

Chesapeake Bay Watershed Agreement Diversity Action Team Update

Frank Dawson



What is our goal?

Identify minority stakeholder groups that are not currently represented in the leadership, decision-making and implementation of conservation and restoration activities and create meaningful opportunities and programs to recruit and engage them in the Partnership's efforts.



Why is this goal important?



Increasing diversity in our environmental restoration and protection efforts is critically important to the success of cleaning the Chesapeake Bay.



The environmental workforce continues to lack substantive input participation from diverse minority and low-income communities.



The existing partnership—the leadership making decisions and doing implementation—does not reflect the true diversity of our population in the watershed. This is what we recognize and seek to change.



Defining Diversity

For the purposes of the diversity outcome it is our goal to expand the diversity of the workforce and participants in restoration and conservation activities based on race, income levels, faith, gender, sexual orientation and disability. For this effort to be successful it will require us to honor the culture, history, and social concerns of local populations and communities.



Who is Participating?



Participating Jurisdictions: State of Delaware, District of Columbia, State of Maryland, Commonwealth of Pennsylvania, Commonwealth of Virginia, Chesapeake Bay Commission, and the Federal Government .



Local Governments: Use as a link to local communities and cultures to better understand what tools are needed to increase diversity in the environmental workforce.



Nonprofits: What are they currently doing programmatically, structurally and measurably that we can learn from to model our management strategies after?



Private Sector: What are they currently doing programmatically, structurally and measurably that we can learn from to model our management strategies after?



What have we done?



Diversity Outcome Kickoff meeting for watershed wide signatories and interested parties on October 24, 2014



Developing an inventory of ongoing activities which focus on diversity in the watershed – both in the public and private sectors.



Created 4 workgroups to develop and implement the management strategies. These 4 workgroups were created to fill the gaps that are keeping us from reaching our goal.



Reaching our goal

What are the factors influencing the ability to meet our goal?

- ➔ Communication and Outreach
- ➔ Capacity
- ➔ Environmental Justice
- ➔ Lack of professional development



Reaching our goal

- ➔ Created 4 workgroups for the development, implementation and tracking of the Management Strategy.
- ➔ Each workgroup will have representatives that develop trust with the community - not push an agenda.
- ➔ Each workgroup will have a representative at the local level identifying the benefits to the community in the work that we do.



Workgroups

- ➔ **Communications and Outreach:** Identify opportunities for improving communication and outreach efforts throughout the watershed to diverse audiences.
- ➔ **Employment and Professional Development:** Create and expand employment opportunities to minority groups by providing a better connection to existing resources and created new avenues for career building.
- ➔ **Environmental Justice and Social Issues:** Focus the management strategy not solely on bay restoration objectives but also on benefits to communities or ways to reduce or improve other challenges facing them.
- ➔ **Tracking and Assessment :** Develop and adopt appropriate assessment and tracking tools and metrics for evaluating the success of the Diversity Management Strategy.



Reaching our goal

In addition to the outreach, professional development, and tracking that the Diversity Action Team is focusing on – the team will be collaborating with other GITs to expand diversity throughout the following management strategies:



Public Access



Local Leadership



Stewardship



Tree Canopy



Toxics



Land Conservation



Environmental Literacy



Climate Resiliency



Next Steps

- ➔ December 2 – Diversity Action Plan meeting for workgroups to continue drafting Management Strategy
- ➔ December 15 – Submit draft plan outline with sections completed on baseline and local outreach plans.
- ➔ January 1 – Sections drafted on factors, current efforts and gaps and management approaches
- ➔ January 15 – Sections drafted on monitoring and assessment
- ➔ February 1 – Draft section on adaptive management and biennial plan



Track our progress

<http://www.chesapeakebay.net/managementstrategies/strategy/diversity>



Thank you

