

A group of about eight people are standing in a grassy field, looking at papers or clipboards. They are wearing casual outdoor clothing, including hats and backpacks. In the background, there is a large, light-colored barn with a green roof and a wooden fence. The sky is overcast with grey clouds.

Building Capacity: A Riparian Buffer Workforce

Beth Ginter
Executive Director
Chesapeake Conservation Landscaping Council

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- Education, training, materials, and support for landscape professionals along the career pathway, from entry level to advanced professional training
 - Focus on collaborations, partnerships, community, equity, workforce development
 - Topic areas:
 - Sustainable landscaping: native plants, habitat, healthy soils, invasive management
 - Green infrastructure and nature-based solutions for stormwater and climate resilience



CHESAPEAKE BAY Landscape Professional



**CBLP: Building a Network
of Skilled Professionals
Across the Region**

Designed to address challenges, meet the demands of Bay watershed and mid-Atlantic region stakeholders, and engage and empower the landscaping community

CBLP-Buffers

Three part training:

- “Buffer Basics” online webinar
- Buffer planning & implementation
- Buffer management
- Expert instructors, Hands on activities, Interactive discussion
- Available in MD, PA, VA
- Total 160 certificates granted
- Partner-funded scholarships to incentivize participation



Department of Corrections Training – Pathways to Jobs



- Correctional Conservation Collaborative (CCC) with PA DCNR, DOC and the Alliance for the Chesapeake Bay – curriculum development funded by Chesapeake Bay Trust GIT grant 2020 – included CBLP-Buffers modules
- VA collaboration at State Farm facility with James River Association, Virginia Cooperative Extension, Virginia DOC, Hirschman Water & Environment, CCLC
 - 19 CBLP-Buffers certificates granted to women incarcerated at the State Farm since 2021



Business of Buffers Roundtable June 2022

Riparian
Consortium



To Inform

- Small Business Engagement
- Ongoing Outreach Activities
- Contractor Capacity-Building
- Plans for Workshop and Training

Thank you Town of Scottsville, VA for providing meeting space



Small Business Engagement and Outreach

Be creative and look for cross-over opportunities

Continue offering partner-funded scholarships to CBLP-Buffers

Work with organizations and entities that support and represent businesses.

Better understand Latinx contractors (one target audience) and their challenges.

Connect with certified pesticide and fertilizer applicators and technicians





Business Capacity-Building

Work with businesses to establish and market clear pipelines from training (or degrees) to employment & careers

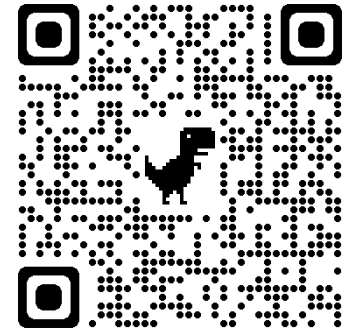
- Develop a profile of the ideal buffer worker
- Align with organizations to train young adults for buffer work
- Attend Career Events at Colleges and Universities



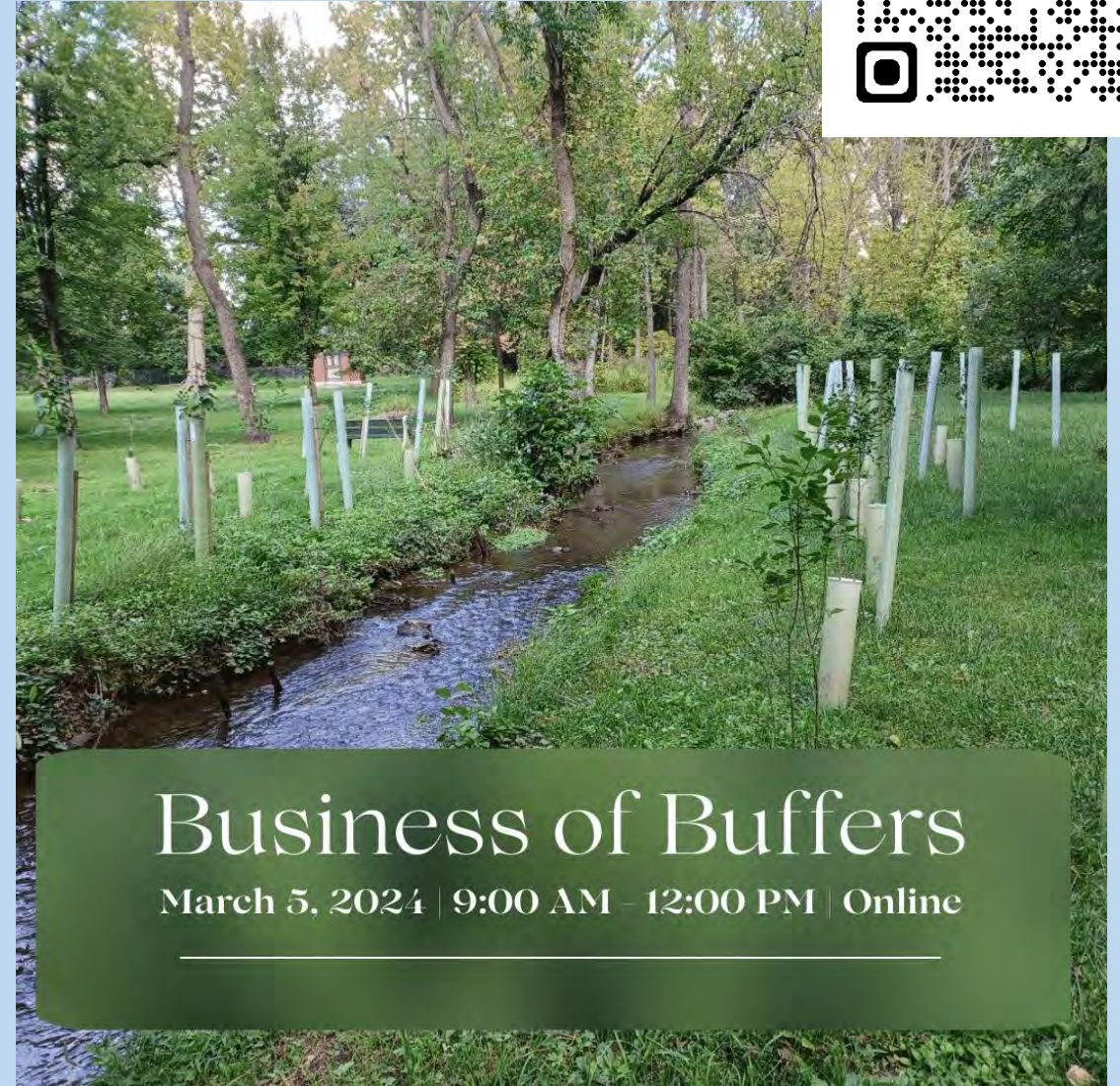
2022 Business of Buffers Roundtable: Key Learnings

- Buffer businesses share a sense of pride, value and purpose to their work – but unlike non-profits and government agencies, ARE IN BUSINESS TO MAKE A PROFIT.
- Rates for services are often already set (by funding sources or contracts bid/estimated sometimes a year or two in advance) and some services, like planting, often go to the lowest bid in a competitive market.
- Riparian buffer work is demanding and challenging. It is difficult, even for established contractors, to staff their projects. Landscape contractors are having the same problem.
- Costs for buffer work (labor, fuel, materials) have risen dramatically since 2020 - sometimes as much as 20% - and contractors are challenged to manage projects profitably.

2024 CBLP Training Opportunities



- March 5 webinar – Business of Buffers
 - Crew training
 - Managing field work
 - Protocols
 - Schedules
 - Tools & equipment
 - Navigating funding, working with NGO partners, and administering grants
 - Budgeting, estimating, and profitability
- CBLP-Buffers in MD, PA, VA – Late Summer/Fall Dates TBA
- Urban Buffer Design Charrette – TBA



Business of Buffers

March 5, 2024 | 9:00 AM – 12:00 PM | Online



Thank You!

Beth Ginter

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