



Local Leadership Management Strategy Discussion Meeting

Chesapeake Bay Program Office
Fish Shack
410 Severn Avenue
Annapolis, MD 21403

February 25, 2015
3:00 p.m. – 5:00 p.m.

Conference Line: (866) 299-3188

Conference Code: (410) 267-5731

Web Access: <https://epa.connectsolutions.com/git6/>

Agenda

I. Welcome and Introductions

Mike Foreman, *Virginia Department of Conservation and Recreation*

II. Review Local Leadership Outcome and Meeting objectives:

Mike Foreman, *VA DCR*

- Stewardship Goal and Local Leadership Outcome
 - Stewardship Goal: *Increase the number and diversity of local citizen stewards and local governments that actively support and carry out the conservation and restoration activities that achieve healthy local streams, rivers and a vibrant Chesapeake Bay.*
 - Local Leadership Outcome: *Continually increase the knowledge and capacity of local officials on issues related to water resources and in the implementation of economic and policy incentives that will support local conservation actions.*
- Prioritize and agree upon the factors influencing our ability to meet the goal
- Finalize management actions

III. CBP Management Strategy Review and Release Schedule

Reggie Parrish, *EPA Chesapeake Bay Program Office*

IV. Review and Rank Factors Influencing

Carin Bisland, *EPA CBPO*

- Each participant votes for 3 factors

V. Discuss Proposed Management Actions

Reggie Parrish, *EPA CBPO*

Develop, enhance and expand training and leadership programs.

Given the wide disparity in knowledge and capacity, these programs should be targeted to specific audiences and may focus on specific information needs, e.g. land use change impacts on stream health, economic benefits of increasing tree canopy, etc. The Chesapeake Bay Program Office is currently funding a project to review existing local leadership programs across the watershed and outside the watershed. Additional steps to achieving this may include:

- Work with state, federal, and NGO partners to identify and catalogue (by state, by region) the various training and leadership programs available to local officials.
- Develop survey or mechanism to evaluate utility and measure effectiveness of training and leadership programs.
- Work with state, federal, NGO partners to enhance and expand training opportunities based upon geographic and regional needs through existing grant programs, outreach activities, and other mechanisms.

Examples: Circuit rider of water resources leadership programs; municipal online training center; tie in citizen stewardship programs with leadership programs; core natural resources education component for newly elected.

Increase peer to peer networking opportunities for local officials.

Recognizing that many people acquire knowledge directly from their interactions with other individuals, this approach seeks to pair existing leaders with emerging leaders or to pair a community who has experienced success with one who is in the early phase of implementation. Steps to achieving this may include:

- Review existing local officials peer to peer networking models (inside and beyond Chesapeake Bay watershed) and identify lessons learned and areas needing improvement.
- Work with state and NGO partners and Local Government Advisory Committee to coordinate and expand existing peer to peer forums.
- Evaluate and catalogue lessons learned and modify peer to peer networks for continual improvement.

Examples: Develop formal peer to peer program across jurisdictions; extend program to network through technical, professional, and volunteers groups; institute metrics to assess benefits of this approach; utilize early adopters approach for communities willing to do peer to peer outreach

Improve “knowledge management”.

Despite the plethora of available information (data, case studies, tools, websites, etc.), many people still complain about not being able to find what they need. This approach addresses the need to improve **access** to existing information. This may include expanded availability of online resources. Steps to achieving this may include:

- *Identify existing methods and outreach mechanisms used by states, federal agencies, NGOs to reach local officials and determine ways to enhance and improve these approaches.*
- *Establish best practices for working with less engaged municipalities and local audiences*
- *Periodically review approaches and identify ways to continually improve these approaches based upon needs of local officials.*

Examples: Increase collaboration regionally; provide funding for municipal/regional visioning sessions; identify local organizations to assist with knowledge transfer; address techniques to address knowledge gaps; better establish teaching/training relationship with universities and community colleges

Identify and improve key knowledge and information sources.

Local officials' information needs differ from those of the general public or the scientific community. This approach addresses the need for messaging targeted to local officials.

- *Identify and prioritize key information and information sources that may benefit local officials (e.g. economic benefits, cost benefits, multiple benefits of stormwater management, climate change, etc.)*
- *Assure that information is delivered in a way that's relevant and clear to local officials*
- *Continue to improve and develop key messages (state or regionally determined) to build knowledge and capacity for local officials*

Examples: News Releases targeted to local officials; case studies of economic justifications for restoration

Continue cross Watershed Agreement goal coordination.

Information and resources are necessary to increase the number of local officials and watershed residents committed to responsible natural resource management (this is identified as a gap). In order to support conservation actions, much less take responsibility for implementation, local officials need to possess at least a basic understanding of certain issues. The following Management Strategies identify the need to increase local officials' knowledge as being necessary to achieve the outcome: Steps could include:

- *Periodically assess other Bay Agreement goals and identify information sharing or knowledge transfer needs and opportunities in order to enhance knowledge and capacity of local officials.*
- *Coordinate input as part of 2 year workplan for related Bay agreement goals and outcomes*

Examples: Goal teams and outcomes identify the need to incorporate local leadership into workplans; use forums like LGAC meetings and attend other more regional forums to determine workplan priorities.

VI. Overall comments on draft – this week for March 2nd draft; others in Public Comment Period

VII. Wrap Up and Next Steps