

# A Local Government Guide to the Chesapeake Bay Delaware Version

## Local Leadership Workgroup

*May 3, 2022*

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DELAWARE DEPARTMENT OF  
NATURAL RESOURCES AND  
ENVIRONMENTAL CONTROL

## Increasing Knowledge of the Local Elected Officials in Delaware's Chesapeake Bay Watershed

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- Turn Over
- Time requirements
- Accessibility
- Contact Information





# Turnover of Local Elected Officials

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- Most of the municipal elections are in the Spring.
- Terms vary from 2-3 years.
- Municipal administrators/managers have a job to do.





# Accessibility of Local Elected Officials

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- Most elected officials have other jobs.
- Due to “SPAM” some municipalities limit access to email
- Municipal administrators / managers are protective of their commissioners







## Time Requirements of Local Elected Officials

- Most elected officials have other jobs.
- The municipality needs their focus.
- What we are asking is an extra “ask” out of their time.



# Working with Municipal Administrators / Managers

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- Already have a working relationship with Municipal Administrators / Managers
- Include the Municipal Administrators / Managers as a trusted source.
- Send email to Municipal Administrators / Managers and BCC the elected officials to protect their emails.
- Break down the fact sheet and module to once a month as a manageable time draw.





# Revising Fact Sheets and Modules

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- Change pictures to make it reflective of the area. (Delaware is flatland)
- Include links to the State WIP and WIP calendar of events.
- Include State or local initiatives and show how it links to the modules.





# Revising Fact Sheets and Modules

- Module 4: Capitalizing on the Benefits of Trees
- Enhancing Community Trees Learn about how you can improve tree cover across your community to optimize benefits. The urban forestry grant program helps communities harness the numerous natural benefits of trees. Funding is provided by the U.S. Forest Service and state funds as well as partnerships with the DNREC Division of Watershed Stewardship Nonpoint Source Program and the DNREC Division of Climate, Coastal and Energy. This year, additional support is provided by DNREC and Governor Carney's "Tree for Every Delawarean Initiative," (TEDI), which aims to plant about one million trees over the next ten years to help address goals in Delaware's Climate Action Plan.



## Viewership of Fact Sheets and Modules

Module	URL Created	12/21/2021	2/16/2022	3/11/2022
Fact Sheet 1	11/16/2021	25	39	50
Module 1	11/16/2021	51	102	112
Fact Sheet 2	12/21/2021		17	26
Module 2	12/21/2021		29	37
Fact Sheet 3	2/16/2022		1	17
Module 3	2/15/2022		11	30
Fact Sheet 4	3/11/2022			1
Module 4	3/11/2022			5

A new factsheet with a link to the corresponding module is sent to 68 individuals each month.





# New Fact Sheets and Modules

I have a requested ideas for new fact sheets and modules from the local elected officials.





# Thank you

Any questions?

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