Programs of the Alliance for the Chesapeake Bay 2015

THE ALLIANCE MISSION

Our mission is to lead, support and inspire local action to restore and protect the lands, rivers and streams of the Chesapeake Bay watershed.

HOW WE WORK

The Alliance mission is fulfilled by bringing together individuals, organizations, businesses and governments in partnership to work on solutions, building connections between people and nature, and developing innovative programs that benefit the land, waters and residents of the Chesapeake Bay watershed. In all the programs we focus on to deliver our mission, we strive to:

- Build and lead strong partnerships of individuals, communities, businesses, NGOs and governments across the watershed States and District of Columbia.
- Inspire the people and communities of the watershed to be stewards of their local streams and take part in the work of restoration.
- Create and support innovative local and regional programs that produce measurable results on the ground.

We envision a future where the rivers and streams of the Chesapeake watershed experience improved water quality and habitat that enhances quality of life for residents; where local communities and governments understand environmental issues and are inspired to take action to protect and restore the environment; where enjoyment and stewardship of the Bay and its rivers and streams is part of the daily lives of watershed residents; and where the Alliance and its programs play an important role in achieving these outcomes.
The long-term success and sustainability of the Chesapeake Bay restoration effort will ultimately depend on the actions and support of the over 17 million residents of the region who call the watershed home. In addition, stewardship can arise from the places where people work and gather, like businesses and houses of worship. The cumulative impact of daily actions that millions of individuals, businesses, and centers of community, take can both positively and negatively affect the health of watersheds, streams and rivers.

Hundreds of local conservation and watershed organizations in addition to a growing number of community associations, religious institutions and others are leading efforts at the local scale to engage and empower citizens to restore local streams, reduce pollution, protect the environment and improve their communities. The efforts of these groups and of community leaders also result in an ever increasing number of citizens adopting behaviors and taking individual actions that ultimately reduce our collective impact on the Bay. A growing army of local citizen volunteers who donate their time, talent and resources will build a larger, broader, and more diverse constituency of citizen stewards needed to achieve our shared goals. Businesses too – the places where residents work – are demonstrating through their commitments to sustainability and social responsibility that they too can play an important role in the restoration effort.

Program Goal:
The goal is to increase environmental awareness and foster direct stewardship actions by local residents, businesses, communities, and watershed groups that enhance local streams, watersheds, and the Chesapeake Bay. We accomplish this through projects that increase awareness, provide education, and support local groups. We help move individuals and communities toward positive behaviors, adoption of BMPs, volunteer engagement, and leadership of actions that will improve the health of the watershed.

Current Alliance Projects:

Fostering Individual Stewardship and Involvement

*Reduce Your Stormwater Website*
Runoff from the hard surfaces of individual private homes and small businesses is estimated to contribute as much as 30% of the total stormwater in many locales. Inspiring and supporting individual property owners in their effort to take action is an important part of our strategy. The “Reduce your Stormwater” website is a do-it-yourself resource center that provides easy-to-use technical information and recommended healthy habits that facilitates reaching this
important audience. We are now working on targeted social marketing efforts to measure the reach and effectiveness of the website in specific watersheds in PA and VA. The Alliance will follow up this marketing by purchasing plants and landscape materials for homeowners ready to install rain gardens or other measures to reduce their stormwater in the target watersheds.

**Online Native Plant Database**
The Native Plant Center is a website that easily allows users to find and learn about native plants in the Chesapeake Bay region. The website pulls from a US Fish & Wildlife Service database and allows users to browse plants and well as filter by name, growth habits, bloom color, region and more. People that handle plants, from home gardeners to professional landscapers, can make an easy positive impact on living harmoniously with nature by using plants that are native to the region. These plants provide habitat and food for wildlife and can require less water and chemicals because they are adapted to local environments. The Native Plant Center facilitates and educates people on how to plant more native plants appropriately.

**Building volunteerism and Watershed Champions**

**Project Clean Stream**
The Alliance works with businesses, schools, communities, and local watershed groups to organize and host hands-on service projects where local citizens can participate in watershed restoration and protection and stream cleanup activities. Project Clean Stream supports over 2000 field sites across 6 states and DC that give over 40,000 volunteers annually the opportunity to pick-up trash, plant native plants, remove invasive species, learn about their local stream, and better understand how their everyday decisions affect the health of the Bay and its watershed. For many businesses and schools, Project Clean Stream provides an easy avenue for a service and team building activity.

**Citizen Monitoring Network- River Trends**
This program trains and supports Citizen Scientists at over 40 sites in VA who monitor the health of local streams in their communities. Data is quality assured and submitted to the VA Department of Environmental Quality to be used in state water health assessments. The Alliance helps communities prepare “RiverTrend” report cards on the health of local streams and rivers, causes of pollution and practices that protect and restore water quality. Report cards serve as an educational tool for citizens and local decision makers.

**Creating Diverse Networks for Restoration**

**Businesses for the Bay (B4B)**
B4B is an innovative business partnership and membership-based program whose mission is to encourage businesses within the Chesapeake Bay watershed to take voluntary and measurable actions to support protection and restoration of the Chesapeake Bay and help the public
understand the valuable role of the business community in sustaining the health of the Chesapeake Bay and its watershed. B4B brings together both large and small businesses to find new and innovative solutions to improve water quality and the health of the Chesapeake Bay. B4B gives businesses a forum to make their voices heard, share sustainability strategies and successes, and link their actions to the larger goals of the Chesapeake Bay.

**Interfaith Partners for the Chesapeake (IPC)**
The Alliance is serving as an “incubator” for this new NGO and working in partnership with them to help accomplish their mission. IPC is dedicated to educating, supporting and motivating communities of faith in the Chesapeake watershed to care for the Earth and all its inhabitants, beginning with their own home, the Chesapeake Bay Watershed. IPC envisions a time when faith communities throughout the Chesapeake region will have a deep appreciation of the sanctity of Earth and will care and advocate for it through their words and actions.

**Student Outreach Program**
Develop partnerships with College and University independent study programs to support the student engagement and outreach initiative on Chesapeake Bay related topics. The Alliance is aiming to reach 7-10 students per year engaged in their University’s independent study programs.

**Partners:**
Local watershed groups, homeowner associations, churches, watershed-wide nonprofit organizations, localities, state governments, universities, small and large businesses/corporations, CBP/EPA, and we will explore new relationships among groups to increase partnerships, such as We ACT for Environmental Justice, Dreaming Out Loud (urban agriculture groups), Ward 8 Arts and Culture Council, and Community Action Partnership.

**Who Benefits:**
Citizens living in the Chesapeake Bay watershed, watershed organizations, colleges and universities, federal, state, and local government partners, as well as the Alliance. All elements of the environment benefit from engaged and knowledgeable residents.

**Potential Funders:**
Funders include: NFWF, EPA/CBP, localities, state governments, private foundations, Dominion, Perdue, Altria, Luck, and other private sources.

**Measuring Performance:**
Measures include number of citizens participating; number of watershed organizations partnered with the Alliance; number of citizens engaged in project clean stream; number of volunteer water quality monitors; number of participants in stormwater programs; pounds of trash collected as part of volunteer clean ups; number of streams monitored; gallons of stormwater treated; pollutants reduced; and funding received targeting stewardship projects.

**Geographic Scope:**
Chesapeake Bay Watershed
Healthy forests are key to healthy streams and watersheds, healthy communities and a thriving Chesapeake Bay. Trees and forests keep pollution out of water and air, create habitat for fish and other aquatic life, maintain a steady flow of water in streams and serve as a natural defense system from floods, windstorms and other extreme weather events. They also provide benefits to each of us every day, like cooling the air during hot summers, keeping our drinking water safe, providing building materials, bringing beauty to our communities and landscapes, giving kids and adults places to explore and supporting diverse wildlife habitats in the country.

Trees can also be an important part of our watershed protection and restoration strategies. We spend billions of dollars every year constructing best management practices that replace the work that the forests used to do for free, like reducing runoff, cooling the air and protecting water quality. We lose about 100 acres of forest each day to development and more is harmed by invasive plants and pests, too many deer and other threats. As they are lost, our communities and watershed must rely on smaller and smaller amounts of healthy forest to provide them with all of these benefits.

**Program Goal:** Chesapeake Forests programs improve the health of existing trees and forests, create new forests in places important to water quality and to watershed residents and promote the benefits of forests to the public and decision-makers - “help forests help us”.

**Current Chesapeake Forest Projects:**

**Outreach and Education**

**Forests for the Bay Network** – maintains a voluntary membership program of landowners who are interested in actively conserving their woodland and/or restoring woods on their property. Currently, over 1000 members receive access to information on improving wildlife habitat, water quality, generating income and overall enjoyment of their property.

**Forests for the Bay Training** – provides training that motivates landowners and others to conserve and properly manage woodlands, access available conservation funding, and protect important forests from loss. Current workshops include “Your Woods and Your Wallet”, “Real Forestry for Real Estate”, “Woods in Your Backyard”, “Discover your Woods”, and “Family Succession Planning.”

**Online Conservation Tools** – The Alliance maintains a suite of online tools and resources to help landowners, local organizations, and businesses plan forest improvement projects and evaluate their potential for participation in existing conservation programs or new and emerging markets such as forest mitigation banking and water quality credit trading. These tools include LandServer, Woodland Crediting Platform and the Bay Bank.
**Forest Restoration and Tree Planting**

**Chesapeake Forest Fund**—offers foundations, businesses and agencies an easy and transparent way to invest in clean air and water, carbon storage, wildlife habitat and other natural benefits. Fund contributions are used to plant trees and restore forests that produce quantifiable outcomes such as: tons of carbon uptake; pounds of reduced nitrogen and phosphorus; and acres of improved habitat. Alliance tools make it easy for businesses to report on their social and environmental responsibility accomplishments. The Fund also tests innovative opportunities to provide a return to impact investors through environmental markets.

**Healthy Forests, Healthy Waters Project** — in partnership with the Maryland Forestry Foundation, we are implementing tree plantings on private lands in Maryland that are targeted to reduce nutrient and sediment pollution to the Chesapeake Bay.

**Healthy Streams, Healthy Farms Stewardship Project** – working with farmers to accelerate the planting of streamside forest buffers while addressing other farm conservation needs. Farmers are guided into USDA and State assistance programs. More sustainable working landscapes and healthier streams are the goal.

**Landscape Forestry** - working with partners in Baltimore County to test ways to manage forests cohesively across fragmented ownerships. Our work is currently focused in the Prettyboy Reservoir watershed— one of three reservoirs supplying water to 1.8 million people in and around the City of Baltimore.

**Trees for Sacred Places** – Working with partners in the faith community, the Alliance is planting thousands of trees on the property of houses of worship in Maryland while helping these congregations understand the environmental and spiritual importance of trees and build their own local stewardship programs to “care for creation”.

**TreeBaltimore** - The Alliance is bringing social marketing and other resources to the City of Baltimore to help them achieve their long-term goal of 45% tree canopy throughout the City.

**Trees for Tomorrow**—The Alliance is providing tree planting assistance to local governments, non-profits, and private landowners in Southern Pennsylvania to accelerate riparian buffer plantings and conversion of turf to trees.
Forest Policy and Communication

New Policies and Strategies for Riparian Forest Buffers and Urban Tree Canopy – The Alliance has taken the lead to bring together key federal and state agencies along with local partners to develop a new generation of tools and initiatives that will increase the planting of riparian forest buffers on farms and pastures and expand tree canopy in cities, towns, and communities. These new policies and programs will guide millions of dollars in investments.

Publications, Events, and Recognition
The Alliance also provides a variety of publications, tools, and events to help the public and partners appreciate the value of trees and forests; including the “State of Chesapeake Forests”, “Walking the Woods”, Chesapeake Forest Blog, media, the Bay Journal, Big Tree Day, and periodic bird and forest walks. In addition, we honor people as Chesapeake Forest Champions in partnership with the US Forest Service.

Who benefits from this Program?
Forests provide benefits to city dwellers and rural folks alike. Forest conservation and tree planting help businesses meet their sustainability goals and local governments meet watershed obligations as well as community social and economic goals.

Who are our Partners?
The Chesapeake Forests program relies on an extensive set of partners from the US Forest Service and State Forestry agencies, conservation districts, local governments, university extension offices, landowner associations, real estate and businesses, as well as other nonprofits and conservation groups.

Who are our Funders?
Federal agencies; especially the USDA Forest Service, USDA NRCS, USDA FSA, USFWS, and potentially DOD. Foundations such as NFWF, state natural resource and environmental agencies, and local governments in terms of forest mitigation and urban tree canopy. Businesses may increasingly be a key funder in the future.

Measuring Performance:
The Chesapeake Forests program measures accomplishment through the activities conducted; # of trees planted, acres of forest restored, acres of urban tree canopy increased, forest landowners assisted; as well as the benefits generated by our projects; nutrients and carbon sequestered, runoff reduced, habitats enhanced, and increased understanding through education and training.

Geographic Scope:
Chesapeake Bay Watershed
Program Focus: Reducing Stormwater Pollution

Water that runs off from hard surfaces like roads, driveways, roofs, and parking lots carries with it a wide diversity of pollutants. This ‘stormwater runoff’ is the fastest growing source of pollution to the Chesapeake Bay and can be one of the most difficult and costly to remedy. With a large backlog of historic runoff issues and the continual increase in impervious surfaces due to new development and land use changes, the amount of runoff impacting our watershed’s streams, rivers, and the Bay has grown. Stormwater is a major source of nitrogen, phosphorous, sediment, and other pollutants. However, new and innovative practices, policies, and programs are beginning to address the need for preventing and treating runoff from developed areas.

Program Goal: Our stormwater projects and programs help communities reduce and treat the polluted runoff that enters local waterways and use green infrastructure and innovative practices that mimic the treatment processes of natural ecosystems. Alliance projects focus on community-based efforts that engage local residents and help to train and educate local officials, stormwater practitioners and contractors.

Current Alliance Stormwater Programs and Projects

Local Government-Supported Program Delivery

**DC RiverSmart Homes**

Through a partnership with the District of Columbia’s Department of the Environment, the Alliance has managed the RiverSmart Homes program for over 5 years. Funded by impervious surface fees, this is the biggest component of the City’s River Smart Program. Guided by residential stormwater assessments, the Alliance trains landscape contractors and contracts the installation of rain gardens, rain barrels, conservation landscapes, and pervious pavement to eliminate stormwater runoff from homes in the City.

**READY**

Restoring the Environment And Developing Youth

READY demonstrates the value of creating green jobs and involving local communities in stormwater remediation work. With funding support from the stormwater program in Howard County, the Alliance in partnership with People Acting Together for Howard, a local citizen group, designed this model for training young adults as summer construction crews who install rain gardens and other practices as well as perform needed stormwater practice.
maintenance on community properties in the County. In the last three years, READY has hired and trained over 150 young adults who have installed over 130 rain gardens and other watershed protection practices treating over 40 acres of impervious surface. In addition to helping the County meet its water quality goals, READY builds awareness among the community and support for needed stormwater investment while building lifelong environmental stewards. The Alliance is piloting new READY programs in other parts of MD as well as PA and VA.

**Richmond ‘Greening the Capital’ and Jefferson Greenway**

The Alliance has been working with the City of Richmond VA to retrofit the Capital grounds and streetscapes surrounding the state capital with green infrastructure and bioretention practices to address runoff from streets and impervious areas. The Jefferson Greenway vision, developed by the Alliance with local partners, is a green street corridor linking the Capital grounds to the James River. This ambitious vision is a multi-year, major capital project which will reconstruct and renovate a major city travel corridor.

**Alliance Regional Approaches**

**RiverWise Communities**

Using experience gained from work in DC and other cities, the Alliance developed a framework and resource guide for local governments and watershed groups to use to establish and implement residential-scale green stormwater programs in their communities. RiverWise includes guidance for site assessments, specifications for common practices, community social marketing, cost share assistance programs, maintenance and monitoring performance. The RiverWise approach is being demonstrated through projects in Virginia and Maryland.

**RiverWise Congregations**

In partnership with the Interfaith Partners for the Chesapeake and the Watershed Stewards Academy, the Alliance is working with faith communities to build watershed stewards and leaders in congregations in Anne Arundel County, MD and develop and implement stormwater plans for each property. To date, we have enlisted participation from 25 houses of worship. This project uses the RiverWise Communities approach but also includes education and integration of caring for creation as a core tenet of faith community values. The project has also demonstrated the role of houses of worship as a valuable focus for reaching out to more diverse communities to build support for action on environmental issues. Sixteen of the 25 houses of worship are predominantly African-American congregations.
Reduce Your Stormwater Website
Runoff from the hard surfaces of individual private homes and small businesses is estimated to contribute as much as 30% of the total stormwater in many locales. Inspiring and supporting individual property owners in their effort to take action is an important part of our strategy. The “Reduce your Stormwater” website is a do-it-yourself resource center that provides easy-to-use technical information and recommended healthy habits that facilitates reaching this important audience. We are now working on targeted social marketing efforts to measure the reach and effectiveness of the website in specific watersheds in PA and VA. The Alliance will follow up this marketing by purchasing plants and landscape materials for homeowners ready to install rain gardens or other measures to reduce their stormwater in the target watersheds.

Education and Training

Stormwater Partners Retreat
Each year the Alliance works with the Stormwater Network to host a gathering of over 100 stormwater professionals, local program managers and regulators, design engineers and non-profit groups to encourage collaboration and shared learning and advance innovation in the field of stormwater management approaches and practices. The retreat has been instrumental in encouraging a watershed approach to addressing stormwater issues and accelerating implementation of stormwater BMPs and programs.

Chesapeake Bay Stormwater Training Partnership
Working with the Chesapeake Stormwater Network and Center for Watershed Protection, the Alliance is bringing advanced stormwater training to professionals in the design, installation, maintenance, and inspection of urban stormwater retention practices. In its first five years, the CBSTP has delivered more than 90,000 person-hours to more than 10,000 stormwater professionals. The Alliance also supports the Partnership’s online presence. The workshops are designed for local governments, stormwater professionals, and practitioners who are looking to advance their programs through new technologies or management strategies.

Stormwater Sentries
Developed by the Alliance and the City of Fairfax, VA, Sentries is an online social media game and classroom tool which allows users to tackle stormwater problems and install things like rain barrels or rain gardens to eliminate stormwater in their neighborhoods. Players receive badges and other rewards for performance. The game is hosted on Facebook and has been piloted in schools in Fairfax, VA.
**Who are our Partners?**
Our primary partners in the stormwater program are local and state governments. These partners are the primary source of funding for this work. In every project, we also work with a variety of local watershed organizations and citizen groups, homeowner associations, stormwater consultants, professionals, engineers, churches, schools, and other public/private entities.

**Who Benefits?**
Local governments and states benefit by receiving assistance in accomplishing their goals for stormwater reduction and water quality improvement. Local residents, homeowners and businesses have also received funding and technical help to improve their properties with green stormwater practices. Professionals, consultants, and contractors have benefited from education and training and in some cases have benefited from local business opportunities in the restoration economy.

**Who are our Funders?**
Primary funding is provided by local governments (DCDOE, Howard County, City of Richmond, etc.). With the advent of stormwater fees, local sources are expected to continue to dominate funding. In addition, state government water quality trust funds (including MD Watershed Restoration Trust Fund, VA DEQ State improvement fund, PENNVEST, PA Growing Greener, etc.) are supporting the installation of larger practices. National Fish and Wildlife Foundation and Chesapeake Bay Trust have been the primary supporters of program development, planning, training, and local community engagement efforts. Funding from EPA through the Chesapeake Bay Program provides core support for NFWF funding programs. Corporate foundations have also supported a variety of projects in Virginia.

**Measuring Performance:**
Primary metrics for these projects have been the number of practices (like rain gardens) installed and the water quality metrics associated with these stormwater practices such as TN/TP/sediment reduced, impervious area treated, volume of runoff captured. In addition, more qualitative measures include people or contractors trained, green jobs created, partners engaged, public recognition (newspapers, etc.) and adoption of lasting programs created and carried out by partners.

**Geographic Scope:**
Priority areas are the more urban areas in the watershed: Annapolis, Baltimore, DC. Richmond, Harrisburg (Capital Region, Lancaster and York Cities), targeted watersheds and communities with MS4 permits and particularly, communities with WLA assigned TMDLs.
Program Focus: Assisting Local Governments

For the Chesapeake Bay restoration effort to succeed, more local governments must become champions and leaders in water quality improvement and watershed stewardship. However, many local governments lack the capacity, in terms of staff, expertise, experience, and/or funding, to address many of the new obligations they now have for implementing clean water regulatory requirements much less participating in voluntary watershed protection/restoration initiatives.

Goal:
The goal of the Alliances’ Local Government Support program is to provide technical assistance, training and/or access to resources that enable local governments to implement actions that protect or restore their watershed(s) and to influence policy by providing forums for and facilitating dialogue among local officials.

Current Alliance Projects:

Local Assistance in MS4 Planning and Implementation (Blair and five counties in the Harrisburg, PA region) - Pennsylvania faces unique local challenges in compliance with stormwater permits and development of the programs needed to address these needs. As a true commonwealth with thousands of small jurisdictions, many local governments lack the capacity or the resources to meet their stormwater needs. The Alliance has been facilitating collaboration among municipalities to foster a regional planning approach, develop shared outreach tools and joint financing strategies, and to train local practitioners and municipal staff to enhance BMP implementation; ultimately saving the jurisdictions money and creating a more effective approach. These six counties contain more than 100 separate MS4 jurisdictions.

Local Government Watershed Forums - The Alliance, in cooperation with the Local Government Advisory Committee, hosts roundtable discussions and field trips for local elected officials, exposing them to existing leaders and facilitating peer-to-peer conversations about watershed protection and restoration. The primary goal of the Local Government Watershed Forums is to increase the number of elected officials who serve as leaders in watershed protection and more specifically in the Chesapeake Bay restoration movement.

Southern Pennsylvania Technical Assistance Collaborative - There are more than 1,000 units of local government in Pennsylvania’s portion of the Chesapeake Bay Watershed. Many lack the resources necessary to plan for and carry out restoration strategies. In partnership with other NGOs such as American Rivers and the Environmental Finance Center, the Alliance is working to build relationships between units of government that share the same watershed in order to help them overcome obstacles to success through regionalization of
programs and shared services. The Collaborative assists with organization and planning, technical assistance, grant writing, training, proposal preparation, and identification of funding options.

**Watershed Assessments and Restoration Planning** – The Alliance will conduct watershed assessments and restoration planning to guide local implementation efforts. The Cedar Run Assessment and Inventory is a detailed study that outlined restoration possibilities in a geo-referenced format that watershed groups and local governments used to find and implement water quality projects in their sub watersheds. Cedar Run Creek Coldwater Conservation Plan also helped to build local awareness and support for the long-term stewardship of cold water streams and their surrounding watersheds.

**Partners:**
Our primary partners are states, local governments, the Chesapeake Stormwater Network, Environmental Finance Center, American Rivers and members of the Local Government Advisory Committee to the Chesapeake Executive Council (LGAC).

**Who Benefits:**
Tax payers benefit when local governments meet their regulatory obligations efficiently and cost effectively. Waterways benefit when local governments can set achievable goals and recognize efficiencies for restoration. Local governments benefit when they understand what is required of them and they have the resources and capacity to invest in regulatory or voluntary actions.

**Potential Funders:**
Funding sources include those providing funding on a regional/watershed wide basis such as US EPA, NFWF and the Chesapeake Bay Trust, as well as those that provide funding for more specific geographic regions. Potential sources of funding include but are not limited to: Virginia’s Stormwater Local Assistance Fund, Chesapeake Bay Restoration Fund, Pennsylvania’s Growing Greener program, and private foundations in the Chesapeake Bay Funders Network.

**Measuring Performance:**
While the ultimate goal of this program is to increase knowledge and capacity of local governments to undertake watershed protection/restoration efforts. The primary metrics for this program are the number of trainings conducted, number of people reached, number communities engaged or assisted, increase knowledge of watershed protection/restoration issues, formation of regional collaboratives, and direct in the ground projects.

**Geographic Scope:**
Chesapeake Bay Watershed: Watershed wide but greatest need is in Virginia and Pennsylvania.
Local and regional organizations, both for profit and not-for-profit from all sectors of society have been taking active roles in identifying and undertaking watershed restoration and protection activities. Often these entities do so with little support, few resources, and very little knowledge of what has worked and where. Additionally, entities that would like to engage in restoration and protection activities often do not know how to get started or where to turn for help.

**Goal:**
Through this program the Alliance works to accelerate restoration and protection activities occurring in the Chesapeake Bay watershed through the active support of our partners. We accomplish this by:

- Hosting regional and local networking and issue based Forums where information, energy, and ideas can be exchanged.
- Creating on-line tools for communicating, organizing, and advancing work.
- Directly supporting partner initiatives.

**Current and ongoing Partner Support Projects:**

**The Chesapeake Bay Program**

The Chesapeake Bay Program (CBP) is a unique regional partnership that has led and directed the restoration of the Chesapeake Bay since 1983. It is also considered one of the premier scientific organizations world-wide, having studied and monitored the Chesapeake ecosystem for more than 30 years. The Chesapeake Bay Program partners are Delaware, Maryland, New York, Pennsylvania, Virginia and West Virginia, the District of Columbia, the Chesapeake Bay Commission (a tri-state legislative body), and the Environmental Protection Agency (representing the federal government). Top political leaders from each partner entity form the Chesapeake Executive Council (EC), which collectively signed and makes their jurisdiction or agency accountable for the reaching the goals the Chesapeake Bay Watershed Agreement now guiding the Bay Program's work. These signatory partners are joined in their efforts by more than 12 federal agencies, numerous local governments, NGO’s and citizens groups and a variety of universities.

The Alliance has a long history of collaboration with the Chesapeake Bay Program (CBP), having been instrumental in facilitating the Chesapeake Bay Agreements and providing public outreach, facilitation, and information services to the CBP since its establishment. In addition to the support outlined below, the Alliance is represented on multiple CBP Goal Implementation Teams (GITs) and workgroups, helps to lead the management strategy processes for several Bay Agreement outcomes, and has a deep understanding of the organizational structure, policies, goals, and operations of the CBP.

The Alliance continues to directly support the CBP in the following ways:

- **CBP Communications Office** - The Alliance leads and staffs the CBP Communications Office, whose purpose is provide strategic communications support for the vast CBP partnership, ensuring that products present a public-friendly, balanced, non-political picture of the partners.
collaborative efforts. This includes managing web content, expanding awareness through social media campaigns, supporting strong media relations, creating professional presentations for CBP and goal team leadership, presenting at national conferences and events, coordinating internal communications across partner teams and supporting public outreach efforts for the partnership.

www.chesapeakebay.net

With more than 1.5 million visits and views annually, the Chesapeake Bay Program website (also see, Supporting our Partners section below) is the premier online source for stories, information and data about the Bay’s health and the ongoing restoration efforts of the six states, D.C., EPA, non-profit organizations and citizens from across the watershed. Alliance staff develop, coordinate and implement all communications in support of the partnership’s goals including: developing original content, videos, photos, stories and news for the CBP website. The Alliance works with the CBP to continually ensure that the interested public - teachers/educators and their students, scientists, local governments, NGOs and citizens – can easily access, learn, explore, and understand the Bay ecosystem, culture and the complexities of restoration. The site is also the on-ramp for CBP activities and decision-making helping to ensure transparency and openness for CBP’s efforts and

**Citizens Advisory Committee (CAC)** - The Alliance coordinates the work of this diverse citizen forum, with its broad-based membership that includes representation from areas of agriculture, business, conservation, philanthropy, industry, development, academia, and watershed restoration. CAC’s mission is to advise the Chesapeake Executive Council (the six state Governors, D.C. Mayor, EPA Administrator and the Chesapeake Bay Commission Chair) and their Principals Staff Committee designees on issues of importance to citizens across the region. CAC meets quarterly to discuss local and regional issues and programs that impact water quality, living resources, and habitats. It also provides a non-governmental perspective on the watershed recovery effort, accountability, and policies that affect citizens who live and work in our region.

**Local Government Advisory Committee (LGAC)** - The Alliance coordinates the work of Local Government Advisory Committee (LGAC), a group comprised of local government officials from across the watershed who have been appointed to the committee by their respective Governors or Mayor (in the case of the District). Created by the Chesapeake Executive Council in 1987, LGAC’s mission is to advise the Council on how to effectively implement projects and engage the support of local governments to achieve the goals of the Watershed Agreement. LGAC meets quarterly to discuss programs and policies that improve water quality, promote regulations and restoration efforts that protect farmland, forests, and natural habitats, and most importantly, engage communities in protecting the Bay and its rivers through targeted educational programs and events.
Education and Networking

The Watershed Forum
The Forum is an annual conference that brings together more than 300 representatives of local watershed organizations and local officials to learn the latest restoration science and direction, network with other groups facing similar challenges, and be inspired to continue the work of preserving and restoring local rivers and streams in the Chesapeake Bay Watershed. There is no substitute for the sharing of hands on experience and the relationships forged through peer to peer engagement.

Forum Plus
Forum plus is a new effort that targets the same audience and builds on the Watershed Forum through educational experiences and regional gatherings of watershed groups and their members throughout the year. The Alliance organizes and hosts face to face meetings and online video and webinar offerings on topics identified by Forum participants.

Chesapeake Watershed Network. The Alliance built and maintains the Chesapeake Network, an on-line communication system that is used by over 6,000 conservation practitioners. Considered the “conservation Facebook”, the Network provides a platform to communicate with peers and interested citizens, network and collaborate on specific projects, share opportunities, and bring together communities of people working on watershed restoration and protection.

Partners:
Extension agencies, Universities, Researchers, businesses, local and regional restoration and protection NGO’s, community development organizations, Federal, State, and Local Governments, Agriculture entities, Faith based organizations,

Who Benefits:
Local restoration groups
Chesapeake Bay Program
Local governments
Regional restoration groups

Potential Funders:
Funding Sources - Corporations, Foundations, Chesapeake Bay Program, State and Local Governments, local watershed groups, registrations/sponsorships.
Measuring Performance:
To gauge our achievements towards an increase in the quantity and quality of watershed restoration and protection activities occurring in the watershed requires a litany of tools as well as noting actual attendance at events and usage of websites. Below is a list of tools in our toolbox

- Number of Businesses engaged
- Number of Partners
- Network Demographics
- Number of events
- Number of attendees at events
- Post event evaluations
- Directed surveys
- Web-based analytics

Geographic Scope:
Chesapeake Bay Watershed