



Chesapeake Bay Program
Science. Restoration. Partnership.

August 25, 2026

Local Government Leadership

Management Strategy Review & Discussion

CBP Strategic Plan & Engaged Communities Management Strategy:

Management Strategy Outline – In Brief

1. Executive Summary
2. Introduction
 - a. Realizing Our Vision
 - b. Strategic Plan Development and Implementation
 - I. Participation in Strategic Plan Development and Implementation
 - II. Empowering Local Governments and Others
 - III. Public Feedback Period:
 - IV. Addressing and Accounting for Changing Environmental Conditions
 - c. Understanding the Strategic Plan
3. Accountability
 - a. Programmatic Accountability
 - I. Accountability and Program Governance
 - II. Addressing Our Principles
 - III. Accountability under the Clean Water Act Section 117
 - b. Monitoring, Assessing and Reporting Progress
 - I. Assessing Our Actions
 - II. Ecosystem Impact
 - c. Accountability and Adaptive Management
 - I. 1-3-year Workplan and Progress Check-Ins
 - II. 2033 Evaluation and Course Corrections
 - III. 2040 Evaluation and Watershed Agreement Revision
 - IV. Future Opportunities for Stakeholder Input

4. Management Strategy for Goal 1

- CBP Leadership has been responsible for drafting Introductory portions of the Strategic Plan (1,2,3)
- Goal Team Leadership w/ WG & AT support has been responsible for drafting respective GT & Outcome subsections (see below)

Goal #	Goal Name	Goal #	Outcome #	Outcome Name
1	Thriving Habitat, Fisheries & Wildlife	1.1		Blue Crabs
1	Thriving Habitat, Fisheries & Wildlife	1.2		Brook Trout
1	Thriving Habitat, Fisheries & Wildlife	1.3		Fish Habitat
1	Thriving Habitat, Fisheries & Wildlife	1.4		Fish Passage
1	Thriving Habitat, Fisheries & Wildlife	1.5		Oysters
1	Thriving Habitat, Fisheries & Wildlife	1.6		Stream Health
1	Thriving Habitat, Fisheries & Wildlife	1.7		Submerged Aquatic Vegetation
1	Thriving Habitat, Fisheries & Wildlife	1.8		Wetlands
2	Clean Water	2.1		Reducing Excess Nitrogen, Phosphorous & Sediment
2	Clean Water	2.2		Toxic & Emerging Contaminants
2	Clean Water	2.3		Water Quality, Standards Attainment & Monitoring
3	Healthy Landscapes	3.1		Adapting to Changing Environmental Conditions
3	Healthy Landscapes	3.2		Healthy Forests & Trees
3	Healthy Landscapes	3.3		Land Use Planning & Decision Support
3	Healthy Landscapes	3.4		Protected Lands
4	Engaged Communities	4.1		Local Government Leadership
4	Engaged Communities	4.2		Public Access
4	Engaged Communities	4.3		School District Environmental Literacy Planning
4	Engaged Communities	4.4		Stewardship
4	Engaged Communities	4.5		Student Environmental Literacy Experiences
4	Engaged Communities	4.6		Workforce

CBP Strategic Plan & Engaged Communities Management Strategy:



➤ **Annual Check-Ins –** extended PSC meetings that communicate progress, and address and prioritize implementation needs

➤ **Triennial Reviews –** cross-program review & symposium to document successes and challenges and initiate new Workplans

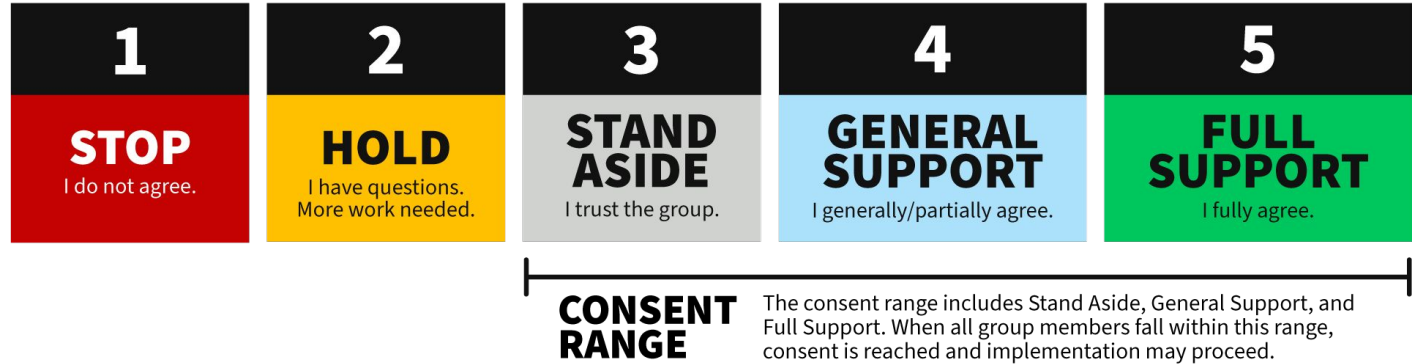
➤ **Strategy and Program Evaluation –** assess the current progress towards achieving the Goals and Outcomes of the Agreement, evaluate the efficacy of existing Management Strategies and identifies opportunities for improvement

Outcome & Targets

Increase knowledge and support the capacity of local government leaders in decision-making, such as land-use planning, to implement local actions that advance the Chesapeake Bay Watershed Agreement.

- 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.
-

Consent Pulse Check



Goal for Today's Discussion:

- Review existing Management Strategy Language
- Capture comments via a Non-Decisional Discussion (*slides 5- 26*)

Following the meeting:

- Incorporate feedback from discussion into final Management Strategy draft
- LGLW Leadership to send out the final MS draft on September 2nd
- Consent decisions will be due to LGLW Leadership on September 9th

Monitoring Direct and Indirect Engagement

Key Points:

- *Progress towards this outcome will be captured by documenting the direct and indirect engagement led by the LGLW and the Chesapeake Bay Program partners that increases the knowledge and capacity of local government leaders in decision-making to implement local actions that advance the Chesapeake Bay Watershed Agreement.*
- *To minimize the reporting burden on local governments, the workgroup will leverage existing state and federal reporting channels to capture direct engagement.*
- *Progress will be assessed on a yearly basis to quantify achievement of the target.*

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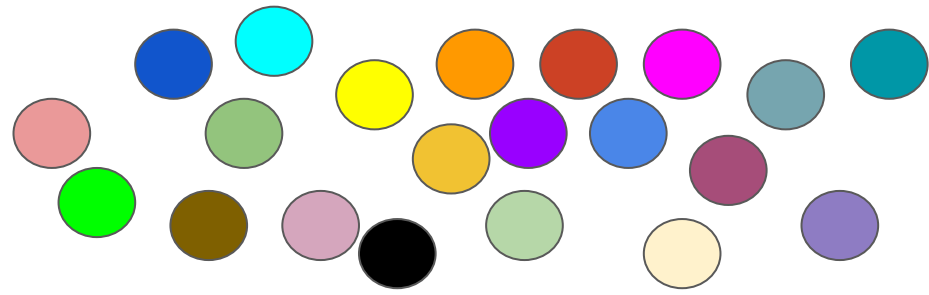
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I have questions.
More work needed.

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**STAND
ASIDE**

I trust the group.

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**GENERAL
SUPPORT**

I generally/partially agree.

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**FULL
SUPPORT**

I fully agree.

Challenges Identified

Challenges	<u>Within</u> CBPs ability to influence	<u>Outside</u> CBP's ability to influence
Competing interests vie for local officials attention		X
Limited scientific and technical capacity of local officials, for example Changing Environmental Conditions	X	
Routine turnover of elected and appointed officials		X
Engaging newly elected and appointed officials	X	
The complexity of the Watershed and specific needs of each jurisdiction		X
Tailoring outreach, education, and information specific to needs of each jurisdiction	X	
Sustaining resources and funding for tracking knowledge and capacity of local officials	X	
Sustaining resources and funding for developing and maintaining educational events and materials for local officials	X	
Addressing needs across the Partnership workgroups to better engage local officials	X	

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combine, omit, or add?**

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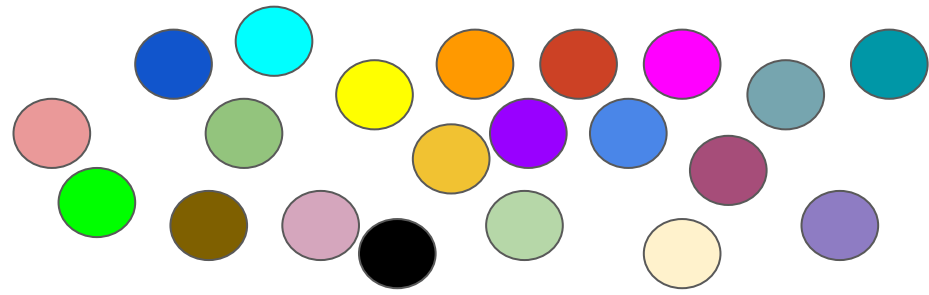
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Management Approaches: 4.1.1

Management Approach 4.1.1: Measure progress toward increasing the knowledge and supporting the capacity of local government leaders.

Local government leaders are defined as elected officials, appointed officials and staff who represent their local government at a meeting, training or event.

Direct Engagement is defined as two-way dialogue with active participants. Examples include conference panels, peer to peer learning exchange tours, roundtable discussions, hands-on trainings, interactive webinars and more.

Indirect Engagement is defined as broadcast style communications that are seen or read by a passive observer. Examples include social media posts, blog posts, newsletters, magazine articles, website views and more.

Comments and/or suggested language changes?

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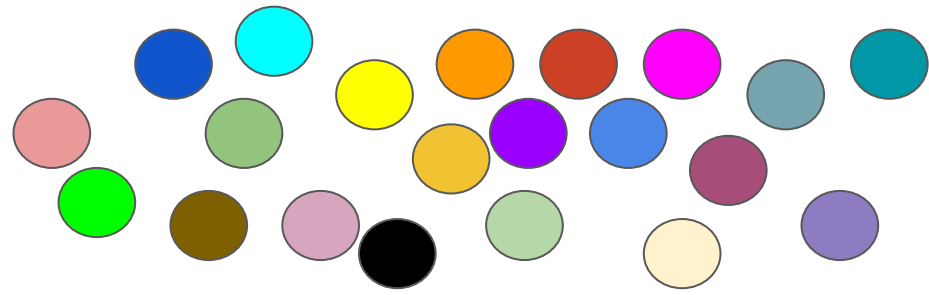
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Management Approaches: 4.1.2

Management Approach 4.1.2: Serve as translators of complex scientific and technical resources and information.

Many local officials do not have scientific or technical knowledge, particularly around emerging or evolving environmental issues. Additionally, frequent turnover among elected and appointed officials results in loss of institutional knowledge and ongoing need to engage and educate new leaders. Moreover, a broad spectrum of important and urgent issues constantly compete for local officials time and resources.

By translating scientific and technical information into plain language and demonstrating how actions to advance Watershed Agreement Outcomes align with local priorities, the partnership can support implementation of local actions. Because of the complexity of the watershed, outreach and education material will be tailored to the unique needs of each jurisdiction.

Comments and/or suggested language changes?

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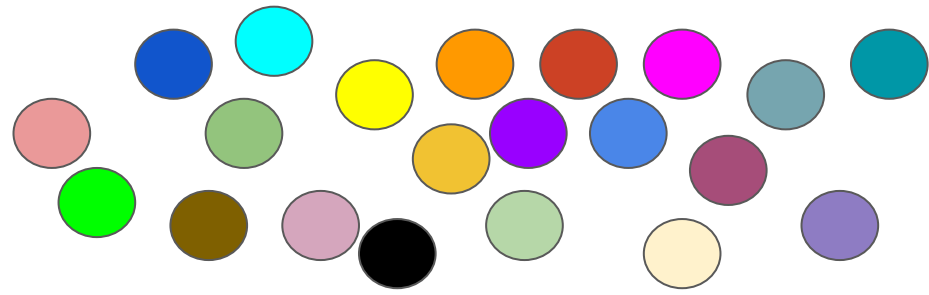
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Management Approaches: 4.1.3

Management Approach 4.1.3: Increase the knowledge and support the capacity of local government leaders via existing channels of trusted communications and engagement.

Leverage existing channels of communication and engagement (see list of signatory programs above) to effectively reach elected and appointed officials who lack scientific or technical knowledge, particularly around emerging or evolving environmental issues.

Frequent turnover among elected and appointed officials results in loss of institutional knowledge and ongoing need to engage and educate new leaders through sustained outreach, onboarding, and relationship-building efforts. .

Comments and/or suggested language changes?

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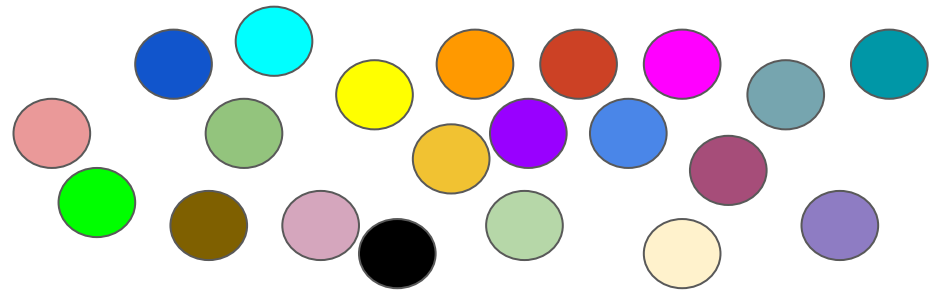
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Management Approaches: 4.1.4

Management Approach 4.1.4: Strengthen the networks that support local government leadership capacity

Many local governments do not have in-house scientific or technical capacity and rely on networks of support such as municipal associations, planning organizations, technical assistance providers, conservation districts, and other trusted sources (see list of signatory programs above). By strengthening the capacity of these existing networks and supporting the development of engagement networks where gaps exist, the workgroup can more effectively reach local government officials and maximize limited resources across the watershed..

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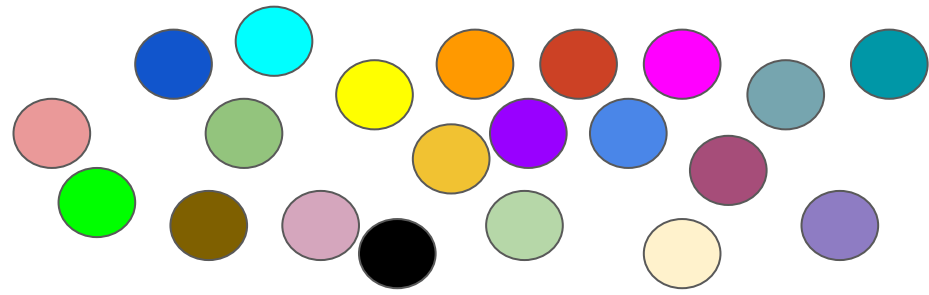
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Management Approaches: 4.1.5

Management Approach 4.1.5: Support goal teams and workgroups who want to engage with local officials.

Within the goal teams and workgroups, there is growing interest in engaging local governments.

The workgroup will coordinate with these groups to address needs across the Partnership to better engage local officials, with a focus on the workgroups under Engaged Communities and Healthy Landscapes.

Comments and/or suggested language changes?

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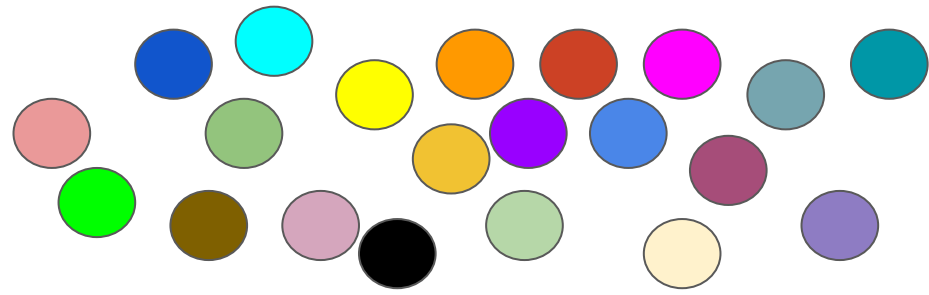
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