i>



Round-Robin Workgroup Updates

Chesapeake Bay Program Updates

- Revised Governance and Management Framework
 - *"Workgroups should designate up to 15 voting members who cast votes in instances where unanimous consent cannot be reached. Voting members will be approved by the goal team."*
 - ***Voting members for Goal Team and each Workgroup should be identified by July 31st.***
- Consent-based decision-making process



Strategic Plan Timeline

OCTOBER 22, 2026

Send Strategic Plan draft to Policy Steering Committee (PSC).
(Chapters due Oct. 19)

DECEMBER 3-18, 2026

PSC approves draft Strategic Plan for Public Feedback Period release via email.

APRIL 2027

Present revised Strategic Plan to PSC.

Receive and incorporate input

MAY 2027

Goal Teams approve Strategic Plan

MAY 2026

JUN 2026

JUL 2026

AUG 2026

SEP 2026

OCT 2026

NOV 2026

DEC 2026

JAN 2027

FEB 2027

MAR 2027

APR 2027

MAY 2027

JUN 2027

NOVEMBER 5, 2026

Present draft Strategic Plan chapters to PSC.
Receive and incorporate PSC input.
(Revisions due Nov. 20)

JANUARY 5 - 31, 2027

Strategic Plan Public Feedback Period

JUNE 2027

PSC approves Strategic Plan

Goal Teams approve Workplans

Strategic Planning Documents

- **Engaged Communities Management Strategy:** contains Outcome sub-chapters; implemented, evaluated, and updated every 6 years.
- **Outcome Workplan:** describes the major activities that will be collaboratively undertaken by CBP partners to make progress toward the Outcome / Target; implemented and updated every 1-3 years.



Goal Management Strategy Section (2-4 pages max.)

- **Goal Language**
- **Goal Situation Analysis:** shared challenges for partnership to address, including Changing Environmental Conditions
- **Goal Level Management Approaches (*optional*):** strategies that partners should collaboratively undertake to address challenges that impact multiple Outcomes within the Goal

Outcome Sub-Sections (7-8 pages max.)

- Outcome Language (including Targets)
- Baseline and Current Condition
- Monitoring Progress and Indicators
- Snapshot of Signatory Programs
- Outcome Level Management Approaches
- Participating Partners
- Signatory Statutory Authorities Driving Outcome Attainment

Workplans

- Separate 3-year Workplans will include:
 - Narrative summary
 - Descriptions of the major actions to be undertaken
 - Project lead and participating partners
 - Capacity and financial resources needed and committed, as well as potential sources to fill gaps
 - Timeline for completion
 - Performance targets and deliverables

Engaged Communities – Goal Challenges (shared across Outcomes)

Identifying and operationalizing cross-Outcome collaboration within and across agencies (e.g., linking workforce with environmental literacy and stewardship) while coordinating jurisdiction-wide advocacy and resource allocation.

Improving communication pathways with jurisdictional leadership to elevate issues and promote collaboration within and between Outcomes (e.g., formal education chain of command is not represented).

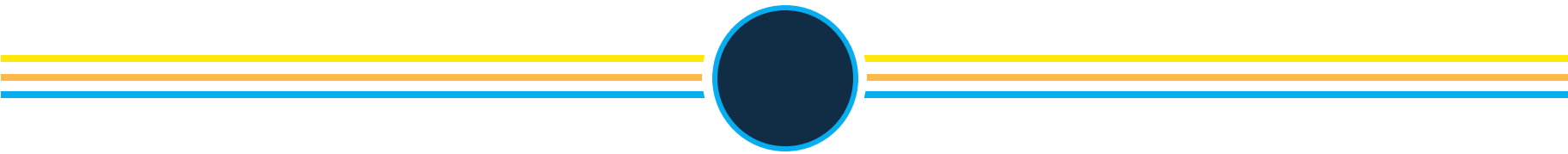
Lack of political will and investment—driven by the absence of regulatory backstops and a perceived lower risk—constrains resources, leadership attention, and follow through actions to achieve our Outcomes.

Leveraging partnerships at the local level to identify community needs and direct resources to support implementation.

Limited resources and partial in-state watershed coverage hinder Bay-focused messaging, statewide program alignment (e.g., environmental literacy), and consistent data tracking.

Establishing consistent, quantitative metrics and enabling intentional cross-Outcome collaboration and data sharing to measure the impact of human-centric actions and shared assets (e.g., number of public access sites used for environmental literacy and workforce training).

Shifting public perceptions and awareness into action remains a challenge and requires educating and empowering individuals and local leaders to drive local environmental solutions.



Open Discussion

Time for questions, follow-up discussion, and identifying collaboration opportunities or support needs.



Reminders

Next Engaged Communities Goal Team Meeting: Late Fall 2026, hybrid/in-person, MD/DC area

Next Monthly Goal Team Chairs / Workgroup Leads Meeting: July 27th, 1:00-2:00pm

- **Action:** Workgroups should identify up to 15 voting members **by July 31st.**
- **Action:** Workgroups should complete Outcome Management Approaches **by August 7th.**
- **Action:** Goal Team should complete Goal level Challenges and Management Approaches **by August 14th.**

Please reach out to Katie Ayers, Goal Team Coordinator (ayers.katie@epa.gov), **if you are interested in contributing to or reviewing the Engaged Communities Management Strategy.**

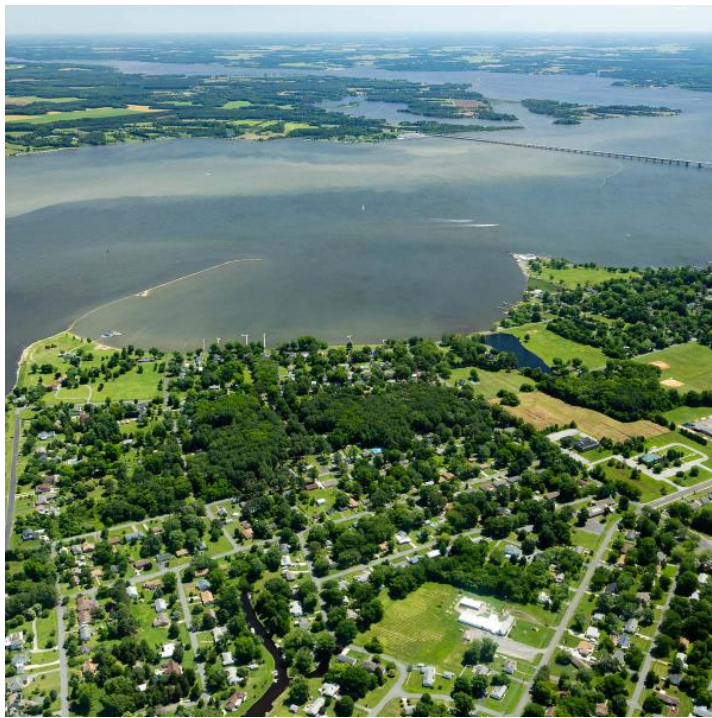


Photo by Will Parson/Chesapeake Bay Program with aerial support by Southwings

Thank you!

Comments, questions, ideas?

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Chesapeake Bay Program
Science. Restoration. Partnership.