



**Chesapeake Bay Program**  
*Science. Restoration. Partnership.*

July 22, 2026

# **Management Strategy First Draft**

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Land Use Workgroup

# What is the Land Use Decision Support (LUDS) Outcome?

Developing and delivering relevant land use information to support local planning and decision-making.



## **Develop the data**

Actionable land use information



## **Deliver the data**

Support planning & decision-making



## **Document the impact**

Collect and communicate use cases

# Management Strategy Sections

Baseline & Current Condition

Monitoring Progress & Indicators

Situation Analysis

Management Approaches

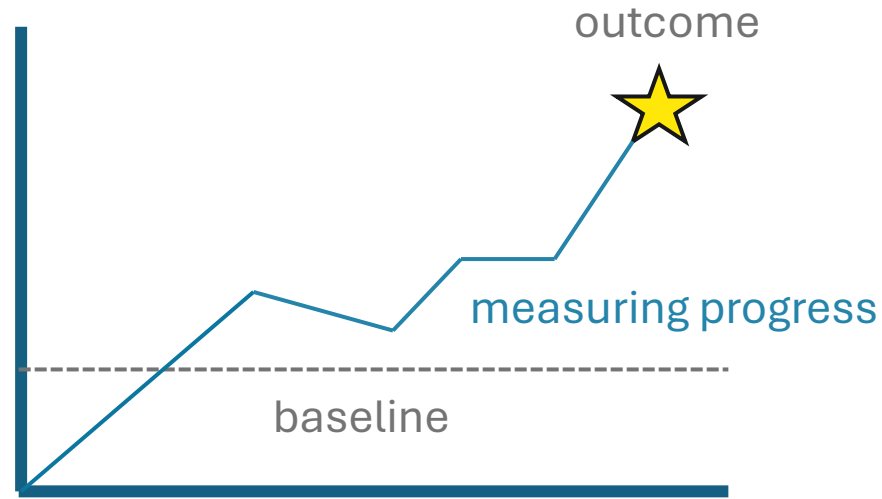
Snapshot of Signatory Programs

Participating Partners

Statutory Authority of Signatories

**All:** Please provide feedback on all other sections of the draft by August 6th.

**Sarah Bzrezinski, EPA,** is sending out a call for this information at the goal team level. Please coordinate internally if you have not yet submitted this information.



# Measuring Progress & Indicators

How might we measure progress towards this outcome?

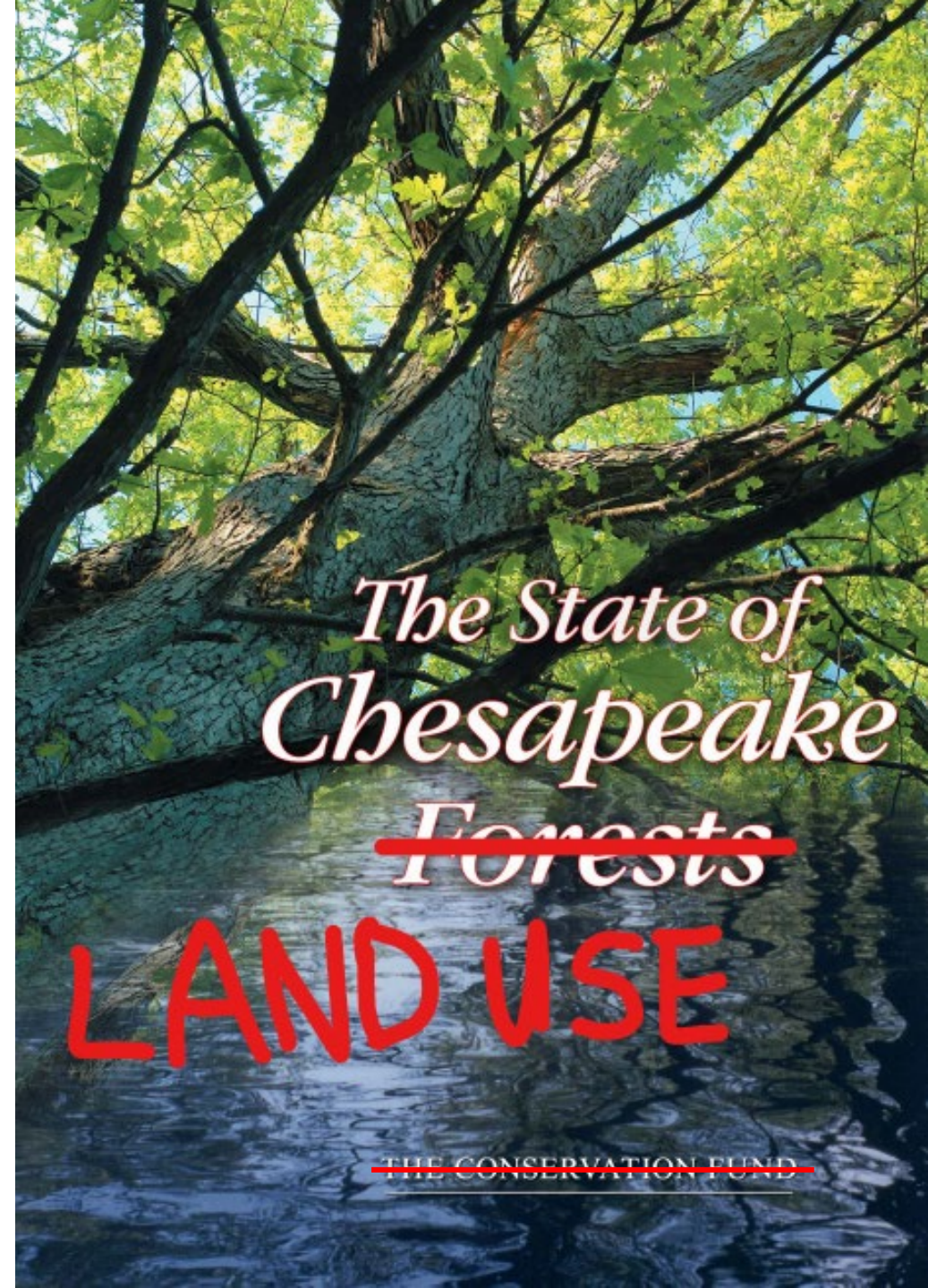
# Monitoring Progress & Indicators

- **Watershed Population** → influencing factor, not measure of progress
- **Impervious Surface Change (Net Change)** → indicator of hydrologic impacts
  - will also track changes in energy infrastructure (e.g., solar), roads, and agricultural intensification
- **Impervious Surface Change (Per Capita)** → indicator of land use policies/smart growth
- **Natural Land Conversion** → indicator of water quality & habitat impacts
  - Wetlands & forests
- **Farmland Conversion** → indicator of water quality & and working land impacts

# State of Chesapeake Land Use Report?

Produced with every high-resolution land use/land cover data release (every 3-4 years).

Could outline significant demographic, housing, employment, and land use changes, as well as emerging phenomena (e.g., solar fields, data centers).



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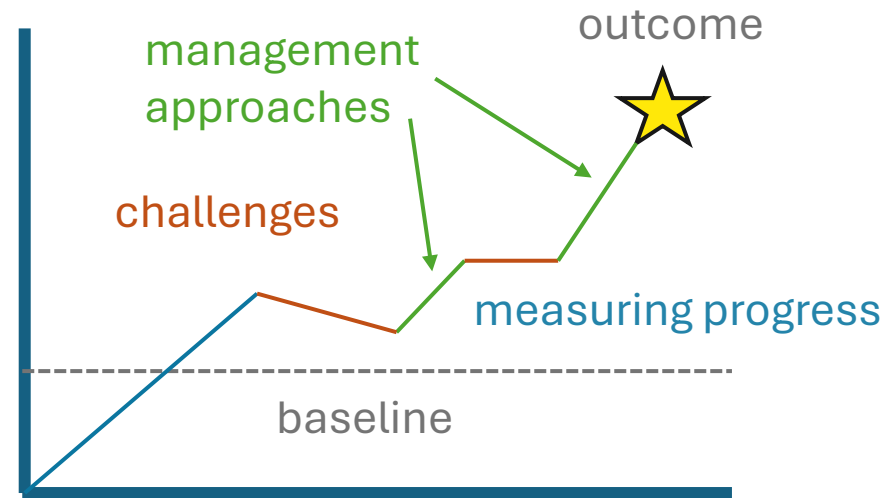
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Any questions, thoughts or concerns about the indicators?



Any questions, thoughts or concerns on producing a “state of the Chesapeake land use” report?



# Management Approaches

How might we address the challenges identified in “Situation Analysis”?

Transform the current use-case repository into a comprehensive and accessible system that produces high-quality case studies tailored to local planning processes and Chesapeake Bay outcomes.

# Chesapeake Bay 1-meter Land Use/Land Cover Dataset: Use Cases

We are looking to capture information about how these data layers are being used. This information is helpful for:

1. advocating for continued funding of the data production
2. reflections on which classes bear more or less importance for stakeholders
3. communicating about future releases and changes to the data layers

What is your name?

Your answer \_\_\_\_\_

What is your contact e-mail?

Your answer \_\_\_\_\_

2022 Edition survey (~39 use cases from 2023)

# Management Approach 1: Use Cases

- Step 1: Create a follow-up survey to collect essential information for analysis and replication.
- Step 2: Build an Online Use-Case Viewer and Story Map Platform.
- Step 3: Publish an Annual “Impact Memo”
  - Each jurisdiction would be responsible for championing a use case in the annual impact memo.

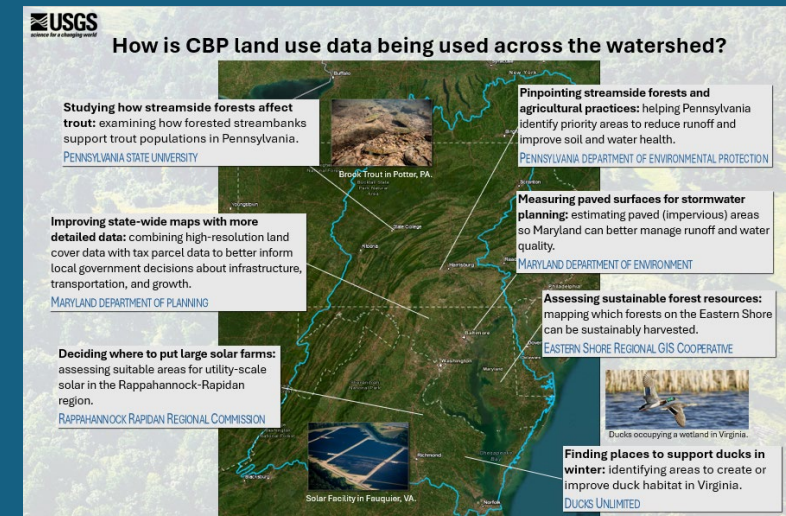
For example:

- Background and problem definition
- Decision context (what decision was influenced and when?)
- Relevant data sources
- Partners involved
- Methods
- Relevant outcomes and/or co-benefits achieved
- Opportunities for replication or scaling
- Funding mechanisms?
- Ask for feedback on data

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Would include: geographic filters, tags by topic (stormwater, climate, flooding, public health, agriculture, etc.), direct links to relevant data sources, and multiple visualization formats (storymaps, graphics, links, etc.)



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Highlights at least five use cases that demonstrate impact and at least two widely applicable use cases.

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# Any questions, thoughts or concerns about ***Management Approach 1: Use Cases?***

Is this feasible?

Is this effective?

Can this approach be improved?

Do you foresee any obvious problems or  
hurdles that may occur with this approach?





## Management Approach 2: Pilot Areas for Land Use Decision Support

Identify 7 areas across the watershed as pilots to create a place-based strategy for supporting land use decisions.

Each jurisdiction will be responsible for identifying an area of interest and providing support for that area.

# Management Approach 2: Pilot Areas for Land Use Decision Support

- Step 1: Each jurisdiction\* chooses area of interest.
- Step 2: Create a LUDS “inventory” .
- Step 2: Co-develop a LUDS “road-map” or strategy based on the inventory and existing use cases.

Can choose areas of interest based on various criteria: e.g., high projected growth, low capacity, or emerging issues (e.g., solar fields or data center development).

\*Relevant at-large members will also be included the selection process.

# Management Approach 2: Pilot Areas for Land Use Decision Support

- Step 1: Each jurisdiction\* chooses area of interest.
- Step 2: Create a LUDS “inventory” .
- Step 2: Co-develop a LUDS “road-map” or strategy based on the inventory and existing use cases.

Identify key local governments, organizations, decision-makers, and their priority land-use issues.

Document trusted data sources, communication channels, and preferred ways stakeholders receive information.

Map each jurisdiction’s planning cycles and workflows.

\*Relevant at-large members will also be included the selection process.

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- Step 1: Each jurisdiction\* chooses area of interest.
- Step 2: Create a LUDS “inventory” .
- Step 2: Co-develop a LUDS “road-map” or strategy based on the inventory and existing use cases.

Create tailored LUDS products and messaging based on each area’s specific needs and priorities.

Establish consistent two-way communication with local partners to refine data, tools, and analyses over time.

Adapt existing LUWG use cases to help jurisdictions apply proven approaches to locally-specific challenges.

\*Relevant at-large members will also be included the selection process.

## Overview

Local governments are essential to the success of Chesapeake Bay restoration efforts. To ensure local government decision-makers have the resources, tools, and data needed to make informed decisions, the Chesapeake Bay Program (CBP) Partnership is dedicated to fostering meaningful engagement at the local level.

While every community is unique, this infographic maps out the networks, key groups, and strategies that empower effective engagement with local governments

This framework also champions the vital need for two-way communication, ensuring that resources, tools, and data are directly aligned with the needs and priorities of local governments.

# Communication Network & Roles



## Engagement Contacts

### Key contacts for engaging stakeholders in communications for local decision makers

|    | Organization / Contact                           | Contact Person / Role | Phone | Email | Notes | Preferred Communication | Next Steps / Action Item | Last Contact | Notes |
|----|--------------------------------------------------|-----------------------|-------|-------|-------|-------------------------|--------------------------|--------------|-------|
| 4  |                                                  |                       |       |       |       |                         |                          |              |       |
| 5  | <b>SUBJECT MATTER EXPERTS</b>                    |                       |       |       |       |                         |                          |              |       |
| 6  | U.S. Forest Service (USFS)                       |                       |       |       |       |                         |                          |              |       |
| 7  | United States Geological Survey (USGS)           |                       |       |       |       |                         |                          |              |       |
| 8  | Chesapeake Bay Program                           |                       |       |       |       |                         |                          |              |       |
| 9  | Chesapeake Conservancy                           |                       |       |       |       |                         |                          |              |       |
| 10 | State Forestry / Environmental Agencies          |                       |       |       |       |                         |                          |              |       |
| 11 | <b>TRANSLATORS</b>                               |                       |       |       |       |                         |                          |              |       |
| 12 | County Associations                              |                       |       |       |       |                         |                          |              |       |
| 13 | Municipal Leagues                                |                       |       |       |       |                         |                          |              |       |
| 14 | Local Government Leadership Workgroup            |                       |       |       |       |                         |                          |              |       |
| 15 | State Agencies                                   |                       |       |       |       |                         |                          |              |       |
| 16 | Professional Associations                        |                       |       |       |       |                         |                          |              |       |
| 17 | <b>TRUSTED SOURCES</b>                           |                       |       |       |       |                         |                          |              |       |
| 18 | Local Government Staff & Managers                |                       |       |       |       |                         |                          |              |       |
| 19 | Planning Commissions                             |                       |       |       |       |                         |                          |              |       |
| 20 | Department Heads (Planning, Parks, Public Works) |                       |       |       |       |                         |                          |              |       |
| 21 | County Associations                              |                       |       |       |       |                         |                          |              |       |
| 22 | Local Government Advisory Committees             |                       |       |       |       |                         |                          |              |       |
| 23 | <b>REINFORCERS</b>                               |                       |       |       |       |                         |                          |              |       |
| 24 | Community Organizations                          |                       |       |       |       |                         |                          |              |       |
| 25 | Environmental Nonprofits                         |                       |       |       |       |                         |                          |              |       |
| 26 | Business Groups                                  |                       |       |       |       |                         |                          |              |       |
| 27 | Tree Planting Groups                             |                       |       |       |       |                         |                          |              |       |
| 28 | Local Coalitions                                 |                       |       |       |       |                         |                          |              |       |
| 29 | Watershed Organizations                          |                       |       |       |       |                         |                          |              |       |

## How to Use

Use the QR code to access the Engagement Contacts spreadsheet, then simply make a copy of the spreadsheet, and share it with your CBP partners asking them to add in specific contact information. It can be helpful to identify a point of contact(s) charged with sharing and updating the contact sheet. The CBP Partnership coordination group may need to help create customized messaging and/or meet with the subject matter experts, translators, trusted sources, and reinforces to help support messaging and delivery.



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# Any questions, thoughts or concerns about ***Management Approach 2: Pilot Areas for LUDS?***

Is this feasible?

Is this effective?

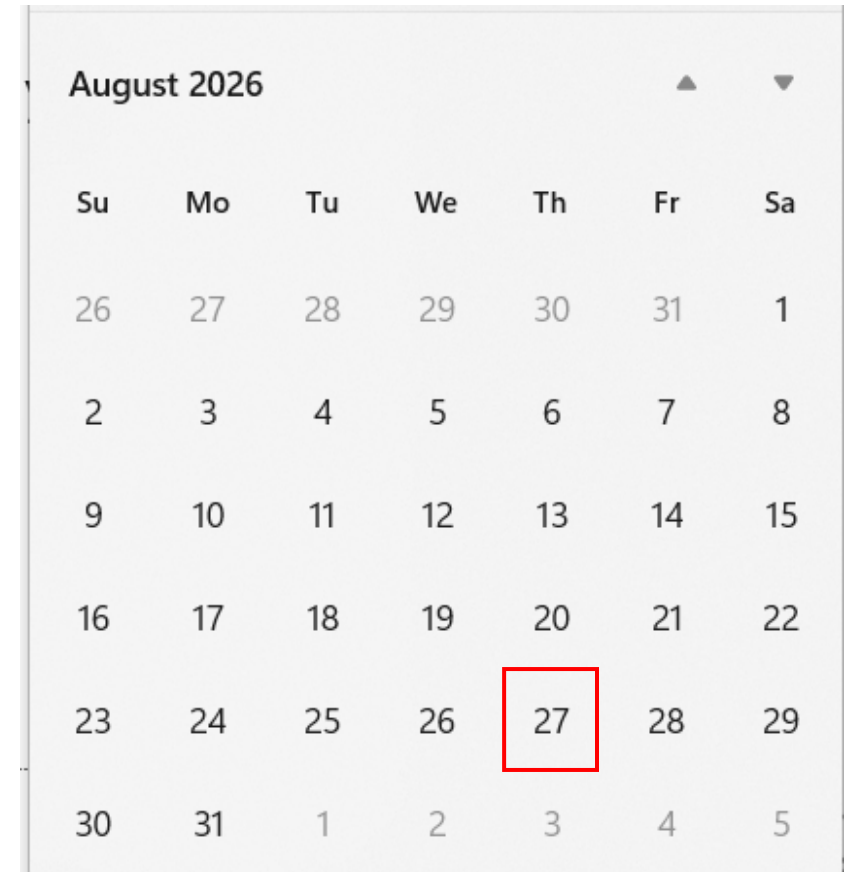
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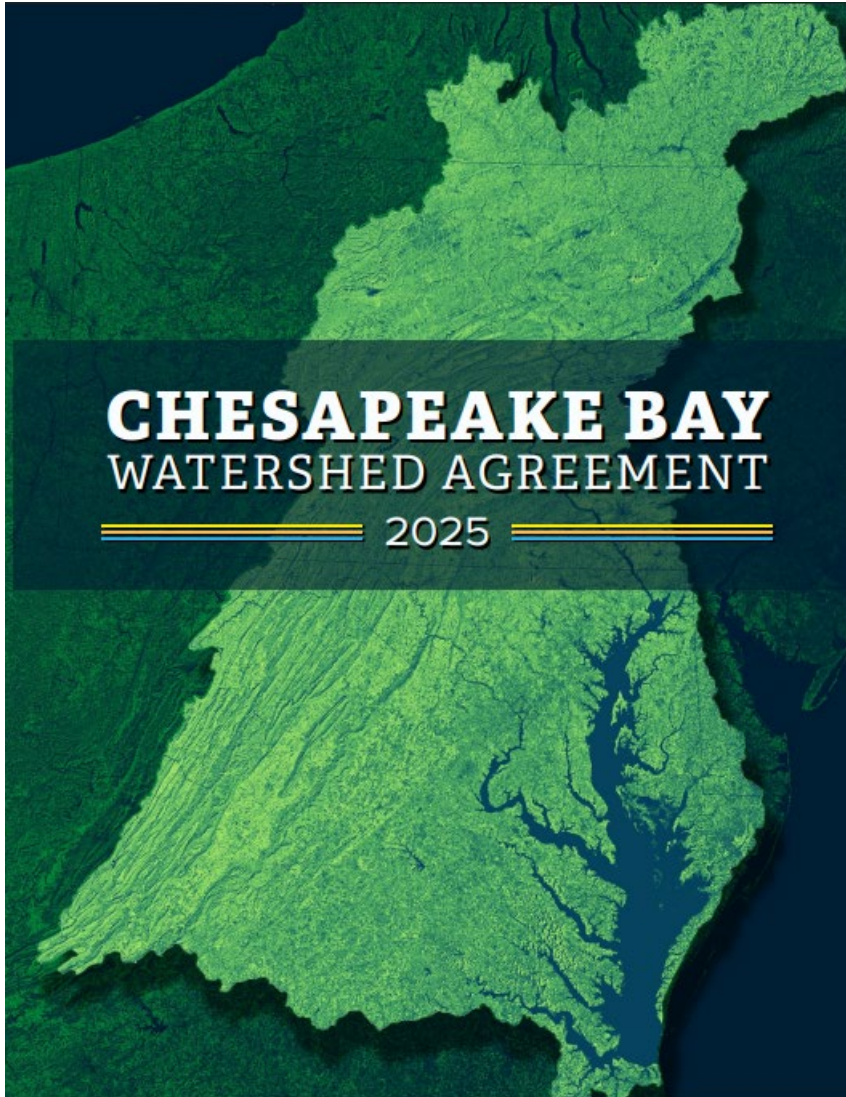
# Action Items

- All: Confirm timeline for feedback  
→ Aug 6<sup>th</sup>? Aug 13<sup>th</sup>?
  - Deadline for feedback on Management Strategy and deadline for posting final draft.
- Signatories: please coordinate within your agencies to provide Sarah Brzezinski information on “signatory snapshots” and statutory authority relating to this outcome by end of August.



August 2026

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| 26 | 27 | 28 | 29 | 30 | 31 | 1  |
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| 30 | 31 | 1  | 2  | 3  | 4  | 5  |



# Thank you!

**Any additional feedback on the Management Strategy Draft?**

Please contact us at:

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Rosa ([rosa@choosecleanwater.org](mailto:rosa@choosecleanwater.org))



**Chesapeake Bay Program**  
*Science. Restoration. Partnership.*

# Acronyms

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- CBP: Chesapeake Bay Program (partnership)
- CBPO: Chesapeake Bay Program Office
- COB: Close of Business
- GIT: Goal Implementation Team
- LGAC: [Local Government Advisory Committee](#)
- LGLWG: [Local Government Leadership Workgroup](#)
- LUDS: Land Use Decision Support [Outcome]
- LULC: Land Use/Land Cover
- LUWG: Land Use Workgroup
- USGS: United States Geological Survey