

Beyond 2025 Steering Committee Small Group Recommendations Symposium

People Small Group

February 28-29, 2024

Julia Wakeling, DC

Julie Lawson, Stakeholders' Advisory Committee

Agenda

- Who we are
- Action Plan
 - Defining people
 - Outreach
 - Case studies
- Recommendations
 - Governance and accountability
 - Diversity, equity, inclusion, and justice
 - Representative goals and outcomes
 - Networks and capacity building
 - Social science
- Vision, Value, Vanguard

An aerial photograph showing a winding river through a lush, green landscape. In the background, there are rolling hills and mountains under a clear sky. The foreground shows dense vegetation and a small island in the river.

Who we are

The People Small Group:

Leads:

Julia Wakeling, District of Columbia

Julie Lawson, Stakeholders' Advisory Committee

Members:

Don Phillips, LGAC

Laura Cattell Noll, LLWG

Shannon Sprague, NOAA/GIT 5

Jana Davis, At-large, CBT

Kacey Wetzel, At-large, CBT

Brittany Omoleye-Hall, NPS/DWG

Amy Handen, EPA CBPO

Rachel Felver, CBP Communications

Jennifer Pauer, WV

Martha Shimkin, EPA CBPO Director

Britt Slattery, NPS/GIT 5

James Martin, VA/GIT 6

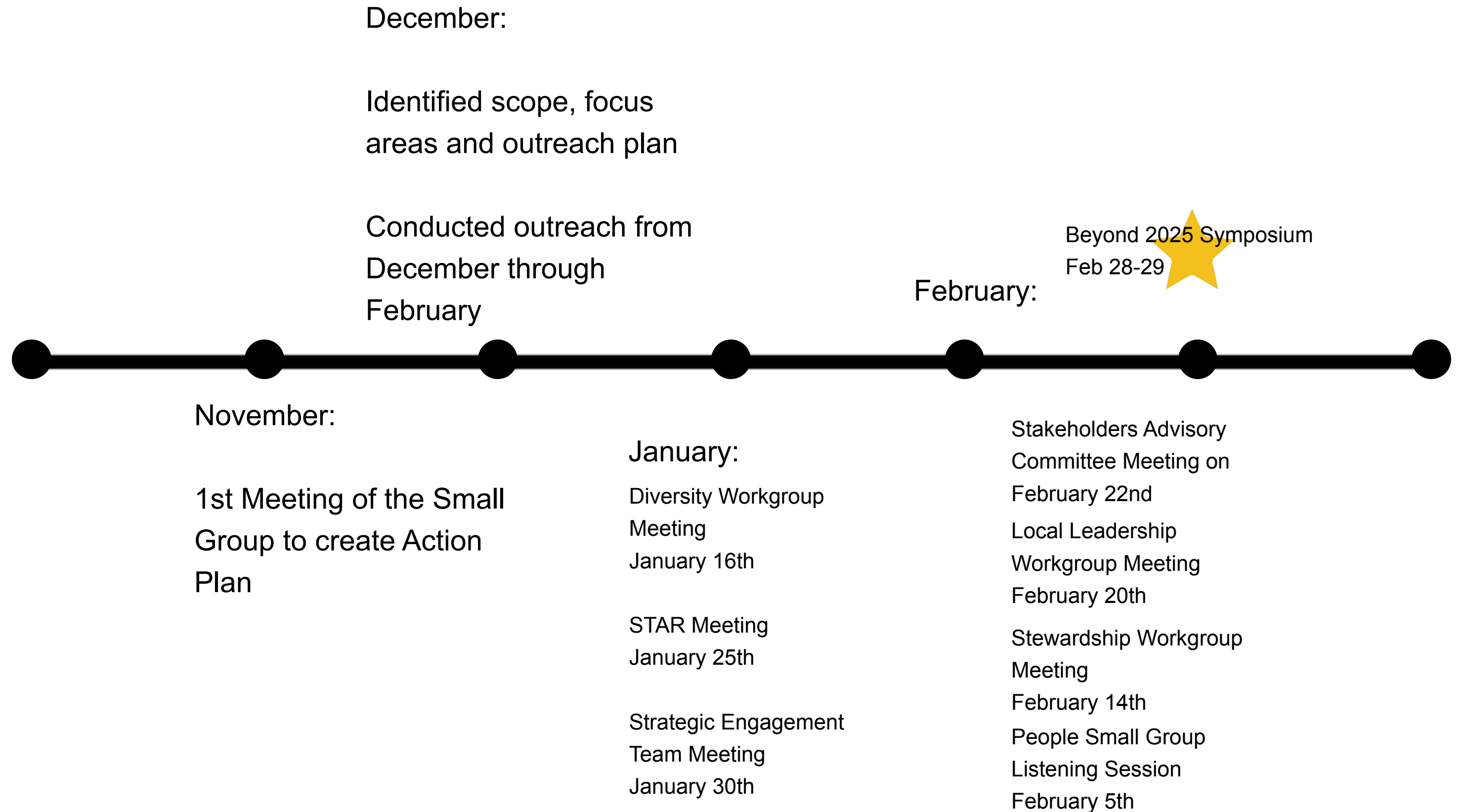
Kristin Reilly, At-large, CCWC

Action plan and process

- Began by understanding the scope of our work, what “People” means in this context and our initial thoughts
- Regular meetings to determine focus areas (10 meetings of the small group)
- Identified a series of questions to hone in on focus areas
- Identified SMEs and sent questions
- Synthesized this feedback into themes
- Formed recommendations based on previously identified themes
- Completed research on relevant case studies

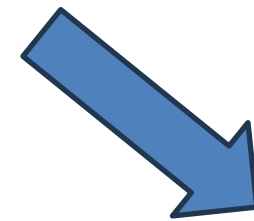


Timeline



Defining People

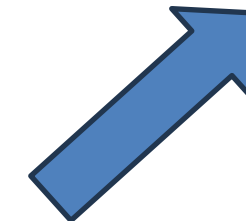
Defining and delineating the People of the Chesapeake Bay and where they fit within the partnership



We don't need to delineate who People are in this instance because we're talking about everyone



People are the foundation of and reason for nearly all conservation efforts within the Chesapeake Bay



Our task is not to engage the public, but to center People in the Chesapeake Bay Program and Watershed Agreement

Outreach Process

Step 1: Visioning exercise

1. What do you think about our new version of the vision? Does it align with your goals? Does it need to be changed?
2. Why do you think we are not achieving our vision? What are the barriers?

Tentative vision

Chesapeake Bay Program partners envision an environmentally and economically sustainable Chesapeake Bay watershed with clean water, abundant life, conserved lands and access to the water, and a vibrant cultural heritage for **the benefit of all people and nature.**

Step 2: Outreach questions

1. Does the Chesapeake Bay Program adequately assess attainment of its goals?
2. Do you think the Partnership has adequate accountability systems in place for all goals? What would you change?
3. Do you feel there is a power dynamic in the Chesapeake Bay Program or its Governance resulting in disproportionate focus on the Bay TMDL? Does this impact other outcomes?
4. Do you feel the structure and/or governance of the partnership should be reimaged? How?
5. Does the Chesapeake Bay Program adequately include NGOs and other stakeholders in their proceedings? Are open meetings enough?
6. Do you think Human Health is adequately considered in the Bay Program's goals?
7. Does the Partnership adequately use social science to understand and influence behavior change? How might it be improved?

An aerial photograph showing a wide river flowing through a lush, green landscape. In the background, there are rolling hills and a small town or village nestled in a valley. The river's surface is calm, reflecting the surrounding greenery. The sky is overcast, creating a soft, diffused light across the scene.

Subject Matter Experts

- Chesapeake Bay Program
 - Workgroups
 - Stewardship Workgroup
 - Diversity Workgroup
 - Toxics Workgroup
 - GITs
 - Goal Team Chairs
 - Goal Implementation Team 6
 - Goal Implementation Team 5
 - Advisory Committees
 - Local Government Committee
 - Stakeholders' Committee
- Choose Clean Water Coalition
 - Steering Committee
 - Agriculture Workgroup
 - Equity Workgroup
 - Energy Workgroup
 - Stormwater Workgroup

Case Study: Puget Sound

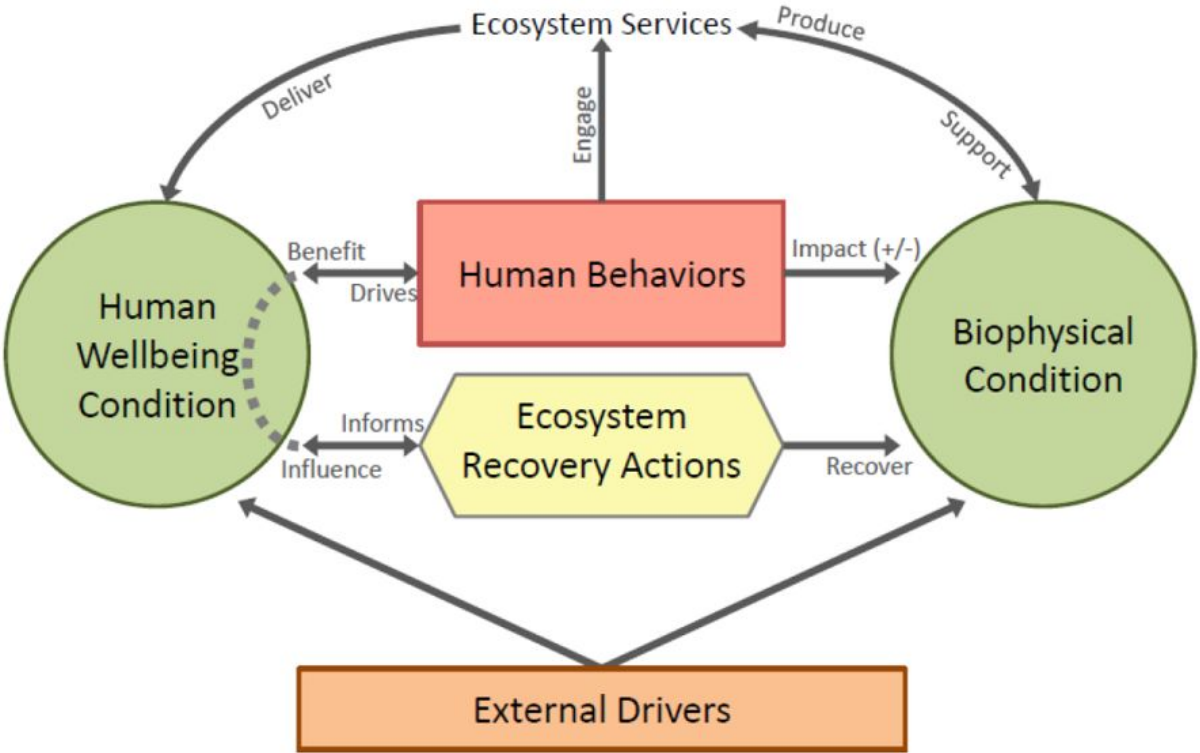
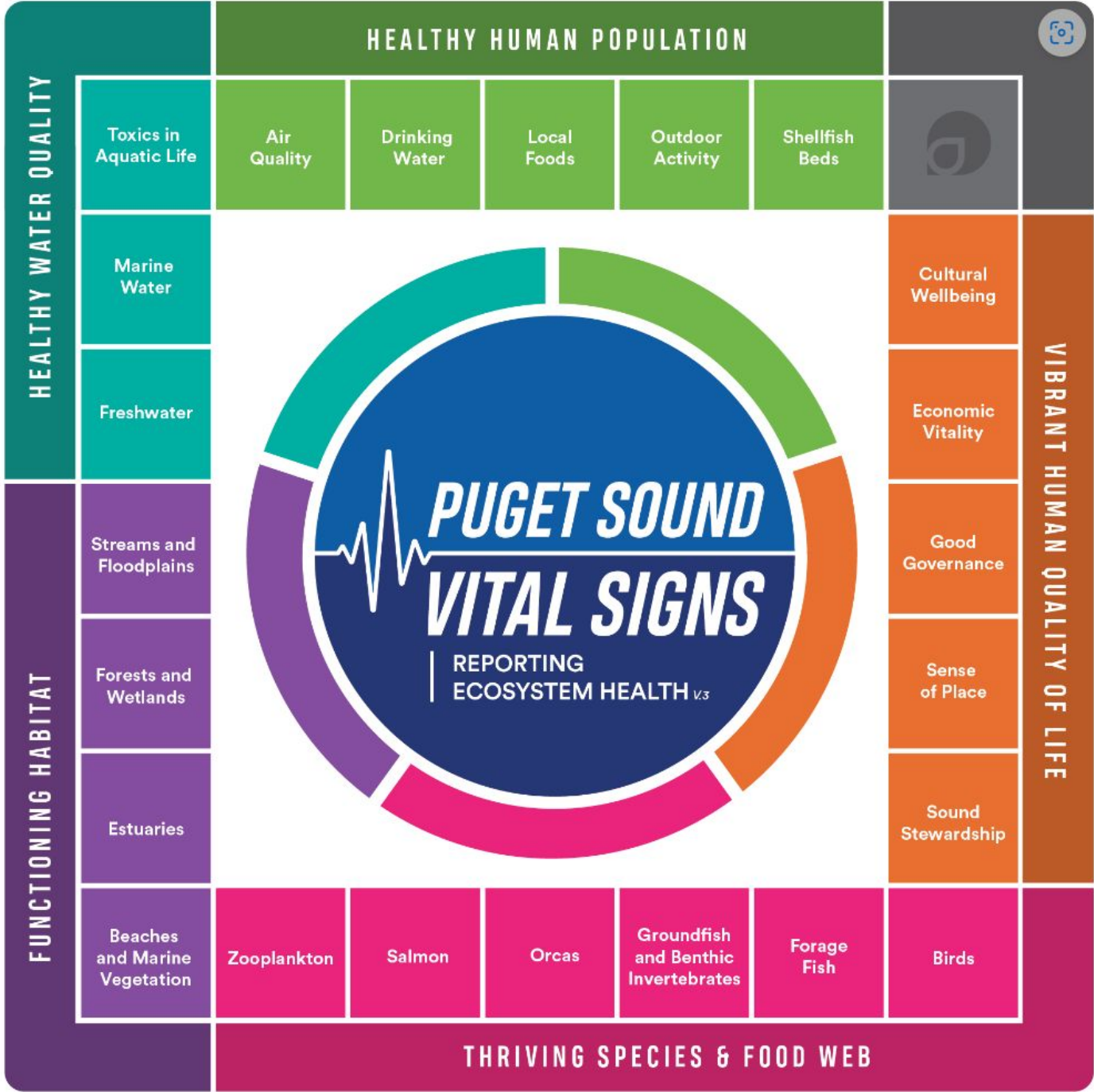


Figure 2: Integrated Conceptual Model for Ecosystem Recovery



Case Study: Delta Stewardship Council

Key findings:

- **Bay-Delta Social Science Community of Practice**
 - **Values at right**
- **Public Participation Plan**
 - **Tribal Consultation Policy**



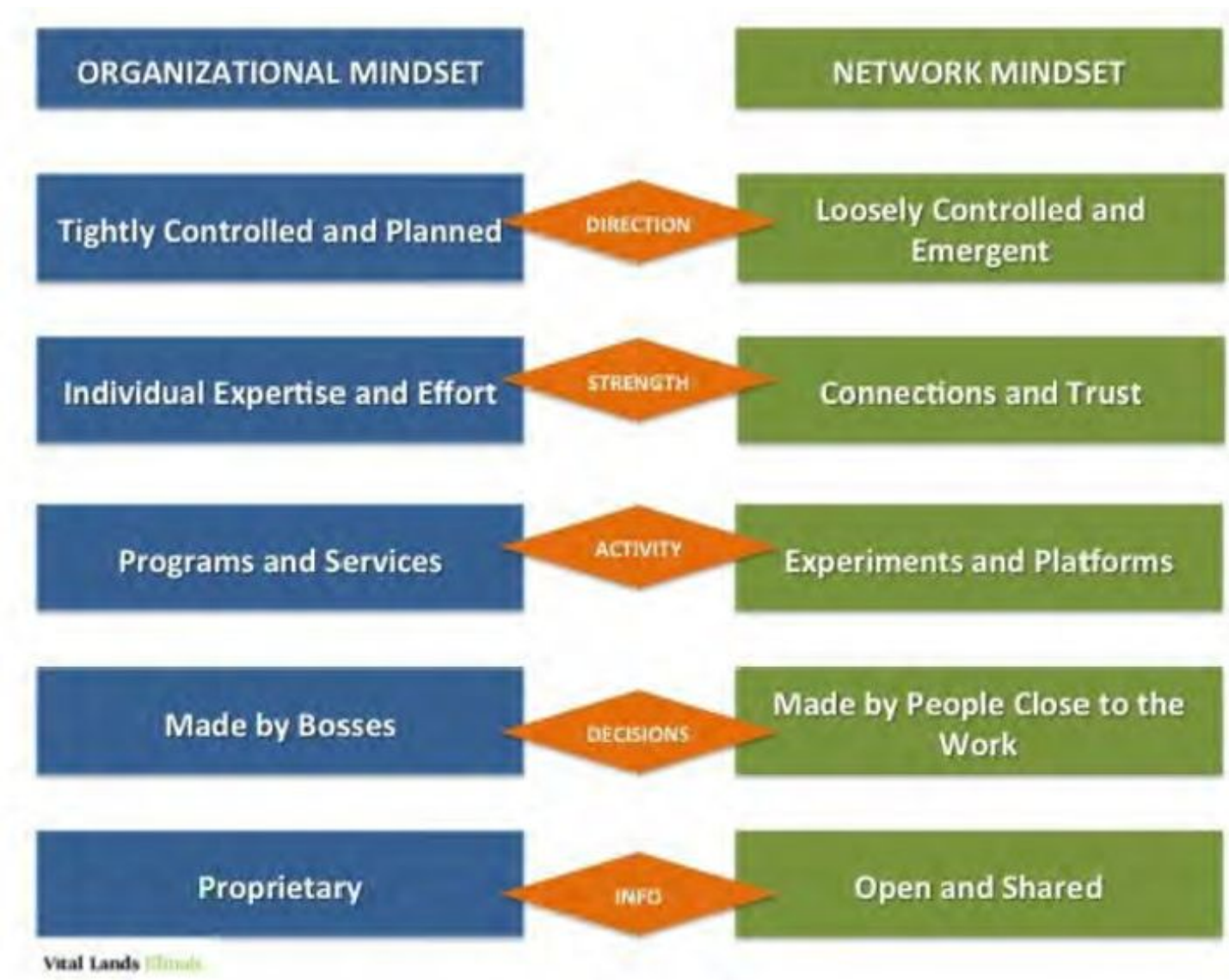
**Delta
Stewardship
Council**

A CALIFORNIA STATE AGENCY

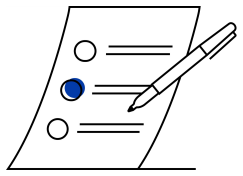
Values:

- **Diversity in network:** recruit, attract, and support members from diverse backgrounds, career stages, geographies, disciplines, and institutions
 - **Equity, inclusion, and capacity building throughout all network activities:** distribute opportunities for leadership, intellectual, and creative contributions between early, mid, and late-career members
- Boundary spanning:** aim to build relevant, salient, and credible projects through co-production; foster collaboration on projects by engaging members from across academia, government, non-governmental organizations, and practitioners working in communities; prioritize accessibility in science communication and output products

Network Research



Proposed Recommendations



GOVERNANCE
AND ACCOUNTABILITY



REPRESENTATIVE
OUTCOMES AND
GOALS



DIVERSITY, EQUITY,
INCLUSION AND
JUSTICE



NETWORKS AND
CAPACITY BUILDING



SOCIAL
SCIENCE

Governance and accountability

Utilize **an independent expert** on equitable and collaborative partnerships to reimagine the governance, structure, accountability framework, and decision-making process of the Chesapeake Bay Program. This would increase **public transparency, establish a participatory priority- and budget-setting process, and strengthen power-sharing with an expanded group of collaborators.** As part of this work, *consider* broadening signatories, centering leadership at the Goal Implementation Team level, and codifying a governance structure that empowers the Advisory Committees and a broader community of diverse representatives to participate in decision-making and ensure accountability of all partners and the partnership.

Governance and accountability

Impacts on Chesapeake Bay Program activities:

- Overarching governance structure
- Advisory Committees
- Goal Implementation Teams
- Budgeting process

How:

- Hire an outside consultant
- Reimagine the structure
 - Codify a government structure that empowers communities
 - Strengthen feedback channels up to decision makers
- Center people in leadership
- Broaden signatories

Diversity, equity, inclusion, and justice

Diversity, Equity, Inclusion, and Justice must be the frame from which all work of the Chesapeake Bay Program flows, which can be done by institutionalizing and activating the DEIJ Implementation Plan throughout the partnership's structure and efforts. This will require the Program to provide the capacity and financial resources necessary for effective and sustained implementation of the plan.

Diversity, equity, inclusion and justice

Impacts on Chesapeake Bay Program activities:

- Frames DEIJ as the core of all CBP activities
- DEIJ Implementation Plan
- Budget, staffing (hiring and retention)

How:

- Realize the DEIJ Implementation Plan
 - Actions are integrated into workplans of leadership
 - Hire senior-level DEIJ director
- Codify the actions in the DEIJ Implementation Plan
- Provide resources and funding to ensure sufficient capacity for sustained implementation of the DEIJ Implementation Plan
 - Consider DEIJ programs and priorities of signatories; how does this work support those initiatives?

Representative goal and outcomes

The Goals and Outcomes of the Chesapeake Bay Program need to reflect the needs of people at the most local level and the impacts of a changing environment on the people that live within the watershed. The Chesapeake Bay Program's measures of success should be developed through community engagement and should reflect the priorities of the communities who live within the watershed. The Program's goals, metrics, and messaging must resonate with and meet the relative needs of watershed residents whose health and livelihoods depend on a healthy environment and sound governmental policy.

Representative goal and outcomes

Impacts on Chesapeake Bay Program activities:

- Success metrics and evaluation schemes
- Goals and Outcomes that focus on:
 - Land use change
 - Recreation and access
 - Environmental education and jobs
 - Public health and quality of life
- Creates a long-term outreach and engagement strategy

How:

- In creating Goals and Outcomes, work closely with People-focused groups and communities
- Implement new ways of measuring success
- Implement a long-term, sustainable, partnership-wide

Networks and capacity building

Create intentional partnerships with networks focused on issues related to Watershed Agreement goals to learn from those networks and accelerate outcome attainment in collaboration with their members. To support this the Bay Program should embrace its role as a capacity builder of partners, working with them to identify shared priorities, funding those priorities, sharing best practices, and recognizing their voice in CBP management actions and decision-making. The Chesapeake Bay Program must ensure that communities of color and other underrepresented groups have a voice in shaping the future.

Networks and capacity building

Impacts on Chesapeake Bay Program activities:

- Create capacity within existing activities for deep listening and investment in audience research
- Create new participatory budgeting and priority setting strategies

How:

- Create funding for local liaison program through trusted networks
- Provide technical assistance for trusted messenger outreach, accessing funding
- Support realization of the DEIJ Implementation Plan

Social science

Create a budget and staffing allocation plan to support the strategic application of social science best practices, research, and synthesis to advance goal achievement and ensure partnership impact.

Social science

Impacts on Chesapeake Bay Program activities:

- Better understanding of the audience for all activities
- Goals and Outcomes: How do people contribute to the solutions and challenges to achieve them?
- Measures of success: How do we measure progress?
- Incorporate disciplines and tools like economics, sociology, and anthropology (in addition to behavior change)

How:

- Implement the social science assessment to define gaps
- Utilizing social sciences like education and communication studies to understand the audience of the Chesapeake Bay Program

Vision:

Our recommendations support a vision that **reimagines the partnership with people and DEIJ as the framework** that guides the Chesapeake Bay Program's governance.

Value:

Across the board, our recommendations would reconceive the structure of the partnership with a more **distributed power structure, leadership positions reserved to represent diverse community voices, and representative goals and outcomes.**

Vanguard:

Our recommendations will lead to a transformed partnership organization that will be **more efficient, empower its stakeholders and People it represents, and improve the diversity of communities represented.**

Crosscutting considerations

Climate:

Climate change, specifically climate adaptation, includes humans adjusting to and managing the impacts and effects of climate change.

Living resources:

People are a living resource and should be the key indicator species for all of the Partnership's work.

Cross program:

People will be centered within the Chesapeake Bay Program and Watershed Agreement when they are embedded within the governance and resulting goals and outcomes of the Program.

People Small Group Discussion

February 28-29, 2024

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