



Chesapeake Bay Program
A Watershed Partnership

Feedback on the Chesapeake Bay Program and Ideas to Focus and Accelerate Implementation

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September 14, 2007

Working Draft – Do Not Quote or Cite

Discussion and Feedback Questions

- Listening and Program Feedback
 - Missed any key partners/stakeholders?
 - Does the feedback capture the key issues?
 - Where do we need more data/info to validate the issues?
- Potential Actions to Accelerate Implementation; Enhance Effectiveness and Achieve a Restored and Protected Bay
 - Missing themes? Missing Actions?
 - Interested in Helping to Frame Action Items?
- Discussion of Next Steps
 - Role in Framing the Potential Actions?
 - Ideas for vetting and assessing those of greatest value?
 - Integration of Ideas and Actions into the SIP?





PART 1

Overview of the Chesapeake Bay Program





2 CHESAPEAKE BAY 2006 Health & Restoration Assessment — PART ONE: Ecosystem Health

PART 2

Feedback from Partners and Stakeholders



Discussions with Key Partners...

Federal Partners



Jurisdictional Partners



Commissions, Advisory Groups, Gov. Councils



Academic Partners



NGO Partners



Watershed Organizations



Actions to Focus and Accelerate -Working Draft: Do Not Quote or Cite – September 14, 2007

Reflections from the Partners..

- 1) Excellent Grasp of the Science and Ecosystem Status
- 2) Mixed Sense of Urgency, Impatience, and Optimisim
- 3) Essential Need to Focus and Accelerate Implementation
- 4) Improve Organizational Effectiveness
- 5) Expand and Enhance the Partnership
- 6) Communicate More Effectively





PART 3

Potential Actions to:

- Accelerate Implementation
- Enhance Effectiveness
- Achieve a Restored and Protected Bay



Key Actions to Focus and Accelerate Progress

- A) Enhance and Focus Implementation Priorities
- B) Enhance and Expand the Partnership
- C) Enhance Organization Structure and Effectiveness
- D) Improve Communication
- E) Initiate New Ideas

A. Enhance and Focus on Implementation

Objective – Focus partnership efforts on a small set of strategic and integrated implementation actions to restore the Bay

Possible Actions

1. Focus Priorities on Implementation Actions

- N, P, Sediments from Development, Point Sources and Ag (KS/MD/CD)
- Geographic Targeting

2. Emphasize Implementation - Develop an integrated and strategic implementation plan Lead – Julie Winters

- Phase I - Federal
 - Integrated Federal Implementation Actions;
 - Assess gaps, overlaps and efficiencies; and
 - Identify new efforts
- Phase II – State
- Phase III – Other Partners



A. Enhance and Focus on Implementation (cont.)

3. **Develop new strategies to address development (new, existing and redevelopment)**
 - a) Describe/define a new goal (e.g. “no net increase”, “nutrient neutral”, “no impact development”, “pre equals post”) and associated metrics
 - b) Demonstrate how the goal can be applied (e.g. Single home; Housing Development; Commercial Development)
 - c) Identify successful pilots and champions (e.g. Homeowners; Developers; Federal Buildings and Installations)
 - d) Determine roles (e.g. local government) and possible implementation strategies
 - e) Foster Federal Government as leader of green infrastructure
4. **Encourage/Require Federal Staff Involvement in On-the-Ground Implementation Activities**
 - a) Create expectations for CBP staff and reward involvement in local watershed efforts
5. **Redirect Resources to Priority Actions**
 - a) Create action teams to accelerate point source, ag and development implementation
 - b) Implement technical assistance teams to local government and local watershed groups



Drivers for the Strategic Implementation Plan

General Accounting Office (GAO)

Chesapeake Bay Program: Improved Strategies Are Needed to Better Assess, Report and Manage Restoration Progress

- Report Issued October 2005 to Senators Mikulski, Sarbanes and Warner
- “Bay program does not have a comprehensive, coordinated implementation strategy to better enable it to achieve the goals in Chesapeake 2000”
- “Develop an overall, coordinated implementation strategy that unifies and reconciles the program’s various planning documents
- “Establish a means to better target limited resources to ensure that the most effective and realistic work plans are developed and implemented”



Drivers for the Strategic Implementation Plan

Senate Appropriations Language for Chesapeake Bay Program

- “. . . implement immediately all of the recommendations in the October 2005 GAO report. Of the funds provided to the Bay program, \$5,000,000 shall not become available until GAO certifies that EPA has implemented all recommendations.”
- Further, . . . develop an action plan for the remaining years of the Chesapeake 2000 agreement. The plan must:
 - clearly articulate realistic targets the CBP expects to achieve in each of the remaining years;
 - describe the actual activities the CBP will implement in each year to achieve these annual targets;
 - identify the amount and source of funding that will be used to accomplish each of these activities; and
 - describe the process the CBP will use to track and measure the progress of these actions.
- Finally, the Committee directs GAO to conduct an annual performance assessment of progress made on this action plan.



B. Enhance and Expand the Partnership

Objective – Move from a “Federal-State” Partnership to a more inclusive approach to engage all States, local government, local watershed associations, business and the 16,000,000 residents

Possible Actions

1. Headwater States as Full Partners
 - Full Executive Council Participation
 - Increase Headwater State Implementation Grants
2. Engage Local Governments
 - Assess Options for Engaging Local Govts
 - Enhanced role for Local Government
 - Identify and support local government champions
 - Pilot Test targeted technical assistance
3. Engage Local Watershed Groups
 - Assess options for engaging local watershed groups
 - Support development of watershed-wide network and “voice”
 - Pilot test and provide strategic technical assistance



C. Improve Organization Effectiveness

Objective - Simplify and streamline the CBP organization to better align with a greater emphasis on implementation

Possible Actions

1. Immediately Fix the Stuff that is Not Working Well
 - Eliminate meetings without a specific purpose/outcome
 - Meetings must have a clear need/purpose; outcomes, advance materials; facilitator, note taker and actions/next steps.
 - Substantially improve the planning and quality and focus of the Implementation Committee on Implementation and Results



C. Enhance Organization Effectiveness (cont.)

2. Assess and Improve Existing Organization Structure

Lead – Diana Esher

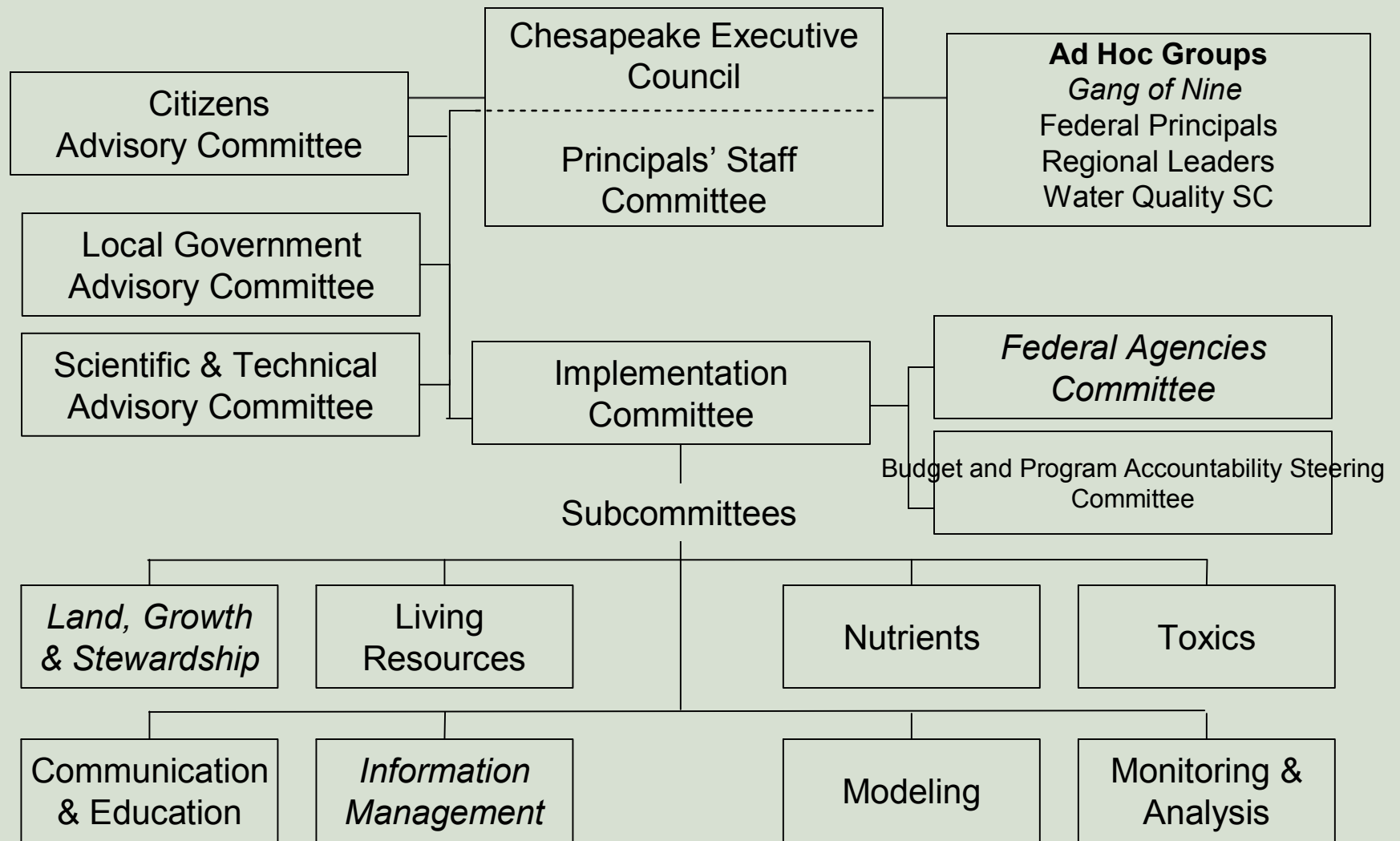
- Establish PSC commissioned work group
- Conduct an independent/external assessment
 - Role and function of Subcommittees and workgroups
 - Scan and summarize key studies
 - Assess other organization models (e.g. Puget Sound)
 - Present analysis and options
- Consider MD Transition plan ideas
- Streamline Current Organization
 - Eliminate the Gang of Nine
 - Integrate Water Quality Steering Committee into IC and Subcommittee, as appropriate
 - Optimize Federal Coordination (CB Federal Directors, FAC, Regional Leaders, Federal Principals)
 - Substantially reduce the number of Subcommittees and working groups



C. Enhance Organization Effectiveness (cont.)

3. Improve meeting purpose and effectiveness
 - Create a pool of trained facilitators. Involve them in early meeting planning to emphasize actions and outcomes.
 - Secure full video conferencing capability in the Fish Shack by September 30
4. Change the Partnership Decision-making Model
 - Progressive, Innovative and Adaptive rather than strict consensus
5. Improve Access and Use of the Fish Shack
 - Install video conferencing in the Fish Shack
 - Unbook the Fish Shack





~ 30 Workgroups: Agricultural Nutrient and Sediment Reduction; Forestry; Sediment, Tributary Strategy; Sediment; Urban Stormwater; Wastewater Treatment; B4B/P2; Fish Advisory; Regions of Concern; Toxics Characterization; Toxics Point Source; Urban Stormwater; Analytical Methods and Quality Assurance; Data Management & Acquisition; Indicators; Nontidal Water Quality; Tidal Monitoring & Analysis; Fisheries Management Planning and Coordination; Living Resources Analysis; Mid-Atlantic Regional Panel on Aquatic Nuisance Species, Nontidal Habitat; Submerged Aquatic Vegetation; Development Redevelopment and Revitalization; Land Conservation; Public Access; Transportation Advisory; Watershed Assistance; Communications; Education; and BMP Data Exchange.

D. Develop and Implement Communication Strategy

Objective – Proactive and consistent communication plan and message

Possible Actions

1. Develop Clear Message

- Bay Restoration Progress; Bay Health; Acceleration of Implementation; Key Issues; Common Questions

2. Proactive Messaging and Communication

- Messaging and engagement needs to be tailored to LOCAL water resource, culture and interests
- Better Forecasting of Events; Single Master Calendar; Better Communication with EPA and Among Partners
- Secure professional support on tailored messaging
- Standard Qs and As

3. Enhance Tools

- Revise CBP Website
- Enhance access to watershed-level information



E. Initiate New Ideas

Objective – Identify and pursue new ideas for accelerating restoration and protection efforts and attainment of bay health goals

1. Family “LEED-like” Certification Program
2. CBP Board of Directors
3. Targeted Technical Assistance and Implementation Support to Locals
4. External Listening and Discussion Forums
5. Watershed-wide “River Rally”
6. "Highway Green Ditches" - to go along with green highways and green roofs (Key Resource: Dr. Rebecca Schneider at Cornell)
7. "Reverse Auction" was held up as an example of an innovative tool to protect wetlands in the Nanticoke watershed. Key Contacts: DNREC and/or NRCS)



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