

**Addendum 1.**  
**Chesapeake Bay Program**  
Goal Implementation Team Management Strategy Development Support Request

Land Use Options Evaluation Outcome:

**Land Use Options Evaluation** 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.

This [management strategy](#) identifies three major tasks:

1. Conduct a professional survey of local government and interest groups to identify which "policy options, incentives and planning tools" have been most effective at reducing land conversion rates, and to determine if additional information and tools, such as an online repository of effective land use "policy options, incentives and planning tools", are needed to achieve a reduction in land conversion rates.
2. Conduct a comprehensive review/study to determine the spectrum of existing land use "policy options, incentives and planning tools" currently being implemented at the local and state level.
3. Create an online repository of such examples to serve as a user-friendly knowledge base, including studies and reports of the costs, benefits and effectiveness of such examples.

This support request is NOT to carry out the above management approaches, but rather to outline an effective and cost-efficient approach to carrying out each of these tasks. We are seeking a detailed scope of work that includes important considerations, examples, estimated hours, and initial cost estimates. A breakdown of each task and the deliverables we are seeking are broken down below.

**Detailed support request:**

1. Conduct a professional survey of local government and interest groups to identify which "policy options, incentives and planning tools" have been most effective at reducing land conversion rates, and to determine if additional information and tools, such as an online repository of effective land use "policy options, incentives and planning tools", are needed to achieve a reduction in land conversion rates.

This task is not to create the survey but rather provide guidance on what standards of practice and considerations should be made to create a survey that accomplishes the three actions under this task that will: 1) be effective (high response rate); 2) not only subjective and qualitative, but also quantitative (we need data to support whether or not a policy is "effective at reducing land conversion rates"); and 3) ensure survey results are statistically significant. In addition, we would like the contractor to scope out costs for professional survey development designed with the above three criteria in mind.

**Recommended contractor hours for Task 1 support request: 25 hour**

2. Conduct a comprehensive review/study to determine the spectrum of existing land use “policy options, incentives and planning tools” currently being implemented at the local and state level.

The Bay Watershed is comprised of hundreds of local governments and multiple states; given this scale, how much time will it take to identify the variety of land use policy options, incentives and planning tools used within the watershed that support smart growth and other approaches that reduce the loss of forests, farms and wetlands? What standards should be complied with to conduct such a review (e.g., the Maryland Department of Planning’s generalized zoning categories – see attached – could be used to exclude low density residential and very low density residential zoning from the survey)? The research should be organized into the following general categories of policies and planning tools exist: agricultural and natural resource preservation programs, zoning policies such as conservation zoning, transfer of development rights programs, rural economic development, financial incentives, adaptive reuse, methods to facilitate infill and redevelopment. Will this research need to start from scratch, or have organizations already collected this type of review? (e.g., the Land Trust Alliance; Maryland Department of Planning website; *Tracking Healthy Waters Protections in the Chesapeake Bay Watershed* study prepared for The Nature Conservancy, December 2012)). How much (approximately) would a review of this magnitude cost?

**Recommended contractor hours for Task 2 support request: 15 hours**

3. Create an online repository of such examples to serve as a user-friendly knowledge base, including studies and reports of the costs, benefits and effectiveness of such examples.

For this task, we are not seeking the contractor to collect subject matter examples or create the repository, but rather develop a scope of work. The deliverables of this task should include good examples of “online toolboxes” and organizations likely to have these types of studies and reports (beyond those listed in the Management Strategy), and propose an approach, time required, cost and recommended expertise to carry out this task. The examples provided should vary in type and be user-friendly. One example can be found here:

<http://planning.maryland.gov/OurWork/placingJobs/program-incentives.shtml>.

The contractor should use part of this task to meet with Chesapeake Bay Program Communications staff for their input and direction.

**Recommended contractor hours for Task 3 support request: 10 hours**

#### Kick-off meeting and weekly check-ins with client

The client for this contract is the Chesapeake Bay Program’s Healthy Watersheds Goal Implementation Team (GIT), including GIT staff and GIT leadership. The contractor will prepare an initial strategy for developing the scope of work to share with the client at an in-person kick-off meeting to be held after no more than 2 hours of initial work on this contract. After every 10 hours of work on the contract, the contractor will meet with the client (by phone or in-person) to provide an update on the draft scope of work for all three tasks.