



# PRINCIPLES

The following principles are an overarching framework by which the Chesapeake Bay Program commits to operate. They encompass the partners' collective, core values and are intended to help guide us in our work as the Partnership develops policy and takes actions to achieve this Agreement's Goals and Outcomes.

## THE PARTNERSHIP WILL:



- **Collaborate** to achieve the Goals and Outcomes of this Agreement.
- **Achieve Goals and Outcomes** in a timely way and at the least possible cost to our citizens.
- **Represent the interests of people** throughout the watershed fairly and effectively, including a broad diversity of cultures, demographics and ages.
- **Operate with transparency** in program decisions, policies, actions and reporting on progress to strengthen public confidence in our efforts.
- **Use science-based decision-making and seek out innovative technologies and approaches** to support sound management decisions in a changing system.
- **Maintain a coordinated watershed-wide monitoring and research program** to support decision-making and track progress and the effectiveness of management actions.
- **Acknowledge, support and embrace local governments** and other local entities in watershed restoration and protection activities.
- **Anticipate changing conditions**, including long-term trends in sea level, temperature, precipitation, land use and other variables.
- **Adaptively manage** at all levels of the Partnership to foster continuous improvement.
- **Seek consensus** when making decisions.
- **Use place-based approaches**, where appropriate, that produce recognizable benefits to local communities while contributing to larger ecosystem goals.
- **Engage citizens** to increase the number and diversity of people who support and carry out the conservation and restoration activities necessary to achieve the Goals and Outcomes of the Agreement.
- **Explore using social science** to better understand and measure how human behavior can drive natural resource use, management and decision-making.
- **Promote environmental justice** through the meaningful involvement and fair treatment of all people, regardless of race, color, national origin or income, in the implementation of this Agreement.

# GOALS & OUTCOMES

## HEALTHY WATERSHEDS

Many small watersheds in the Bay region are currently healthy but also at risk of degradation as the demand for local lands and resources increases. Promoting the long-term conservation and protection of healthy watershed systems through stakeholder engagement, collaboration and education is critical to the health of the larger ecosystem.



**GOAL:** Sustain state-identified healthy waters and watersheds recognized for their high quality and/or high ecological value.

Healthy Watersheds  
Outcome



100 percent of state-identified currently healthy waters and watersheds remain healthy.

# GOALS & OUTCOMES

## LAND CONSERVATION

The landscapes around the Bay and its tributaries are ecologically, culturally, historically and recreationally valuable to the people and communities of the region. Stimulating, renewing and expanding commitments to conserve priority lands for use and enjoyment is an integral part of furthering the watershed's identity and spirit.



**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 cultural, indigenous and community value.

### Protected Lands 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. (2010 baseline year)

### Land Use Methods and Metrics Development Outcome



Continually improve the knowledge of land conversion and the associated impacts throughout the watershed. By 2016, develop a Chesapeake Bay watershed-wide methodology and local level



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## Land Use Options Evaluation Outcome



By the end of 2017, with the direct involvement of local governments or their representatives, evaluate policy options, incentives and planning tools that could assist them in continually improving their capacity to reduce the rate of conversion of agricultural lands, forests and wetlands as well as the rate of changing landscapes from more natural lands that soak up pollutants to those that are paved over, hardscaped or otherwise impervious. Strategies should be developed for supporting local governments' and others' efforts in reducing these rates by 2025 and beyond.

# GOALS & OUTCOMES

## STEWARDSHIP

The long-term success of the Chesapeake Bay restoration effort will depend on local leadership—and local action that depends primarily on a strong citizen stewardship. More than 600 local conservation and watershed organizations in our region are educating and empowering citizens to restore and protect their local streams and rivers. Tens of thousands of local citizen volunteers continue to donate their time and talent to our shared goals. Building a larger, broader, and more diverse constituency of stewards is vital to achieving many of the Goals and Outcomes outlined in this Agreement.



**GOAL:** Increase the number and the diversity of local citizen stewards and local governments that actively support and carry out the conservation and restoration activities that achieve healthy local streams, rivers and a vibrant Chesapeake Bay.

Citizen Stewardship  
Outcome



Increase the number and diversity of trained and mobilized citizen volunteers with the knowledge and skills needed to enhance the health of their local watersheds.



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Local Leadership Outcome



Continually increase the knowledge and capacity of local officials on issues related to water resources and in the implementation of economic and policy incentives that will support local conservation actions.

Diversity Outcome



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.

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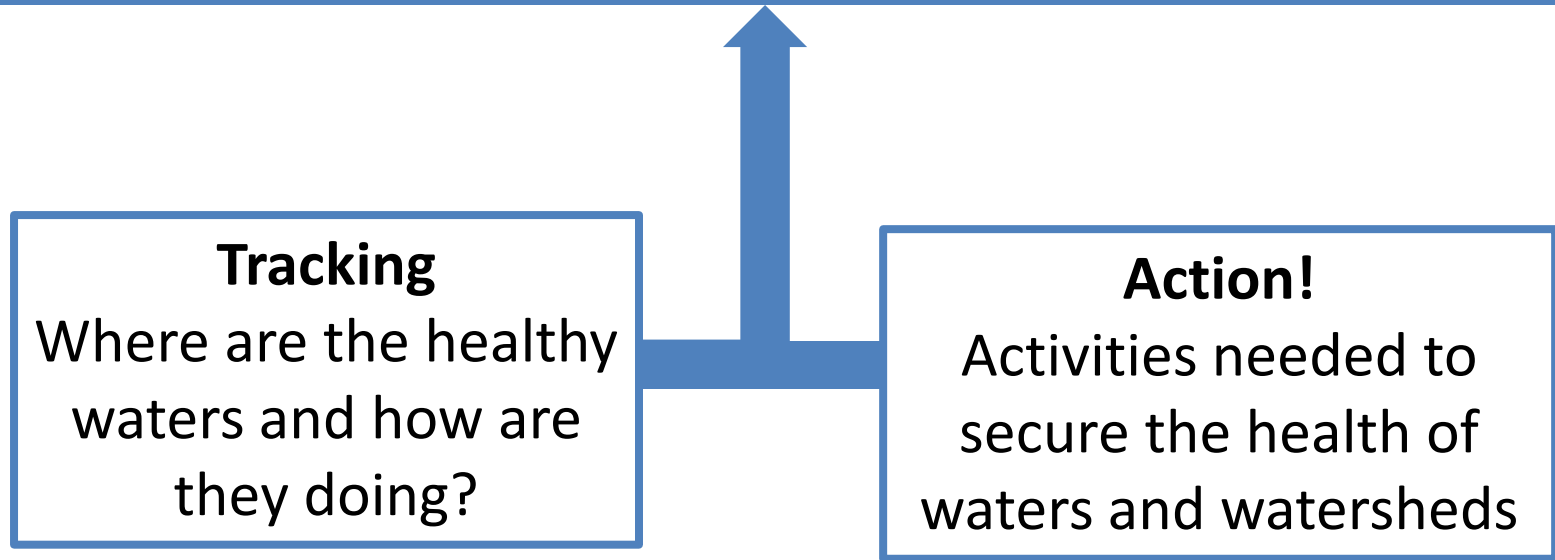
Healthy Watersheds  
Outcome



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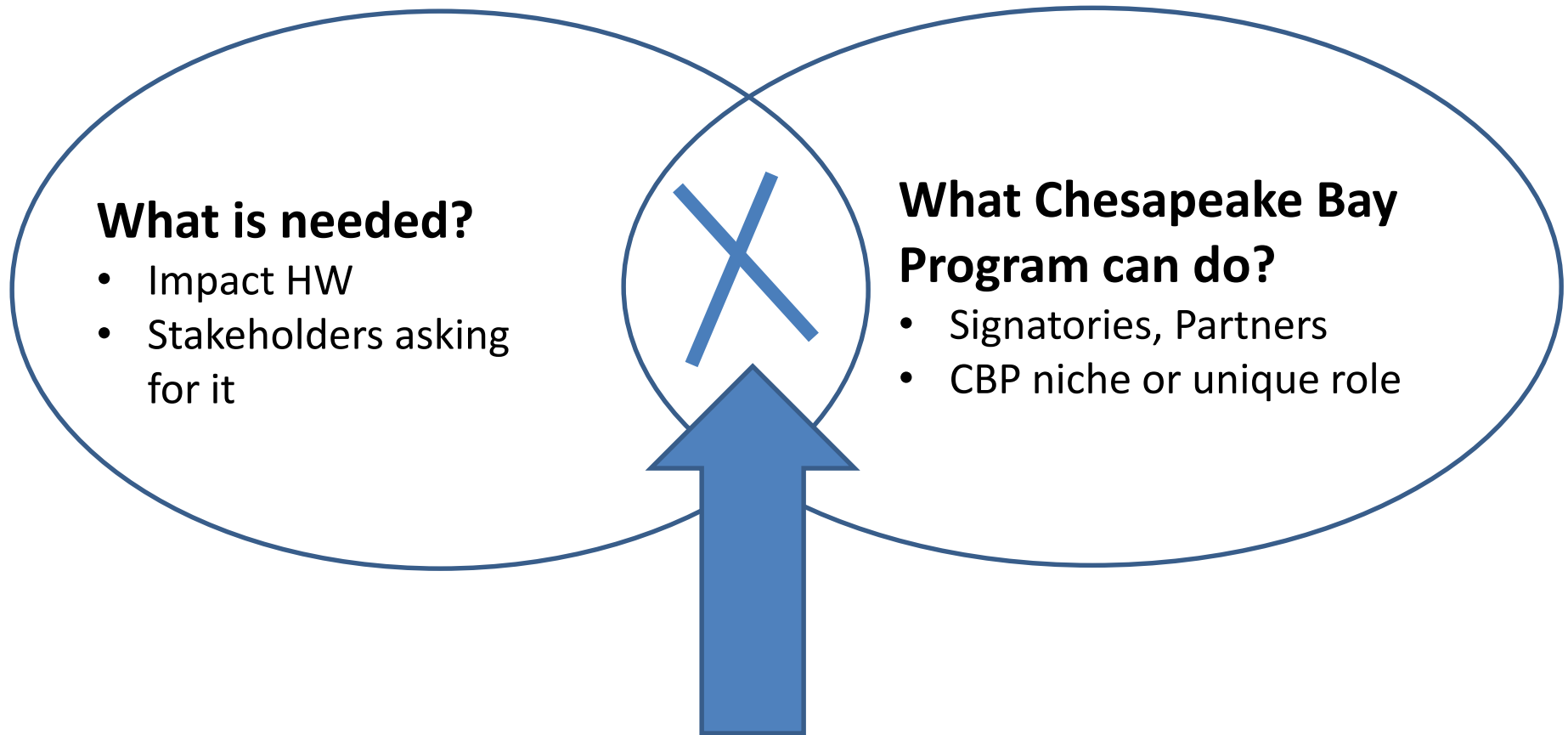
**Outcome:** 100% of state-identified currently healthy waters and watersheds remain healthy



achieving this outcome requires two things



# Find the “action” sweet spot



*Management strategies go here*

# Capacity is King

For every WHAT, ask:

- ❖ HOW would this be successfully done?
- ❖ WHO *would* do this?
  - Is there someone already doing this?
  - What additional resources needed (reallocated or new) needed for successful implementation?

*Elevate or discard ideas based on these answers*

# A Bird in the Hand

“Factors influencing ability to meet goal”

- Barriers ***and*** assets/opportunities

What's the barrier to asset ratio?

*Elevate or discard ideas based on barriers and assets*

Find the Sweet Spot

Capacity is King

A Bird in the Hand

# Local Engagement

- Local actors don't have the right information
- *and* they lack the knowledge and support they need to use it effectively
- **Need: effective, sustained knowledge transfer system – content needs varies**
  1. Peer-to-peer exchange / mentoring
  2. Technical assistance
  3. Training – need based, variety of venues/modes
  4. Improved access to information – driven by market” research”



# Reinforce existing advocacy

- Reinforce existing advocacy or collaboration on permitting and regulation
- Maintaining healthy watersheds adds urgency, relevance, constituency support
- Examples: Anti- degradation, MS4, 404

# Influence key federal actors

- Influence federal agencies like FERC or FHA – advocacy from outside and/or collaboration within federal “family”
- Improve outcomes of policy and planning decisions by these agencies for healthy watersheds

# Next Steps

- Seek additional volunteers to write, to investigate assumptions about capacity, feasibility