



CBP Biennial Strategy Review System: Update and Next Steps

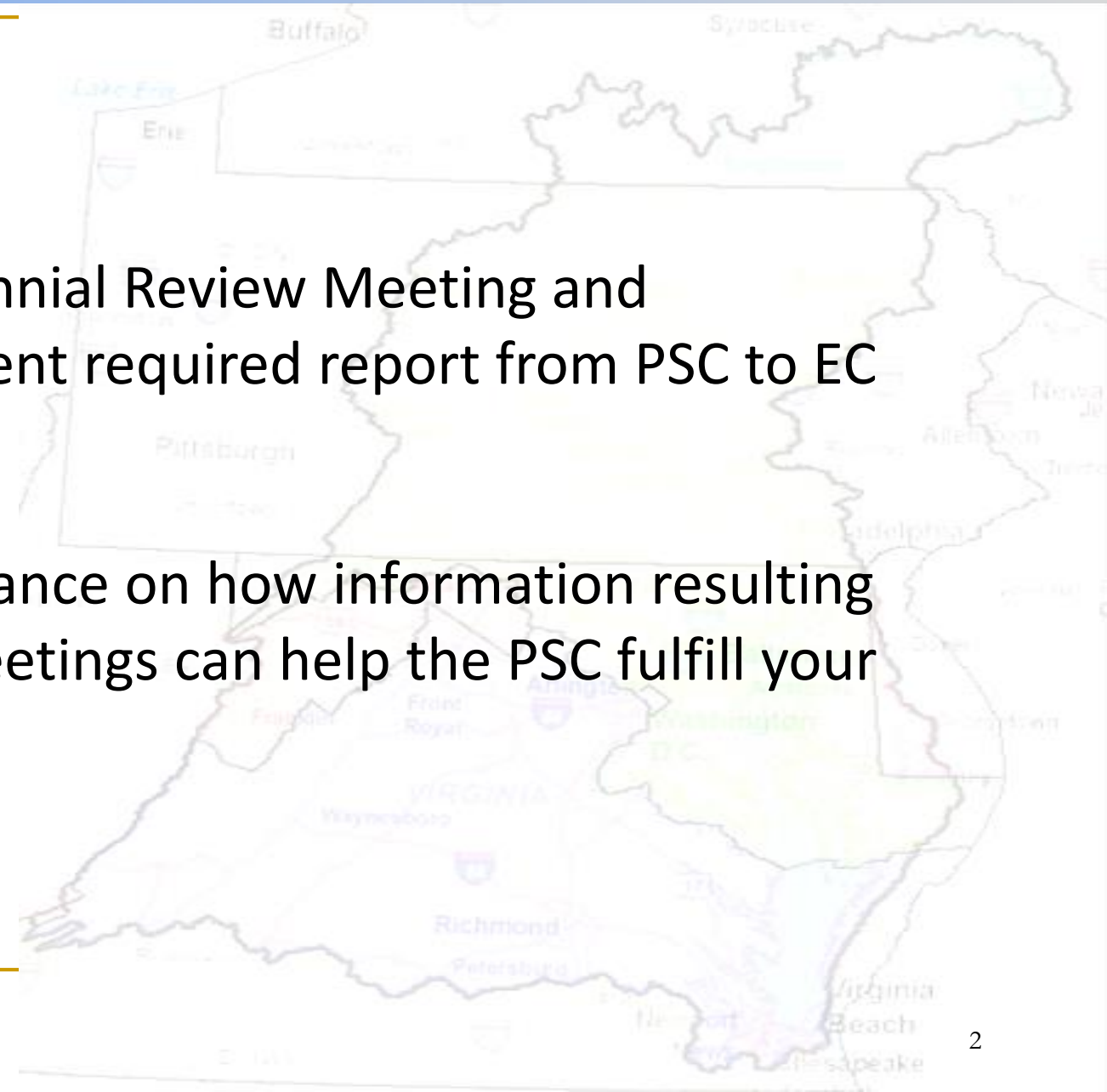
Principals' Staff Committee Briefing
March 1, 2017



Two requested actions:

#1: Reaction to summary of Biennial Review Meeting and direction on Watershed Agreement required report from PSC to EC on implementation progress.

#2: Feedback, advice, and guidance on how information resulting from the Quarterly Progress Meetings can help the PSC fulfill your role.





Science Panel

Main Message: Broaden the application, incentives, partnerships, and impacts of BMP implementation.

NOTABLE POINTS

Lurking Issues: Consider BMPs as systems.

Climate Change: Need to both adapt and mitigate.

Agriculture: Insufficient financial incentives. Pursue “community conservation” – collaborative stewardship, pay-for-performance, auctions, etc.

Social Science: Increase engagement by better understanding attitudes, motivations and resulting behaviors.



Fiscal and Finance Panel

Main Message: Better recognize and apply the strengths of both the public and private sectors.

NOTABLE POINTS

Public and Private Financing: Both sectors have their strengths and weaknesses. The greatest opportunity exists in our ability to engage the power of the private sector.

- Public sector funding alone will not restore Chesapeake Bay.
- Many BMPs work better financed as loans (private) vs grants (public).
- Need to develop means to hold onto funding until most cost effective to apply it – vs current “use it or lose it”.
- Need to develop means to pool our resources, prioritize Outcomes, and apply where most effective.
- Public sector needs to support private sector investment by reducing risk and increasing certainty.



Policy Panel

Main Message: Better connect with and engage our public.

NOTABLE POINTS

Shared Leadership – we need to call upon the strength of the partnership for shared federal, state, and local leadership.

Broaden Partnerships – we need to reach out to new partners and solidify inter-connectedness.

Improved Marketing – connect our work to messages and actions people truly care about:

- healthy outdoor spaces
- healthy fish and wildlife populations

and their impacts to a healthy economy and robust society.



Cross-Cutting Recommendations

Main Message: ***“We don’t have a pollution problem – we have a stewardship problem.”***

NOTABLE POINTS

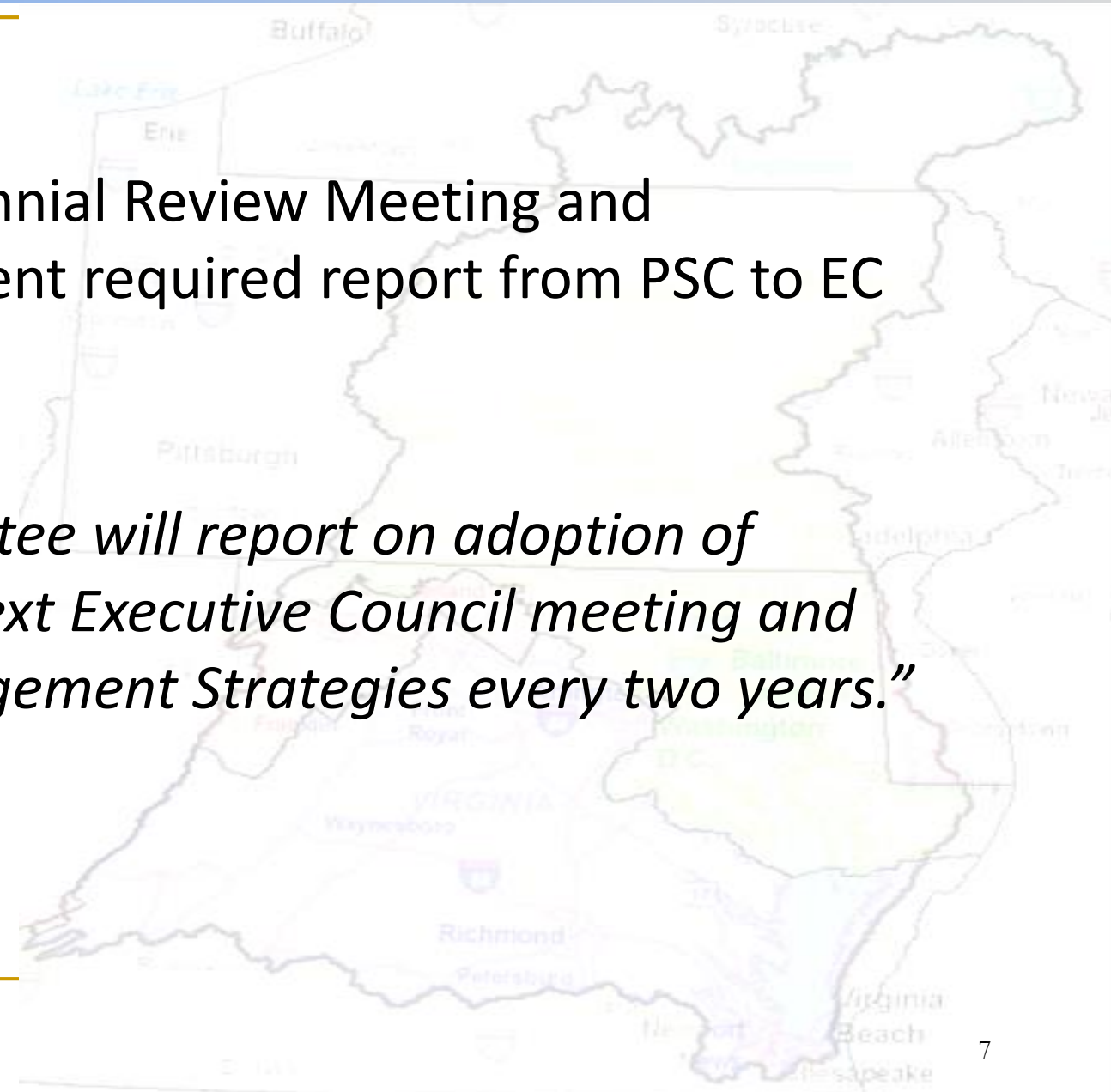
- Social science should be a renewed focus across all Outcomes – know the audience, encourage collaboration, communicate to new audiences in terms that are relevant to them (economy, jobs, energy, health, safety, recreation).
- Don’t underestimate “lurking” issues in science. Continue to invest in research and monitoring.
- Be open to changes in programs and be flexible in implementation.
- We need to adjust to the fact that behavior change takes more time than expected.



Action Item #1:

#1: Reaction to summary of Biennial Review Meeting and direction on Watershed Agreement required report from PSC to EC on implementation progress.

“The Principals’ Staff Committee will report on adoption of Management Strategies at the next Executive Council meeting and report on implementation of Management Strategies every two years.”





Action Item #2:

#2: Feedback, advice, and guidance on how information resulting from the Quarterly Progress Meetings can help the PSC fulfill your role.

“...the flow of information between the Management Board and Principals’ Staff Committee that will occur throughout this process will need to be a two-way street. Results and actions from the Two-Day Biennial Review Meeting and Quarterly Progress Meetings will be provided regularly to the PSC, and all resulting input and feedback from the PSC will be disseminated to the Management Board, GITs, and other appropriate groups.”