

Draft Management Strategy Outline – In Brief

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 - a. Initiative Title
 - b. Timeline
 - c. Coordinating Our Actions: summary of actions to be undertaken and coordinated by identified signatory partners, local governments, and other stakeholders
 - d. Commitments for Collaboration
 - I. Support Needed
 - II. Funds and Human Resources Committed
 - III. Potential Sources to Fill Gaps
 - e. Expected Impact of our Actions
 - f. Defining Success

** Subsections described under Goal 1 should be repeated under Goal 2, 3, and 4.*

Draft Management Strategy Outline – With Descriptions

1. Executive Summary

High-level synopsis of the Management Strategy (MS) that includes concise highlights from each chapter. This can serve as a standalone document for audiences that don't require additional details.

2. Introduction

Brief description of the Chesapeake Bay Program (CBP), the Chesapeake Bay Watershed Agreement (CBWA), and how CBP leverages a partnership approach to address challenges to protecting, conserving and restoring the Chesapeake Bay and its watershed.

- a. Letter From Leadership:** everyone has a role to play in the protection, restoration and conservation of the Chesapeake Bay
- b. Realizing Our Vision:** describe the MS as the partnership's plan for making progress towards achieving the CBWA's Vision, Goals and Outcomes
- c. Addressing Our Principles:** highlight how CBP operates in accordance with partnership values
- d. Overview of MS structure:** provide the background information needed to understand the framework and definitions used throughout the MS

3. Accountability

Description of program-wide structures to monitor, assess and report progress, both with respect to completion of stated actions and ecosystem impacts. This section also outlines how CBP will adaptively manage, with lessons learned being identified and incorporated into partnership work across multiple timeframes.

a. Monitoring, Assessing and Reporting Progress

- I. *Assessing Our Actions:* reporting on completion of Implementation Initiatives, along with associated challenges, successes and opportunities for improvement
- II. *Ecosystem Impact:* indicator reporting on Chesapeake Progress and via Bay Barometer, accompanied by better integration of storytelling (case studies on successes)

b. Managing Adaptively

- I. *1-3-year Implementation Initiative and Progress check-ins:* aligns with Assessing Our Actions and indicator reporting, as cycles allow. Check-in on completion of Implementation Initiatives, along with associated challenges, successes, and opportunities for improvement
- II. *2033 Evaluation and Course Corrections:* greater focus on ecosystem responses to management actions. Determine whether CBP actions have had the intended impact, and update strategy with course corrections, as needed
- III. *2040 Evaluation and Watershed Agreement Revision:* fundamental assessment of CBP progress towards achieving CBWA Outcomes and deliberation on how effectively program structure has facilitated implementation. As appropriate, revise Vision and Principles. Holistic

reconsideration of what Goals and Outcomes CBP should prioritize and pursue.

4. Goal 1: Thriving Habitat, Fisheries & Wildlife

- a. Goal Language and Importance:** state the goal, describe its importance, and explain what has changed since the 2014 CBWA (if applicable).
- b. Situation Analysis:** conduct and document a situation analysis that considers current challenges (including changing environmental conditions) that are shared across multiple Outcomes described under this Goal, and how a partnership approach adds value to addressing these challenges.
(NOTE: Partnership groups are encouraged to first brainstorm responses at the Outcome-level, then have Goal-level discussions about commonalities, differences, relative importance, and trade-offs to addressing those challenges. Challenges and changing environmental condition considerations may not apply to all Outcomes within the Goal; some may be unique. Conversations and the following documentation should drive towards identifying and elevating critical issues that have the potential to make the greatest impact across multiple Outcomes. The situation analysis should ultimately inform the development of Implementation Initiatives for each Outcome and prompt collaboration across Outcomes).

- I. Shared challenges for partnership to address:* develop a prioritized list that summarizes the three to five most important shared challenges the partnership will address for Outcomes within this Goal. Consider any scientific, environmental, fiscal or policy-related developments that have already or may influence work during the upcoming six-year Management Strategy cycle. Describe how a cross-Outcome partnership approach is best suited to make progress in the face of these challenges.

- II. Considerations for Changing Environmental Conditions:* in order of importance, briefly describe the three to five most critical considerations associated with changing environmental conditions that, if pursued collaboratively by CBP partners, would enable progress towards attainment and resilience of multiple Outcomes within this GIT. Provide the rationale for utilizing a cross-Outcome partnership approach to address these issues.

c. Sub-Chapter for each Outcome

A sub-section for each Outcome should state the Outcome, including target language, and a description of the baseline and current condition from which progress will be measured. Each sub-section should also include a list of federal and jurisdiction statutory authorities and related human and financial resources that signatories have committed. A table summarizing Implementation Initiatives that the partnership will collaborate on to help achieve the Outcome will be included.

- I. Outcome Language:* copy and paste the exact Outcome and Target language from the CBWA.

- II. *Baseline and Current Condition*: state the starting point from which progress towards the outcome will be measured using a specific value or graph wherever possible. If historic monitoring data is available, it may be included here. Define critical terms or standards needed to measure future progress.
- III. *Monitoring Progress and Indicators*: briefly describe how progress toward the outcome will be tracked, how often progress will be assessed and indicators that will be used to communicate progress and support partner decision-making.
- IV. *Federal and Jurisdiction Statutory Authorities*: as appropriate, list critical jurisdiction and federal laws or policies that direct the entity to take action(s) related to the Outcome.
- V. *Federal and Jurisdiction Resource Commitments*: spotlight individual jurisdiction and federal programs and the human and financial resources that they dedicate to activities and outputs directly linked to the Outcome. This section is intended to demonstrate signatory investments and commitments and the role they play towards Outcome attainment.
- VI. *Implementation Initiative Summary*: in table format, provide a 1-2 sentence description of each Implementation Initiative that will be completed within the next one to three years. Implementation Initiatives describe activities that are collaboratively undertaken by the CBP partners and the outputs that will be produced in support of Outcome attainment. Note: Implementation Initiatives may be elevated to the Goal level when cross-Outcome projects are described.

5. Goal 2: Clean Water*

6. Goal 3: Healthy Landscapes*

7. Goal 4: Engaged Communities*

8. Appendix 1. Implementation Initiatives (1 pg max per initiative)

For each one-page initiative, provide an initiative title and expected timeline; briefly summarize the actions that will be coordinated among partners and identify who those partners are; list the human and financial resources that will be needed and that have been committed to support implementation, as well as potential sources of support to fill gaps; state the expected results or intended impacts of partnership actions; and identify how the partnership will know if the initiative has been successful.

- a. Initiative Title
- b. Timeline
- c. Coordinating Our Actions: summarize the actions to be undertaken and coordinated by identified signatory partners, local governments, and other stakeholders
- d. Commitments for Collaboration
 - I. Support Needed

- II. Funds and Human Resources Committed
- III. Potential Sources to Fill Gaps (if applicable)
- e. Expected Impact of Our Actions
- f. Defining Success: Briefly describe how the partnership will know if this Initiative has been successful.

** Subsections described under Goal 1 should be repeated under Goal 2, 3, and 4.*

CBP Internal and Archival Resources:

- [Management Strategy Key Elements \(final 10/23/14\)](#)
- [Strategy Review System Documents – Archived Management Strategies and Action Plans](#) (scroll past “2025 SRS Cycle”)

External Resources:

- [Great Lakes Restoration Initiative Action Plan IV: Fiscal Years 2025-2029](#)
- [Long Island Sound Comprehensive Conservation and Management Plan 2025](#) (CCMP is a 10-year plan)
- [Puget Sound Partnership: 2022-2025 Action Agenda for Puget Sound](#)
 - [Puget Sound Partnership: 2026-2030 Action Agenda Update](#) (plan for updating the Action Agenda)