

An Accountability Structure

# ChesapeakeStat

We knew we had **ChesapeakeStat**.

Could we realign this website with the Agreement?



that's-nifty/Flickr

Over the course of several months, we worked with an outside, objective expert to evaluate ChesapeakeStat. Was it meeting our needs? And those of our users?

**We learned that in attempting to  
be all things to all people, you  
serve very few.**

Our research revealed **opportunities** and **challenges**.

Users were familiar with the product, but found it hard to navigate.

Some information was missing, while other information was hard to find.



So we created something new.



An **accountability structure**.

A **gateway to web products** that will improve information-sharing and decision-making at the Chesapeake Bay Program.

A **communications product** that explains how we are governed, how we work and how we can be held accountable for what we do.

Let's take a look.



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## Managing Watershed Restoration

ChesapeakeStat improves information-sharing and decision-making at the Chesapeake Bay Program. As we work toward the goals of the Chesapeake Bay Watershed Agreement, we invite you to access reliable, results-oriented data and information about our progress and hold us accountable for our work.



### CHESAPEAKE PROGRESS

Our progress is measured by accurate, up-to-date and accessible data and information on environmental health, habitat restoration and funding.

[Learn More](#)

### CHESAPEAKE DECISIONS

Our work is guided by a decision-making framework that supports adaptive management: learning while doing and adjusting our efforts as needed.

[Learn More](#)

### CHESAPEAKE DATA

The Chesapeake Bay Program is built on a range of data that reach beyond those stories that are told by our indicators of environmental health and restoration.

[Learn More](#)

Track progress toward the TMDL and its [Two-Year Milestones](#), learn about [best management practice review panels](#) or find out how we [track healthy watersheds](#).

[Learn more about the Watershed Agreement](#)

**In transition...**eventually, ChesapeakeProgress will house **water quality information** related the Agreement.

In the meantime, the **TMDL Tracker, Two-Year Milestone Progress Tool** and **Best Management Practice Review table** can be accessed from the ChesapeakeStat homepage.



CHESAPEAKE  
PROGRESS



CHESAPEAKE  
DECISIONS



CHESAPEAKE  
DATA

What's next?



Our progress toward the Watershed Agreement is measured by accurate, up-to-date and accessible information on environmental health, habitat restoration and funding.

# Users need...

- A high-level understanding of Bay health
- A deeper understanding of how we are doing in our work to reach the goals of the Watershed Agreement

# Users need...

- The who, what, when, where and why
- The connections between areas of our work

# Users need...

- Clear, concise and shareable content
- Statistical and spatial representations of progress, bolstered with data that tell a story



**ChesapeakeProgress** will become home to the scientific **data and information** that make up our environmental indicators.

**ChesapeakeBay.net** will become home to **data-supported stories**.

And our **users** will be **better served**.



Our work is guided by a decision-making framework that supports adaptive management: learning while doing and adjusting our efforts as needed.

## Target audience:

- Goal Implementation Teams
- Workgroups
- Management Board members

# Users seem to need...

- An understanding of why we are or aren't on track
- A sense of how we should adjust our work
- A look at the returns on our investments and insight into how we can optimize our spending



CHESAPEAKE  
DATA

Our decisions are influenced by a range of environmental data, which reach beyond those stories that are told by our indicators of environmental health and restoration success.



Catherine Krikstan



**Doreen Vetter**  
**[vetter.doreen@epa.gov](mailto:vetter.doreen@epa.gov)**



Guy Stephens

Want to know more?  
Our team is happy to help!



Questions?

[ChesapeakeStat.com](http://ChesapeakeStat.com)