A Local Government Guide to the Chesapeake Bay

PROTECT
LOCAL
WATERWAYS

Agenda

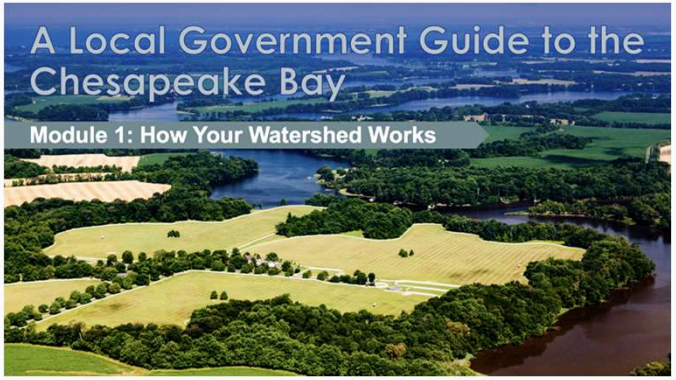
11:00-11:15 am - Phase 1 Modules Refresher & Phase 2 Modules Overview

11:15-11:30 am - New Educational Modules

1:00 - 1:45 pm - Train the Trainer Discussion

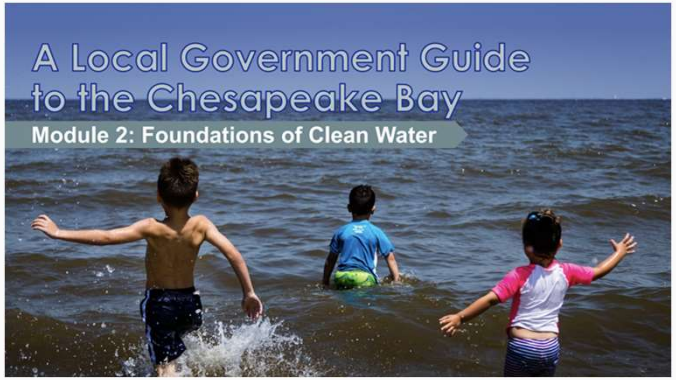
Phase 1 Modules Refresher

1



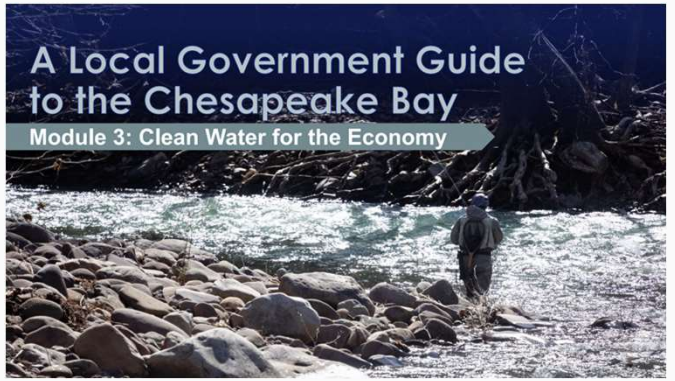
- An intro to the watershed
- The importance of clean water to communities

2



- The history of clean water protections in the Bay region
- An intro to TMDLs

3



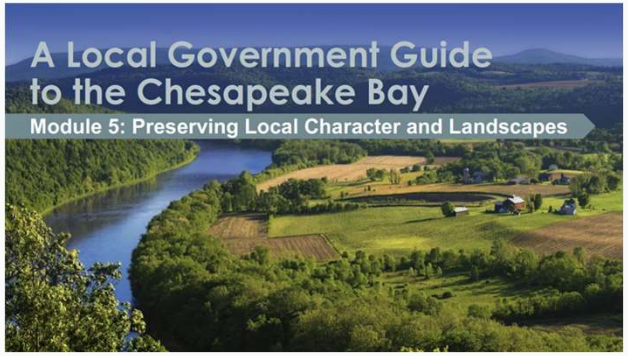
- How actions to protect local waterways are good for business

Phase 1 Modules Refresher

4

- The community health, economic, and environmental benefits of trees

5



- The social, economic, and environmental value of agriculture, natural land, and open space.

6

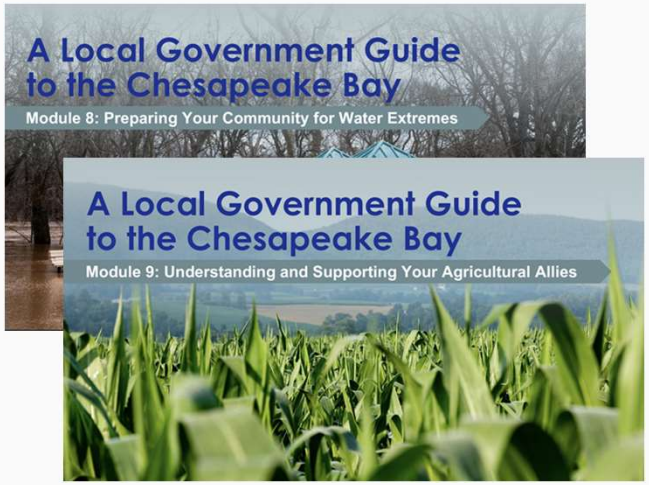
- An intro to stormwater, its impacts, and how to be more resilient

Phase 1 Modules Refresher

7

- The value of the green economy and the sectors of it
- How to prepare the workforce for the career opportunities provided

Phase 2 Modules Overview



Modules

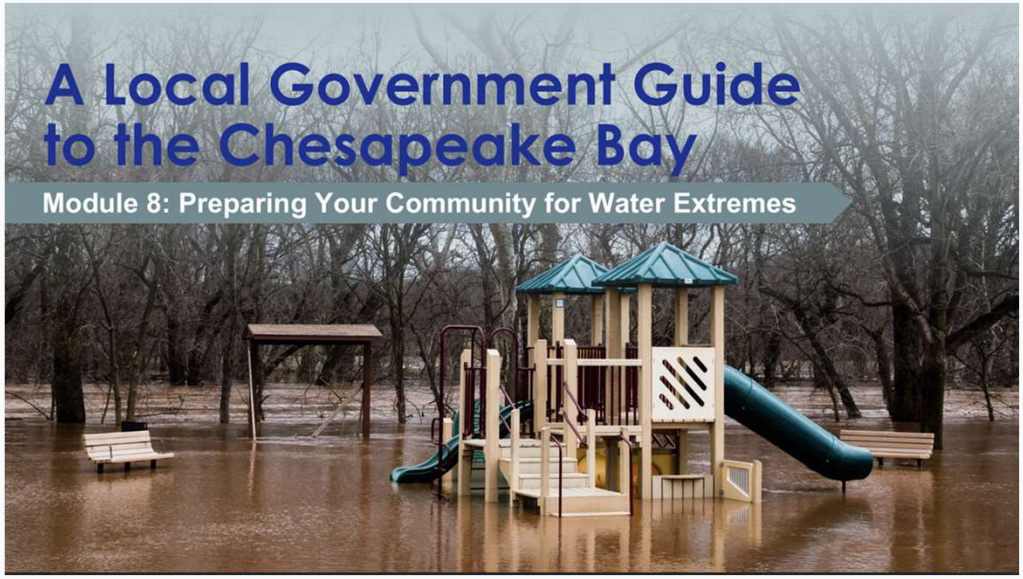
PROTECT LOCAL WATERWAYS

Website

Train the Trainer

New Educational Modules: Phase II

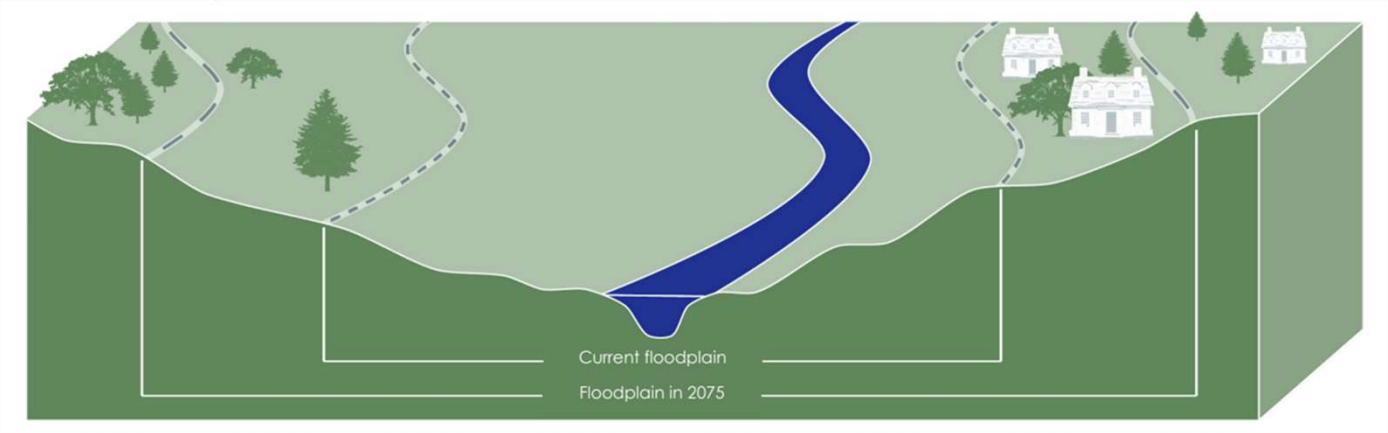
Module 8:



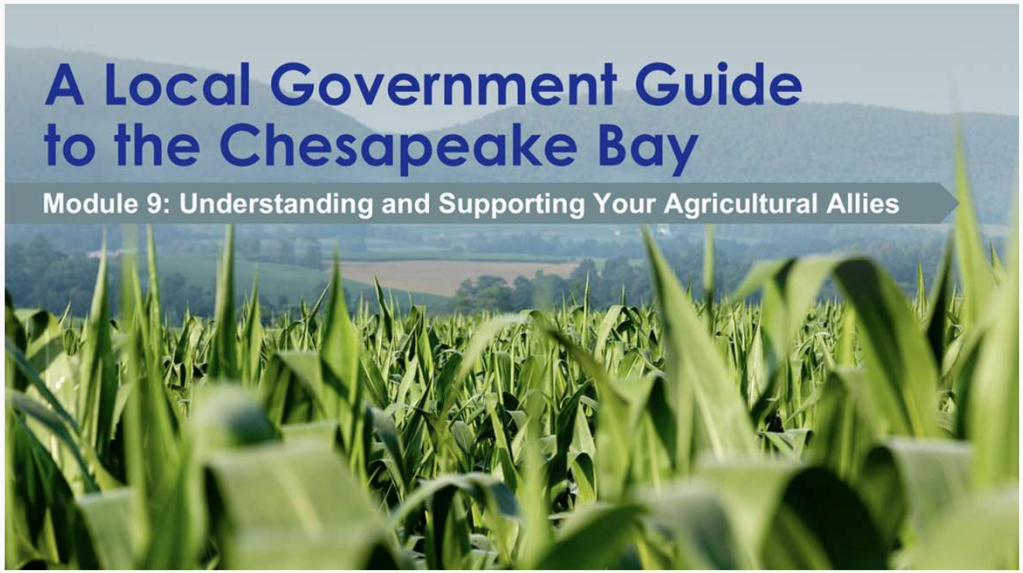
As the climate changes, local decision makers need public support and resources to prepare for, manage, and reduce local flooding and drought impacts. This problem is accelerating and there is a cost to not taking action. Module 8 highlights the importance of acting with climate resilience in mind.

Module 8:

- Flooding, Drought, & Climate Resilience
- Resources to help communities prepare for future flooding and drought conditions
- FEMA Funding Opportunities



Module 9:



Agriculture is responsible for a significant portion of Nitrogen, Phosphorous, and sediment entering the Chesapeake Bay each year. Farmers in your community present a sizeable opportunity to improve the health of our local waterways. Module 9 focuses on the importance of farming and strategies to support farmers and maximize benefits to your community.

Module 9:

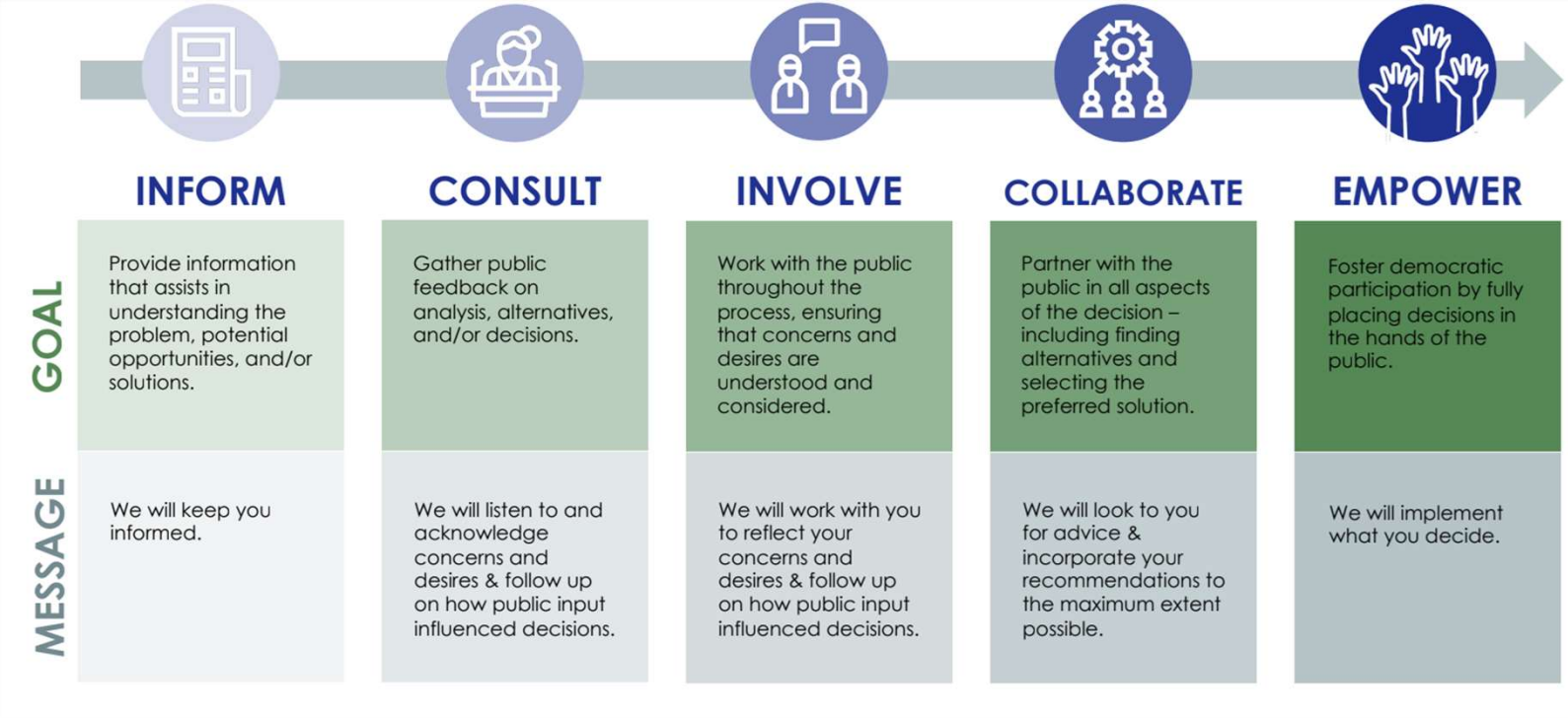
- How does agriculture benefit my community?
- What goals do I have in common with farmers?
- What can I do to support my agricultural allies?
- Statistics on farming across the Chesapeake Bay Watershed

Module 10:

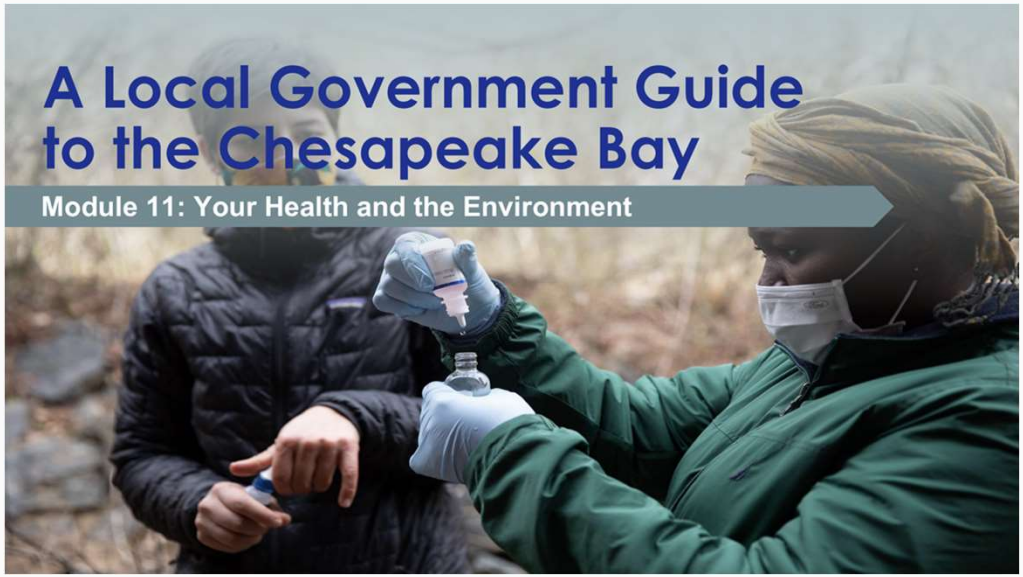
Effective community engagement takes planning and resources. Module 10 highlights the benefits of having an engaged constituency. Additionally several best practices are explored including: understanding your community's needs and perceptions, building relationships, timely communication, and more.

Module 10:

- Benefits of community engagement
- Capacity building partnership case study
- Spectrum of Involvement



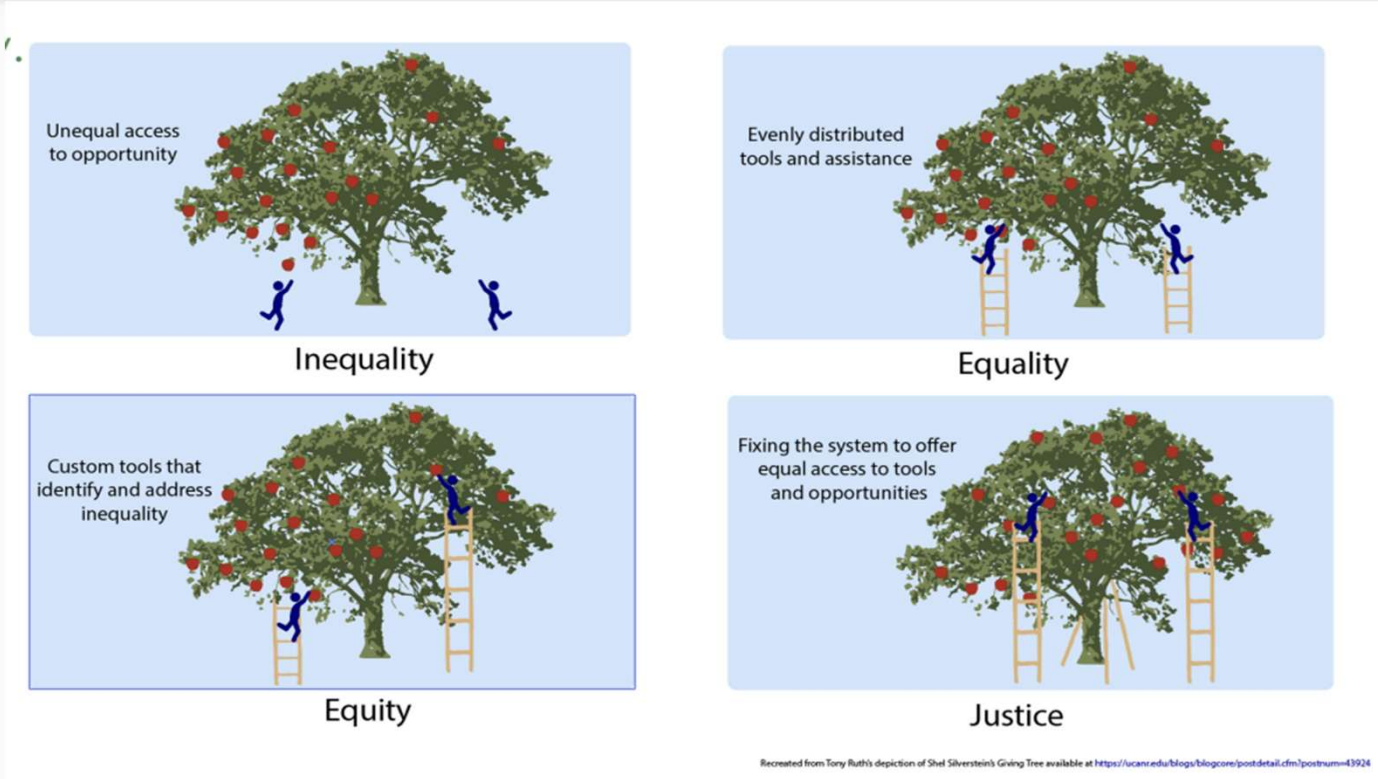
Module 11:



Environmental health threats are numerous. Module 11 addresses a few of the many threats facing human health and safety including: POPs, microplastics, air and water quality threats, and addresses issues of DEIJ, including environmental justice.

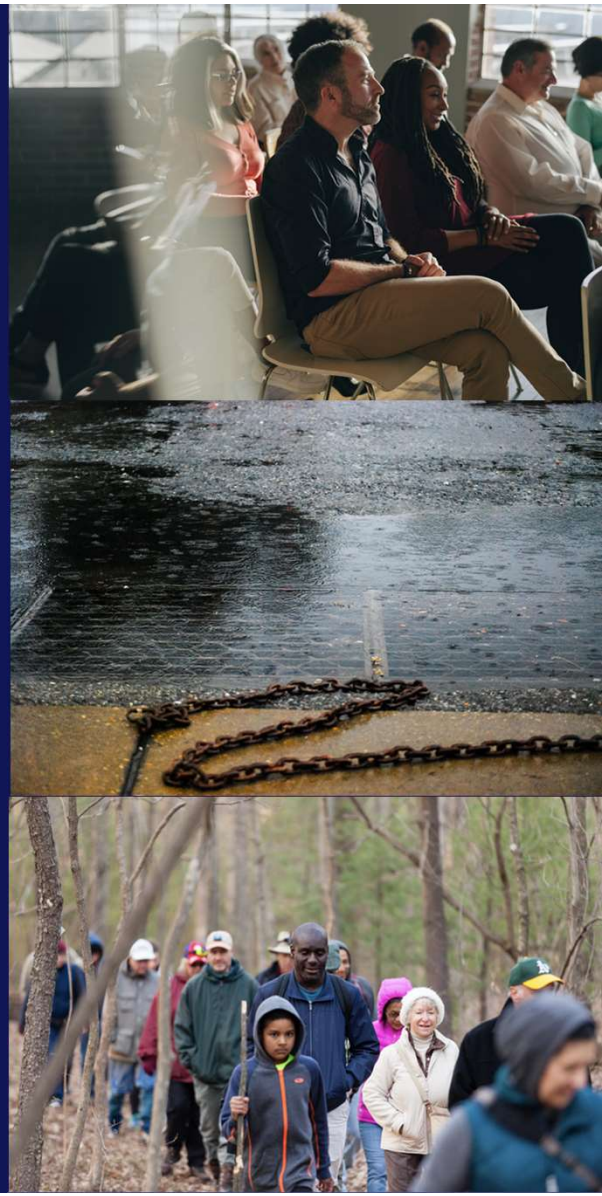
Module 11:

- Environmental health risk exposure
- Environmental health impact on community
- Benefits of environmental protections



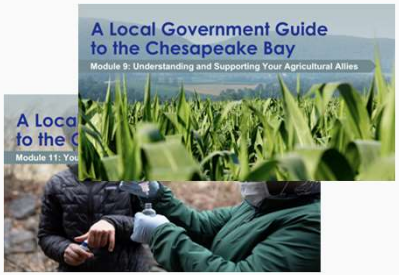
Q. Who is using the modules materials and how?

A Local Government Guide To the Chesapeake Bay: Train the Trainer Workshop



What is Train the Trainer Workshop?

- Train the Trainer Workshop is a webinar designed to reach local government officials and those who work closely with government decision and policy-makers.
- Our purpose is to train these audiences on the suite of *Protect Local Waterways* resources including:



Modules

PROTECT LOCAL WATERWAYS

Website

Videos

Train the Trainer Workshop Intended Outcomes

Ultimately, we hope that these resources will be adopted and practices implemented in localities across the Chesapeake Bay watershed.

Proposed Train the Trainer Session Flow

- Introduction + Fun Icebreaker (10 minutes)
- Objectives (5 minutes)
- Importance (5 minutes)
- Module Use Case Study Showcase (15 minutes)
- Review of Website & Resources (30 minutes)
- Questions (10 minutes)
- Build Your Own Adventure (Activity) (30-45 minutes)

Objectives

This webinar aims to enable attendees to:

1. Familiarize themselves with the resources available on the Protect Local Waterways (PLW) website and learn how to access them.
2. Interact with the website's modules, customize them, and create their own, tailored to the specific needs of their communities.

By achieving these objectives, attendees will be prepared to serve as knowledgeable advocates and trainers, effectively promoting the use and action of PLW resources with their respective communities.

Today’s Purpose

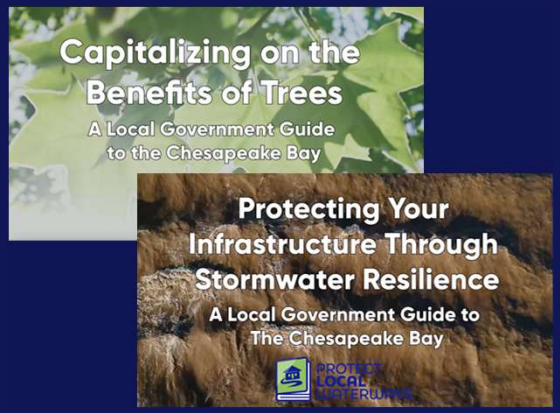
We need your insights and expertise to help us host a successful training webinar that is engaging, interactive, and overall, a valuable learning experience for all who attend!

Today's Purpose

Previously, we meet with the Modules Steering Committee to get their perspectives on the Train the Trainer webinar.

- Objectives of the training
- Target audience and how the modules will help them
- Content to be reviewed during the training
- Real world examples of those using the modules we should highlight
- Feedback from the attendees that would be useful for now/later
- What they find helpful and not helpful during training webinars
- What communication channels are most effective to advertise for the training

What other content should be reviewed during training?



Modules

PROTECT LOCAL WATERWAYS

Website

What other content should be reviewed during training?

- Highlight success stories/case studies
- Who what LGAC/LLWG are
- New funding and/or technical assistance
- Relevant grant opportunities/resources
- Quick summary of Bay restoration and why we are doing it
  - Status of restoration work
- Keep it to the website

Can you think of any real-world examples of individuals or organizations using the modules that we should highlight?

Real world examples of individuals/ organizations using modules?

- On the wandering waterways series we use them as handouts
- Use as prep materials for attending technical meetings related to Bay or water protection
- Mark Dobbins (LGAC member) uses them at his local planning commission
- DE DNREC did a great job of tailoring the materials and sending them out in a monthly series
- PA DCED re-formatted content into branded handout in their library of resources for local governments
- Southern Tier Central in NY used in training materials for newly elected officials

Is there any feedback (about the modules or other) from webinar attendees that would be useful to the project now or in the future?

Feedback from webinar attendees that would be useful to the project now or in the future

- Ask them for input
- Any content that is missing from the materials
- Future module topics
- Ask them who they wish would see these modules
- Explain how the modules will be updated to stay current
- Inclusion of ordinance examples, specific partnerships that have worked, funding opportunities, or incentives
- How watershed agreement outcomes are related and what successful cross-outcome achievement looks like
- Stress the flexibility in how modules are accessed

What elements of Train the Trainer type workshops have you found to be helpful or unhelpful?

What elements of Train the Trainer type workshops have you found helpful or unhelpful?

Helpful:

- Up front objectives
- At culmination – did we achieve the objectives?
- The ability to personalize and make materials and messaging relatable
- Examples for cost-savings and how this benefits all members of their community
- Examples of how the materials can help them or make their job easier
- What are the FAQs you are likely to get and how to answer them
- Opportunity for folks to practice using the materials
- Interactive, hands-on, folks actually doing something
- Include a fair amount of time for questions and thoughts – engage an active chat

What elements of Train the Trainer type workshops have you found helpful or unhelpful?

Unhelpful:

- Don’t get bogged down in Bay program language
- Keep it simple and relatable to local needs
- Unhelpful is one way education – we need the back and forth

What communication channels would be most effective for letting target audiences know about the webinar?

Most effective communication channels for letting target audiences know about the webinar?

- Ask state contacts to send it directly to their contacts
- Outreach through state agencies, county, and municipal associations
- Need to have multiple outreach channels
- Emails to all the CBP work groups, state agencies, and NGOs
- Get lists of MS4 permittees from EPA/states and reach out to them
- Targeted networks through state APA chapters, stormwater professionals
- Municipal associations – newsletters & conferences
- Social media
- Facebook events

Who is not here? & Suggestions to Improve

- VA PDC Chesapeake Bay Reps
- PA CAP Coordinators
- VA Association of Soil and Water Conservation Districts
- VA Roundtable Staff
- VA Association of Planning District Commissions
- American Planning Association - National Capital Region, PA, MD, VA, DE, & WV
- Sustainable MD
- Sustainable PA
- Chesapeake Stormwater Network

Who is not here? & Suggestions to Improve

- MD Municipal League
- MD Association of Counties
- VA Municipal League
- VA Association of Counties
- PA Association of Township Supervisors
- PA Association of Boroughs
- PA Municipal League
- County Commissioners Association of PA
- WV Region 8 & 9
- DE League of Local Governments
- Southern Tier Central
- Southern Tier 8
- Office of the ANCs
- DCED Local Government Service
- VA DEQ
- MD & VA DNR
- VA DCR
- PA DEP
- PA DCNR
- DE NDREC
- WV DEP
- MWCOG
- Cap COG
- Baltimore COG
- Susquehanna River Basin Commission
- Potomac River Basin Commission
- MD, DE, & VA SeaGrant
- Upper Susquehanna Coalition

Who are the target audiences of the webinar and how will using the modules help them?

MDE

Soil Water Conservation Districts in VA

Local planning boards, NGOs

Primary audience should local government staff - the policy implementors. Secondary audience - local elected officials. Tertiary audience - other advocates

CAP Coordinators in PA

In VA: Planning District Commission reps already working to reach local elected officials

Those who have access to decision makers in the county - that may depend on the county/municipality - POCs at PDCs, planning, admin, or perhaps colleague

County planners

and municipal

League of Local Governments (DE)

local government staff - those 'teachers' at the local level

Senior staff of local government, local elected officials, state association education trainers

Ditto the state municipal association staff

Possibly master gardeners/ag extension (Penn State has been a leader in PA)

MML & MACo staff

Jurisdiction communications folks

state agency staff

VA Department of Environmental Quality & VA Dept. Conservation and Recreation

PROTECT LOCAL WATERWAYS

Questions

Registration

Train the Trainer Registration

Thank You!