



The headwaters of the Rapidan River are seen near Skyline Drive in Shenandoah National Park.

I. Introduction

In 2018, we stand at a critical juncture relative to land protection in the Chesapeake watershed. Support for watershed restoration is greater than ever and state jurisdictions and federal agencies are committed through the 2014 *Chesapeake Bay Watershed Agreement* to a goal of conserving an additional two million acres. Progress reports show we are halfway towards achieving that goal. At the same time, a growing watershed population of 18 million residents is placing increasing demands on the region's energy infrastructure and land use. This vast watershed is home to steadily growing urban areas as well as some of the nation's most heavily utilized national parks, forests and waterways. Pressure on land and water resources necessitates consistent funding and support for conservation to ensure the long-term sustainability of the region's ecological systems, cultural heritage and economic growth.

The *Watershed Agreement*, among other goals, promises two million new acres protected by 2025. The Chesapeake Bay Program defines protected lands as lands that are permanently protected from development, whether by purchase, donation, a perpetual conservation or open space easement, or fee

ownership for their cultural, historical, ecological or agricultural value. Successful coordination and effort among partners to achieve this goal is possible due to the alignment of a number of factors:

- A solid resource conservation precedent over the past 150 years has laid the groundwork for the increased alignment, resources and focus required to successfully implement this strategy.
- A strong and growing network of conservation-minded partners, the Chesapeake Conservation Partnership (the Partnership) is supporting the collaboration necessary to accomplish this charge. This network of jurisdictions, agencies and non-profit organizations provides a tremendous opportunity to align and leverage organizations, priorities, and funding sources in new ways. The organizations that make up the Partnership are described in greater detail below.

The *Watershed Agreement* supports even greater alignment in favor of land conservation partners, through mutually-supportive strategies that support healthy watersheds, citizen stewardship, environmental literacy, recreation, species and habitat protection, and working lands. Continued engagement with these groups has already demonstrated that land conservation is increasingly part of the public dialog around related water quality and watershed restoration efforts. Measuring land conservation success goes beyond achieving the two-million-acre goal. Successfully protecting and sustaining new acreage requires tapping innovative funding mechanisms and data technologies, encouraging collaboration and increasing public engagement and stewardship. The management strategy outlined in this document is a vehicle to amplify the work of the Partnership and a growing network of local, regional, and watershed conservation interests in a long term and meaningful way. It is also a call to action for a paradigm shift in how we think about the impact of conservation on our quality of life and economic well-being as well as the Bay's fragile ecosystem, especially in a changing climate.

II. Goal, Outcome and Baseline

This management strategy identifies approaches for achieving the following goal and outcome:



Land Conservation Goal

Conserve landscapes treasured by citizens in order to maintain water quality and habitat; sustain working forests, farms and maritime communities; and conserve lands of biological, cultural, indigenous and community value.

Land Conservation Outcome

By 2025, protect an additional two million acres of lands throughout the watershed—currently identified as high-conservation priorities at the federal, state or local level— including 225,000 acres of wetlands and 695,000 acres of forest land of highest value for maintaining water quality

Baseline and Current Condition

This measure builds on a baseline in 2010 of 7.8 million acres. As of the end of 2013, approximately 8.37 million acres of land—approximately 21 percent of the land in the Chesapeake Bay watershed—have been permanently protected from development. This marks an achievement of 29 percent of the goal to protect an additional two million acres of land throughout the watershed since 2010.

III. Participating Partners

The following partners have participated in the development of this strategy. A workplan to accompany this management strategy will be completed six months after this document is finalized. It will identify specific partner commitments for implementing the strategy.

Chesapeake Bay Watershed Agreement Signatories

- Chesapeake Bay Commission
- State of Delaware: Delaware Department of Natural Resources and Environmental Control
- State of Maryland: Maryland Department of Natural Resources, Maryland Department of Planning, Maryland Environmental Trust, Maryland Historical Trust
- Commonwealth of Pennsylvania: Pennsylvania Department of Conservation and Natural Resources
- State of New York: New York State Office of Parks, Recreation and Historic Preservation, New York State Department of Environmental Conservation
- State of Virginia: Virginia Department of Conservation and Recreation, Virginia Department of Forestry, Virginia Department of Historic Resources

Other Key Participants

The Chesapeake Conservation Partnership, a regional coalition of over 50 diverse organizations throughout the watershed, has primarily guided and advanced the development of this strategy. The Partnership is comprised of representatives from the seven watershed jurisdictions including federal and state agencies, tribes, land trusts and conservation-focused NGOs. A complete list of participants is available at: www.chesapeakeconservation.org.

Local Engagement

The following is a non-comprehensive list of the national, regional and local organizations who will be involved in the implementation of the management strategy.

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| ■ Accokeek Foundation | ■ National Trust for Historic Preservation |
| ■ American Farmland Trust | ■ NatureServe |
| ■ Appalachian Trail Conservancy | ■ Otsego Land Trust |
| ■ Cacapon-Lost Rivers Land Trust | ■ Piedmont Environmental Council |
| ■ Chesapeake Conservancy | ■ Piscataway-Conoy Tribe |
| ■ Chickahominy Indian Tribe | ■ Potomac Conservancy |
| ■ Eastern Shore Land Conservancy | ■ Shenandoah Valley Battlefields Foundation |
| ■ James River Association | ■ Susquehanna Gateway Heritage Area |
| ■ Journey Through Hallowed Ground | ■ The Conservation Fund |
| ■ Lancaster County Conservancy | ■ The Nature Conservancy |
| ■ Land Trust Alliance | ■ Trust for Public Land |
| ■ Living Landscape Observer | ■ Virginia Environmental Endowment |
| ■ Maryland Environmental Trust | ■ Virginia Outdoors Foundation |
| ■ Maryland Commission on Indian Affairs | ■ Wildlife Management Institute |
| ■ National Parks Conservation Association | |

IV. Factors Influencing Success

The following are natural and human factors that influence the Partnership's ability to attain this outcome:

Public Support for Conservation

Land conservation faces definitional, attitudinal and political messaging challenges as well as difficulties with generational transfers of land ownership. Opposition to growth management and land controls can be problematic. Changing demographics require outreach to youth, urban populations and ethnicities not traditionally engaged in land conservation. Some misunderstand the value of protected land to improving water quality, outdoor recreation opportunities and generating economic development.

Attitudes toward land conservation vary, requiring a tailored approach to education, public engagement, public policy and advocacy that responds to particular regional conservation needs and opportunities. With shifting demographics in the watershed, it is necessary to consider ways to connect young people, urban populations and underrepresented ethnic groups to broaden support.

Political support across all levels of government plays a critical role in achieving the Protected Lands Outcome. Recent state administrations have provided tremendous support. Additionally, voluntary jurisdictional coordination with the federal agencies on land conservation priorities has increased steadily with implementation of Executive Order 13508.

Limited funding and incentives for land conservation Competition for limited federal and state funding for land conservation has increased in recent years. This is a result of decreases in some but not all dedicated funding sources and less than optimal alignment of existing resources, which come in many forms, such as tax incentives, credits, grants and sales. Comparatively high land prices in the watershed also stretch limited resources.

Funding available at the federal and state levels for land conservation could be better aligned with funding for working lands, recreation, water quality, biological diversity and related efforts to increase the overall pool of funding available. The private sector, including donors, foundations and landowners interested in preserving their property's heritage or scenic value, presents opportunities for funding and stewardship that could be better leveraged with limited public resources.

Threats to existing protected lands and unprotected high conservation value lands

Changes in Land Use

As the watershed's population increases and shifts, new development pressures, including transportation and energy infrastructure as well as new housing and commercial development, are dramatically changing the landscape in some areas.

New energy infrastructure poses a significant challenge to protecting contiguous geographic and cultural corridors. Energy and infrastructure development such as pipelines can have detrimental impacts on cultural and natural resources. On the other hand, pressures on land use create opportunities for dialog and decision-making that can lead to smart land use to protect the most ecologically and culturally valuable lands, and to mitigate when impacts are unavoidable.

When mitigation, or sound land-use planning, makes protected land accessible for recreation, it can motivate public advocacy for further protection measures and increase demand for more protected area easily accessible to urban areas. Increased public awareness for conservation can strengthen progress towards our goal.

Climate Change

Climate change and climate induced disasters impact land conservation by changing the viability of shoreline and low elevation parcels for protection as well as development. Shifting temperature and precipitation regimes impact upland areas by shifting native species patterns and increasing invasive species. The watershed is already experiencing sea level rise at twice the national rate, which threatens prospective and existing conservation easements on public and private lands.

A changing climate also places ecologically and culturally significant places at risk. It requires that conservation priorities consider and plan for changing species and habitat migration patterns resulting from changing temperatures and water regimes. Climate change projections impact land protection opportunities. A changing climate also requires the creation of resiliency and disaster management plans for existing conserved lands, with landowners absorbing the additional cost and management responsibilities.

Land conservation is complicated by a changing climate. It is also one of many tools that can offset the impacts of climate change. In particular, undeveloped shoreline mitigates rising tides and can allow the surrounding ecosystem to adapt to changes in the coastline.

Ownership Patterns and Fragmentation

As the watershed's resident population grows and shifts toward urban areas, land values increase near commercial centers. As competition for economically viable use of the land intensifies, the incentives and pressures to develop compete with the values that support conservation.

Land ownership in the Eastern United States is also more fragmented than in the West, due to older settlement and development patterns, relatively smaller parcels and higher percentage of privately-owned land. As a result it takes greater communication, consensus-building and cooperation to conserve contiguous parcels.

The region has a long history of coordinating efforts across jurisdictional boundaries through initiatives such as landscape restoration, heritage areas and other cultural landscapes as well as innovative tax incentive and open space programs. Momentum around land conservation at the landscape scale is increasing through voluntary partnerships such as the Journey Through Hallowed Ground,

Pennsylvania's Conservation Landscapes and others. A strong legacy of land conservation precedes our efforts and continues to grow.

Limits on Capacity for Protecting, Restoring and Managing Landscapes

The land trust community has been protecting land for multiple values for decades. Today, some 100 regional, state, and local land trusts operate in the Chesapeake Bay watershed, collectively protecting more than 1.8 million acres of land. Many of these organizations could have significant capacity to protect more important lands in the future. Yet, many also have no or limited staff support, or would benefit from additional tools and capacity.

In early 2015, the Land Trust Alliance initiated a Chesapeake Bay Watershed Land Trust Assessment Study. The results help focus future investment in training and tools that support organizational development and capacity-building, strategic conservation planning, and increase the efficiency and effectiveness of existing and new land trusts. Tools and assistance may include business and financial planning, legal assistance, and knowledge and expertise.

In addition, the conservation community must increasingly focus on management of already conserved lands, including planning for climate change. This requires the development of disaster management and climate adaptation plans, engaging technical experts, and seeking sustainable solutions to ensure long term protection.

Access to and use of coordinated, integrated conservation value data for aligning conservation planning and tracking

To ensure the most strategic long-term conservation of shared values the scores of organizations and agencies working to carry out land protection require coordinated, shared and integrated data on those values. LandScope Chesapeake, developed in response to actions laid out in the 2010 Strategy for Protecting and Restoring the Chesapeake Bay Watershed, was launched in 2012 as a platform for gathering data layers representing various conservation values and priorities. This tool now contains over 200 layers and continues to build in new data and tools. It provides a central, watershed-wide clearinghouse for mapping data, with over 200 cultural, natural and recreational resource data layers.

This powerful tool makes data-driven prioritization of land protection more accessible than ever and highlights the cross-jurisdictional nature of priority-setting informed by the multiple conservation values that inspire land conservation.

The quality and quantity of conservation priority data varies by jurisdiction, and by resource type. Data on certain cultural resource priorities in particular lacks accuracy or has not been digitized. Some local and regional conservation priority datasets may not be reflected in LandScope. Data requires regular updating with improvements to technology, new information, changing landscape conditions and other factors, issues not unique to conservation.

As states move toward adoption of the standard Protected Areas Database (PAD-US) data set for documenting and tracking progress, this user-friendly platform is poised to support a more focused conservation progress and tracking effort moving forward. Steady funding and capacity is needed to create and update data and to support maintenance of many forms of data that feed land conservation priorities.

In addition to LandScope Chesapeake, there are other online systems that provide conservation prioritization tools or priorities data. Many of these tools provide access to focused applications aimed at assisting with specific conservation decisions. In many cases these targeted applications provide easy access to data and analytical capabilities aimed at particular use cases. Web-based mapping applications are evolving to address these use cases using data and services published by partners throughout the watershed. With the transition to web-based map services, there is greater potential to link LandScope and these various systems to ensure optimal accessibility to data and tools across systems.

Managing Protected Areas

As land is conserved, managers and funders must address strategies for supporting long-term management. Funding for maintenance of existing public lands is often limited. Privately-held easements also require monitoring, which can become more complicated as the land transfers to second generation landowners. Technical and financial assistance can build the capacity of local land trusts and volunteers to manage and monitor protected areas. Designations such as heritage areas, public-private co-management arrangements, stewardship funds and innovative citizen engagement tools such as adoption programs could also expand maintenance capacities and increase general funding levels for managing public lands.

V. Current Efforts and Gaps

Watershed jurisdictions, organizations and partners have made significant progress through collaboration to conserve land and build a stewardship ethic to maintain it. Efforts to increase the quantity and quality of land conservation, especially over the past five years, include:

Improving the Quality, Quantity and Accessibility of Conservation Priority Data

The Chesapeake Conservation Partnership and its members are carrying out concerted efforts to expand the quality and accessibility of conservation priority data. LandScope Chesapeake serves as a vehicle for sharing this information among all members of the conservation community. Each year, the Partnership and its members produce new and improved data to support strategic, collaborative conservation.

Aligning Land Conservation Priorities with Funding Opportunities

A single, integrated watershed-wide conservation priority and ranking system is attractive and could encourage consistent criteria for identifying habitat conservation priorities, which currently vary by jurisdiction. Funding programs and jurisdictions are often driven by policies set in legislation. Local and regional initiatives may wish or need to set unique criteria or policies. Technological considerations often favor lightweight, focused tools. LandScope can complement many of these applications through cross-platform data and services integration and encourage greater consistency in data collection and maintenance over time.

However, the broad range of conservation priority layers in LandScope Chesapeake can be used by all partners to inform priority setting and alignment at various levels. In particular, identifying conservation projects in locations where multiple values and potential funding sources intersect can maximize opportunities for leveraging resources. The Partnership can also continue its work on identifying conservation focal areas within the watershed.

Building the Land Conservation Community

The Chesapeake Conservation Partnership can provide a platform for diverse conservation-minded partners, from federal agencies to local land trusts, to convene and discuss and act on land conservation priorities. Greater participation by the private sector and local jurisdictions and organizations, especially in urban settings, can enable the land conservation community to expand its scope, capacity and effectiveness. As it evolves, the Partnership can also offer organizations with varied conservation missions more ways to establish mutually beneficial personal and professional relationships.

The partnership, or other organizations, could undertake private sector fundraising, work with local jurisdictions to encourage smart growth, and training and assistance to landowners and local stewardship organizations to increase the breadth and commitment of these groups to protecting and managing the places that are important to them. Already, active participation and buy-in by the public and private sectors to formalize the Partnership and add staffing capacity have created a strong foundation for increasing the effectiveness of the group's communications, advocacy and fundraising capabilities over time.

Developing the Capacity and Tools for Restoring, Protecting and Managing Landscapes

The Land Trust Alliance and the Chesapeake Bay Funders Network (link is external) (CBFN) launched the Chesapeake Bay Land and Water Initiative (the Initiative) in 2016 to deploy an integrated and innovative approach to permanent land protection, stewardship, community engagement, partners and public policy that will preserve or enhance water quality across the 64,000-square-mile Chesapeake Bay watershed.

The vision for the Initiative is a healthy watershed that uses permanent land protection and stewardship to ensure clean water for future generations. Land trusts and their partners across the watershed have the opportunity to play a leadership role in protecting and improving water quality in their communities, and while many are already doing so, more could be accomplished if we expand opportunities to grow their partnerships, skills and capacity.

The Chesapeake Bay Watershed Land Trust Assessment: Accelerating Land Conservation to Protect and Improve Water Quality (link is external), a study commissioned by CBFN and conducted by the Alliance with Long Haul Conservation Advisors, identified opportunities for water quality improvements through permanent land conservation programs.

The Initiative encourages partnerships between land trusts, watershed groups, local governments, and others. It brings additional financial and capacity resources to accelerate good work already underway and better prioritize new conservation and stewardship for water. And it works to improve the context in which land trusts operate — through policy, communications, science, and more — so that land trusts have better tools to do more for clean water.

Expanding Federal, State and Local Funding and Incentives for Conservation

Federal, state, and local government as well as non-profit sources can be leveraged to complete conservation transactions. Recent successes include alignment of federal, state and private funding for land conservation along the Nanticoke River in Maryland and Delaware; and the Rivers of the Chesapeake LWCF collaborative funding, which has aligned a constituency of conservation partners across five states in a bigger way than ever before.

Conveying the social and economic benefits of land conservation, aligning funding sources with related initiatives and prioritizing conservation needs in response to changing budgets and political climate continues to remain a challenge. Dedicated funding streams for land conservation are not always secure, especially in tight budget years; vigilance is required to sustain these funds. In some jurisdictions lack of dedicated funding streams limits impact. Land conservation is not credited towards reductions in the Bay jurisdictions' annual pollution reduction progress reporting. However, land conservation may be able to generate credits for use in compliance trades and/or as offsets for new loads.

In 2018, the Chesapeake Bay Program adopted policies that form the basis for incentivizing conservation by accounting for growth in the Bay TMDL. This is based on use of the Chesapeake Bay Land Change Model (CBLCM) to forecast future urbanization across multiple counties or states based on the best available regional-scale data and information. The model is capable of simulating multiple future scenarios of urbanization. The Chesapeake Bay Program adopted a “Current Zoning” scenario as representing the most probable land use conditions in 2025; this will serve as the TMDL baseline scenario for evaluating the effects of Best Management Practices (BMPs).

In developing Watershed Implementation Plans for the TMDL, states and counties have choices about which BMPs to include in their plans. The Chesapeake Conservation Partnership has worked with the Chesapeake Bay Program to ensure a set of “Conservation Plus BMPs” are among those that states and counties can select.

The Chesapeake Bay Program partners have crafted a set of thematic “what if” representations of the future. Each of these thematic scenarios assumes a variety of organizations and government agencies proactively pursue efforts focused on one of three themes: conserving forests and wetlands, conserving farmlands, or managing growth. These thematic scenarios—referred to as the “Conservation Plus Family of Scenarios”—serve as strawmen for “land policy BMPs,” and as such they can be used to demonstrate the potential for crediting land use planning and land conservation efforts under the Bay TMDL restoration framework.

Over time, adoption of the Conservation Plus BMPs is expected to provide an important incentive for conservation—and a new tool for states and localities to meet the TMDL requirements. There are other opportunities for expanding or creating new land conservation funding streams, including local ballot measures and creating a mitigation fund. Elected officials continue to need to be informed about the value of land conservation. Consistent messaging and advocacy that is both more coordinated and more vocal could improve support for funding and incentives.

Increasing Public Support for Land Conservation

Articulating conservation values through the lens of publicly held values such as health, safety and welfare can increase public support for land conservation. Tailoring the conservation message to support clean water, battlefield protection or recreation can also build a constituency in favor of conservation and even motivate behavior change. A first step in increasing public support for conservation is to assess and understand how support varies locally across the watershed, and then develop watershed, regional and local strategies that work for the local conservation community.

Consistent, persistent education and outreach to legislators and local government officials about the social and economic benefits of conservation is also vital to increasing public support for it.

Coordinated, targeted outreach works; for example, interagency, inter-jurisdictional Rivers of the Chesapeake Collaborative Land and Water Conservation Fund (LWCF) proposals rallied over 30 congressional representatives and four governors in support of funding for land conservation. At the local level, ballot measures on the heels of a public campaign have successfully rallied residents to support waterfront parkland. Land conservation should be an integral component of state and local planning efforts, but as a reflection of underlying public and political support.

Consistent and targeted messaging that recognizes and responds to the range of public motivations for supporting land protection is critical to increasing public support for land conservation.

Advancing Youth Engagement and Citizen Stewardship

Experiential learning, through the Chesapeake Conservation Corps (CCC), citizen water quality monitoring and all-ages field trips offer opportunities for residents to reflect on their personal connection to the Bay. Increasingly, jurisdictions are requiring environmental literacy through classroom and field-based learning experiences. Integrating conservation messages into existing environmental literacy and citizen stewardship efforts is one way to advance engagement in and stewardship of the Bay's special places.

Environmental literacy should encourage youth and their parents to probe why conservation matters to them and their surroundings. Lesson plans and activities could advance resource identification and documentation; probe perspectives about the landscape; and foster an improved understanding of related knowledge areas. Outreach to underrepresented communities, urban populations and communities that rely on natural resources for sustenance and recreation is increasing but could be better funded, and more targeted and consistent. Increasing the accessibility of place-based experiences, that gradually, and non-threateningly introduce new audiences to the outdoors may relieve negative perceptions about recreation and build recognition for the value of open, undeveloped spaces.

VI. Management Approaches

The partnership will collaborate with local partners to carry out the following actions and strategies to achieve or exceed the Protected Lands Goal. These approaches seek to address the factors affecting our ability to meet the goal and the gaps identified above.

1. Sustain and expand federal, state, local and private sector funding and incentives for conservation
2. Build and sustain public support for land conservation
3. Increase capacity and effectiveness of land trusts
4. Improve development, sharing and use of integrated conservation value data for the watershed
5. Improve planning and policies for addressing threats to conservation values

Cross-Outcome Collaboration and Multiple Benefits

The partners responsible for implementing this strategy will collaborate with other Goal Implementation Teams (GITs) including:

- Vital Habitats
 - Wetlands
 - Forest Buffer
- Stewardship: Diversity
- Land Conservation
 - Land Use Methods and Metrics Development
 - Land Use Options Evaluation

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- Public Access
 - Environmental Literacy
 - Climate Resiliency

VII. Monitoring Progress

Current monitoring programs

A process for monitoring progress toward the Protected Lands Outcome was put in place in 2011. This replaced a prior tabular tracking process used from 2000 to 2010 for portions of the watershed with a Geographic Information System (GIS) based approach for the entire watershed.

The current monitoring process, coordinated by the National Park Service (NPS), US Geological Survey (USGS) and NatureServe, involves the following steps:

- On a biennial basis a comprehensive watershed-wide GIS dataset of protected lands is compiled from a series of individual datasets provided primarily by watershed states; additional data is acquired from the PAD-US and National Conservation Easement Dataset (NCED). The change in protected lands is calculated in comparison with the previous biennial dataset.
- The comprehensive watershed dataset is published through the Bay Program for incorporation into LandScope Chesapeake, which also incorporates a tool for calculating land protection statistics by jurisdiction and watershed.
- The results are reported to the Bay Program and land conservation partners.

New or proposed monitoring approaches

Several improvements are planned and required in this process. The states have adopted the PAD-US data standards to move toward a single comprehensive statewide dataset and to ensure consistency across the watershed, however most states require additional resources to accomplish this.

LandScope Chesapeake launched a newly re-engineered system in October 2014 allowing the system to consume datasets directly from sources published to the internet. Once comprehensive, regularly updated state datasets are in place, the new LandScope system will speed the reporting process significantly.

The next formal reporting of land protection is set for early 2016, reporting parcels protected through December 2015. This two-year window since the 2013-2014 effort provides time for land protection partners to implement consistent data standards based on the PAD-US format. To adequately measure and assess progress, the state and partners will need sufficient funding and capacity to implement PAD-US standards as well as aggregate progress into a single dataset for their state.

VIII. Assessing Progress

A Chesapeake Conservation Partnership workgroup will assess what the data tells us about past and future land protection efforts.

Other measurement and assessment tools that can also inform our progress include:

- An annual progress report articulating best practices and leveraging successes.

- Partner and public surveys to measure changes in awareness, constituency-building and support of land conservation.

IX. Adaptively Manage

The partnership will use the following approaches to ensure adaptive management:

- LandScope Chesapeake will provide the primary means for tracking progress toward the two-million-acre goal, as well as identifying trends and priority areas.
- Annual Chesapeake Conservation Partnership gatherings provide a venue for reviewing progress toward this goal, sharing primary drivers for and obstacles to conservation over the previous year and assessing and addressing changes in management direction. The Steering Committee's monthly meetings enable progress toward the land management goal and outcome to be adapted as needed.
- Throughout the year, communications tools, including the partnership website and newsletter, the Bay Program website, and special announcements will inform progress toward the goal and highlight needs or opportunities for participants to engage.
- Workgroup meetings, at least quarterly, around specific conservation strategies, such as working lands, habitat and cultural landscapes provide additional venues for evaluating and adjusting particular strategies that mutually support the two-million-acre protection goal.
- Chesapeake Conservation Partnership participants are also involved in advancing working lands, healthy watersheds and other management strategies; enabling a built-in feedback loop with other management strategies as progress toward the two-million-acre goal is factored into progress on other goals and outcomes.
- Annual reporting of best practices, success stories and other qualitative and quantitative successes is another means to recognize the impacts of existing programs, reflect on and adapt existing and new strategies, and grow the capacity and stewardship required to increase the amount of protected lands in the watershed.

Lessons Learned

As a result of going through the adaptive management process, the Chesapeake Conservation Partnership (CCP), successor to the Protected Lands Workgroup, refined its management approaches, key actions and performance targets towards conserving an additional two million acres by 2025. The CCP mapping efforts and annual meetings among the partnership have helped to share valuable land conservation data across states and provides opportunities for networking and capacity building, seeking opportunities for increased funding and partnership support. Language in the management approaches was updated accordingly to account for these changes. The 2018-2019 workplan is reflected in the Management Strategy.

X. Biennial Workplan

Biennial workplans for each management strategy will be developed by December 2015. It will include the following information:

- Each key action
- Timeline for the action
- Expected outcome
- Partners responsible for each action
- Estimated resources