

# **Designing a Strategic Outreach & Education Program for Local Elected Officials in the Chesapeake Bay Watershed**

Presentation to the Local Leadership Workgroup  
by Ecologix Group,  
April 12, 2017

# Purpose of today's discussion

- To review the status of the project and draft outline of the final report
- What we have done so far, what we have heard and how what we have learned will be reflected in the project report

# What have we done?

- Developed focus group questions in consult with Local Leadership Workgroup.
- Met with elected and appointed local government officials and staff from VA, PA, MD and DC at four meetings to discuss the questions and their recommendations.

# What have we heard?

The recurring areas of concern for all groups were:

- Economic development
- Infrastructure maintenance and financing
- Public health
- Public education

# What have we heard?

- Natural Resource topics that local officials frequently linked to other priorities included: drinking water; flood prevention and mitigation; outdoor recreation; tourism – agro and eco-based.
- Peer-to-peer, small-site-scale, field trips and field days, are the best educational /information transmission methods.



# Final report outline

Recommendations will be provided in Six Key Areas

- The information in Sections 1 & 2 will be based on a combination of the CBP Management Strategies developed by the Goal Implementation Teams and the responses to the 11 Focus Group questions.
- Sections 3 – 6 will be developed from research conducted by the Ecologix team, the Local Leadership Workgroup and the Local Government Advisory committee.

# Final report outline

- 1) **The content that needs to be conveyed** – what do local elected officials need to know in order to increase their knowledge and capacity for watershed restoration and what are the local issues that connect the elected officials to this information/content;
- 2) **Informational programs and delivery mechanisms** – what programs, etc. exist now that convey this content, and are there gaps that need to be filled;

# Final report outline

- 3) **Strengthening and/or expanding existing programs and delivery mechanisms** – how the existing programs can be tailored to better serve the needs of local elected officials;
- 4) **The best way to coordinate these programs and delivery mechanisms** – what infrastructure is needed to coordinate programs and delivery mechanisms for this content to local elected officials;



# Final report outline

- 5) **Cost estimates on strengthening and coordinating existing programs, and potential funding sources;** what will it cost to strengthen and coordinate these programs and delivery mechanisms, and where will the funding come from;
- 6) **Best ways to measure progress** – what are the measures of success in meeting the goals and milestones of this program.