



## 2016 Chesapeake Conservation Partnership Summit

### Notes from Day 2

*NOTE: This only includes notes from the working session on the 2<sup>nd</sup> day. It does not include any summary of the lightning presentations, Lynn's presentation, or any of the conversation from Day 1.*

### Major Next Steps

Participants worked together at the end of the meeting to build consensus on clearly identified next steps. There was not sufficient time to discuss some ideas raised in our group work, which are transcribed below. Staff and the steering committee will systematically review these ideas.

- **BHAG.** Develop a BHAG (Big Hairy Audacious Goal) that we can use internally. Need more data to do this such as what percentage of land is already developed. We will work on articulating a draft BHAG over the next 90 days and bring a proposal back to the Partnership. We recognize that the goals and resulting maps set the broad parameters and rationale for developing some type of internal or external BHAG. The BHAG idea, and the point we are now at with the Partnership, suggest we should pay additional attention to the "governance" of the Partnership - not creating frustrating formality, but further articulating some basics, such as what we collectively sign on to as members.
- **Governance.** It was agreed that we need to pay additional attention to the governance of the partnership. Several issues need to be addressed. We need to unify around a shared goal. The BHAG will provide that and serve as a centerpiece of committing to the partnership. We also need a more formal mechanism to identify who is in the partnership and how to connect with the broad array of potential partners, especially local partners. See all the ideas about how to connect to local partners below.
- **Conservation Mapping:** Continue the mapping process. Refine and enhance the conservation goal mapping prepared to date, addressing issues raised in the meeting. Also work on how to map climate change, sea level rise, growth projections, etc. and their implications for our priorities. These products and analyses will be developed in coming weeks and months, noting that all such work is iterative and will continue well into the future.
- **Revenue and Resource Development:** We identified a series of approaches for increasing revenue for land conservation, from firm concepts to intriguing ideas. This includes moving forward on a mitigation strategy - minimizing resource impacts from linear infrastructure yet ensuring maximum revenues for impacts when they occur. This could include the potential for going beyond simply mitigation funds and harnessing impact fines, consent decrees, etc. We will continue to support current efforts in Virginia to address administrative, financial and legal issues in using mitigation funding. We also need to take the time to explore and evaluate the

several other revenue concepts identified in the meeting that we simply ran out of time for discussing.

- *Crediting land conservation in the TMDL formula.* We recognize that ensuring protected lands receive credit towards achieving the TMDL would further incentivize land conservation. We will continue our work to ensure land conservation is credited, particularly in relation to accepting the use of 2025 projected land use in the Bay model. Nick DiPasquale will provide a white paper to the Partnership which summarizes current discussion.
- *Communications and Engagement:* Again, the goals, mapping and BHAG suggest we are at the point where we need to develop the messaging that we use about the Partnership and what we seek to achieve. We are also mindful of the advice we receive from Lynn Scarlett about listening and dialogue and how that should influence communication. Further, we need to define the strategy for communication and engagement that uses the benefits and structure of a network of networks. Inclusivity does not necessarily mean everyone and that every group has to be at the same table each year, but that a strategy for engaging diverse constituents and carrying forward a shared agenda must be incorporated within the Partnership as a whole.

## Notes from Bending the Curve and Expanding the Pie Work Session

Participants, working in table groups, were asked to develop ideas to accelerate progress on land conservation. Participants worked on this task:

- Assumption: As we refine the maps and clarify the data, we will develop a BHAG, a Big Hairy Audacious Goal.
- What steps should we be taking – with a medium term focus – to:
  - Drive action toward a BHAG?
  - Dramatically expand resources?
- Consider all levels where we work, the local, regional, state, and federal.
- Consider Lynn's three elements. Be strategically inclusive, better marry science and decision making, listening with a silent brain

NOTE: The ideas that were generated were used to frame the plenary conversation which led to the major next steps identified above. Listed below is a transcript of the ideas. There was not sufficient time to discuss each of these so they should not be considered individually as consensus suggestions.

### Ideas for the BHAG

- Create a strawman inspired by the notion of 40% of the land conserved by 2040 (40 by 40) or similar. However, recognize that the public face may need to be about saving the Bay or another overarching communication theme.
- The draft BHAG and draft external frame needs to be reviewed by others, not those who work on these issues every day
- Does water quality need to be an explicit goal?
- Farm land protection needs to connect to regional goals
- Our BHAG should include land conservation coupled with restoration + local economics

## **We Need to Better Address Inclusion**

- We need to have a primary focus on local outreach. CCP should coordinate and foster local outreach by organizations
  - Land Trust Alliance and Land Trusts
  - Chesapeake Bay Foundation
  - Farm Bureaus
  - PA Grange
  - Future Farmers of America
  - Sportsmen's Groups
  - Children and nature networks
- With the outreach we need to translate our work to the local level
- For each goal we need to translate to local goals and priorities
- Invite urban planning / landscape architecture community to partnership
- Create an education program for new local elected officials on landscape scale conservation
- Present at annual Planning and Zoning officers conservation conferences to share new data and resources for landscape scale conservation
- Connect w/threat of sea level rise to bring constituencies to table such as DOD, coastal communities, and Mayors Council
- Make a list of groups to include in dialogue and prioritize
- Convene across jurisdictional boundaries to cross-pollinate conservation efforts

## **Research and Analysis**

- Document major forces that are going to change land use in the region such as growth, movement/mitigation, climate change, sea level rise and where these are most likely to occur
- Develop biodiversity conservation map to complement habitat layers
- Need research on economic benefits and implications

## **Positioning and Communications**

- Messaging Idea: A River runs to It. People, farmers, energy and wildlife all need water.
- Messaging Idea: Home. This (the Chesapeake Watershed) is our HOME. This is our land, our water. This is where we live, play and work. Let's protect our home. (Connect watershed to values people care about, their home or home area, so let's help them save the whole watershed, their HOME.)
- Zoning and planning efforts at local level need break out from silos in order to contribute to the conservation solution at the more holistic scale. Need to steer land conservation away from the common interpretation of it as a partisan agenda issue in order to expand our base.
- Connect to local values of the people. (e.g., If eco-tourism is the focus, how the lack of protecting upstream tributaries causes human health issues or in planning high density development that affects downstream water flow)
- Make a movie/book to create the space for dialog
- Communicate benefits and address concerns of localities about land conservation.

## Policy

- Consider Regional Planning and Governance Strategy
  - That is trans boundary
  - Develop a regional goal. That's important to collaborative action for federal \$
  - Maybe a regional interstate body like the River Basin Commissions in the 1970s. They had local, state and federal reps.
  - Get state, local and federal agencies to adopt our goals as solutions to their problems
  - Regional planning framework incentivized by retooled state + federal programs tools and data for urban redevelopment and local landscape planning in a regional context
- Consider temporary easement strategy as a starting point to permanent conservation
- Federal. Ensure next farm bill includes funds for permanent conservation of farms in CB watershed and includes policy and incentives for management practices.
- Federal. Engage in likely infrastructure bill to bake in funding and policy that supports CBW conservation. May also be opportunity for seeking new mitigation fund policy.
- Count land conservation toward TMDL credits

## Capacity Idea

- AAAS Science and Technology Policy Program places post doc level scientists in Government – EPA, DOE, NIH, State Department, Congress, NSF
- Could we design a coordinated Fellowship position(s) targeted at helping CCP influence implement policies for Chesapeake Bay initiatives?

## Expanding Resources: Mitigation

- Develop a multi-state mitigation strategy framework to support increased funding for conservation
- After working to Avoid and Minimize, must maximize mitigation offset for impacts of large infrastructure projects
- Create a central fund for environmental fines, mitigation dollars, etc. used for benefit of watershed benefit. In land conservation (defined broadly and inclusively)

## Expanding Resource: Other Ideas

- Get Chesapeake Bay Funders Network (and other private founders) to focus on land conservation funding and benefits
- Track, publicize and celebrate the funding that is already going to land conservation
- Pursue RCPP proposal for ACEP funding in PA
- Is there a way of engaging with medical/insurance community to create funding sources that benefit conservation . . . given proven health benefits?
- Create a \$1 billion revolving fund
- Are there changes that can be made to tax incentive programs (e.g., tax credits) or funding programs to more optimally direct resources to places of greatest impact
- Farm land protection and support of working farms.
  - Explore partnership with major grocers in Bay Watershed (such as the relationship Petco has with animal shelters and Cabella's has with sportsmen groups)

- Voluntary donations at check-out
  - Connect the land conservation to more locally sourced food
- Federal. Ensure next farm bill includes funds for permanent conservation of farms in CB watershed and includes policy and incentives for management practices.
- Federal. Engage in likely infrastructure bill to bake in funding and policy that supports CBW conservation. May also be opportunity for seeking new mitigation fund policy.
- Coordinated Funding Campaign Idea
  - Consider the Blue Ribbon panel on sustaining America's diverse fish and wild life resources. Convene business, state/Federal government leader to recommend funding mechanisms for conservation. This panel resulted in bi-partisan bills being introduced in Senate and House to dedicate \$1.3 Billion annually from existing revenue for federal energy and mineral resource development funds.
  - Could this be a model for Chesapeake?