

# 2012 Annual Report



 **Alliance** *for the*  
**Chesapeake Bay**  
*Together, we can get the job done!*

*Bringing people together  
to protect and restore the Chesapeake Bay  
and its rivers for more than 40 years.*



## Message from our Executive Director

What a year it has been! Thanks to your support in 2012, we mobilized thousands of volunteers and partners to reduce stormwater, provide green jobs, support stream cleanup and restoration projects, host workshops to enhance the skills of local watershed groups, and help local governments address their environmental issues.



For over 40 years, the Alliance for the Chesapeake Bay has brought together businesses, citizen groups, watershed associations, government, and others to find creative solutions to the conservation challenges facing the Chesapeake Bay and its watershed. Together with our members and partners, we are working hard to engage all who depend on the Bay and share in its protection. With an inclusive spirit built on collaboration, we have been a leader in building partnerships and empowering communities to take action for clean water.

Today, the Alliance remains the only regional organization focused on saving the Bay through collaboration, partnerships and innovative common solutions. The Alliance's Project Clean Stream (PCS), in its 9th year, is a perfect success story. PCS involves diverse groups, including river keepers, community association and service groups, to rally volunteers throughout the watershed to clean up their local streams and waterways on a designated Saturday in the Spring. This year, PCS motivated 5,500 volunteers at 214

sites to extract over 300,000 pounds of trash and debris from streams, rivers and the Chesapeake Bay. Project Clean Stream is a restoration success story and it offers many opportunities for expansion in the years to come. We still believe that success comes through bringing together business, government, watershed groups, and people like you to find common ground and to inspire collaborative action. You are the most important stewards and advocates for the Bay.

We have a renewed sense of mission! Your support will allow us to launch new innovative projects and to forge new alliances in 2013.

A handwritten signature in black ink, appearing to be "M. O. D.", located at the bottom right of the page.



*“Bringing people together for more than 40 years to restore and protect the Bay and its rivers.”*

## Our Mission

The Alliance brings together individuals, organizations, businesses, and governments to find collaborative solutions, to build a strong commitment to stewardship, and to deliver innovative, broadly-supported programs that benefit the land, waters, and residents of the Chesapeake Bay watershed.

## Our Message

We believe the best results come from bringing together the energy and talents of a diversity of people and organizations who are committed to making a difference. Innovative and long-lasting solutions come from finding common solutions and inspiring collaborative action. Over its history, the Alliance has focused on building partnerships, connecting people to the Bay, its rivers, and local watersheds, and healing the land and water through hands-on conservation. Through these efforts, healthy streams and rivers, quality communities, and a healthy economy can be a reality.

## Our Goals

From stormwater in our cities to the forests and farms many miles upstream, how we use the land affects the quality of the Bay and its rivers. Every one of us has a role to play. With an inclusive spirit built on collaboration, the Alliance and its partners are preparing for the future with an ambitious vision of advancing action in three critical areas:

- Engaging communities to find solutions
- Connecting people to the Bay and its rivers
- Healing the land

## Our Strengths

- ✓ Founded in 1971, we have over 40 years of experience.
- ✓ We have an impact throughout the Bay watershed.
- ✓ Collaboration, consensus-building, and partnerships are at the core of our mission.
- ✓ Our focus is on the local streams and rivers that ultimately determine the health of the Bay.
- ✓ We are advocates for a healthy environment but we do not litigate or lobby.

*“Together, we can get the job done.”*

[www.allianceforthebay.org](http://www.allianceforthebay.org)

## Alliance programs are designed to achieve our three goals of:

### 1. Engaging Communities to Find Solutions

*The Alliance has been a leader in bringing a diversity of voices together to find common ground, build collaborative solutions and achieve restoration goals. This role involves reaching out to diverse communities of interest, all of whom play a role in sustaining the health of the Bay and the watershed. The Alliance is valued as an honest broker in solving contentious issues and finding solutions.*

#### CITIZENS

**Provide a voice for citizens in the development of policies and programs aimed at restoring and protecting the Chesapeake Bay and its rivers.**



living resources and habitats. CAC provides a non-governmental perspective to the leadership of the state/federal Chesapeake Bay Program and provides advice on the watershed recovery effort and policies that affect citizens who live and work in our region.

- **The Citizens Advisory Committee (CAC) to the Chesapeake Bay Program Partnership.** The Alliance coordinates the work of a diverse citizen forum with a broad-based membership from agriculture, business, conservation, industry, builders, academia, and civic groups. CAC meets quarterly to discuss local and regional issues and programs that impact water quality,

#### LOCAL GOVERNMENTS

**Help local governments enhance their leadership on water quality and watershed issues in their jurisdictions.**



appointees from across the watershed and advises the Governors through the Executive Council of the Chesapeake Bay Program on policies and regulations that address land development and runoff – some of the biggest threats to the health of the Chesapeake Bay. LGAC works to develop realistic 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.

- **The Local Government Advisory Committee (LGAC) to the Chesapeake Bay Program Partnership.** The Alliance facilitates the engagement of local elected officials because of the important role that local governments play in land use decisions. The committee is composed of 21 elected officials and governor

- **Southern Pennsylvania Local Assistance Collaborative.** PA has a home rule style of local governance meaning that 1000's of local Boroughs, Towns, and Cities must have the capacity to plan for and implement restoration strategies in local communities. The Alliance is working to build relationships between units of government that share the same watershed in order to help them p overcome obstacles to success such as organization and planning, technical assistance, grant writing, proposal preparation, and identification of funding options. IN partnership with other NGOs such as American Rivers and the Environmental Finance Center, the Alliance brings together local stakeholders and municipalities to achieve watershed improvement goals and objectives. For example, efforts are underway to build a regional approach to stormwater regulation among multiple southern PA counties and towns with MS4 permits.
- **Our Waters, Our Towns.** The Alliance has produced a series of educational publications called "Our Waters, Our Towns" that outline local government's role in developing Watershed Implementation Plan required by Chesapeake Bay water quality regulations. And highlight successful and innovative examples of local leadership

## WATERSHED AND RIVER GROUPS

**Build the capacity and effectiveness of grass-roots, watershed and river associations in protecting and restoring watersheds and improving the health of local streams that feed the Bay.**



- **The Watershed Forum.** The Forum is an annual conference that brings together more than 300 representatives of local watershed organizations and local officials and 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.

## FOREST LANDOWNERS

**Retain, restore, and manage forests that protect the Chesapeake Bay and its rivers.**

- **Forests for the Bay.** More and more of the forest land in the watershed is part of the "backyards" of suburban and rural landowners. The Alliance has developed a voluntary program in partnership with the US Forest Service and State Foresters in the Bay watershed to help small landowners who are interested in actively conserving their woodland or want to restore woods to their property. Forestry for the Bay saves landowners time and confusion by serving as an "on-ramp" for quick access to the federal and state conservation programs, and other groups and activities in their area. By enrolling, landowners can learn about the value of their forest and are coached through a process to create a conservation plan for your land.

## **STORMWATER PROFESSIONALS**

**Bring together stormwater professionals in the Bay watershed and ensure access to new science and innovative approaches to stormwater pollution issues.**

- **The Stormwater Partners Retreat.** The Alliance in partnership with the Stormwater Network and the National Fish and Wildlife Foundation host an annual gathering that brings together over 100 leading stormwater professionals from the local, state, federal, academic and NGO sectors in an informal and non-confrontational setting. The focus of the retreat is to collaborate on new techniques and concepts that have the potential to improve stormwater programs on the ground in the seven states across the Bay watershed.

## **THE CHESAPEAKE BAY PROGRAM PARTNERSHIP**

**Support the communications needs of the *Chesapeake Bay Program (CBP)*.**

The CBP is a unique regional partnership that has led and directed the restoration of the Chesapeake Bay since 1983. The Chesapeake Bay Program partners include the states of Maryland, Pennsylvania and Virginia; the District of Columbia; the Chesapeake Bay Commission, a tri-state legislative body; over 12 federal agencies including the Environmental Protection Agency, and universities, local governments, NGO's, and citizen groups.

- **CBP Communications Office.** The Alliance leadership and staffing of the Partnership Communications Office. The purpose of this office is to develop, coordinate and implement media relations and public outreach efforts for the Bay Program. As part of this work, the Alliance works with the partners to coordinate media events; enhance Bay Program messages through the media; and staff public outreach events. In addition, Alliance staff create and provide information for the public through online resources, including videos and educational resources for teachers and student research on Bay issues.

## **THE FAITH COMMUNITY**

**Strengthen the role of the Faith Community in environmental restoration, advocacy and action.**

- **Interfaith Partners for the Chesapeake (IPC).** The Alliance is serving as an “incubator” for this new NGO and working in partnership with them to 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.

## 2. Connecting People to the Bay and its Rivers

*Only a strong and diverse coalition of committed people, communities, organizations, businesses and governments will be able to protect the Chesapeake Bay and its watershed. A personal connection between residents of the watershed and their local stream or river is vital. People will care for and protect that which they know and love. Our programs bring people together to get their hands dirty and to take on shared conservation challenges while exposing them to the natural world that exists, often just outside their door. These community projects, web resources, and cultural events engender a love of the region and empower adults and youth to take action.*

### **Connect people to their local stream and move them to action.**

- **Project Clean Stream.** The Alliance works with businesses, communities, government agencies 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 225 field sites across 6 states and DC that give over 6000 volunteers annually the opportunity to dig, plant, pick-up trash, learn, and realize that their every day decisions affect the health of the Bay and its watershed.

### **Ensure public access to a premier source of Chesapeake Bay information and data on the web.**

- **[www.chesapeakebay.net](http://www.chesapeakebay.net).** The premier website for information on the Bay watershed, its rivers and the estuary itself. With its focus on reaching the “interested public”, the site serves many levels of knowledge and offers general cultural information, scientific data, educational materials, videos and photos – all of which are in the creative commons and available for public use. Annual visits to the website exceed 1 .5 million each year.

## **Help businesses, communities, government agencies and local citizens participate in watershed restoration and protection through hand-on service projects.**

- **Project Clean Stream.** The Alliance organizes and delivers up-close and personal connection to the watershed. Through these coordinated hands-on events we provide over 5000 volunteers annually the opportunity to dig, plant, pick-up trash, learn, and realize that their every day decisions affect the health of the Bay and its watershed.

## **Use Citizens to monitor trends in stream health**

- **River Trends.** This program trains and supports Citizen Scientists who monitor the health of local streams in their communities. Volunteers at over 40 sites in VA learn to be stewards of their river while providing valuable water quality information. Data is quality assured and submitted to the VA Department of Environmental Quality to be used in state water health assessments. The Alliance prepares “RiverTrend” report cards on the health of local streams and rivers, causes of pollution and practices that protect and restore water quality. Report cards help assess progress in cleaning up pollution problems and serve as an educational tool for citizens and local decision makers.

## **Connect a diverse community of conservation professionals throughout the Chesapeake Bay Watershed.**

- **The Chesapeake Watershed Network.** The Alliance built and maintains the Chesapeake Network, an on-line communication system that is used by over 4,000 conservation practitioners 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.

## **Spotlight cultural connections to our rivers and the Bay**

- **Chesapeake Wet, Wild and Scenic Film Festival and Annapolis Environmental Film Festival.** Each year the Alliance challenges citizens to explore watershed issues and experience environmental concerns from differing perspectives through the power of film and other media.

## **3. Healing the Land and Water**

*The Alliance coordinates on-the-ground restoration efforts that demonstrate successful cost effective approaches and build local capacity for action. The Alliance has developed signature programs like BayScapes, RiverWise Communities, and READY, works with landowners and municipalities to conserve healthy forests, creates functional landscapes like “rain gardens”, and train others in how to continue this work in their local communities. Our projects take place in urban centers, suburban neighborhoods, and rural farms and forests.*

## Encourage the use of Bay and River-friendly Landscaping

- **Bayscapes.** The Alliance developed BayScapes as a conservation landscaping program to for the Bay watershed nearly 20 years ago. BayScapes promotes environmentally-friendly landscapes at homes, businesses and public spaces that create wildlife habitat conserve water and prevent pollution – for the benefit and restoration of the Chesapeake Bay. The BayScapes program is conducted in partnership with the US Fish & Wildlife Service through workshops, literature, demonstration gardens, and an online native plant guide. The Alliance along with like-minded partners formed the watershed-wide Chesapeake Conservation Landscaping Council (CCLC) and subsequent conservation landscaping standards. The BayScapes program has been transferred to other watersheds outside of the Chesapeake Bay region.

## Expand Forest Cover in the Chesapeake Watershed

One of the best practices any person or group within the Chesapeake Bay Watershed can do to help restore the Bay is to plant trees. The Alliance targets its tree planting programs to those areas where they do the most good for water quality in the watershed; riparian stream corridors and urban centers.

- **Tree Baltimore (Maryland)** is helping Baltimore City residents reach a city-wide goal of 40% Tree canopy coverage by 2037. More than a 3,000 trees have been planted at city schools, parks, streets and in yards around Baltimore through this project as of autumn 2012.
- **TreeVitalize Streams (Pennsylvania)** provides technical assistance to municipal governments, watershed groups, schools and homeowner associations in how to install and how to ensure survivability of healthy riparian buffers.



- **Richmond VA Urban Forestry Initiative (Altria)** focuses on increasing the tree canopy in the metro-Richmond area by working with citizens, watershed organizations and other partners to plant approximately 1,500 trees in 2012, mostly on large public areas such as schools grounds, parks, and along streets.
- **Forest Offsets and Mitigation.** The Alliance is working on developing guidelines for the use of forest-based practices as mitigation for development and stormwater compliance and as offsets to future growth under the Bay region pollution diet or TMDL. Through the development of clear protocols for measuring the benefits of forests and the demonstration of these practices

on the ground, the Alliance is creating an innovative system that will foster forest expansion and tree planting as part of regulatory compliance.

## Demonstrate Green Stormwater Practices

Stormwater runoff is the watershed's only growing source of pollution. As impervious surfaces increases with development and land use changes, so does the amount and strength of stormwater. Healing the Land programs help to mitigate stormwater runoff from parking lots, streets and lawns by using different green infrastructure solutions. The Alliance is a leader in promotion of green stormwater practices and helping municipalities; homeowners and schools to install these practices.

- **DC River Smart Homes.** The RiverSmart Homes Program is an innovative program designed to reduce stormwater runoff on residential property within the District of Columbia. The Alliance for the Chesapeake Bay is coordinating the installation of rain gardens, BayScape gardens, and replacement of impervious surfaces with pervious surfaces. Through this program, homeowners learn about stormwater runoff and contributions that they can make in reducing it



from their property, including the benefits of utilizing native plants. After a home audit, qualifying District homeowners are given a grant as credit towards the installation of one of the above projects. The RiverSmart program involves partnership among government, non-profits, businesses, and citizens to successfully reduce stormwater runoff and improve local water quality. The RiverSmart Homes Program Goals are to 1) reduce quantity and improve quality of stormwater runoff, 2) recharge groundwater, 3) increase habitat diversity, 4) promote water conservation, and 5) promote watershed stewardship.



- **READY Howard County.** The purpose of this program is to create green jobs for young adults in Howard County while improving watershed health through the reduction of stormwater runoff. The project focused on training young adults in the design and installation of green stormwater techniques such as rain gardens and rain barrels. It also reduced the amount of stormwater runoff in the County by installing these stormwater practices on institutional properties within Howard County which resulted in the capture of runoff from approximately 191,000 square feet of rooftops,

pavements, and other impervious surfaces. The final goal was to link these young adults to local environmental job opportunities.

- **Greening Virginia's Capital.** Virginia's Capitol Square is going green by installing low-impact development practices that reduce stormwater runoff flowing into Richmond's sewer system by 64 percent, and reduces the amount of phosphorus in that runoff by 69 percent and nitrogen by 70 percent. The practices chosen for Capitol Square include a rain garden, porous brick pavers, green streets and rainwater harvesting. The Department of Conservation and Recreation (DCR) has partnered with the Department of General Services (DGS), the City of Richmond, and the Alliance for the Chesapeake Bay to implement this project funded by the National Fish and Wildlife Foundation.

A new effort is taking shape now with support from Altria to continue Greening VA's Capitol called "Jefferson's Greenway" – a project to build a green corridor from the Capitol to the James River on 10<sup>th</sup> Street. This corridor will incorporate innovative stormwater management practices into a park-like environment that will encourage businesses, residents and visitors to connect with the James River, in honor of Jefferson's vision of the River being visible and accessible from Capitol Square.

- **Reedy Creek Watershed Initiative**

The Reedy Creek Watershed Initiative is a unique conservation program focused on reducing stormwater pollution in the Reedy Creek watershed, located in Richmond, VA. Over the past three years, we have worked with the Reedy Creek Coalition to conduct homeowner stormwater audits, provide educational workshops, monitor stream water quality, and install BayScapes and plant trees. The stormwater audits identify potential practices such as rain gardens and rain barrels that can be implemented on a property to reduce stormwater runoff. Over the next few years, homeowners will be able to apply for cost-share funds to implement these practices. The audit program will also be expanded to assess and provide cost-share funds to non-residential properties.

- **Run Creek Watershed Assessment and Stormwater Retrofit Inventory**

Cedar Run Creek Watershed Assessment and Stormwater Retrofit Inventory (WASI) is a more detailed study than a CCP. The WASI outlines restoration possibilities in a geo-referenced format that watershed groups and local governments can use to find and implement water quality projects in their sub watersheds. Cedar Run Creek Coldwater Conservation Plan Coldwater conservation plans help to build local awareness and support for the long-term stewardship of cold water streams and their surrounding watersheds.

- **Sporting Hill Rainwater Design**

Stormwater Retrofit and education project in the Cedar Run Watershed. This demonstration project is an advertisement for stormwater retrofits and green infrastructure. Hundreds of people pass by the first rainwater garden on the school every day to take children to school or to the Hampden Township Park. In addition, it is the first of many suggested stormwater improvement projects in the Cedar Run Stormwater Retrofit Inventory.

## **Restore Streams and their riparian areas**

- **Brightbill Park Stream Restoration Project**

The Alliance is managing a headwater stream restoration project near the City of Harrisburg. The project includes the stabilization of 640 feet of badly eroded banks, stormwater management improvements, riparian buffer installation and conduct educational workshops and hands-on action days.

- **10,000 Trees Project.** The Alliance is working with over 25 Churches and others in the faith community to engage congregations in care for their piece of creation and helping them demonstrate their commitment through tree planting of stream buffers on church properties. The program is providing education, church volunteer engagement, and connections to the community through care of the environment.

## Taste of the Chesapeake

*The Taste of the Chesapeake is the annual hallmark fundraiser that highlights the conservation successes of the Alliance and its partners and raises funds to support and expand our restoration and conservation programs. This year, the Alliance hosted a sell-out crowd at Quiet Waters Park in Annapolis, MD, to showcase its breadth of programs enhancing the Bay watershed. The event also included presentation of the 2012 Environmental Leadership Award and the Chesapeake Bay Special Recognition Award.*

### **Environmental Leadership Award**

Tom Horton was the recipient of the 2012 Environmental Leadership Award. He is a native and resident of Salisbury where he currently teaches writing and environmental topics at the Salisbury University.

Tom worked at the Baltimore Sun from 1972 to 1987, largely focusing on environmental issues, and for the Chesapeake Bay Foundation on Smith Island from 1987 to 1992, as an educator. He returned to the Sun, writing a weekly column "On the Bay" from 1993 to 2006. He has written several books, covering the range of issues facing the Chesapeake Bay, including "Turning the Tide". In addition, his articles have appeared in National Geographic, the New York Times Sunday Magazine and the Bay Journal among many other publications.

Horton's writing has been an influential force as an advocate for the Bay and its watershed for over 30 years, not only in terms of political or policy issues but also in keeping alive the passion for the Bay. He is an ardent educator and outdoorsman. Horton paddled his kayak 550 miles around the Delmarva Peninsula.

The Alliance's Environmental Leadership Award has been presented annually since 2002 to individuals who build a distinguished record of commitment to the restoration and protection of the Bay. This award honors Frances Flanigan, founder and president of the organization from 1971 to 2001.

### **Chesapeake Bay Special Recognition Award**

The 2012 Chesapeake Bay Special Recognition Award was presented to Gary Waugh. Gary has been a long time employee of the VA Department and Recreation and is responsible for media relations. He has been a consistent contributor to the Chesapeake Bay partnership through many Administrations.

Waugh has been a quiet force behind what have been very vocal and visual campaigns that led to real change and real benefits to our natural resources. He has served as the chair of the Chesapeake Bay Program's Communications and Education Subcommittee and was instrumental in launching the Chesapeake Club media campaign targeted at homeowners to change their attitude and behavior about lawn care in the DC metro area in 2005. The campaign was able to quantify a reduction in the amount of nutrients polluting our waters because of the Chesapeake Club effort. More recently, he helped launch the Plant More Plants initiative in Virginia which encourages homeowners to use Bay and River friendly landscaping techniques to reduce stormwater runoff. Gary is a member of the Chesapeake Bay Communications workgroup.

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*The Taste of the Chesapeake would not be possible without the support of our sponsors. Very special thanks to the corporations, businesses and individuals whose contributions helped to make the 2012 Taste a success. . .*

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