

Exploring Next Gen Chesapeake Bay Oyster Restoration Goals: *Where to after 2025?*

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Why do we need a Next Gen/ Post-2025 oyster goal?

- Prep for next Chesapeake Bay Agreement
- Prep for gap between current and next Bay Agreement/ initiative
- Maintain momentum, partnerships, progress
- Build on success



2025
(current Bay
Agreement goal
deadline)

Next
Bay Agreement
(or not...)

Operating Principles for Developing Next Gen Oyster Goal/s

Goal



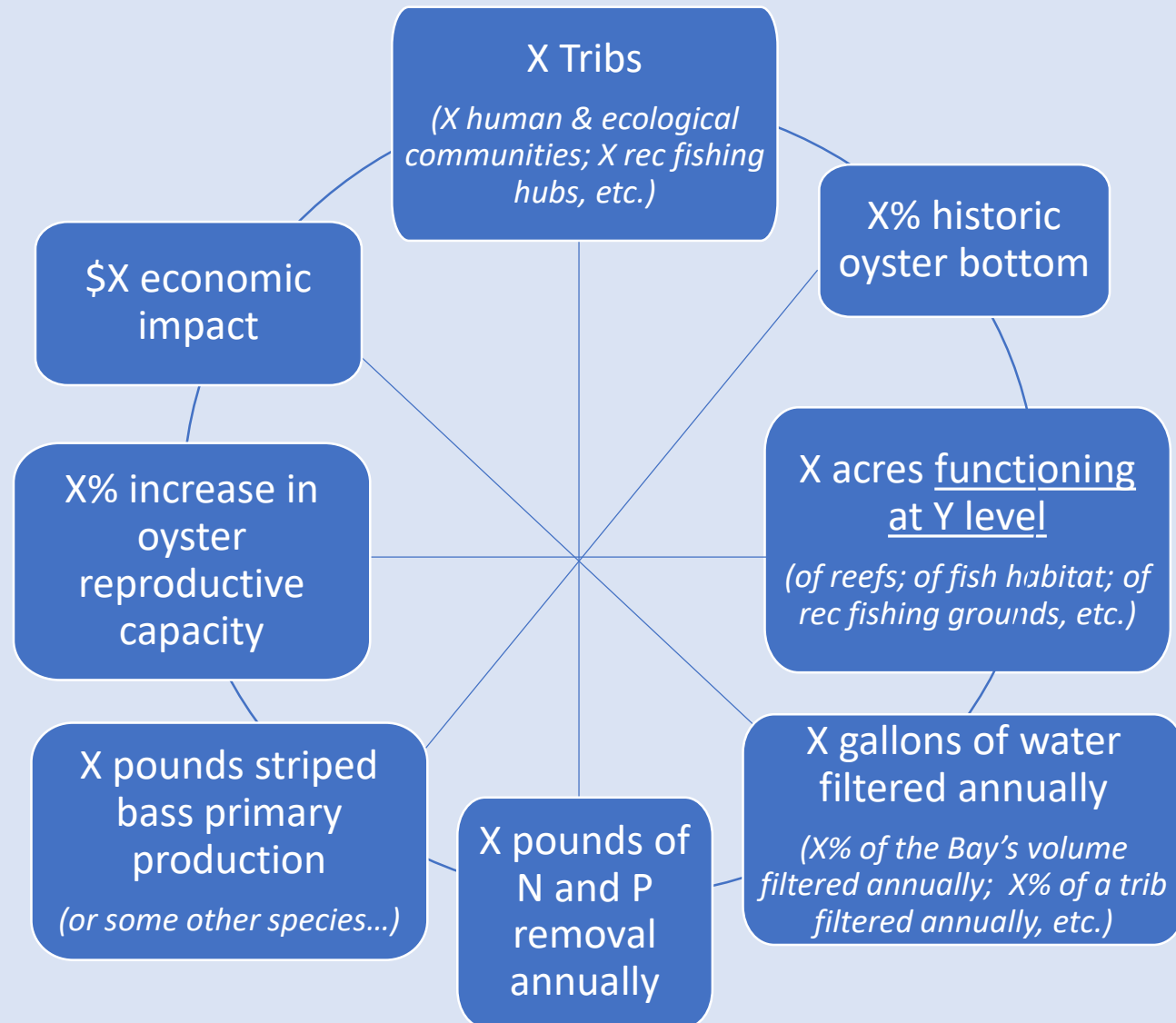
- **SMART goal**
(specific, measurable, achievable, relevant, timebound)
- **Ambitious**
(maintain or increase scale)
- **Understandable, concise**
- **Ecologically sound**
(scale; clustered; recognizes climate change impacts)
- **Recognizes goal (specific target) vs purpose (cumulative effect of meaningful goals)**

Goal setting & restoration implementation process



- **Inclusive process; inclusive & equitable implementation**
 - Human community is important (*"Oysters are easy; people are hard"*)
 - Specifically include: diverse and underserved communities; industry
- **Partnerships are key**
 - Collective: goal; metrics; planning; implementation; tracking; monitoring; adapting
 - States on board
- **Maintain momentum**
- **Rebuilding networks (clusters) of sanctuary reefs, at large scale, will likely remain a key tool.**
 - Inclusive of large-scale initiatives currently planned beyond 'Ten Tribes'
- **Recognize & communicate the value of ecosystem services, beyond the goal****

'Goal Translator'



Goal Translator User Guide

- Pick a box
- Pick a value for X
- Recognize, quantify, and message around all boxes
- Additional, out-of-the-box boxes welcome and encouraged