

The Water Quality Conservation: Benefits Beyond the Environment communications kit. The Chesapeake Bay Communications Work Group WIP Engagement Action Team is developing:

- Creating kit for local WIP3 planners across watershed to use in outreach to local government leaders and other stakeholders to enlist them in WIP3 plan development and implementation.
- Frankly acknowledges that many local leaders and other stakeholders cannot or will not prioritize projects simply for environmental reasons.
- Materials in kit focus tightly on economic and community (non-environmental) benefits of water quality conservation practices and projects.
 - 10 Big Benefits List: List of non-environmental benefits, such as reduced flooding, reduced cost of flood damage repair, increased property value, increased business, improved herd health—and the conservation actions/Chesapeake Bay Program-approved BMPs that can achieve them.
 - Spreadsheet of cases in all states in the watershed
 - Testimonial success stories:
 - From farms, municipalities, and businesses
 - From all states in the watershed if possible; right now developing some in Pennsylvania, Maryland, Virginia, and Delaware
 - Tom Smith, homeowner with one-acre raingarden, York, PA
 - Sherman Beef Cattle farm, Montgomery, PA
 - Rock Lititz Production Studios, Lititz, PA
 - Riverhill Farm, Port Republic, VA
 - Town of Greensboro, MD
 - Town of Laurel, DE
 - Washington College, Chestertown, MD
 - More to come
 - One-pager format at this time, in downloadable PDFs that can be printed out
 - Talking points document
- Our ask of the Local Leaders Work Group members:
 1. Feedback – Will this material on non-environmental benefits be useful to local WIP3 planners and resonate with local stakeholders?
 2. What are best ways to distribute the kit to local WIP3 planners and to other stakeholders? How can Local Leaders Work Group help?