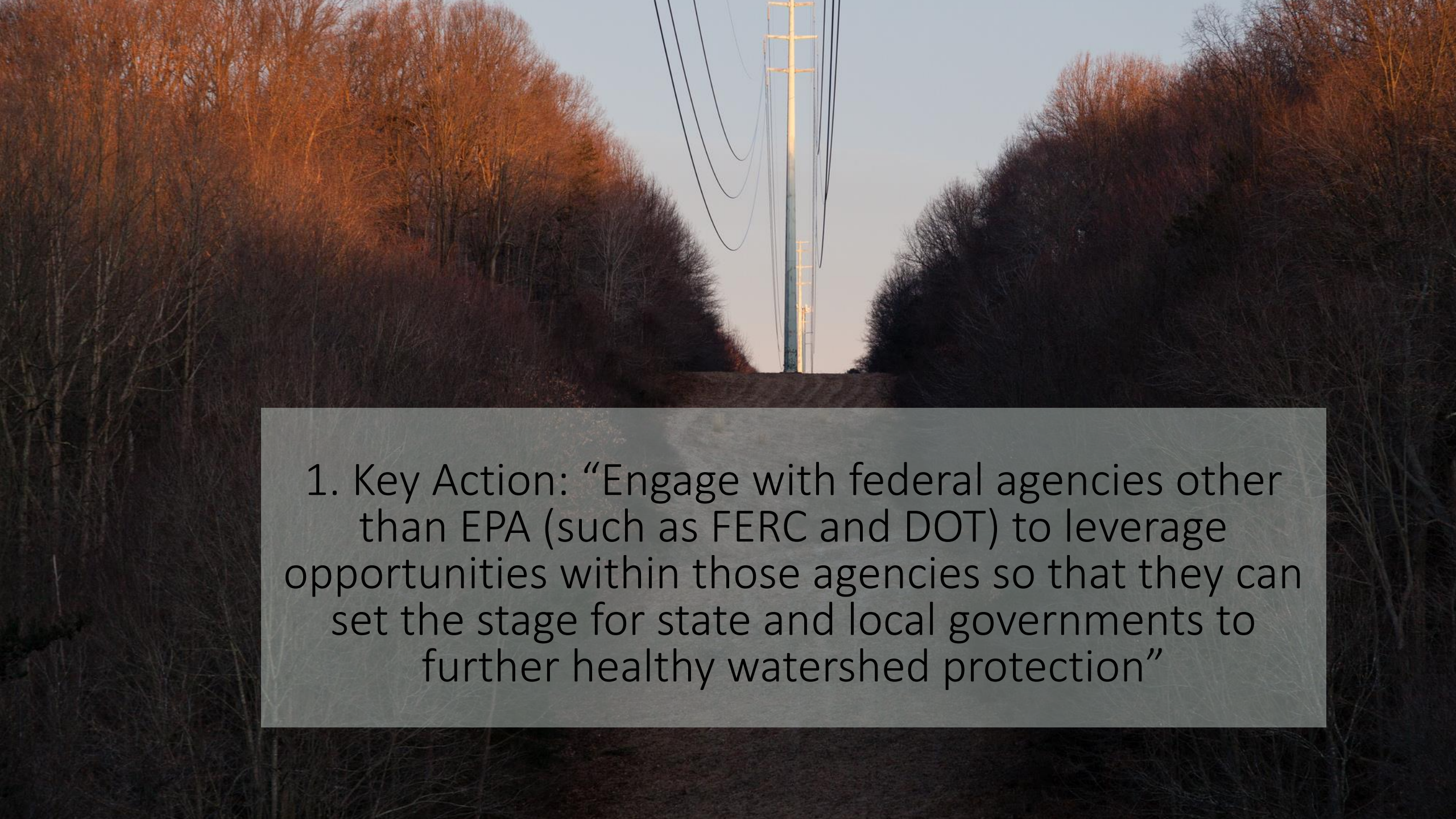
Near Term (2016) Workplan Priorities

Review of Ideas and Recommendations from Select GIT Members

Maintain Healthy Watersheds GIT Meeting
May 16th, 2016

Thank you!

- Lee Epstein (CBF)
- Greg Evans (VA DOF)
- Sally Claggett (USFS)
- Angel Valdez (MDE)



1. Key Action: “Engage with federal agencies other than EPA (such as FERC and DOT) to leverage opportunities within those agencies so that they can set the stage for state and local governments to further healthy watershed protection”

1.
Ideas and recommendations for GIT feedback

Revising the Federal Workplan for Restoring the Chesapeake Bay to Comply With Executive Order 13508 and Better Help Meet the Goals and Outcomes Of the 2014 Chesapeake Bay Watershed Agreement

2. Key Action: “Assess protected status of healthy watersheds”

2.
Relevant Work

Tracking Healthy Waters Protection in the Chesapeake Bay Watershed (William & Mary Study)

Other relevant work?

2.
Ideas from our last meeting

A first step could be a summary of how each state is planning to assess protection status of healthy watersheds which may include data layers that could help assess that.

Develop an internal database listing every single healthy waters and watersheds and note which ones are set in stone (“protected”), which are in flux (“vulnerable”), and if possible the last date each was assessed.

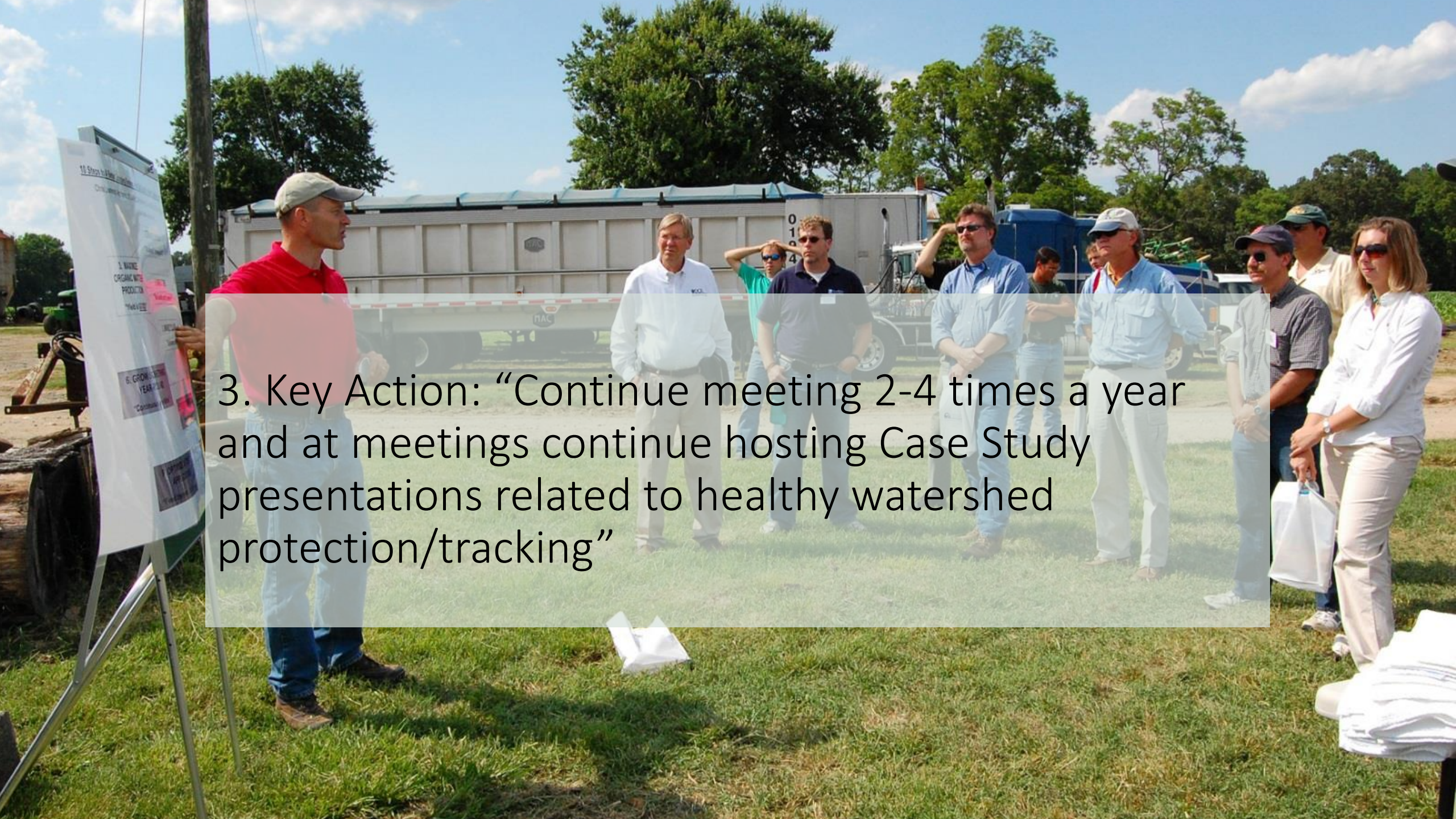
2.
Ideas and recommendations for GIT feedback

1. CBP Staff develop a database which as a starting point will list the state-identified healthy waters(heds). Send to each Jurisdictional representative – early June 2016
2. Jurisdictional representatives provide GIT with criteria used to determine whether watershed or water are “sustained” and fill out the rest of the information on the database – July 2016
3. Coordinator creates a status map using data provided from Jurisdictions – Mid-August 2016
4. CBP Staff develop an interim tracking protocol modeled on other jurisdictions to assess progress toward goal in lieu of a jurisdiction providing it directly. – August 2016

2.
Questions

We are proposing that the database include information on which waters and watersheds are set in stone (“protected”), which are in flux (“vulnerable”), and if possible the last date each water or watershed was assessed. Are we missing anything? Other thoughts?

Is the timeline on the previous slide feasible?



3. Key Action: “Continue meeting 2-4 times a year and at meetings continue hosting Case Study presentations related to healthy watershed protection/tracking”

3.

Past Case Study presentations (for ideas)

- Maintaining Healthy Watersheds in Clarke County (VA)
- TNC Watershed Assessment Pilot Project (WV)
- Green Infrastructure Case Study (Frederick County, MD)
- Watershed Restoration Action Strategy (Deer Creek, MD)
- Stormwater Management Program (Fairfax, VA)
- Susquehanna River Landscape Conservation Initiative (PA)
- Development, Stressors, Habitat, and Fish Community Changes (Mattawoman, MD)
- Conserving High Quality Natural Resources in the Chesapeake Bay Watershed (Upper Susquehanna Watershed, NY)
- EPA Healthy Watersheds Program State Assessments (California, Vermont, Wisconsin)

3.

GIT feedback

We need help brainstorming future case study presentations!

- What do you want these presentations to look like?
- Who do you want to hear or learn from?

4. Key Action: “Continue to work with the Chesapeake Bay Program and partners to quantify and incorporate conservation practices into the Chesapeake watershed modeling efforts and to explore how land use protections might be used to quantify future pollutant load reduction incentives for land conservation”

4.

Relevant Work

June 2013 Chesapeake Bay Commission Crediting Conservation Report

Healthy Watersheds Forestry TMDL GIT Funding Project: Demonstrating the Value of Retaining Forestland in the Chesapeake Bay Watershed (Phase 1)

5. Key Action: “Work collectively to improve outreach strategies, and better get the word out across multiple Management Strategies to **determine the best approaches and methods for reaching key stakeholders**”

6. Key Action: “Provide messages and resources to CBP Communications Staff”

Key Action: “Share presentations, slides, pictures, graphics, to help partner agency staff prepare presentations, reports, etc. with effective healthy watersheds messages”

5. & 6.

Ideas from our last meeting

GIT products with elements of messaging/communications:

1. Map of State-Identified Healthy Waters and Watersheds
2. FY14 and FY15 GIT Projects “Healthy Watersheds TMDL Study: Demonstrating the Value of Retaining Forestland in the Chesapeake Bay Watershed (Phase 1 & 2)”
3. FY15 GIT Project “Evaluation of Land Use Policy Options, Incentives, and Planning Tools to Reduce the Rate of Agricultural Lands, Forests, and Wetlands”

5. & 6.

Ideas and recommendations for GIT feedback

Develop messages related to the importance of protection

Come up with both good and bad examples: what happens if we fail? What does this look like and mean?

Utilize existing networks (e.g., land conservation efforts)

5. & 6.

Ideas and recommendations for GIT feedback

Who are our stakeholders and how do we reach them?

- Relevant work: Donnelle Keech (TNC) local actors analysis

- Geo-political categories as an alternative way of binning our stakeholders:

  Large – Urban MS4 areas

  Small – Suburban MS4 areas

  Rural areas

5. & 6.

Ideas and recommendations for GIT feedback

What is important to our stakeholders?

- We may have incomplete assumptions about what is important to our key audience and stakeholders.

What are their drivers/motivators (economic? environmental? regulatory?)

- Early lessons from the Forest TMDL project in VA have shown that drivers identified by CBP related to TMDL may not be as important as we first thought. Especially in rural areas.

5. & 6.

Ideas and recommendations for GIT feedback

What is the best way to reach our stakeholders?

- Make it easy for them to reach us too. Two-way street
- Local Leadership Workgroup focus groups looking at how local leaders learn and want the information

5. & 6.

Ideas and recommendations for GIT feedback

We are still in the “discovery phase”

FY15 Project “Demonstrating the Value of Retaining Forestland in the Chesapeake Bay Watershed (Phase 2)”

- Currently meeting with local stakeholders and leaders

FY15 Project “Evaluation of Land Use Policy Options, Incentives, and Planning Tools to Reduce the Rate of Conversion of Agricultural Lands, Forests, and Wetlands”

- First step of the evaluation component of the Land Use Options Evaluation Management Strategy

5. & 6.

Summary and Questions

Focus on who our stakeholders are, what they care about, and how to reach them

Question to GIT: thoughts on geo-political categories?

There is a need for continued “discovery” with regard to key audience, their interests, and how to best share information (not just get our information and messages to them, but also make it easy and pleasant to engage CBP and teach us).

- GIT Funding Projects are giving new insights
- Providing communications messages now might be premature