

VIII. Project Idea Submission Form

Please fill out the following form and submit via email to your GIT Chair and coordinator (see <http://www.chesapeakebay.net/about/organized> for contact information).

Table 1: Project Description

Your Name:	Bevin Buchheister, Kristen Fleming
Goal Implementation Team:	GIT 6 – Enhance Partnering, Leadership & Management
Project Title:	Bay 101 Video(s)
Project Type (See Section IV above):	Workplan Implementation
Goal/Outcome:	Stewardship – Citizen Stewardship, Local Leadership; Environmental Literacy – Literacy Planning
Estimated Cost:	\$50k
Justification: Provide a 2 paragraph description of the work and why it is needed. It is recommended that you draw upon one or more work plans.	<p>A major theme coming out of the 2015 Environmental Leadership Strategies local leadership report was that many local officials felt they did not have a grasp of the “big picture” of Bay cleanup. Many were unaware of what neighboring counties, cities, and states were doing to contribute to cleanup efforts, as well as how different sectors (i.e. agriculture, stormwater, etc.) were participating. A communication video product made specifically for local officials that considers what formats and lengths will be most effective and useful in various media outlets will be produced by a contractor that specializes in media production. The product could include content such as environmental experts giving engaging, concise talks on watershed fundamentals to compel local officials to gain the knowledge needed to become active participants in meeting Bay Watershed Agreement goals. The product would have a long shelf life and could be used to begin to educate a broad array of local elected officials throughout the watershed on Bay restoration. As these officials are constantly turning over due to local elections, this could be used by their constituents or local government associations to quickly get them up to speed.</p> <p>Example content includes the TMDL requirements; how it fits with the Chesapeake Bay Program; what the source sector loads are and how they are assigned to states; where each state’s major loads originate and what they are doing to address those loads; and how local governments are critical to achieving Bay Watershed Agreement goals, along with some highlights of local governments success stories and innovations. Other topics that are important to local elected officials and how those issues connect to Bay restoration outcomes could be included to foster increased local engagement. To ensure the product is useable in all potential media outlets, there is a need for production in partnership with filmmakers.</p>

<p>Methodology: Provide a 1-2 paragraph description of how the work is likely to be accomplished.</p>	<p>The initial step would be for the contractor to solicit input from media production experts, and consider the most likely outlets for the product's use leading to a recommendation on the format and content that would best fit the preferred media outlets. Additionally, the Project Team would collaborate with the Environmental Finance Center and the CBP Communications Workgroup to coordinate final product offerings in relation to other programs such as Municipal Online Stormwater Training (MOST). The contractor would also seek input from LGAC to ensure that the end product covers the most relevant issues and questions that local officials have.</p>
<p>Cross-Goal Benefits: What other goals may be advanced through this work?</p>	<p>All goals/outcomes could be advanced through this work.</p>
<p>Are you willing to serve as GIT lead (see description of the role in Section VI above) If no, suggest other GIT lead</p>	