



## STRATEGIC PLAN

2021-2025

### INTRODUCTION

The Local Government Advisory Committee (LGAC) was created by the Chesapeake Executive Council (Executive Council) through the 1987 Chesapeake Bay Agreement. The purpose of LGAC is to advise the Executive Council on how to effectively implement projects and engage the support of local governments to achieve the goals of the Bay Agreement.

### MISSION

*In order to restore the health of the Chesapeake Bay Watershed, LGAC will advise the Executive Council by 1) sharing the views and insights of local elected officials with state and federal decision-makers and 2) enhancing the flow of information among local governments.*

### GOALS

- Goal: Promote ongoing communication and engagement between local governments and the Chesapeake Bay Program (CBP).
- Goal: Promote local government implementation of local water quality, water quantity and land use initiatives that support a healthy Bay watershed.
- Goal: Strengthen LGAC internal operations to better involve members and empower them to fulfill the Mission.
- Goal: Champion local government priorities and needs within the Chesapeake Bay Program and with state and federal partners

### PRIORITIES AND ACTIONS

1. Communicate regularly with members of the Executive Council, state and federal agencies and other organizations involved in Chesapeake Bay restoration efforts.
  - a. Participate in meetings of regional and state-based organizations that represent local governments to better engage them in LGAC issues and ensure communications on Bay watershed issues, goals and policies.
  - b. Provide annual recommendations for action to the Executive Council that support a

- vision of healthy local watersheds and have the added benefit of improving the health of the Bay.
- c. Seek opportunities for ongoing communication of LGAC members with their governor and senior staff, state elected officials, and Congressional elected officials, including annual meetings between LGAC and targeted state and federal decision-makers
  - d. Increase opportunities for coordinated communications and branding
2. Create opportunities to educate local governments on Chesapeake Bay issues by focusing on local streams, sharing case studies and providing other information.
- a. Seek opportunities for LGAC Members to engage with officials in their regions to share their local priorities and provide guidance on local watershed restoration efforts.
  - b. Support the CBP local engagement strategy as a road map to engage with local government leaders.
  - c. Develop and maintain online presence and communication platforms to share information about local government resources and LGAC priorities.
  - d. Guide CBP Local Leadership Workgroup efforts to increase the knowledge and capacity of local officials.
3. Maximize the effectiveness and impact of LGAC Quarterly Meetings
- a. Utilize the strategic plan to prioritize the agenda for LGAC Quarterly Meetings and include time for strategic dialogue at each Annual meeting.
  - b. Provide opportunities for CBP priorities to be discussed and for CBP staff to receive feedback from LGAC Members on restoration efforts from a local perspective.
  - c. Create opportunities around LGAC Quarterly Meetings to experience local projects and priorities.
  - d. Allocate time for jurisdiction-specific topics to be discussed between delegation Members and jurisdiction representatives.
  - e. Biannually conduct a deep-dive, problem-solving session with LGAC Members and subject-matter experts on a topic that is impacting local governments with the purpose of developing recommendations for Bay Program leadership to consider.
4. Increase effectiveness by seeking out additional funding sources and building partnerships to help LGAC accomplish its priorities.
- a. Ensure LGAC has the ability to provide input toward LGAC support contracted by the EPA.
  - b. Identify priorities for LGAC project funding and potential funding sources.
  - c. Engage with technical service providers and funders and seek opportunities to connect them with local governments.
  - d. Assist National Fish and Wildlife Foundation, EPA and other funders to sustain the success of local government funding opportunities .
  - e. Promote funding for successful efforts that provide direct technical assistance to local governments implementing projects to improve water quality.
  - f. Collaborate with the other CBP Advisory Committees' leadership and staff