



PROTECTED LANDS OUTCOME  
SRS 4<sup>TH</sup> CYCLE: 2024-2025 WORK PLAN

**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.

**Long-term Target:** 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).

**Two-year Target:** 360,000 additional acres protected by end of 2025 given the reporting from 2022.

MANAGEMENT APPROACH 1: Focus on watershed-wide communication by centering materials around landowners, fostering collaboration, providing resources, and engaging in public outreach.				
Action #	Description of Step	Responsible Party or Parties	Geographic Location	Expected Timeline
1.1	Develop and/or improve communication materials and resources to support landowner and public outreach, specific to each jurisdiction, with a focus on more collective action in terms of larger efforts and projects.	Protected Lands Workgroup	Watershed-wide	2024
1.1.a	Create a map and/or language outlining ecosystem services throughout the watershed. (Example: map/text illustrating species migration, high value lands, protected areas, water quality, etc.)	Chesapeake Innovation Center	Watershed-wide	2024

1.1.a.i	Coordinate with Workgroup members to compile or incorporate currently developed outreach/communication tools.	Protected Lands Workgroup	Watershed-wide	2024
1.1.b	Spread awareness for the Chesapeake Conservation Partnership Narrative Toolkit: tools for communicating conservation messages.	Chesapeake Conservation Partnership	Watershed-wide	2024
1.1.b.i	As an example, identify one jurisdiction to develop a series of talking points that can be used when communicating with landowners and the public. This template may be used for the other jurisdictions to develop their own similar points.	Maryland DNR	Watershed-wide	2024
1.1.b.ii	Consult the CBP Strategic Engagement Team and other subject matter experts to gain an understanding of what themes would be most effective with landowners.	Protected Lands Workgroup	Watershed-wide	2024
<b>How do we expect the action to fill the priority factor or gap? What do you expect to happen when the action is completed?</b>		<b>What are the goals or metrics you will use to determine the impact of your action?</b>	<b>How will we collect and assess the data that we want to monitor and how will we use the data?</b>	<b>How will we communicate the results?</b>
There is a gap when it comes to landowner outreach and being able to acquire private lands in conservation due to competing entities. This action will fill in this gap by making it easier to communicate with landowners and by giving them something tangible to react to when it comes to the impact conserving their land will have. The expectation for this action is that once it is completed, it will provide an effective way to communicate with landowners and increase the acquisition of private lands.		For this action, the two goals are to create maps/text and to create a document that can be used in outreach efforts. One of the metrics that will determine the impact of this action will be the number of landowners contacted after the completion of the deliverables.	The data will be collected by engaging with experts from each respective jurisdiction. The feedback will be used to create GIS layers with information regarding ecosystem services. The data will be communicated with the Protected Lands Workgroup and the Chesapeake Conservation Partnership via a meeting. From here, members of both will be able to share the developed products with those entities conducting landowner and public outreach.	Series of base maps with ecosystem services  Resource document with outreach tools  Presentation of State talking points in landowner outreach

MANAGEMENT APPROACH 2: Facilitate development of collaborative partnerships, especially between landowners, conservation organizations, and government agencies with the sharing of policies, practices, and resources.				
Action #	Description of Step	Responsible Party or Parties	Geographic Location	Expected Timeline
2.1	Collaborate with workgroup members and other workgroups on increasing awareness of different types of land conservation programs and policies within the respective Chesapeake Bay jurisdictions by utilizing various communication channels and methods.	Protected Lands Workgroup	Watershed-wide	2024
2.1.a.	Develop a shared document or reserve time at meetings for members to share information about conservation policies, programs, and laws.	Protected Lands Workgroup & Maryland DNR	Watershed-wide	2024
2.1.b.	Present on a specific land conservation program that exists within the Chesapeake Watershed. This could include conservation easements, community-based programs, incentive programs, and educational initiatives.	Pennsylvania DCNR	Watershed-wide	2024
How do we expect the action to fill the priority factor or gap? What do you expect to happen when the action is completed?		What are the goals or metrics you will use to determine the impact of your action?	How will we collect and assess the data that we want to monitor and how will we use the data?	How will we communicate the results?
There is a gap when it comes to the awareness jurisdictions have of state programs not found within their respective state. This action will fill in this gap by spreading awareness and sharing different types of programs possibly not considered before.		For this action, the main goal is to raise awareness about different land conservation programs and policies in the Chesapeake Bay jurisdictions, specifically making sure jurisdictions are aware of each other's programs and any upcoming policies which may affect their work. The metric we will use for this action would be the number of programs acquired and shared with relevant stakeholders.	The data will be collected by engaging with the relevant stakeholders and quantifying how many have been made aware of new programs. The data will be communicated with the Protected Lands Workgroup and the Chesapeake Conservation Partnership via a meeting. From here, members of both will be able to share the developed products with those entities in their networks.	Resource document with land conservation programs and policies  Presentation on a state-specific land conservation program

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MANAGEMENT APPROACH 3: Enhance means to conserve more green space that can help to improve public health in under-resourced communities; and address equity, diversity, and inclusion through community-focused efforts.				
Action #	Description of Step	Responsible Party or Parties	Geographic Location	Expected Timeline
3.1	Facilitate the use of equity strategies utilizing previous and existing tools. Strategies and final findings can be used to identify a comprehensive action plan for jurisdictions to pursue equity efforts through programs and management plans.	Protected Lands Workgroup	Watershed-wide	2025
3.1.a	Host/present on current equity and DEIJ tools and materials.	Protected Lands Workgroup	Watershed-wide	2025
3.1.a.i	Coordinate presentations from NTHP, TPL, CCP, and other groups working to increase diversity and equity to better understand how equity is a component of land conservation.	Chesapeake Conservation Partnership, National Park Service	Watershed-wide	2025
3.1.b	Facilitate and engage key stakeholders representing community serving organizations, and incorporate their feedback as additional resources for the jurisdictions.	Pennsylvania DCNR	Watershed-wide	2025
3.2	Develop language for state management plans using community-based opportunities for feedback that empower residents to actively participate in and benefit from land conservation efforts.	Protected Lands Workgroup	Watershed-wide	2025
3.2.a	Conduct outreach with each state jurisdiction to identify current methods for implementing community feedback in SCORPs or state management plans.	Protected Lands Workgroup	Watershed-wide	2025
3.2.b	Through a hosted meeting, present on strategies and methods currently used	Protected Lands Workgroup	Watershed-wide	2025

	by a state jurisdiction that incorporate community feedback and equity elements within state management plans and/or programs.				
3.2.c	Develop resources or materials that identify top strategies for community engagement and diversity actions within management plans for further circulation.	Protected Lands Workgroup	Watershed-wide	2025	
<b>How do we expect the action to fill the priority factor or gap? What do you expect to happen when the action is completed?</b>		<b>What are the goals or metrics you will use to determine the impact of your action?</b>	<b>How will we collect and assess the data that we want to monitor and how will we use the data?</b>	<b>How will we communicate the results?</b>	
<p>For 3.1, there is a gap when it comes to land acquisition and conservation in areas with high numbers of disadvantaged communities. This action will allow for conservation organizations to be more equitable in terms of which parcels they attempt to acquire.</p> <p>For 3.2, there is a gap when it comes to equitable participation of local communities in land conservation. By developing the outline of recommendations that could be used in local settings, this action will lead to more participation and community conservation.</p>		<p>For 3.1 action, the main goal is to identify and understand the specific needs and challenges faced by disadvantaged residents. The metrics we will use to measure the success of this action are clearly defined categories of needs and challenges identified as well as quantitative and qualitative data supporting them.</p> <p>For 3.2 action, the main goal is to develop language that can be used by multiple jurisdictions to encourage and empower community-based feedback. This is in order to increase conservation and ensure equitable participation within the watershed.</p>	<p>For 3.1, the data will be collected by engaging with the relevant stakeholders and quantifying how many have been contacted. Furthermore, the number of parcels that are near disadvantaged communities will also be measured. This data will be used to guide conservation efforts and ensure an equitable approach to land acquisition. The data will be distributed via the Protected Lands Workgroup and CCP.</p> <p>For 3.2, the data will be collected by engaging with the relevant stakeholders and quantifying how many have been contacted. Furthermore, the development of a working document for a list of community-based engagement strategies will be assessed and shared.</p>	<p>Presentation on compiled tools and resources</p> <p>Language guide for states</p> <p>A meeting to present on strategies and methods currently used by a state jurisdiction</p>	

MANAGEMENT APPROACH 4: Provide watershed-wide conservation data and analysis to help identify potential conservation priorities and focus on where increased benefits can be achieved.				
Action #	Description of Step	Responsible Party or Parties	Geographic Location	Expected Timeline
4.1	Coordinate data collection among jurisdictions and acquire the missing numbers of conserved lands from local land trusts and organizations.	Protected Lands Workgroup and GIS Community of Practice	Watershed-wide	2024
4.1.a	Convene GIS experts/contacts from each of the jurisdictions	Protected Lands Workgroup and GIS Community of Practice	Watershed-wide	2024
4.1.b	Identify and engage key stakeholders representing local land trusts, local government agencies, and other organizations.	Protected Lands Workgroup and GIS Community of Practice	Watershed-wide	2024
4.1.c	Consolidate newly acquired numbers from relevant entities and update the number for the protected lands outcome. Indicator reporting and collection 2024-2025	Protected Lands Workgroup and GIS Community of Practice	Watershed-wide	2024
How do we expect the action to fill the priority factor or gap? What do you expect to happen when the action is completed?		What are the goals or metrics you will use to determine the impact of your action?	How will we collect and assess the data that we want to monitor and how will we use the data?	How will we communicate the results?
There is a gap when it comes to the accounting of protected lands from local conservation organizations/trusts. This action will provide a team that will help acquire those numbers and make sure the outcome is accurately updated.		For this action, the main goal is to develop a community of practice that focuses on GIS matters and is able to help share GIS-knowledge and make counting protected lands easier. Furthermore, there is the goal to engage with local conservation organizations and account for their number of protected lands.	The main data that will be collected will be an additional number of protected lands. This number will be combined with previous data and shared with the Protected Lands WG.	New protected lands indicator report for 2024-2025