



# Update on Outcomes & Targets Standardization

Principals' Staff Committee Meeting  
May 23, 2025

Anna Killius  
Executive Director  
Chesapeake Bay Commission



## OUTCOME

The long-term, high-level change we desire or the difference made by our actions.

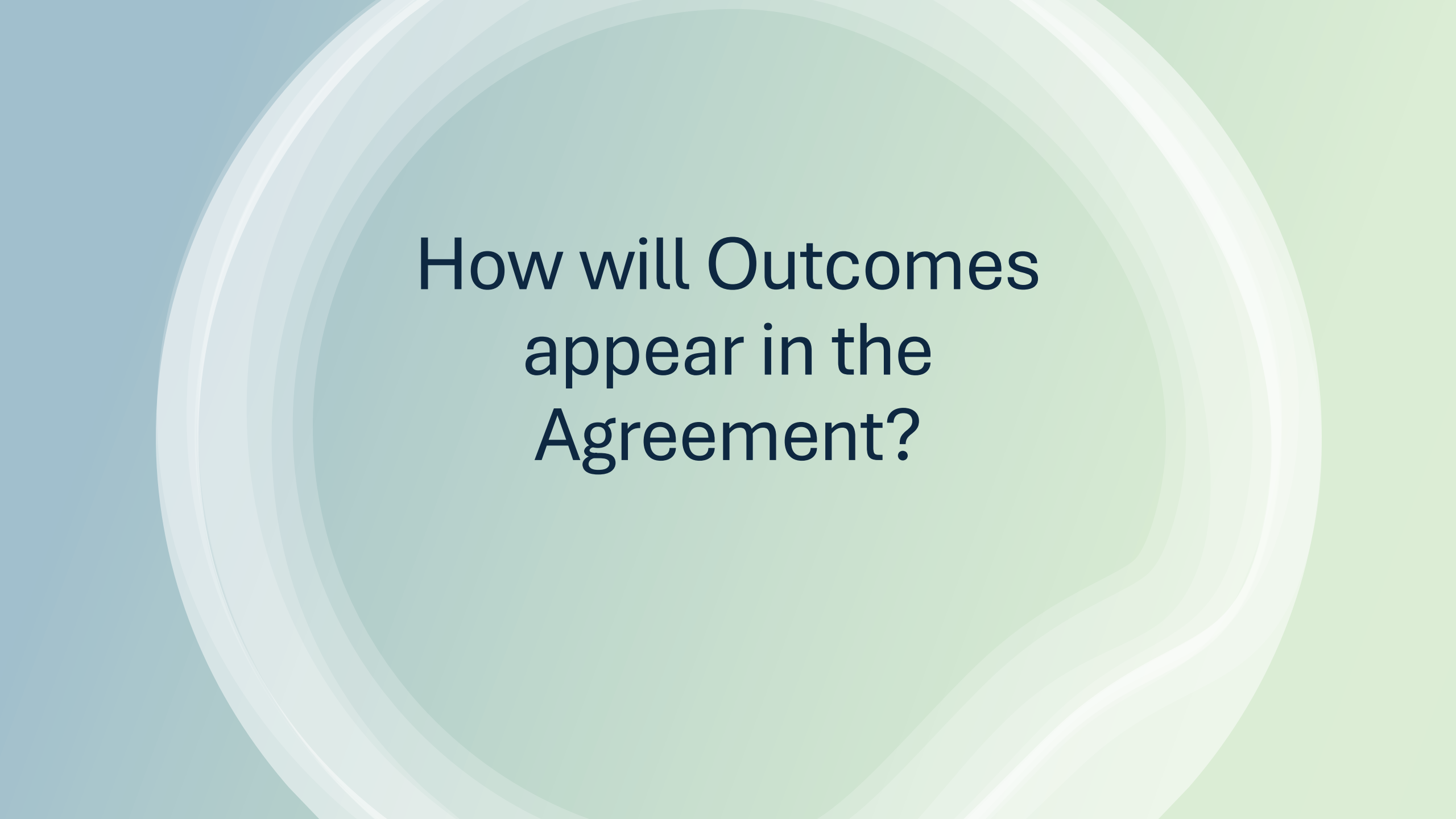
- Long-term benefits and results:  
“Continually increase/improve....”  
“Achieve and sustain 185,000 acres....” “Maintain sustainable population...” “100% attainment of...”
- More publicly accessible language. Plain language.



# TARGETS

The more direct products of the actions we plan for and take as partners.

- Shorter-term steps and results: this is the place to be as specific, measurable, achievable, relevant, and time bound as possible to ensure we are tracking our work, learning from the results, and being publicly accountable.
- Measure and track the more direct measures of our efforts and whether we are following through on plans and commitments.
- Interim steps and tiered targets acknowledge what is realistic in a set period while leaving space for what we ultimately know is needed for the healthy watershed we envision.



How will Outcomes  
appear in the  
Agreement?

# NOW

## GOALS & OUTCOMES

### SUSTAINABLE FISHERIES

Habitat loss, poor water quality, non-native and invasive species, toxics and fishing pressure continue to threaten the sustainability of the Chesapeake Bay's fisheries. Sustaining fish and shellfish populations contributes to a strong economy and maritime culture and supports a healthy ecosystem for all Bay watershed residents.



**GOAL:** Protect, restore and enhance finfish, shellfish and other living resources, their habitats and ecological relationships to sustain all fisheries and provide for a balanced ecosystem in the watershed and Bay.

Blue Crab  
Abundance  
Outcome



Maintain a sustainable blue crab population based on the current 2012 target of 215 million adult females. Refine population targets through 2025 based on best available science.

Blue Crab  
Management  
Outcome



Manage for a stable and productive crab fishery including working with the industry, recreational crabbers and other stakeholders to improve commercial and recreational harvest accountability. By 2018, evaluate the establishment of a Bay-wide, allocation-based management framework with annual levels set by the jurisdictions for the purpose of accounting for and adjusting harvest by each jurisdiction.

Oyster Outcome



Continually increase finfish and shellfish habitat and water quality benefits from restored oyster populations. Restore native oyster habitat and populations in 10 tributaries by 2025 and ensure their protection.

# REVISED

## Goal

**Outcome** – One complete statement describing the long-term, high-level change we desire or the difference made by our actions. Begins with an action verb (e.g. restore, increase, maintain, achieve).

- *Short or midterm target* – Beginning with “By 20XX,” or action verb
- *Short or midterm target...*
- *Short or midterm target...*