2017 Goal Implementation Team Projects Process for Project Funding and Request for Ideas

Project Idea Submission Form (GIT 6 Proposals)

Table 1: Project Description

Your Name:	Julie Winters
Goal Implementation Team:	GIT 6, B&FWG
Project Title:	SRS Financing Strategy/System Forum
Project Type (See Section IV above)**:**	Metric Development and Tracking
Goal/Outcome:	All Outcome Chesapeake Watershed Agreement 2014
Estimated Cost:	$25,000 to $30,000 (probably on the low end)
Justification: Provide a brief description of the work and why it is needed. It is recommended that you draw upon one or more work plans.	Convene one-day forum to begin development of financing strategies/system that are tailored to the Chesapeake Bay Watershed Agreement Management Strategies for the specific outcomes.
Methodology: Provide a 1-2 paragraph description of how the work is likely to be accomplished.	Financing Strategy Forum output: Participating Goal Implementation Teams (GIT) and Workgroups will develop initial specific/unique financing strategies specific to the Management Strategy outcomes. *The process of the Forum's working sessions on financing strategies will serve as both a learning exercise and as a start to an anticipated long process for a financial system to be developed for each outcome and/or GIT*. The process to develop the financing system is anticipated to be incorporated into the Strategy Review System for the Chesapeake Bay Program with action items to be the incorporated into the FY2018-2019 biennial workplans. The financing system will be comprised of the many and connected outcome financing strategies. Financing strategies will advance implementation the priority action items with measureable results. Planning group: Small planning group (group intended to sunset) convened to further develop and implement this day-long working session scope; includes development and distribution of advance homework materials, securing space, speakers, possible facilitators, and other logistics. Small group will work through a modified strength, weaknesses, opportunities, and threats (SWOT) analysis; identify overarching and common finance themes; and identify experts. This funding will be used to pay for meeting support.
Cross-Goal Benefits: What other goals may be advanced through this work?	All Outcome Chesapeake Watershed Agreement 2014

Are you willing to serve as GIT lead (see description of the role in Section VI above) If no, suggest other GIT lead (with contact information)	Yes

Table 1: Project Description

Your Name:	Ben Alexandro
Goal Implementation Team:	GIT 6
Project Title:	Pollution Solutions: Success Stories
Project Type (See Section IV above)**:**	Work plan implementation: Environmental demonstration projects, education, training, capacity building for local elected official
Goal/Outcome:	Change the opinion of local elected and other officials on polluted runoff reduction programs. Get elected officials and the public to understand, support, implement and champion innovative finance mechanisms and programs that not only reduce polluted runoff, but revitalize and beatify local communities while supporting economic development, public health and safety.
Estimated Cost:	$50,000
Justification: Provide a brief description of the work and why it is needed. It is recommended that you draw upon one or more work plans.	**Description:** Educate elected and other local officials about the benefits of stormwater and greening projects that stop polluted runoff, including economic development, public health, and revitalizing underserved communities with the power of success stories. Arm educators and advocates with impactful tools and sleek, visually compelling success stories in a campaign developed through in-depth focus groups and market research. Create and execute a process for identifying target elected officials, learning which messages resonate with those elected officials the most, and using 'ambassadors' to find the correct messengers and messages to change elected official behavior and public opinion of pollution reduction practices. **Why:** The need for this work is identified by the Local Leadership Workgroup, the Ecologix Group report, and through several focus groups Choose Clean Water Coalition held in the last two years with NGOs, community members, and local government representatives. Several local governments and municipalities want help showcasing their stormwater mitigation projects and educating the public about the broader benefits to the community. Others need information on successful projects throughout the state they can duplicate in their own community. The layout and strategy of the plan and tools came out of numerous stakeholder meetings with various focus groups we held across the state. Dozens of nonprofit organizations stated the need for a database of easily digestible one-page project descriptions to educate the public and decision makers about the work funded by polluted runoff fees and innovative grant programs in the state. When we interviewed local governments and the members of the Local Government Advisory Committee of the Chesapeake Bay Program, they echoed the desires of the focus groups. Local governments are often in one of two camps: either the public is unaware of their projects, or they are unsure how to implement projects and want an easy way to learn how they could implement similar projects in their jurisdictions.

	Some elected officials do not see the value in green infrastructure or financing pollution reduction measures in their jurisdiction. The very fact that polluted runoff fees are often referred to as 'rain taxes' shows a serious misunderstanding among the public and elected officials of what stormwater financing programs are and the myriad benefits funded projects bring their community.
Methodology: Provide a 1-2 paragraph description of how the work is likely to be accomplished.	We are already creating an innovative, interactive interface on the Municipal Online Stromwater Training Center that showcases dozens of the best stormwater and green infrastructure projects around Maryland. These projects showcase different elements of pollution reduction projects, such as creating jobs in underserved communities, quality of life improvements, and community beautification. This interface includes a searchable database, interactive map, one-page stories/factsheets, and more. We are modeling elements of this toolbox from a success story campaign in Great Lakes region. Our toolbox will provide a foundation for an effective communications campaign around polluted runoff and impacts on local communities. By showing the success of the best projects financed, installed, and maintained in our watershed, we can convince more elected officials and local governments to fund, install, and maintain enough projects to meet our TMDL and various wider goals. By helping localities learn how to create successful projects and what their different cost effective options are, we can help increase the capacity of these localities to install and maintain more and better projects. However, without someone to use them, the best tools may stay on the self and not reach its true mission impact potential. This funding can help the toolbox to create the real changes we want to see in the watershed.
	We will use this toolbox to train and arm ambassadors in key regions throughout Maryland. We will train the ambassadors to target local elected officials that might be receptive and in a position to make an impact. We will train these ambassadors to find the right messengers to deliver our helpful information to elected officials. Finally, we will prepare a variety of messages using the success stories that focus on different angles including how investing in pollution reduction can empower local community members, invigorate their local economy, bring jobs to underserved areas, or beautify a community. This funding will give coalitions the capacity to train and coordinate ambassadors, let us work with more governments, nonprofits, and communities in a more meaningful way to collect and distribute effective messages and truly educate the public through workshops, trainings, guided tours, and other educational programs. These stories will spark conversations about the benefits of investing in polluted runoff reduction projects as a way to benefit the economy, infrastructure, health, safety, and beauty of a community. A coalition such as Choose Clean Water Coalition would be an ideal convener of able and willing NGOs and coordinators to serve as ambassadors. Finally, we will expand the program to all states once piloted in Maryland and add new and improved projects as they are created.

Cross-Goal Benefits: What other goals may be advanced through this work?	• Link stormwater projects to economic benefits, infrastructure, and job creation. • Link reducing polluted runoff to public health and safety. • Empower local community members and create local leaders. • Improve local stormwater and other infrastructure (e.g. green streets). • Increase chances of local jurisdictions to implement innovative funding mechanisms to finance stormwater projects. • Foster high quality collaboration and partnerships. • Create information sharing among project implementers. • Aid local governments and leaders in their public outreach and communications. • Change the perception of innovative financing mechanisms such as polluted runoff fees from 'a rain tax' to funding essential services. • Maintain polluted runoff fees. • Increase financing for green infrastructure projects in new areas. • Benefit local economies. • Reduce polluted runoff. • Reduce occurrence of floods and other water related problems.
Are you willing to serve as GIT lead (see description of the role in Section VI above) If no, suggest other GIT lead (with contact information)	Yes (However, I am the Water Policy Advocate for Maryland League of Conservation Voters Education Fund and my organization will be applying if this idea becomes a reality)

Table 1: Project Description

Your Name:	Mary Gattis (Alliance for the Chesapeake Bay/LGAC)
Goal Implementation Team:	Enhance Partnering, Leadership and Management
Project Title:	Cross Outcome Curriculum Development
Project Type (See Section IV above):	Work Plan Implementation (??)
Goal/Outcome:	Local Leadership
Estimated Cost:	$50,000
Justification: Provide a brief description of the work and why it is needed. It is recommended that you draw upon one or more work plans.	Funding is needed to supplement the 2017 funding for the Local Leadership Watershed Education and Capacity Building effort. Specifically, funding is needed to synthesize information goal teams and workgroups need to convey to local governments into a cohesive curriculum for delivery by trusted sources. Cross Outcome Curriculum Development will position the Local Leadership Workgroup to further the goals in the watershed agreement by developing an educational curriculum that addresses many outcomes from the context of issues that matter to local officials. While 2017 GIT funding is in place to launch the watershed education program, it will only deliver existing educational materials which will likely mean focusing on foundational materials or one specific outcome, such as urban tree canopy. By beginning to develop a cross-outcome curriculum, this project will ensure that the local leadership watershed educational program is viable in the long-term.

Methodology: Provide a 1-2 paragraph description of how the work is likely to be accomplished.	Through this project, a coordinator would be hired to coordinate the development of educational materials/programs across the various goal teams and workgroups. The coordinator will convene subject matter experts to gather and review existing educational materials, identify gaps, oversee development of curriculum and/or synthesize information into cohesive modules for an overall watershed protection and restoration educational program for local officials (educational program). This educational program would serve as a platform for continuous learning, thereby creating a holistic approach to increasing local officials' knowledge.
Cross-Goal Benefits: What other goals may be advanced through this work?	Vital Habitats, Water Quality, Healthy Watersheds, Stewardship, STAR, Sustainable Fisheries
Are you willing to serve as GIT lead (see description of the role in Section VI above) If no, suggest other GIT lead (with contact information)	

Table 1: Project Description

Your Name:	Stephanie Smith
Goal Implementation Team:	GIT 6 / Communications Workgroup
Project Title:	Effectively Engaging Private Landowners: Conducting Audience Research and Assessing Existing Outreach Materials
Project Type (See Section IV above)**:**	Workplan Implementation
Goal/Outcome:	To assist those GITs and Workgroups who depend on landowner engagement to meet the actions included in their workplans—for example, Fish Passage, Wetlands and Protected Lands—by researching how to effectively engage landowners and by compiling and auditing existing landowner-focused materials.
Estimated Cost:	$50,000
Justification: Provide a brief description of the work and why it is needed. It is recommended that you draw upon one or more work plans.	In the Chesapeake Bay watershed, private landowners own and maintain hundreds of thousands of acres of land, encompassing farm fields, forests, wetlands and more. For example, three-quarters of forest land in the watershed is privately owned, dispersed among 900,000 landowners. As Goal Implementation Teams and Workgroups work toward meeting the goals and outcomes of the Chesapeake Bay Watershed Agreement, engaging with these private landowners in conservation and restoration efforts will be integral in achieving success. Many workplans list private landowners explicitly, while others list actions that could necessitate landowner engagement. However, not all "landowners" are created equal: the group can be subdivided in a variety of ways.

Across the watershed, landowners own unique types of property, use and maintain that property in individualized ways, identify with distinct values and thus respond to different messaging. For Goal Teams and Workgroups attempting to navigate engaging with this audience, the complexities can be overwhelming. While some landowner-focused materials have been created by Chesapeake Bay Program partners, the messages contained therein may not be effectively reaching their intended audience subsets. Some outcomes that list landowners as a priority audience may not have existing related materials, while other outcomes may not list landowners as a priority audience, when perhaps they should.

This project proposes assisting in the effort to engage private landowners by providing Goal Teams and Workgroups with an understanding of the landowner audience and with effective messages targeted to that audience. An inventory and audit of existing materials, as well as a gap analysis of materials that may be missing, will allow GITs and Workgroups to better utilize existing print- and web-based products targeted toward landowners and provide a baseline for the creation of new materials, if necessary. In particular, this project would assist in the Fish Passage workplan (Management Approach 1, Key Action 1: "Continue dam removal activities in the Chesapeake Bay," for which private dam owners are an influencing factor), Wetlands workplan (Management Approach 2: "Identify barriers to wetland restoration and develop solutions to address them," for which landowners are listed as a priority audience) and Protected Lands workplan (Management Approach 5, Key Action 2: "Continue outreach efforts to inform landowners about land conservation").

| **Methodology:** Provide a 1-2 paragraph description of how the work is likely to be accomplished. | Under this project, the contractor will conduct both audience research into effective landowner engagement and an assessment of existing, landowner-focused outreach materials.

Specific actions include:
1. The contractor will conduct audience research into landowners in the watershed, resulting in a segmentation of landowner types; the perceptions, values, and priorities of those landowner segments; and effective messaging for engaging each segment in conservation and restoration actions. |

	2. The contractor will compile an inventory of existing materials created by Chesapeake Bay Program partners that are targeted to landowners, including print- and web-based products and general messaging. 3. The contractor will conduct an audit of those existing materials to see if the messages used align with the previously-conducted audience research and segmentation. Where messages do not align, the contractor will suggest alternatives. 4. The contractor will perform a gap analysis to identify Watershed Agreement outcomes for which landowners are mentioned as a priority audience but no materials currently exist to reach them, or to identify outcomes for which landowners should be mentioned as a priority audience but are not. At the completion of the project, the Communications Workgroup will have the information needed to (1) better tailor existing materials, if the audit finds the messages they contain are not effective, and (2) create new materials to fill in the gaps identified in the gap analysis.
Cross-Goal Benefits: What other goals may be advanced through this work?	This project will result in materials and messaging valuable to Watershed Agreement outcomes for which landowner engagement is explicitly mentioned in their workplan activities, such as Protected Lands (Stewardship GIT), and to outcomes for which landowners are not explicitly mentioned, but their engagement would assist in meeting workplan activities, such as Healthy Watersheds (Healthy Watersheds GIT).
Are you willing to serve as GIT lead (see description of the role in Section VI above) If no, suggest other GIT lead (with contact information)	Yes