



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

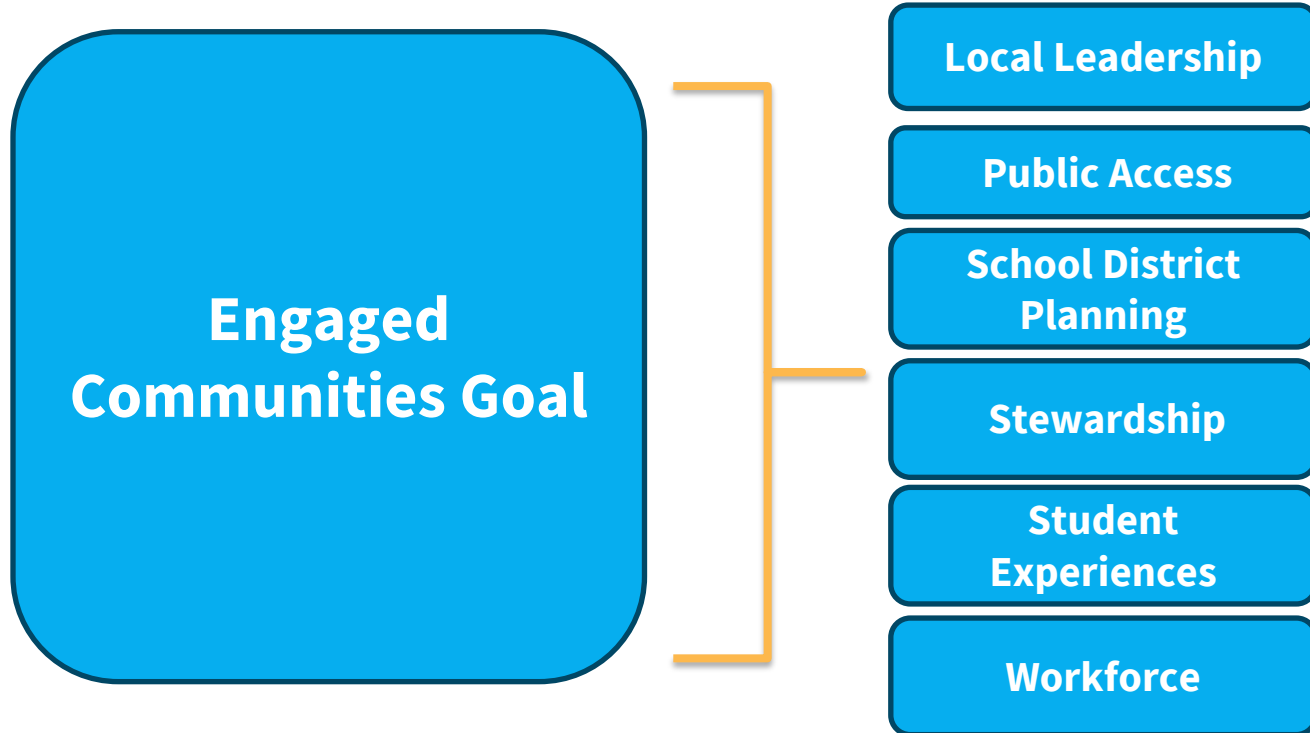
September 30, 2025

# **Engaged Communities**

## **Goal, Outcomes and Target**

*How Public Feedback Influenced Revisions*

# Engaged Communities Goal and Outcomes



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# Overarching Public Feedback Themes

- Strong support for maintaining focus on local-level leadership.
- Distinguish LGAC from the Local Leadership Workgroup.
- Emphasis that this outcome is focused on local governments.
- Shift toward measuring direct and indirect engagement with local governments.

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## **Local Leadership Outcome (July 1, 2025)**

Continually increase the knowledge and capacity of local government leaders to empower them to make decisions and implement local actions that support the *Chesapeake Bay Watershed Agreement*.

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## Local **Government** Leadership Outcome (September 23, 2025)

~~Continually~~ Increase the knowledge and capacity of local government leaders to empower them to make decisions and implement local actions that support the *Chesapeake Bay Watershed Agreement*.

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# **Local Leadership Target (July 1, 2025)**

Increase the percentage of local government leaders reporting water resource management actions biennially.

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## Local **Government** Leadership Targets (September 23, 2025)

~~Increase the percentage of local government leaders reporting water resource management actions biennially.~~

- Engage directly (e.g., roundtable discussions) with at least 400 local government leaders annually.
  - Engage indirectly (e.g., newsletters) with at least 4,000 local government leaders annually.
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# Overarching Public Feedback Themes

- Increase and refine targets.
- Define terms, such as, community greenspace.
- Replace percentages with baseline/target numbers.
- Simplify with plain language.
- Revise placeholders with trends now and plan on committing to set specific numbers with actions in place within the next year.



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## **Public Access Outcome (July 1, 2025)**

Enhance new and existing public access sites to the Bay and its tributaries through a combination of actions aimed at improving recreational opportunities and accessibility while addressing barriers to access by increasing the number, quality and geographic distribution of sites.

**(No revisions recommended for September 23, 2025.)**

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# Public Access Targets (July 1, 2025)

New Access Sites: By 2040, add 100 new public access sites with a strong emphasis on providing opportunities for recreation where feasible.

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## Public Access Targets (September 23, 2025)

New Access Sites: By 2040, add **at least** 100 new public access sites (**at least 70 sites by 2035**) with a strong emphasis on providing opportunities for recreation where feasible.

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# Public Access Targets (July 1, 2025)

Improving ADA/ABA Accessibility: By 2040, improve 3% of existing public water access sites by adding ADA/ABA accessible features, where feasible, to meet the needs of communities.

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# Public Access Targets (September 23, 2025)

~~Improving ADA/ABA Accessibility:~~ By 2040, improve **at least 40** ~~30%~~ of **the** existing public water access sites (**at least 30 by 2035**) by adding **Americans with Disabilities Act (ADA) or Architectural Barriers Act (ABA)** accessible features., ~~where feasible, to meet the needs of communities.~~

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# Public Access Targets (July 1, 2025)

Access Upgrades, Maintenance and Expansion: By 2040, improve at least 100 existing public water access sites by upgrading or maintaining site grounds and structures—including signage, parking, seating and public facilities—and expanding the range of active and passive recreation opportunities, such as kayaking, boating, trails, courts, piers, wildlife viewing and picnic areas.

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# Public Access Targets (September 23, 2025)

~~Access Upgrades, Maintenance and Expansion:~~ By 2040, improve at least 100 **of the 1,451** existing public water access sites (**at least 70 by 2035**) by upgrading or maintaining site grounds and structures—including signage, parking, seating and public facilities—and expanding the range of active and passive recreation opportunities, such as **paddling**, ~~kayaking~~, boating, trails, courts, piers, wildlife viewing and picnic areas.

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# Public Access Targets (July 1, 2025)

Expanding Access to Urban Lands: By 2040, expand access to XX% of urban lands and community green spaces identified in the Protected Lands data set. An initial baseline study is to be conducted by 2025-2026 to determine appropriate numeric targets for this metric.



# Public Access Targets (September 23, 2025)

~~Expanding Access to Urban Lands:~~ By 2040, expand access to ~~XX%~~ of urban lands and community green spaces identified in the Protected Lands data set **with appropriate numeric targets to be set in 2026 following** an initial baseline study. ~~is to be conducted by 2025-2026 to determine appropriate numeric targets for this metric.~~

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# Overarching Public Feedback Themes

- More specificity in the title as a nod to what we are trying to facilitate.
- Changed to call out public schools.
- Simplify language to “comprehensive and system-wide.”

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## **School District Planning Outcome (July 1, 2025)**

By 2040, state targets are reached that result in 75% of public-school students being enrolled in a school district that offers a MWEE for all students.

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## **School District Planning Outcome (July 1, 2025)**

Continually increase the number of school districts that have policies and practices in place that support environmental education and sustainable schools.

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# School District **Environmental Literacy** Planning Outcome (September 23, 2025)

~~Continually~~ Increase the number of school districts that have policies and practices in place that support environmental education and sustainable schools.

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## **School District Planning Target (July 1, 2025)**

By 2040, all jurisdictions reach their target for the number of school districts that are well prepared to deliver a comprehensive and systemic approach to environmental literacy.

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# School District **Environmental Literacy** Planning Target (September 23, 2025)

By 2040, all jurisdictions reach their target for the number of **public** school districts that are well prepared to deliver a comprehensive and ~~systemic~~ **system-wide** approach to environmental literacy.  
(Targets would remain the same for 2035.)

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# Overarching Public Feedback Themes

- Plainer language specifying which living resources.
- Retained targeted focus on equipping practitioners but used “capacity building” and specified who the practitioner are.
  - Some comments asked for metrics returning to individual actions, but the workgroup had deliberately targeted moving away from that to foster more systemic participation.



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# **Stewardship Outcome (July 1, 2025)**

Increase public participation in stewardship actions that contribute positively to the lands, waters, living resources and communities throughout the Chesapeake Bay watershed.

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## Stewardship Outcome (September 23, 2025)

Increase public participation in stewardship actions that contribute positively to the lands, waters, **wildlife, fisheries** ~~living resources~~ and communities throughout the Chesapeake Bay watershed.

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## Stewardship Target (July 1, 2025)

Through 2040, better equip practitioners with the social science data, technical assistance and support needed to develop, improve and carry out individual and community-level stewardship programs, including those that will help advance *Chesapeake Bay Watershed Agreement* Goals and Outcomes.

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## Stewardship Target (September 23, 2025)

Through 2040, ~~better equip practitioners~~ **build the capacity of community leaders and environmental professionals** with the social science data, technical assistance and support needed to develop, improve and carry out individual and community-level stewardship programs, including those that will help advance *Chesapeake Bay Watershed Agreement* Goals and Outcomes.

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# Overarching Public Feedback Themes

- More specificity in title to nod to what we're striving to facilitate.
- Only change was adding “at least” before the target to align with the outcome's “continually increase”.
  - The specific sum target here is broken out in MS, already compiled and approved by jurisdictions.
  - Though MWEE is a term of Art, it is how these are measured and is thoroughly defined elsewhere. Guarantee of quality program.
  - Some requests to expand beyond MWEEs, but these are the metrics and the space the jurisdictions can commit to.

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## **Student Experiences Outcome (July 1, 2025)**

Continually increase the number of students who participated in inquiry-based environmental literacy instruction working towards at least one Meaningful Watershed Education Experience (MWEE) in each elementary, middle and high school.

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## **K-12 Student Experiences Environmental Literacy Outcome (July 1, 2025)**

~~Continually~~ Increase the number of students who participated in inquiry-based environmental literacy instruction working towards at least one Meaningful Watershed Education Experience (MWEE) in each elementary, middle and high school.

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## **Student Experiences Target (July 1, 2025)**

By 2040, state targets are reached that result in 75% of public-school students being enrolled in a school district that offers a MWEE for all students.



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# **K-12 Student Environmental Literacy Experiences Target (September 23, 2025)**

By 2040, state targets are reached that result in **at least** 75% of public-school students being enrolled in a school district that offers a MWEE for all students.  
(Targets would remain the same for 2035.)

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# Overarching Public Feedback Theme

- Didn't take suggestions to get more specific about environmental career pathways—refer to Management Strategy.
- More focus on skill-building and the opportunities it can bring in the first target.
- Addition of “employers” as another stakeholder group – we can't provide jobs, but that's where the value add could come in.

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# **Workforce Outcome (July 1, 2025)**

Increase the ability of all job seekers in the watershed to understand, participate in and succeed in environmental career pathways.

(No revisions recommended for September 23, 2025 version.)

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# Workforce Targets (July 1, 2025)

Understanding: By 2035, inform and grow implementation of strategies that help students, educators and job seekers to become aware of and understand environmental careers and the pathways to them.

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# Workforce Targets (September 23, 2025)

Understanding: By 2035, inform and grow implementation of strategies that help students, educators and job seekers to become aware of and understand environmental careers and the **in-demand skills and** pathways to **access these opportunities.**  
them.

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# **Workforce Targets (July 1, 2025)**

Participating: By 2035, increase the number of post-secondary institutions and training providers offering industry-recognized credentials that support Chesapeake Bay Watershed Agreement Goals and Outcomes.

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# Workforce Targets (September 23, 2025)

Participating: By 2035, increase the number of post-secondary institutions and training providers offering industry-recognized credentials that support Chesapeake Bay Watershed Agreement Goals and Outcomes.

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# Workforce Targets (July 1, 2025)

Succeeding: By 2035, inform and support greater hiring and retention of workers trained in fields necessary to support *Chesapeake Bay Watershed Agreement* Goals and Outcomes.



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# Workforce Targets (September 23, 2025)

Succeeding: By 2035, **engage employers to** inform and support greater hiring and retention of workers trained in fields necessary to support *Chesapeake Bay Watershed Agreement* Goals and Outcomes.

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Leila Duman

&

Engaged Communities Review Team

Jess Blackburn

Amy Handen

Laura Cattell Noll

Grayson Shultz

# Thank you!

Any questions?

You can contact me at [leila.duman@maryland.gov](mailto:leila.duman@maryland.gov).



**Chesapeake Bay Program**

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