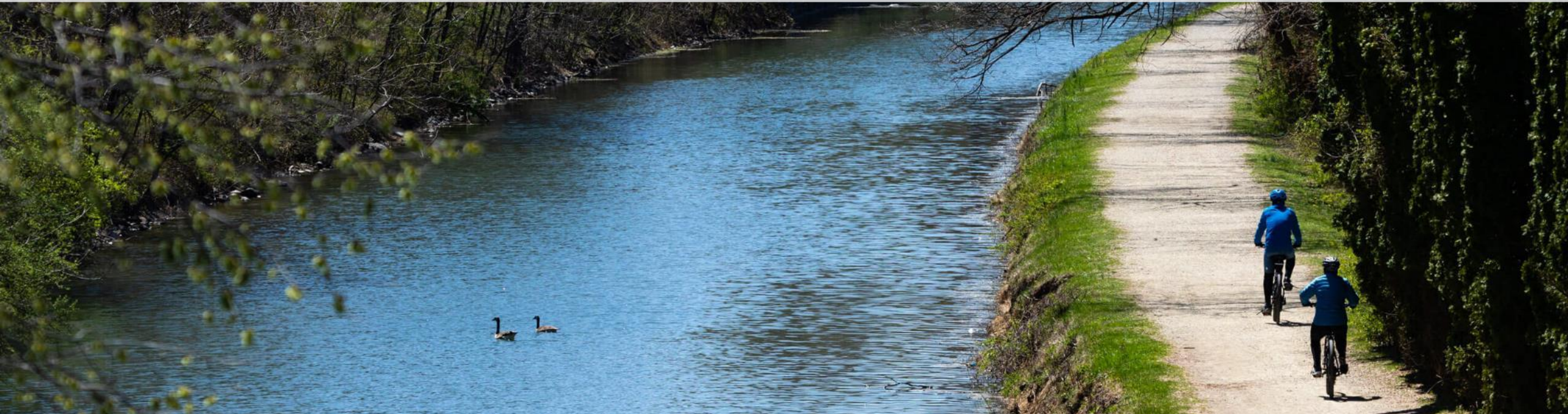




PROTECT LOCAL WATERWAYS



www.protectlocalwaterways.org

A Local Government Guide to the Chesapeake Bay

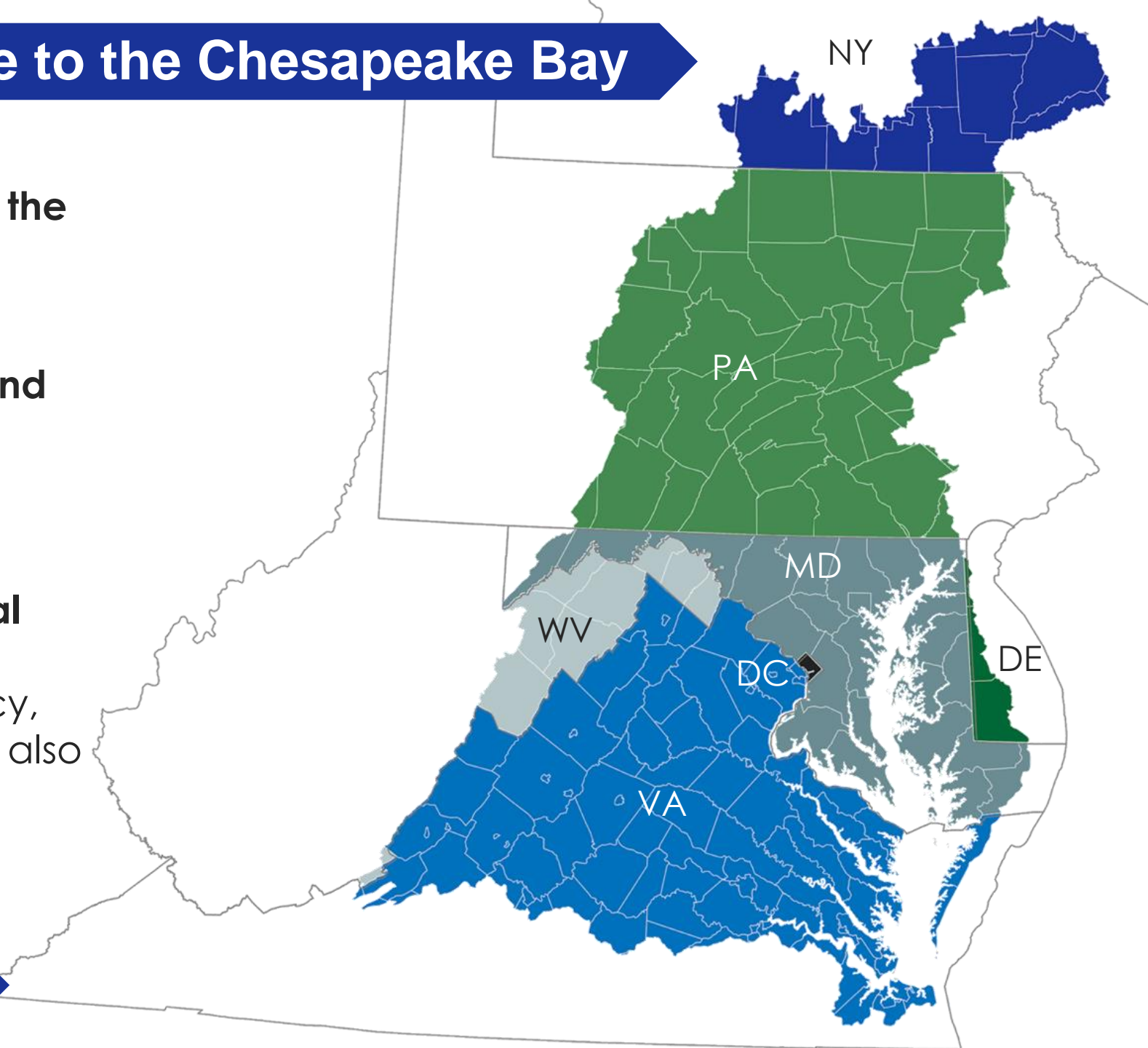
As a local leader, your **decisions set the course** for your community.

Your actions determine **the health and vitality of your jurisdiction**, as well as that of your local waterways.

You can achieve **mutually beneficial outcomes** by prioritizing economic development, infrastructure resiliency, public health, and education, while also protecting your environment.

Modules Overview

Local Leaders



About the Modules

Each module is under 30 slides, **designed to be easily customized and shared**, along with a companion one-page handout and *new* two minute video. The icons below represent key local government priorities:



Economic Development



Public Health & Safety



Infrastructure Maintenance & Finance



Education

Modules Overview

About



How are the modules being used?

- Conference panel handouts
- Webinar presentation slides
- Email series with links to pdfs
- Magazine/blog articles
- Professional development courses
- Newly elected official trainings
- Tabling materials



Impact to Date

- **400+ people** have accessed the editable versions of the modules
- Modules have been utilized in **Delaware, Maryland, New York, Pennsylvania, West Virginia and Virginia**
- Modules have reached an estimate **3,000+ local government officials and staff**



A group of people are on a boat, moving through a body of water with dense green vegetation on the left. The background shows a line of trees under a cloudy sky. The text is overlaid on a semi-transparent white rectangle in the center of the image.

PROBLEM: *Accessing, downloading and sharing the materials was onerous*

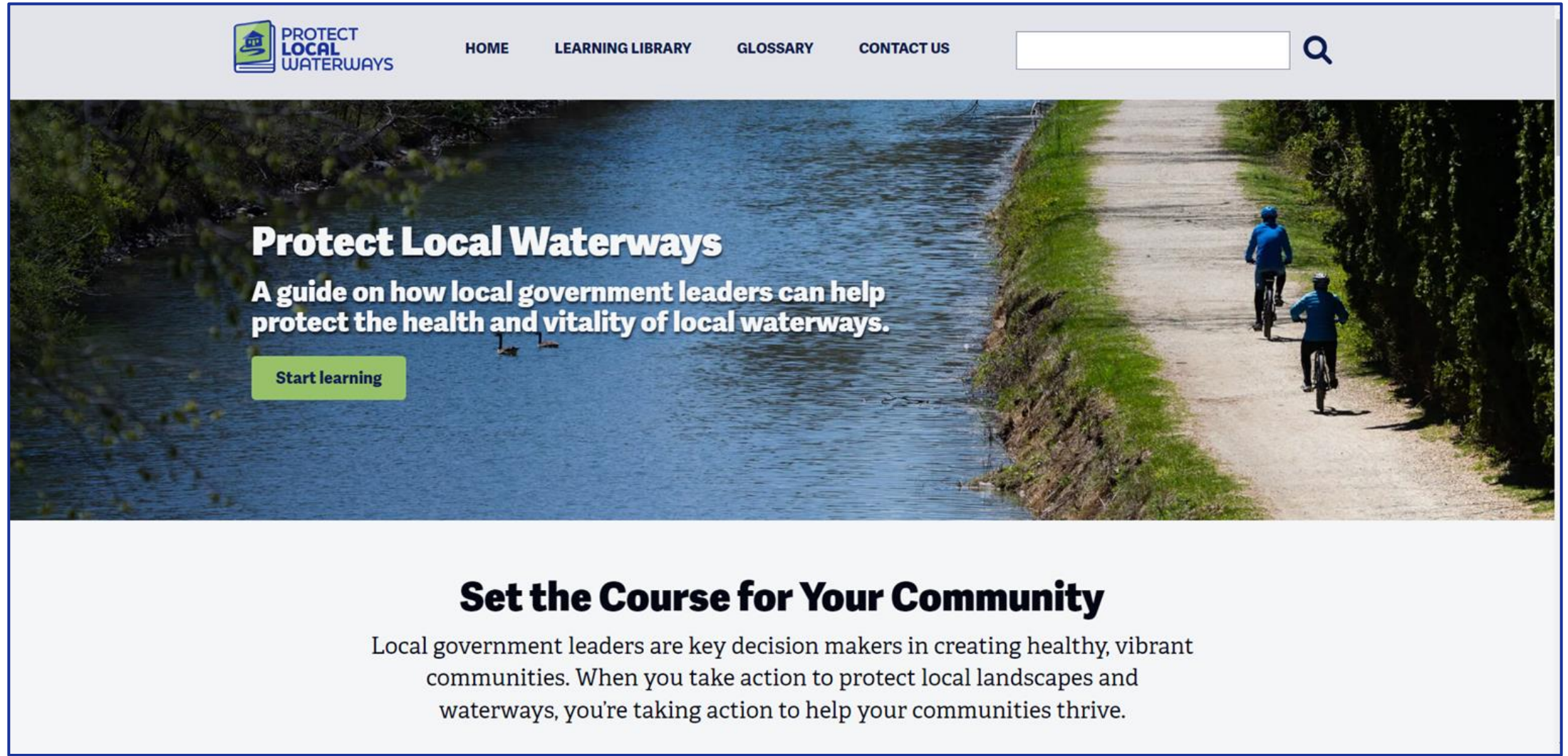
A Local Government Guide: Phase II

- Four **new educational modules**
 - Agriculture
 - Flooding/drought
 - Environmental health
 - Community engagement/outreach
- **Website** to store educational materials
- **Train the trainer** to equip and empower users of the guide's materials



CBP Web Team - Product Development Process

- 1** **User Research:** Gain insight into user needs
- 2** **Content Development:** Review content
- 3** **Brand Development:** Select a name, URL, colors, typography and logo.
- 4** **Interface Design:** Design that is visually appealing and easy to use
- 5** **Product Development:** Build high quality product
- 6** **Usability Testing:** Test the product's usability



Overview of Modules

In addition to the themes below, we have included connections to Diversity, Equity, Inclusion, and Justice (DEIJ) and Climate throughout the modules.



1. How Your Watershed Works

Foundational knowledge of the Chesapeake Bay watershed and water cycle, including connections to economic development, public health and safety, infrastructure maintenance and finance, and education.



2. Foundations of Clean Water

An overview of the laws and agreements relevant to protecting and restoring the Chesapeake Bay. These protections are the foundations for healthy local waterways across the region.

Overview of Modules



3. Clean Water for the Economy

Highlights the economic importance of clean water and healthy habitats to lucrative fisheries, like blue crab and oyster, and recreational activities, like hunting, bird watching, and fishing.



4. Capitalizing on the Benefits of Trees

Presents how tree canopy, forest buffers, and forest conservation can provide a broad spectrum of benefits for local communities, from economic development to significant public health and safety benefits.



5. Preserving Local Character and Landscapes

Highlights the economic, ecological, cultural, and recreational value of the conserved landscapes around the Chesapeake Bay watershed to the people and communities of the region.

Overview of Modules



6. Protecting Community Infrastructure Through Stormwater Resiliency

An overview on how managing stormwater runoff and increasing resiliency can mitigate flooding and flood-related damages to local community infrastructure, while also improving water quality.



7. Building the Workforce of Today and Tomorrow

Highlights the growth in stormwater management and green infrastructure jobs and the importance of educating a strong and diverse workforce for operating and maintaining projects.



8. Preparing Your Community for Water Extremes

Summarizes the likely impacts that increasing flooding and drought conditions will have on the watershed and suggests actions and resources to help communities become more resilient.

Overview of Modules



9. Understanding and Supporting Your Agricultural Allies

Foundational information on the importance of agriculture in watershed communities as well as how local government and agriculture can work together towards mutual wins.



10. Keys to Engaging Your Community on Sustainability

A framework for community engagement on environmental issues, like stormwater management, tree planting, or litter. To make the information as actionable as possible, this module also contains numerous best practices and case studies.



11. Your Health and the Environment

A primer on environmental threats to human health, including microplastics and chemicals like PCBs and PFAS. It also highlights emerging concerns like air and water quality threats and their connection to issues of DEIJ and environmental justice.



How can YOU use Protect Local Waterways to engage local officials?

How to Use A Local Government Guide to the Chesapeake Bay



What: a resources training session that will introduce the Protect Local Waterways website and the suite of learning materials available there. Learn how others have successfully used these resources to educate and engage local officials. Interact with the website's materials and learn how to customize them.

Who: anyone who works closely with local officials (local government staff, regional planners, stormwater engineers, soil and conservation district staff, extension staff etc.)

When: October 11, 2023 from 12:00 pm - 2:00 pm on Zoom

Registration: To reserve your spot for this training session, [please register here](#).

Modules Overview

Webinar

Thank you to our reviewers/user research volunteers!

Amy Dubois, Mathews County VA

Amy Handen, EPA

Andria McClellan, Norkfolk VA

Breck Sullivan, USGS

Bruce Vogt, NOAA

Bruce Williams, Takoma Park MD

Carin Bisland, EPA

Daniel Chao, ANC 2E07, DC

Don Phillips, Laurel DE

Gina Hunt, MD DNR

Greg Allen, EPA

James Wheeler, PA State Asso. of Townships

Janet Thigpen, Southern Tier Central

Jennifer Starr, LGAC

Jim Sullivan, DNREC

Julie Mawhorter, USFS

Julie Reichert-Nguyen, NOAA

KC Filippino, Hampton Roads PDC

Kristin Saunders, UMCES

Lindsay Smith, Washington Metropolitan COG

Lisa Schafer, County Commissioner's Asso. of PA

Mark Dobbins, Northeast MD

Mary-Carson Stiff, Wetlands Watch

Megan Diehl, WV Region 9

Michelle Edwards, R-R PDC

Mitchell Smiley, Virginia Municipal League

Pam Shellenberger, York County PA

Patty Bubar, Montgomery County MD

Rachel Felver, CBP Communications

Renee Thompson, USGS

Shannon Moore, Frederick County MD

Tom Reynolds, Maryland Municipal League

Wendy Walsh, Upper Susquehanna Coalition

Will Parson, CBP Communications



Thank you! Questions?

Laura Cattell Noll

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**PROTECT
LOCAL
WATERWAYS**