

Goal Implementation Team: Enhance Partnering, Leadership and Management (GIT 6)

GIT Priority Ranking: 2

Table 1: Project Description

Project Title	Designing a Watershed Education Program for Local Elected Officials
Project Category	Workplan Development; Metrics; Implementation Projects; Other
Goal/Outcome	Stewardship Goal/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.
Estimated Cost	\$75,000
Justification: Description of why this work is needed in support of a management strategy?	<p>This project, to design the structure of a mechanism to deliver a comprehensive, coordinated, consistent, and effective program to local elected officials to increase their knowledge and capacity to adopt supportive conservation laws, policies and funding, is critical to achieving watershed restoration and fulfilling the 2014 Watershed Agreement (the Agreement) goals.</p> <p>This project will directly support the Local Leadership Management Strategy to “develop, enhance and expand training and leadership programs” and to “improve transfer of knowledge to local officials.” Depending on the design of the program that is created, it can also support the strategies to “increase peer to peer knowledge transfer among local officials” and “identify and improve key knowledge and information sources.”</p> <p>In recognition of the fact that much of the work to meet the TMDL and achieve the Agreement’s restoration goals must be done on the local level, a previous report the “<i>Assesment of Local Leadership Development Programs</i>” (the <i>Assessment</i>), was funded to determine whether the Bay Program should offer a new program to increase the knowledge and capacity of local leaders. The <i>Assesment</i> found that local officials need training and development to learn declarative (factual) knowledge as well as procedural knowledge on what kinds of policies, laws and funding are needed and the skills to get them adopted. No existing programs fill this critical need so the <i>Assessment</i> recommended a new effort be undertaken that will maximize coordination of existing leadership programs and leverage resources. Three delivery mechanisms were suggested, a stand-alone umbrella group, state led efforts and occasional topical programs funded by the Bay Program.</p> <p>Five types of educational experiences were recommended for a successful program. They are: 1) exposure to expertise 2) peer-to-peer workshops 3) site visits to see first-hand what has worked and what has not, 4) a “Shed Talks” film series to concisely convey watershed issues and requirements, and 5) an online discussion forum, information repository, and action toolkit tailored for elected officials.</p>

Cross-Goal Benefits: What other goals may be advanced through this work?	Many of the Agreement’s goals such as improving water quality, limiting conversion of forests and farms, increasing urban tree canopy, protecting healthy watersheds, and increasing public access depend on local elected officials adopting supportive policies laws and funding. By increasing the knowledge of local officials about what needs to be done, and why, and increasing their capacity to adopt local laws, policies and funding this project will support all of the aforementioned goals.

Table 2: Project Details

Technical Lead	
Detailed Statement of Work ^{(1),(2)}	<ol style="list-style-type: none"> 1. Convene an advisory group of active and successful local government officials, communications professionals, watershed restoration experts and leadership institute experts identified in the <i>Assessment</i> report as doing the best job of delivering either leadership skills or environmental issues content, to guide the selection and design of a delivery mechanism. This advisory group will work in close consultation with the local leadership workgroup and the Enhancing Partnering, Leadership and Management Goal Implementation Team (GIT 6) and the Local Government Advisory Committee (LGAC). 2. Survey a sample of local governments throughout the watershed to find out what their specific needs are and collaborate with other groups to determine what their current level of knowledge and capacity are. 3. Work with the advisory group, local leadership workgroup, GIT6 and LGAC to decide the content of a common curriculum that addresses big picture Watershed restoration issues like what is broken, what needs to be fixed, how do we fix it and who is doing what in the watershed, and to decide what the content of individualized tracks such as stormwater and agriculture should be. 4. Use three options recommended in the <i>Assessment</i> report as a starting point to design a program that will coordinate existing resources to develop a structure for a program that will deliver basic knowledge of the issues in watershed restoration and Watershed Agreement goals and empower local officials to take concrete actions like adopting laws, policies and securing funding to achieve restoration goals. 5. Develop a methodology for targeting local elected officials for the local leadership increased knowledge and capacity outcome. 6. Develop an annual budget and a plan to establish funding for long term support of this effort.

Estimated Project Duration	One year
Outputs and Due Dates	<p>Three reports delivered to GIT 6 over the span of the project:</p> <ul style="list-style-type: none"> • Report 1: Summarizing the results of tasks 1 and 2 above (6 months from start) • Report 2: Summarizing the results of task 3 above (3 months after acceptance of Report 1) • Report 3: Summarizing the results of tasks 4, 5 and 6 above (3 months after acceptance of Report 2)
Description of Skills and Experience Required of awardee	<ol style="list-style-type: none"> 1. Familiarity with the design, function and evaluation of Leadership Development Programs. 2. Experience working with local government officials, and knowledge of local government budget processes. 3. Experience developing environmental curriculum. 4. Experience in communications. 5. Knowledge of TMDL requirements and Watershed Agreement Goals and Outcomes.

- 1) Provide a description of background information, stakeholder participants, the sequence and purpose of work activities, and how the outputs are to be used in implementing CBP management strategies
- 2) Indicate whether environmental data will be generated and whether a quality assurance plan will be required