

NOAA's Habitat Focus Area Delmarva/Choptank River Complex

Local Government Advisory Committee
December 5, 2014

Peyton Robertson, Director
NOAA Chesapeake Bay Office



Sammy Orlando
NOAA Chesapeake Bay Office
NOAA Office of National Marine Sanctuaries

Local Leadership Workshop

(Dec 3, 2014)

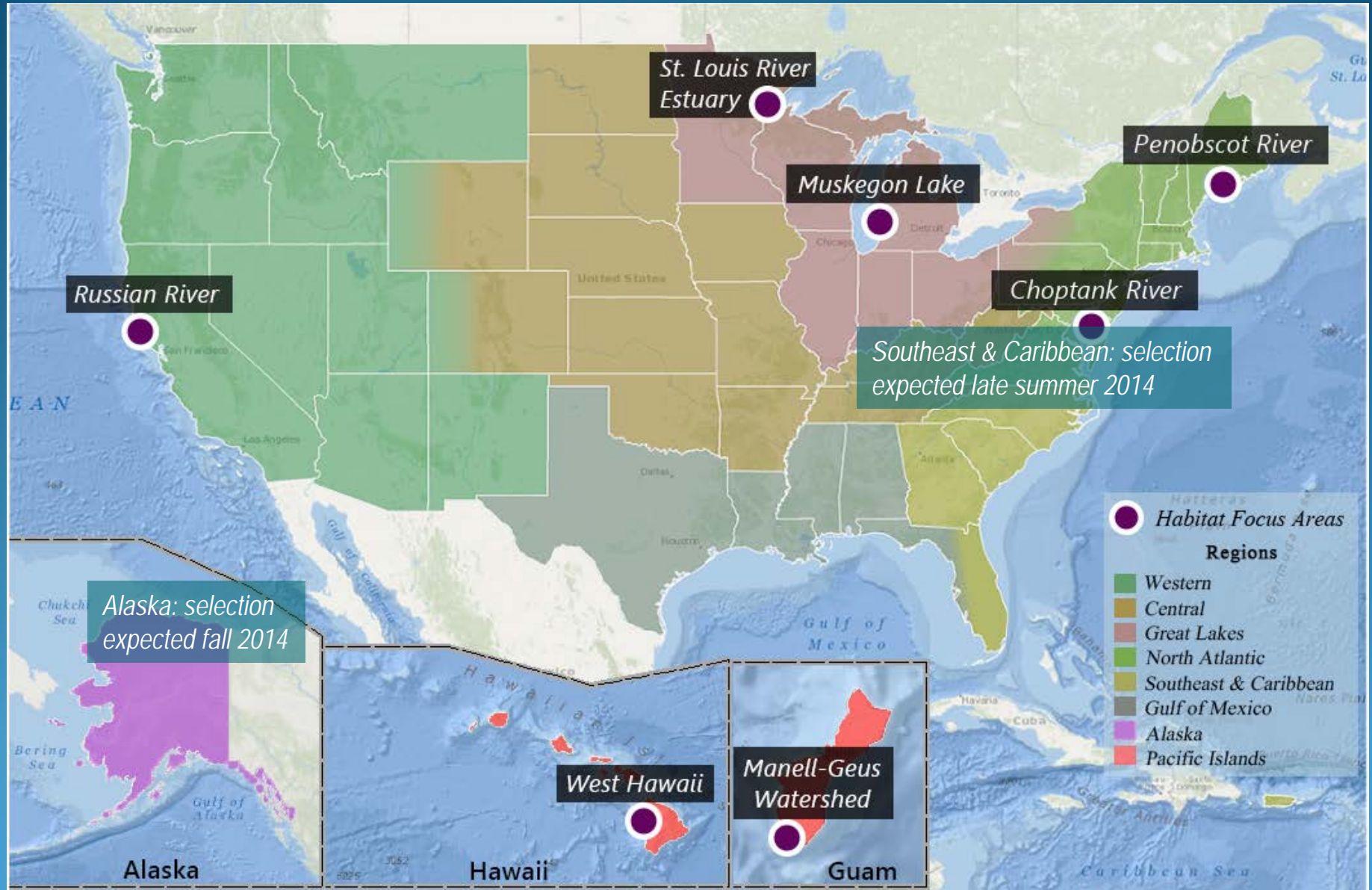
- *Leadership training – listening/understanding community sectors and how to activate*
- *Identifying local voice leaders who have reach within communities*
- *Identifying and providing incentives to motivate community groups*
- Advantages of watershed scale – place that has identity/relates to community, integrates across jurisdictions, facilitates what works (whole is greater than the sum of its parts)

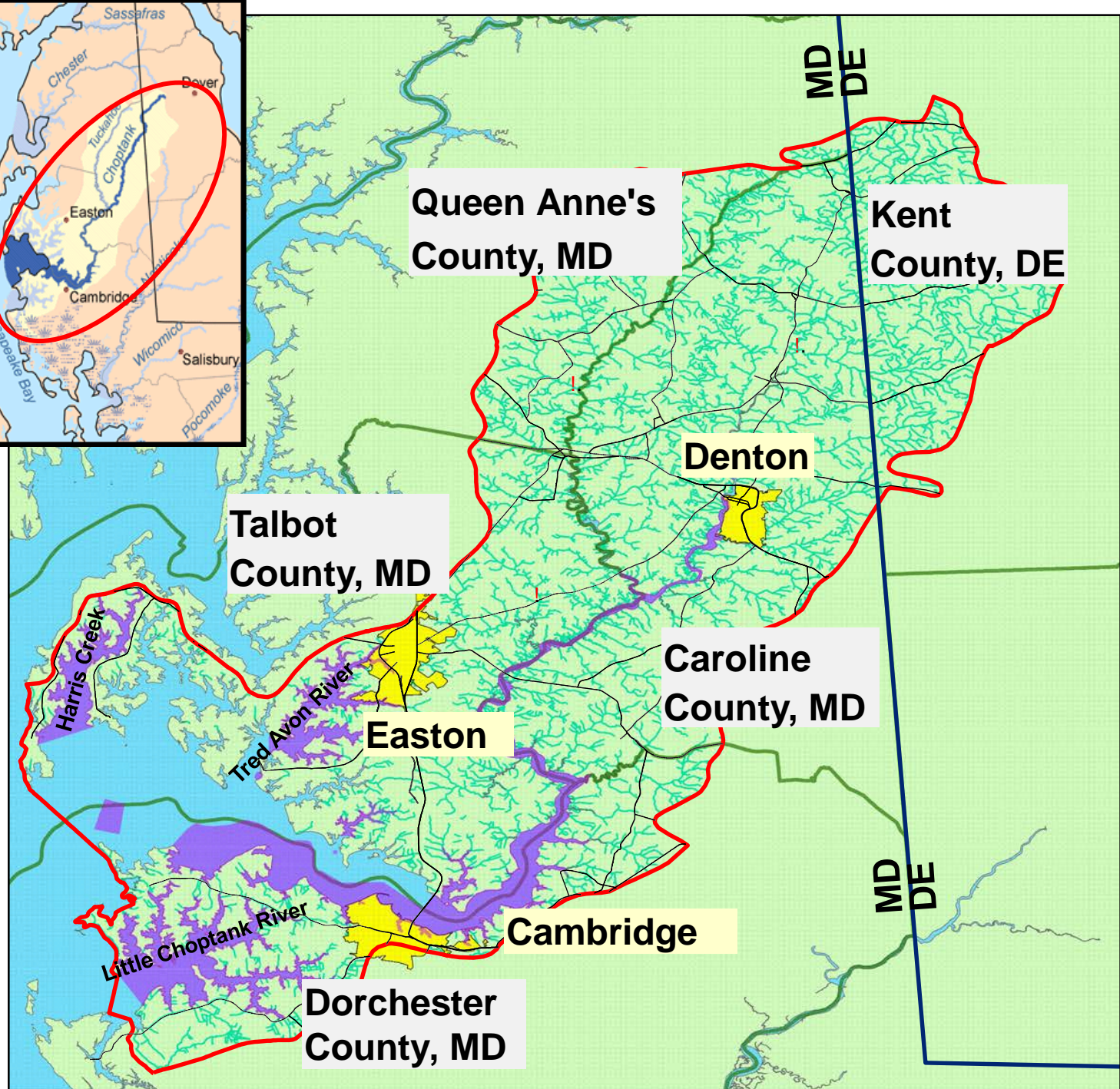
Habitat Focus Areas

- Prioritize resources and activities
- Improve delivery of habitat science to facilitate decision-making
- Make decisions in an ecosystem context
- Foster and leverage partnerships

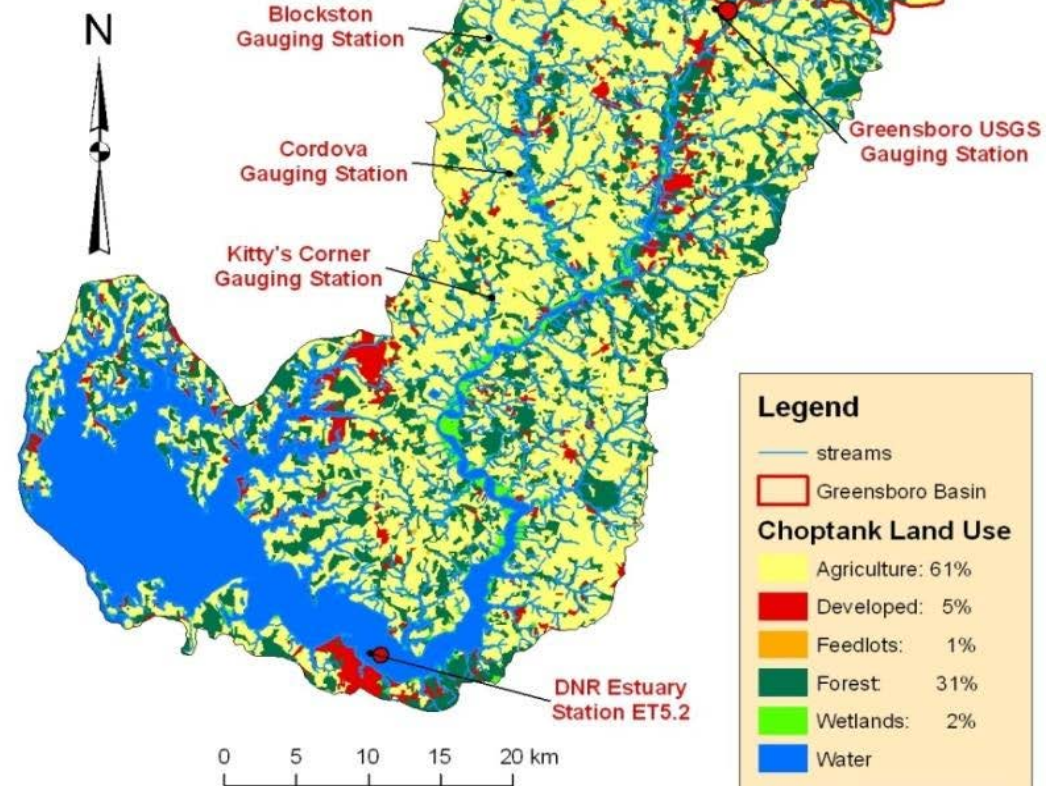
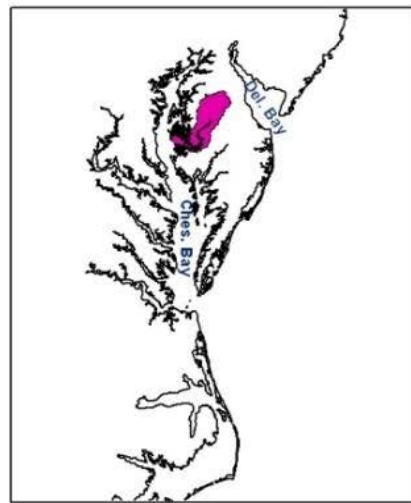


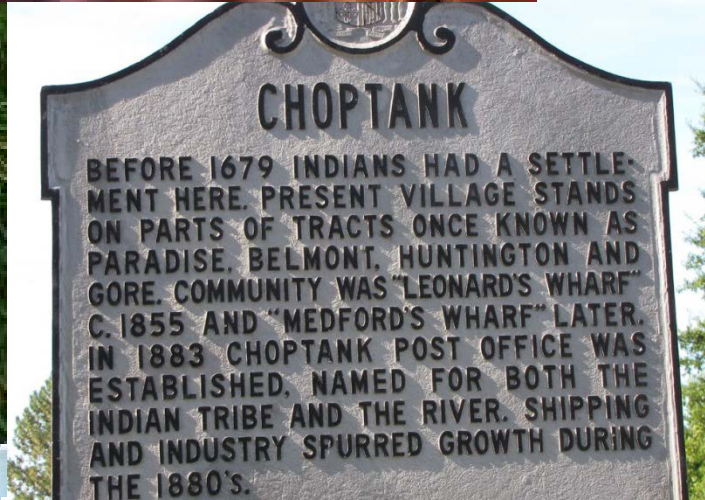
NOAA Habitat Focus Areas





Choptank River Basin





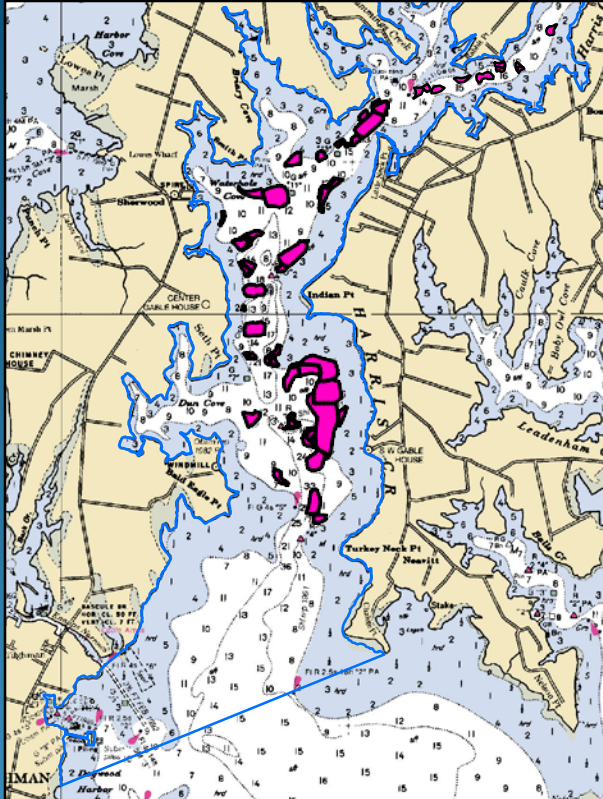
WATERFOWL FESTIVAL

EASTON, MARYLAND

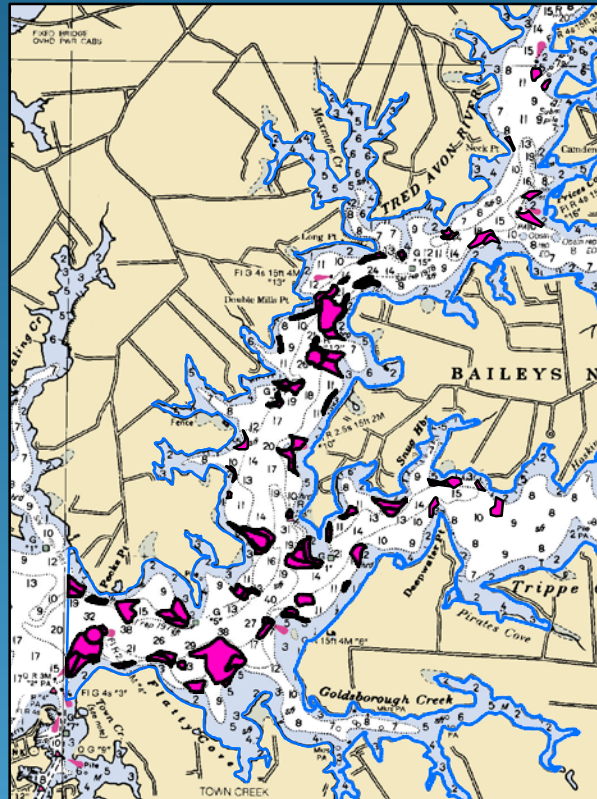
NOVEMBER 9-11, 2012



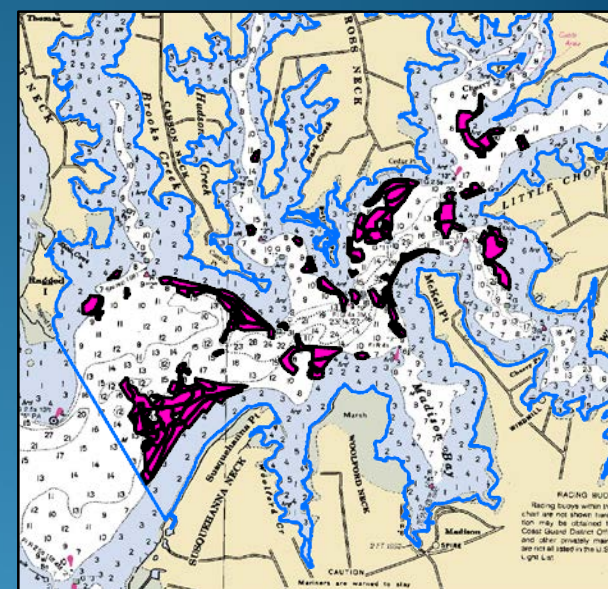
Oyster Habitat Restoration



Harris Creek
Oyster Sanctuary
405 Acres



Tred Avon River
Oyster Sanctuary
218 Acres



Little Choptank River
Oyster Sanctuary
503 Acres



Choptank Complex Objectives



- Restoration and protection – oysters, living shoreline, dam removal / fish passage
- Build and sustain important fish populations (including striped bass, shad, herring, American eel and other species)
- Document and quantify the benefits oyster reefs and associated habitats provide
- Long-term community engagement

What is Collective Impact?

- Simple organizational framework that advances the idea that we can achieve more together
- FSG published “Collective Impact” in Stanford Social Innovation Review (Winter 2011)
- Followed up with several more articles focused on further defining the model



Five Conditions of Collective Success

The commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem

**<http://www.fsg.org/OurApproach/CollectiveImpact.aspx>*

➔ A common agenda

Mutually reinforcing activities

Shared measurement systems

Continuous communication

➔ Backbone support organizations

Initiating the Collective Impact Approach

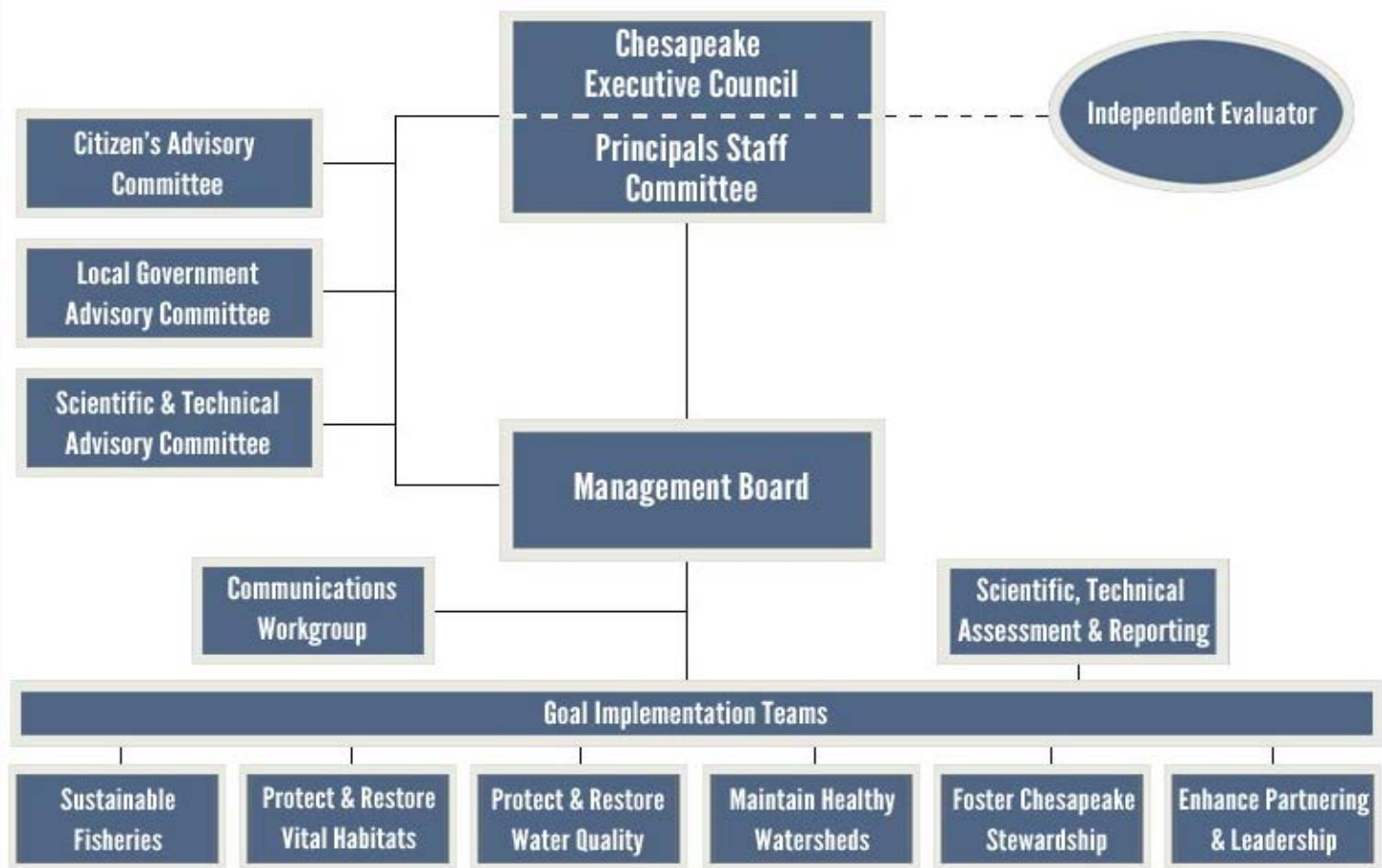
A Lot of Listening and Learning

(a continuous process!)



Initiating the Collective Impact Approach

A Place that Intersects Major Partnership Investments



Initiating the Collective Impact Approach

Common Agenda: Seek to Understand

Workshop with Conservation Partners



Interviews with Community Voice Leaders



Community Listening Sessions

LGAC?

Priming the Discussion

- Is there value and transferability of this place-based approach for LGAC objectives (and other GITs)?
- Will this process help to reach, understand and activate voice leaders and diverse community groups?
- What guidance would you provide to help build a common agenda among local governments?
- What guidance would you provide regarding local governments as part of the Collective Impact backbone?

An aerial photograph of a large, winding lake or river system. The water is a deep blue-grey color. The surrounding land is a mix of green fields, some of which appear to be agricultural, and dense clusters of trees. In the foreground, there are several rectangular plots of land, possibly sports fields or golf courses, with some buildings and parking areas nearby. The sky is a pale blue with some light, wispy clouds. The overall scene is peaceful and scenic.

Thank You