





2018

Annual Working Meeting

Agenda

PURPOSE:

- Explore where we stand relative to national best practices for landscape scale conservation
- Discuss a proposed communications and messaging framework to support land conservation goals
- Consider findings from a new report on options for mitigating energy infrastructure projects
- Review new mapping and analyses for key land conservation goals
- Discuss the “State of Chesapeake Conservation”
- Receive updates on developments on conservation finance

Agenda

TUESDAY, OCTOBER 23

- | | |
|-----------------|---|
| 11:00 am | Welcome, Context, and Agenda Overview |
| 11:15 am | Emily Bateson - Pathways Forward |
| 12:00 pm | Lunch |
| 1:15 pm | Communications, Messaging & Strategy |
| 2:30 pm | Break |
| 2:45 pm | Communications continued |
| 3:15 pm | State of Chesapeake Conservation |
| 4:00 pm | Conservation Mapping & Analysis |
| 5:00 pm | Reflections & Preview |
| 5:30 pm | Head to dinner & Informal Conversation |

Agenda

WEDNESDAY, OCTOBER 24

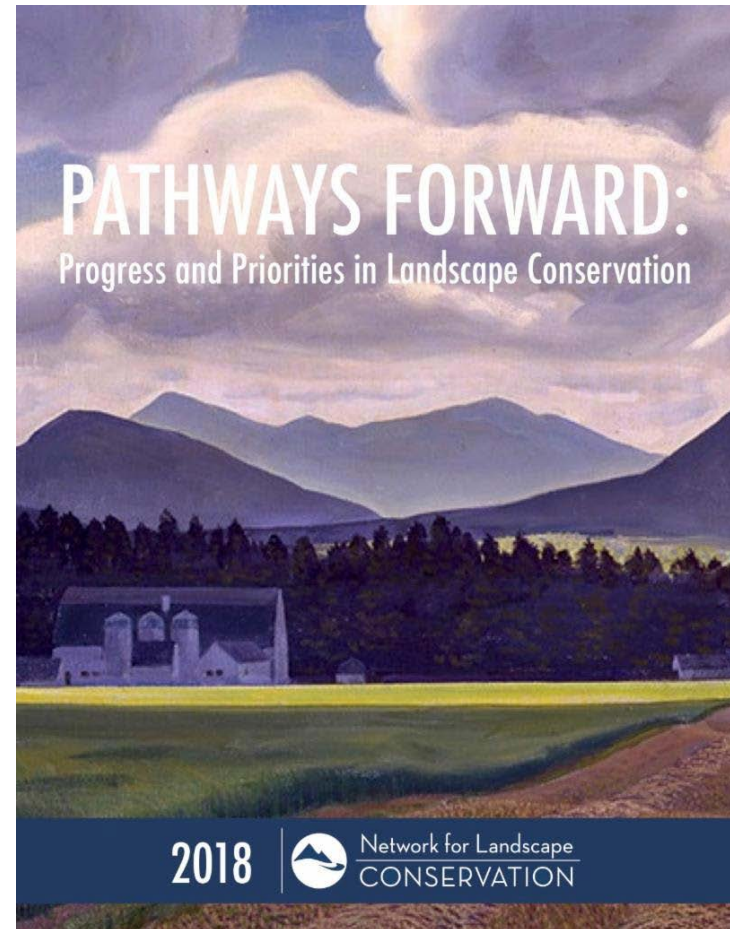
- 8:30 am Agenda Review, Reflections from Day 1**
- 8:45 am How are We Doing?**
- 10:15 am Break**
- 10:30 am New Approaches to Mitigation Policy**
- 11:15 am Conservation Finance News**
- 12:00 pm Moving Forward**
- 12:20 pm Closing Comments**
- 12:30 pm Adjourn and Lunch**



Network for Landscape
CONSERVATION



Emily Bateson
Executive Director





Network for Landscape
CONSERVATION



Emily Bateson
Executive Director

See separate slide deck
for Emily Bateson's
presentation



Communications, Messaging & Strategy

Chesapeake Conservation Partnership

Research, Messaging
and Training

October 23, 2018

SPITFIRE
SPARK CHANGE



Agenda

Here's what's on tap:

▶ **Review Research Findings**

▶ **Introduce Narrative**

▶ **Tailored Messaging and Workshopping**

▶ **Discussion and Feedback**

▶ **Next steps**

Objectives





Approach

Findings

Conservation is personal

farms, forests, heritage, health and habitat

Connection to the Chesapeake Bay decreases
with distance

Strong messaging focuses on human benefit

Opposition centers around skepticism or lack of
information



Narrative

A Strong Narrative...



is grounded in strategy



leads with values



focuses on lived
experiences



Links problems to solutions

Strategy

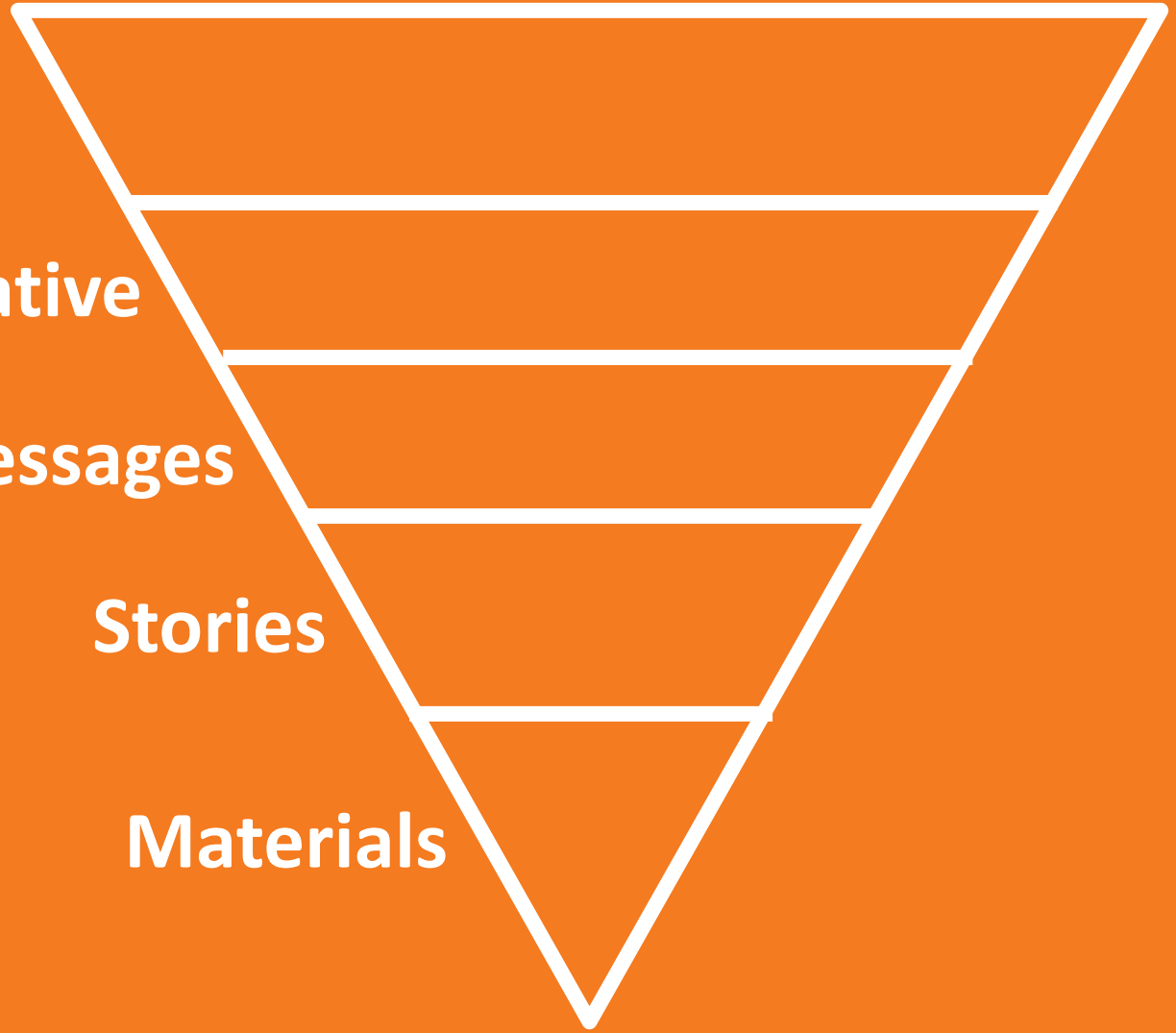
Frame

Narrative

Messages

Stories

Materials



Strategy

Frame

Narrative

Messages

Stories

Materials

Increase support for same-sex marriage by helping people to understand that love is love.

Love

Everyone should be able to marry the person they love.

Family is the most important connection in our lives. Through the good and bad, there is nothing more important than supporting your family. The right to marry protects families because love is love.

Your daughter and her best friend, Sam, have been friends for 15 years. You watched her grow up and grew to love her like family. Recently, her partner of more than 5 years was in a tragic car accident. Sam was barred from visiting her partner in the hospital simply because they are not legally married. Sam never got the chance to say goodbye.



Human Rights Campaign @HRC · Oct 17

Families belong together. We all deserve to marry the person we love. #LoveisLove #Equality #Family



7



62



140



Recommendations for the Narrative

Make it local

Find common ground

Focus on the why, not the how

Create an emotional connection

Narrative frame:

Land conservation protects our
quality of life.

Shaping the Narrative

Frame

Quality of Life

Rationale

Flexibility

Personal & Persuasive

Buy-In

Formula

Values

Ends

Lived Experience

Threats

Link Problem to Solution

Bringing Your Narrative to Life



Opportunity: News Article

 **wtop** NEWS TRAFFIC WEATHER LISTEN

Home » [Local News](#) » Surveys find 'healthy' rockfish...

Surveys find 'healthy' rockfish reproduction in Chesapeake Bay

 By [Michelle Basch](#) | @MBaschWTOP
October 17, 2018 7:45 pm

WASHINGTON — Studies show one of the Chesapeake Bay's most beloved inhabitants appears to be doing well.

Striped bass, also known around here as rockfish, are reproducing at an average to above-average rate in the bay. That's according to the latest annual surveys done over the summer in Maryland and Virginia waters.


"By estimating the relative number of young-of-year striped bass, our survey provides an important measure of annual and long-term trends in the bay's striped bass population," said Mary Fabrizio, director of the Juvenile Striped Bass Seine Survey at the Virginia Institute of Marine Science.

The bay is the biggest rockfish nursery on the Atlantic Coast, and the species is a favorite of fishermen and seafood lovers alike.

The number of rockfish in the bay took a steep drop in the 1970s and '80s, but conservation efforts, including yearslong fishing bans, helped them bounce back.

According to the institute, survey results from the last few years suggest that the number of young rockfish in the bay remains stable.

"Consecutive years of healthy reproduction is a great sign for the future of this iconic species," said David Blazer, Maryland Department of Natural Resources Fishing and Boating Services director.

 **Chesapeake Bay Program** @chesbayprogram · Oct 11

Fishermen and seafood lovers rejoice! Survey finds rockfish population in Chesapeake Bay to be healthy thanks to conservation efforts. Protecting land protects the Eastern Shore's favorite fish. 🐟

Opportunity: News Article

Report: Drinking Water in 188 Bay Communities May Increase Cancer Risk

By Timothy B. Wheeler, Bay

Journal News Service

An environmental group is warning that more than 1,000 communities nationwide, including many in the

Chesapeake Bay watershed, have nitrates in their drinking water at levels that recent research suggests could raise consumers' risks of getting cancer.

Drawing on federal data, the Environmental Working Group contended



Timothy B. Wheeler



Ches. Conservancy @ChesConserv

Six states & nearly 200 communities within the Chesapeake Bay watershed may have unsafe drinking water. Did you know land conservation can help protect your water quality? Visit our website to learn more!



Opportunity: Legislation



LAND TRUST ALLIANCE FARM BILL RECOMMENDATIONS



Farm Bill conservation programs create major opportunities for land trusts to protect high-priority farm and ranch lands, grasslands, wetlands and forests. These special places provide the clean water, delicious local food, inspiring vistas and thriving economies that improve our quality of life. Congress needs to fully fund land conservation to ensure that ensure you, your family and your community can continue to enjoy these benefits for years to come.

Opportunity: Newsletters and Fundraising



Building Strong Rural & Urban Communities



Dear supporter,

I'm so excited to invite you to our event at historic Castle Hill Farm in Keswick, Virginia. Our speakers will share why they're passionate about land conservation and how it's impacted their lives – and how it impacts yours, too. In our workshops, we'll discuss the many ways you can help protect your environment and quality of life through land conservation. We'll also talk about how protecting special places on the local level has great impacts for your family, your community and your region. When we all work together to protect the places we love, we reap and share the benefits.



Tailored Messaging

Target Your Audience

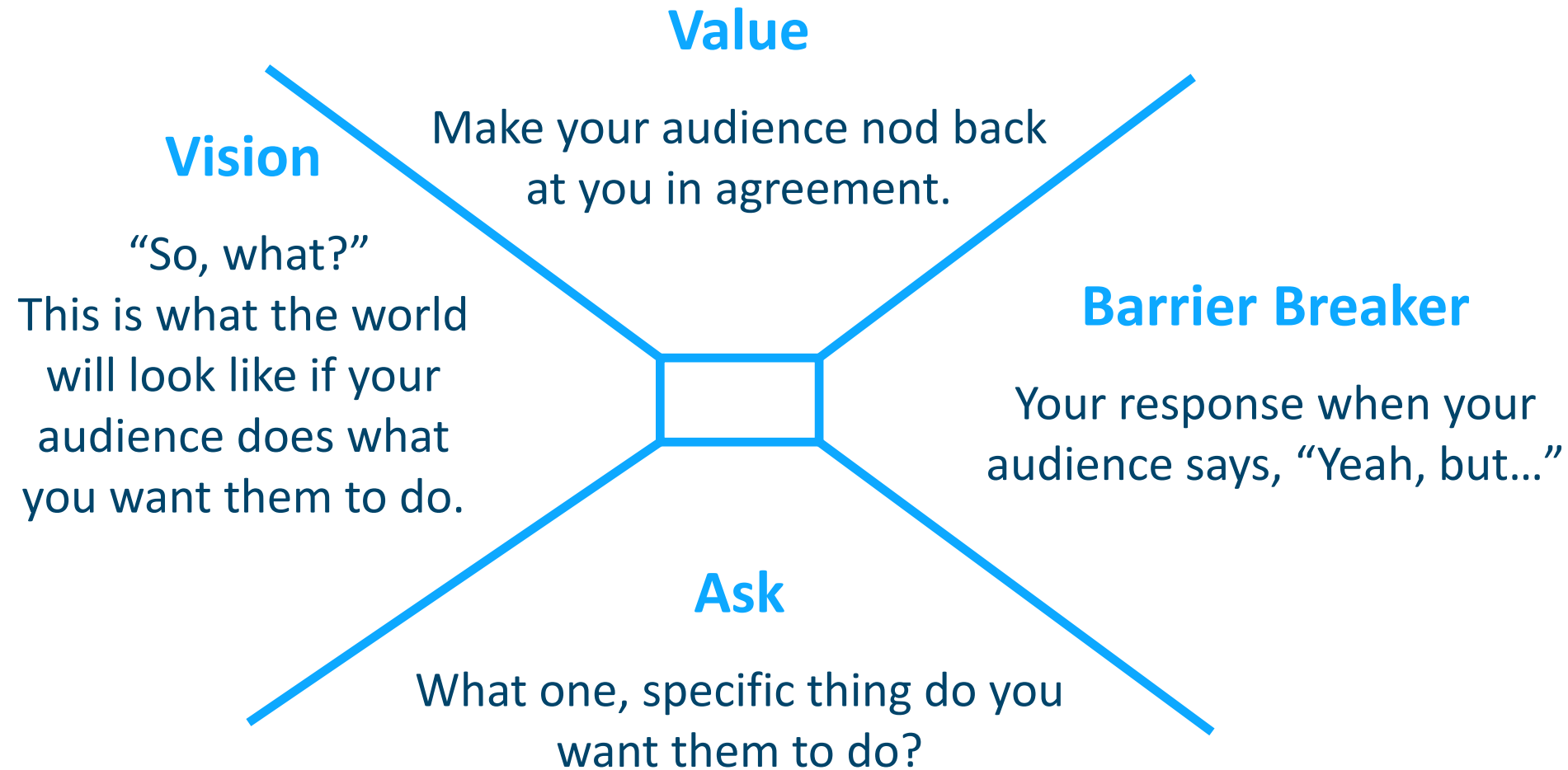


Who must you
reach
to achieve your
objective?



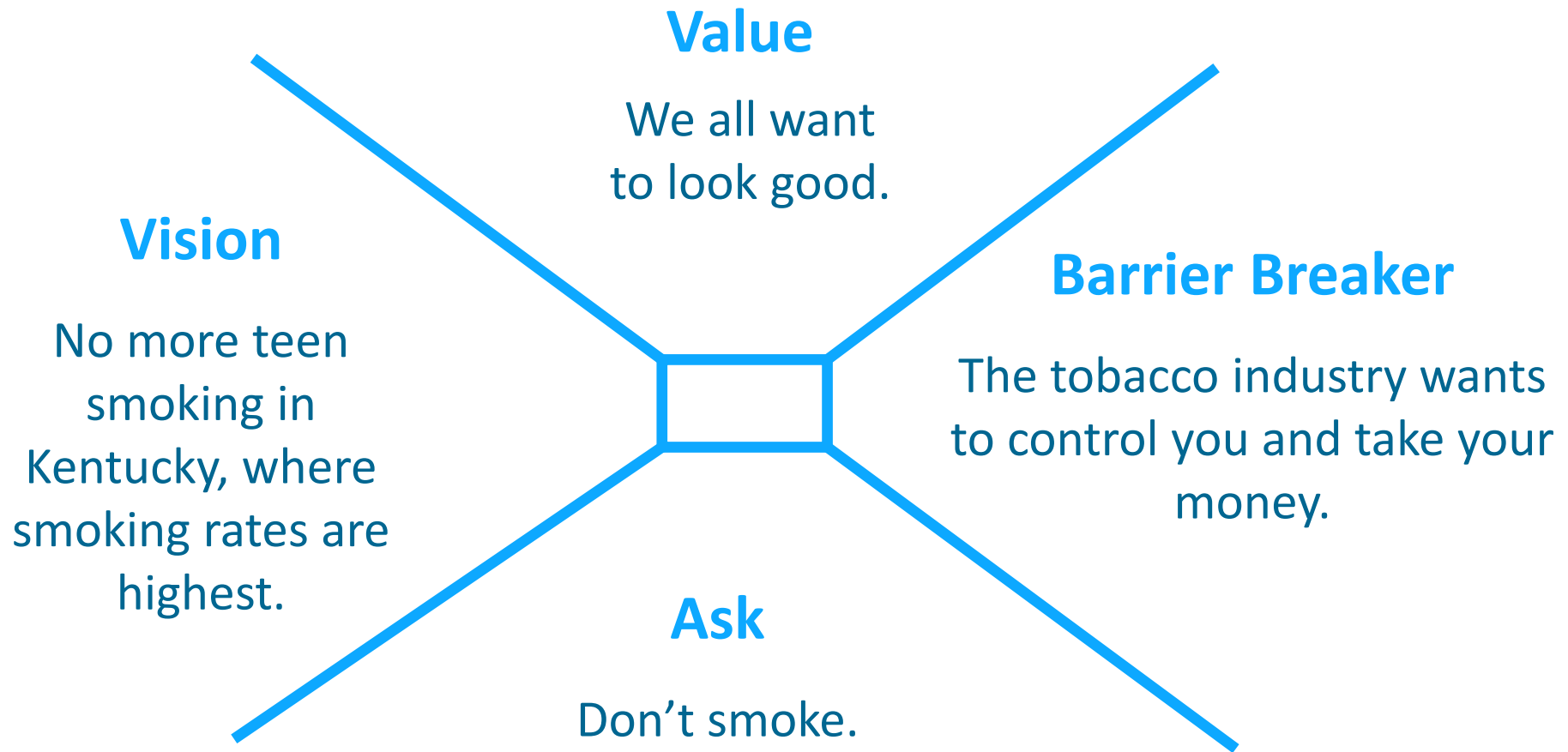
Your Turn:
Identify Your Audience

The Message Box



Example Audience:

Teenagers in Kentucky Who Smoke Cigarettes



Don't Repeat the Barrier

MYTH

SNAP creates a dependency.

FACT

Receiving benefits from the Supplemental Nutrition Assistance Program (SNAP formerly food stamps) hardly enables anyone to live well. The average benefit equates to roughly \$1.40 per day per meal. In most cases, the money runs out before the month ends, typically after only three weeks-forcing families to rely on charity to eat.

Source: Mazon, *8 Myths About Hunger in America*

The Four Sins of Messaging



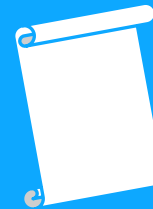
MEGO



Literal sclerosis



Statistical overload



Lack of narrative

z
z
z
z



My
EYES
GLAZE
OVER

Literal Sclerosis





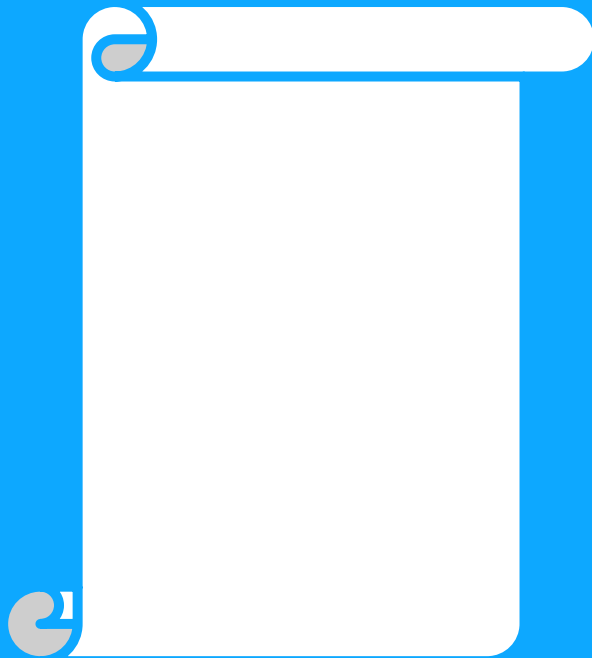
Statistical Overload

z

z

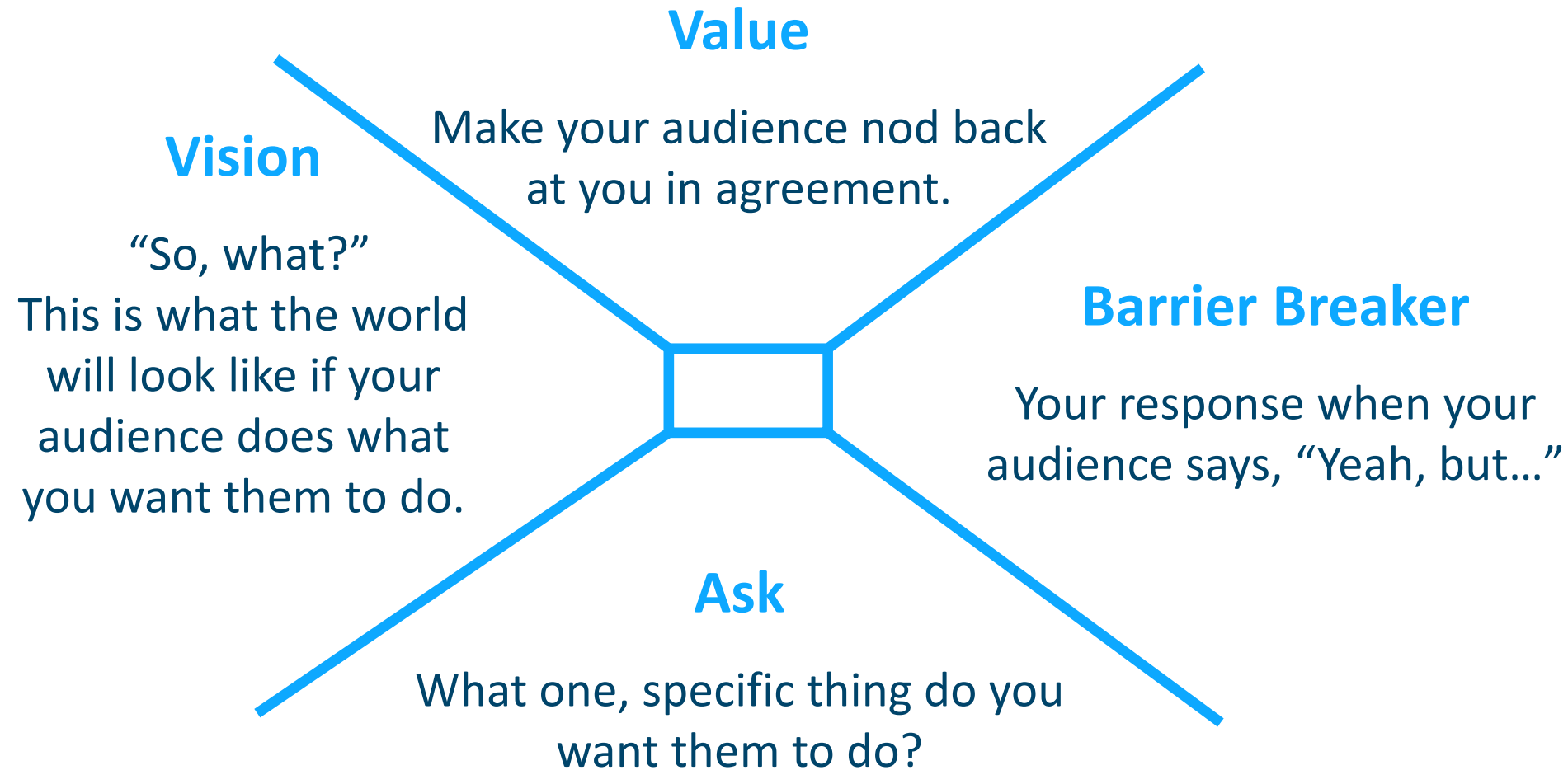
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Lack
of Narrative

Your Turn: Create Your Message Box





Break

Next up:
discussion 

**Share
Your
messages**





Questions
&
Conversation



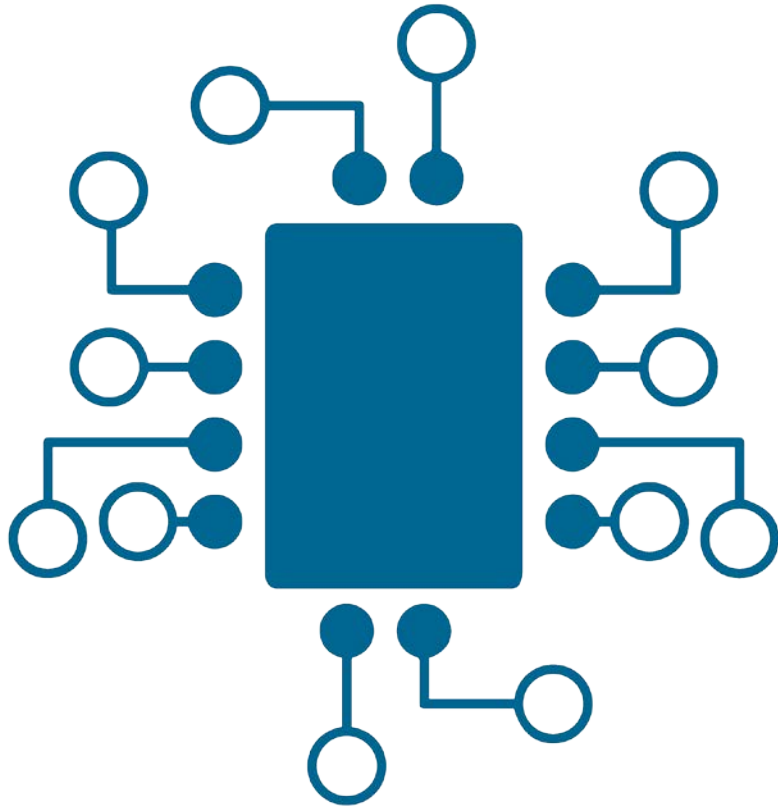
How we'll help you



Communications and Messaging Training



Toolkit



Technical
Assistance



Thank you



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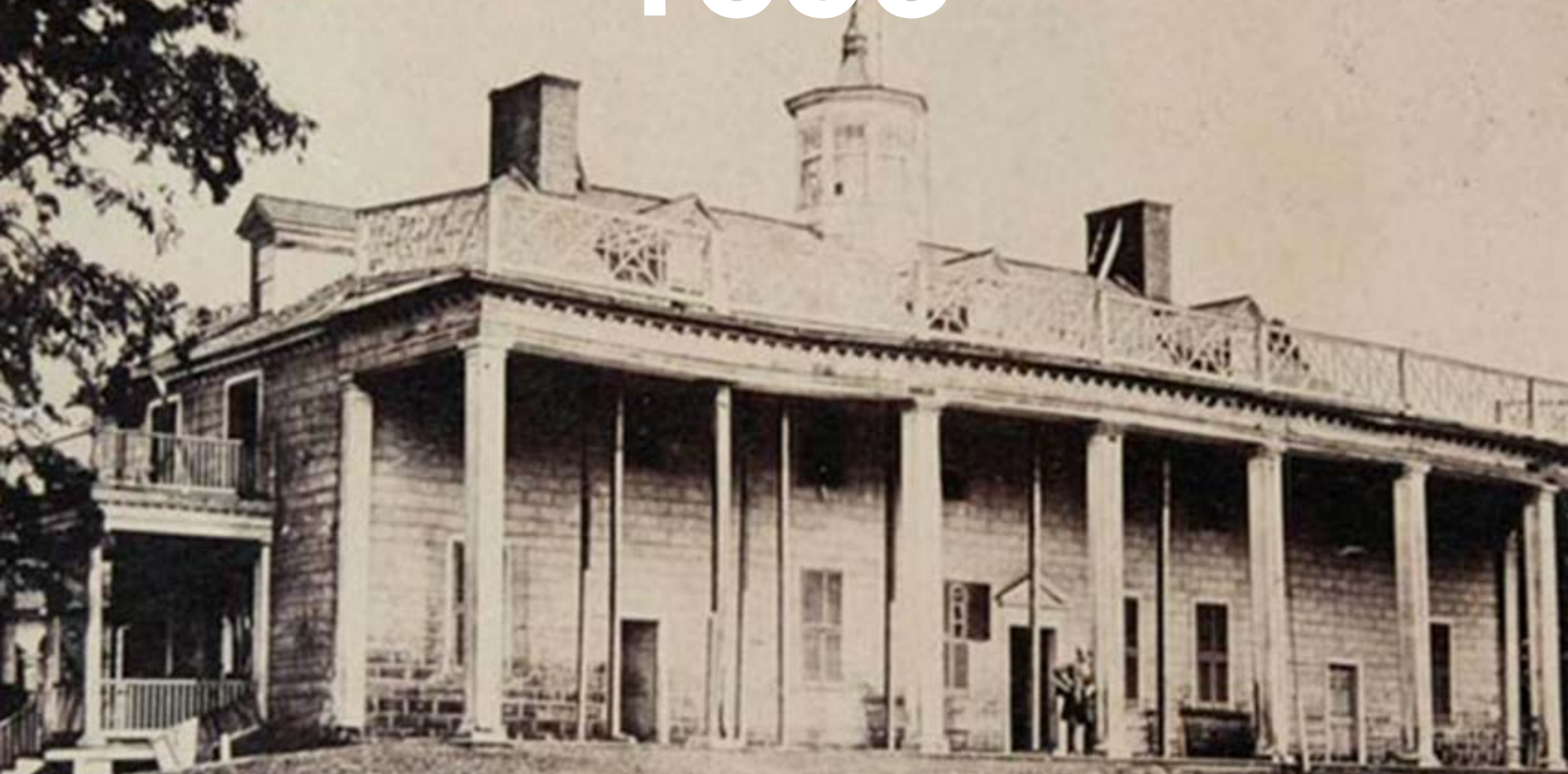
The State of Chesapeake Conservation 2018

- 1 Introduction**
- 2 Recent Conservation Success Stories**
- 3 Progress Report**
- 4 Conservation Funding Status**
- 5 Opportunities and Issues**

1

Introduction

1858



Protection of Mount Vernon

An aerial photograph showing a large, densely forested hill in the foreground, sloping down towards a large body of water. The water is a deep blue-grey color, and the surrounding landscape includes marshy areas and distant land. The sky is a pale, hazy blue.

2018

Protection of Fones Cliffs



4 million acres

State Parks, Forests, Wildlife Management Areas

Buchanan State Forest PA

1.7 million acres


Private farms, forests, scenery &
history protected through
conservation easements



A scenic view of a wetland area. In the foreground, there are tall, green and yellowish grasses growing in shallow water. A small island of grass is in the middle of the water. In the background, there is a line of trees under a clear blue sky.

100s of Nature preserves and cultural sites managed by NGOs

Chesapeake Bay Environmental Center MD

A scenic view of a river with a forested background, a small island with a tree, and a boat with people on the water.

Over 1200
Public access sites
on rivers and the bay

Riverbend Park VA

A scenic landscape photograph of Shenandoah National Park. In the foreground, large, light-colored granite boulders are scattered across the ground. A group of about ten people, including adults and children, are sitting or standing on these rocks, looking out over the valley. The middle ground is filled with dense forest, with many trees showing vibrant autumn colors of orange, red, and yellow. In the background, rolling mountain ranges stretch across the horizon under a bright blue sky with scattered white clouds. The overall scene is bright and clear, suggesting a sunny day.

57 Units of the National Park System

Shenandoah National Park VA

A large flock of white geese is captured in flight over a body of water during sunset. The geese are silhouetted against the warm, golden light of the setting sun, which creates a shimmering reflection on the water's surface. The geese are in various stages of flight, with some showing their wings spread wide. The background is a dark, textured shoreline with some foliage visible in the upper left.

17

National Wildlife Refuges

Blackwater NWR MD



2

National Forests

Seneca Rocks, Monongahela NF WV



59 million visits

\$2.4 Billion

Economic output in 2017

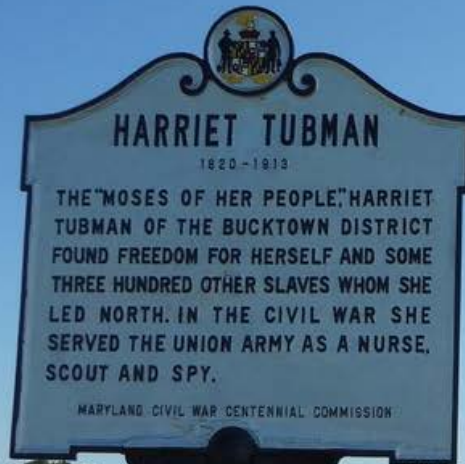
National Park Units



Recent Success Stories

An Abbreviated Tour of Conservation Successes

28,300-acre Harriet Tubman Rural Legacy Area



**\$2 million in initial grants
for conservation - MD DNR**



560 acre addition to Michaux State Forest

Strawberry Hill Nature Preserve to DCNR



New 1,172 acre Wildlife Management Area

MD DNR & Eastern Shore Land Conservancy



871 Acre Historic Malvern Hill Farm Protected

Capitol Region Land Conservancy



New Trail System at Wilton Meadow Nature Preserve Linking to Mason Dixon Trail

Lancaster County Conservancy



1,260 Acre Conservation Easement Bacon's Castle Plantation Farm

Mac Berryman & Virginia Outdoors Foundation



382 Acre Conservation Easement Award-winning Glenmary Farm

Nixon Family & Piedmont Environmental Council

Preliminary Approval of 44,150 Acre Rapidan Rural Historic District



Piedmont Environmental Council & VA DHR



137 Acre Acquisition of “The Knob”

The Conservation Fund, Mount Jackson, Alliance
for the Shenandoah Valley

AMERICAN BATTLEFIELD TRUST

CIVIL WAR SIEGE OF
YORKTOWN, VA
APRIL 5 TO MAY 3, 1862

Battlefields.org

MAGRUDER

Yorktown

Nelson

Confederate Trenches

York River

50 Acre Battlefield Bluffs Acquisition

KEARNY

HOOKER

HEINTZELMAN

PORTER

McCLELLAN

Moore

Btty 5

Btty 7

Union Trenches

Btty 6

Btty 9

Btty 10

Btty 13

Btty 14

Btty 11

Btty 3

Betty 12



LEGEND

- | Confederate | Union |
|-------------|--|
| | |
| | 19th-Century Woodline |
| | 19th-Century Structures |
| | 18th-Century Roads |
| | 19th-Century Roads no longer in existence |
| | 19th-Century Fences |
| | Modern Roads |
| | Preserved by Colonial National Historical Park |
| | Target Property |

Map prepared by Steven Stanley
Updated June 2018



AMERICAN BATTLEFIELD TRUST
CIVIL WAR TRUST REVOLUTIONARY WAR TRUST

American Battlefield Trust



Reinterment of American Indian Remains Inundation Threatened Site

Nause-Waiwash Band of Indians, Maryland
Historical Trust

Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Image © 2014 TerraMetrics

J.B. Robinson Oyster House Site Protected for New Seaford Park



City of Seaford & Chesapeake Conservancy



One Mile of James River and 181 Acres Protected through Conservation Easement at River's Bend

Riversbend Land LLC & Capitol Region Land Conservancy



2.3 Miles of Rappahannock Riverfront Farm Protected through Conservation Easement

Davis Family & US Fish & Wildlife Service



1,700 Acres of Forest on White Horse Mountain Protected New Wildlife Management Area

Potomac Conservancy & West Virginia DNR

3

Progress Report

Short-term Goals

By 2025:

- **Protect an additional two million acres** of lands throughout the watershed—currently identified as high-conservation priorities at the federal, state, or local level—including 225,000 acres of wetlands and 695,000 acres of forest land of highest value for maintaining water quality.
- **Add 300 new public access sites**, with a strong emphasis on providing opportunities for boating, swimming, and fishing, where feasible.

Chesapeake Bay Watershed Protected Lands Dataset

Protected Lands Definition:

Lands permanently protected from development, whether by purchase or donation, through a perpetual conservation or open space easement or fee ownership for their cultural, historical, ecological, or agricultural value.

Chesapeake Bay Watershed Protected Lands Dataset

Contributing Datasets

DC

2
no new
data
2018

DE

5
DNREC

MD

13
DNR
MDP
some
datasets
conflict

NY

1
PAD_US
format
NY NHP

PA

6
All
provided
by PALTA

VA

2
Easements
and
conservation
lands DCR

WV

1
no new data
2018
Conservation
Fund

US

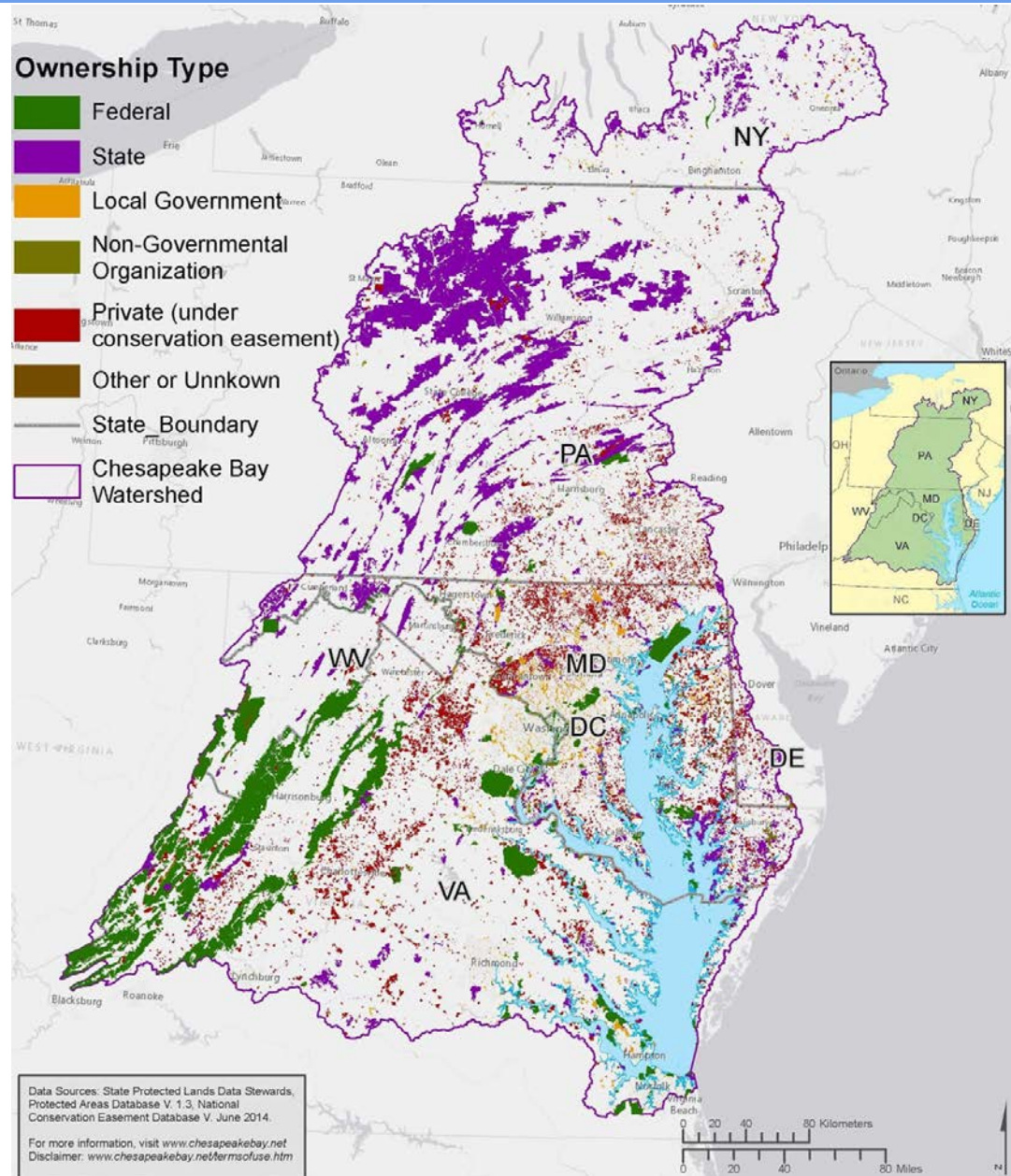
PAD_US 1.4

NCED 2017

CBP PL 2015_16

Chesapeake Bay Watershed Protected Lands Dataset

Preliminary 2018 Map



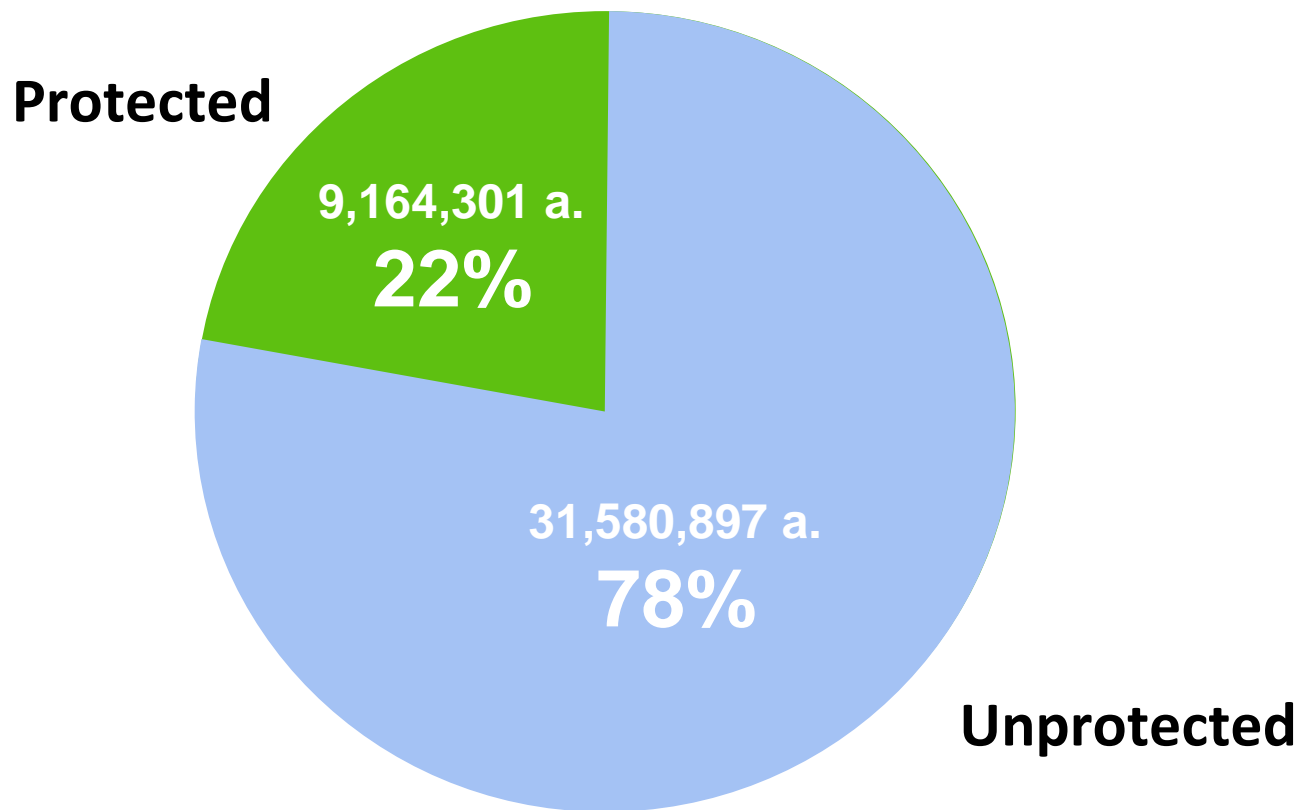
Chesapeake Bay Watershed Protected Lands Dataset

Short-term Goals

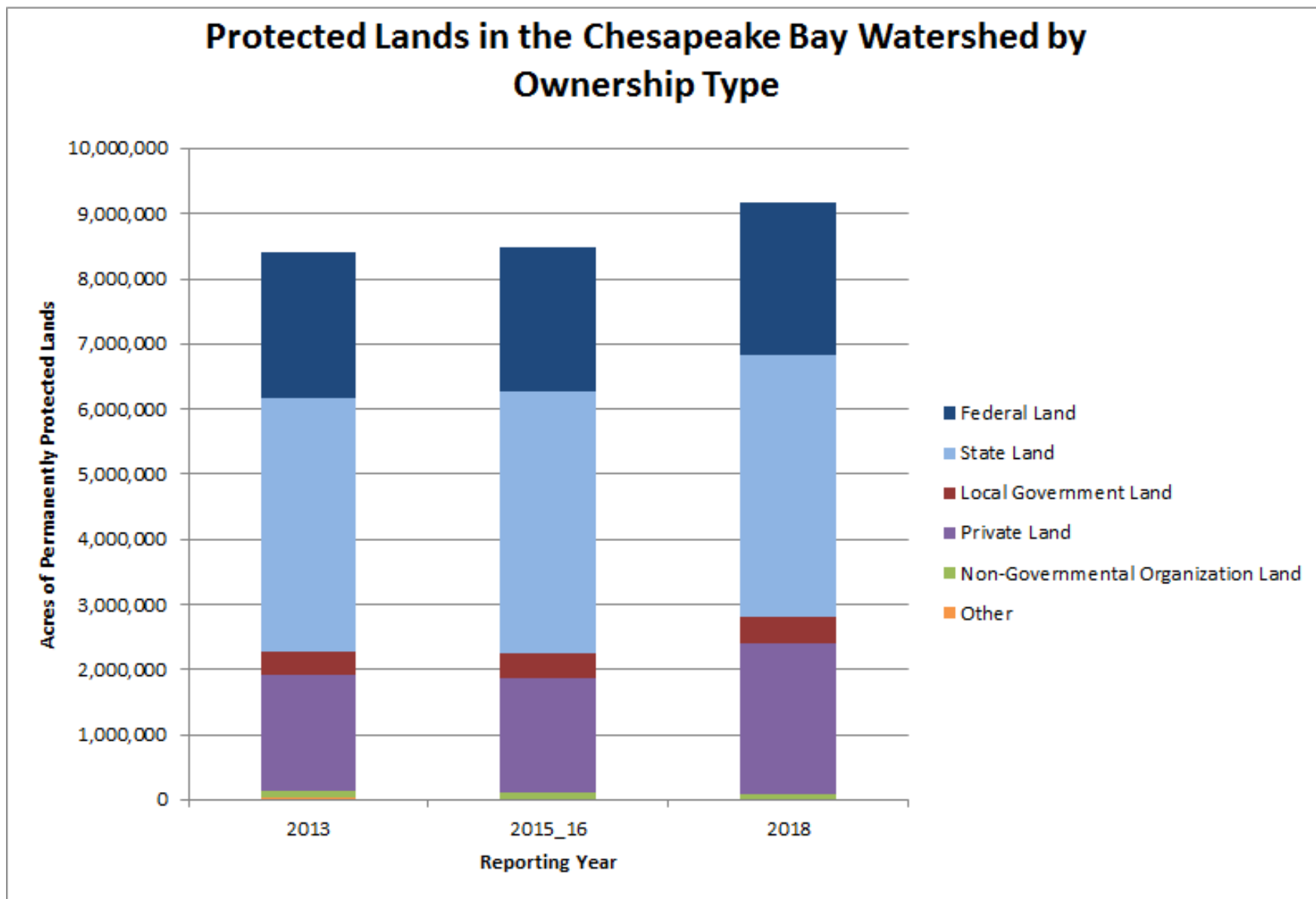
Preliminary 2018 Data

| | 2010 | 2011 | 2013 | 2015_16 |
|----------------------------|-----------|-----------|-----------|-----------|
| Total Acres Protected Land | 7,800,000 | 8,013,132 | 8,409,076 | 8,804,577 |
| Total Acres toward goal | NA | 213,132 | 609,076 | 1,004,577 |
| Percent of goal achieved | NA | 10.66% | 30.45% | 50.23% |

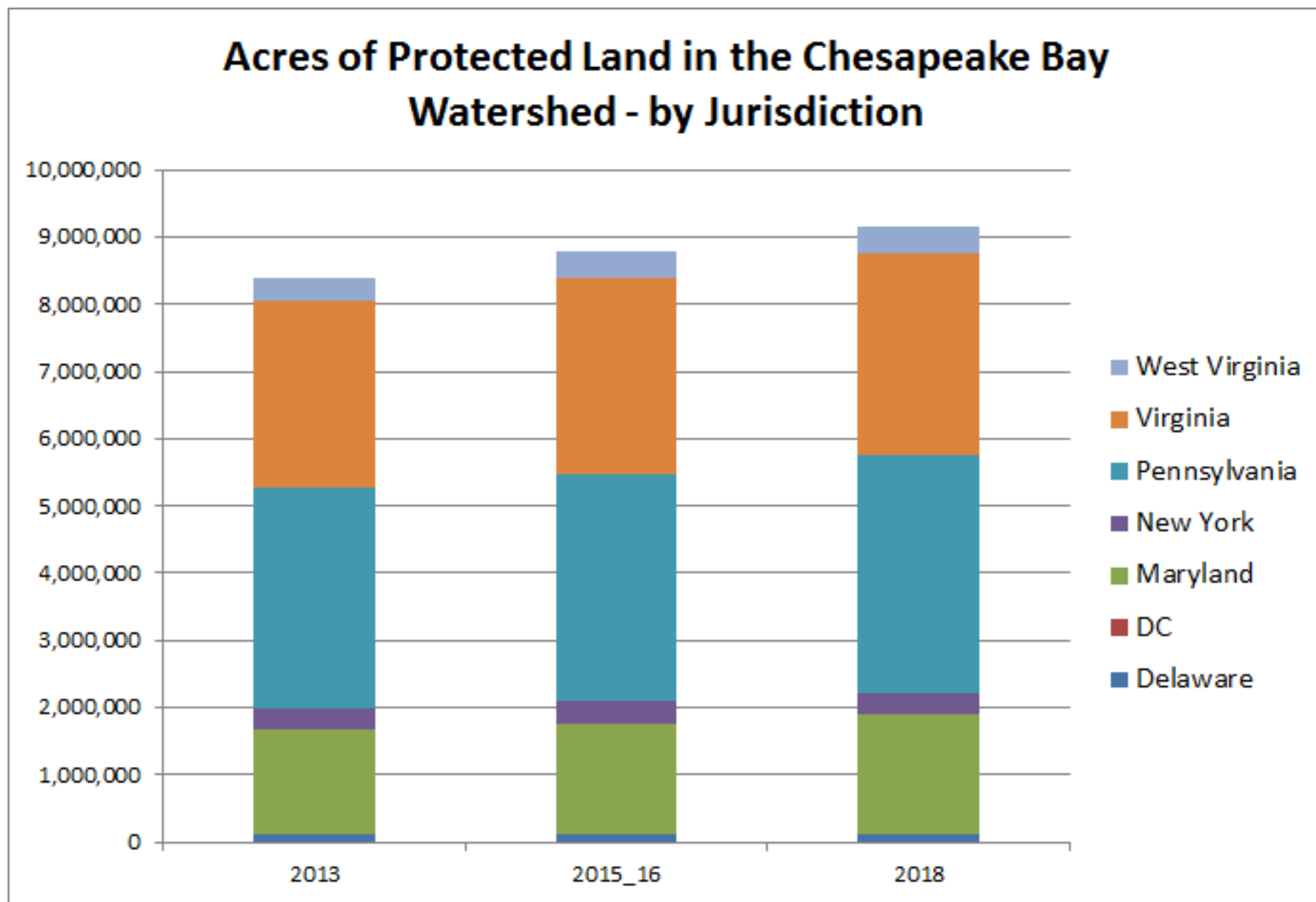
Chesapeake Bay Watershed Protected Lands Dataset



Chesapeake Bay Watershed Protected Lands Dataset



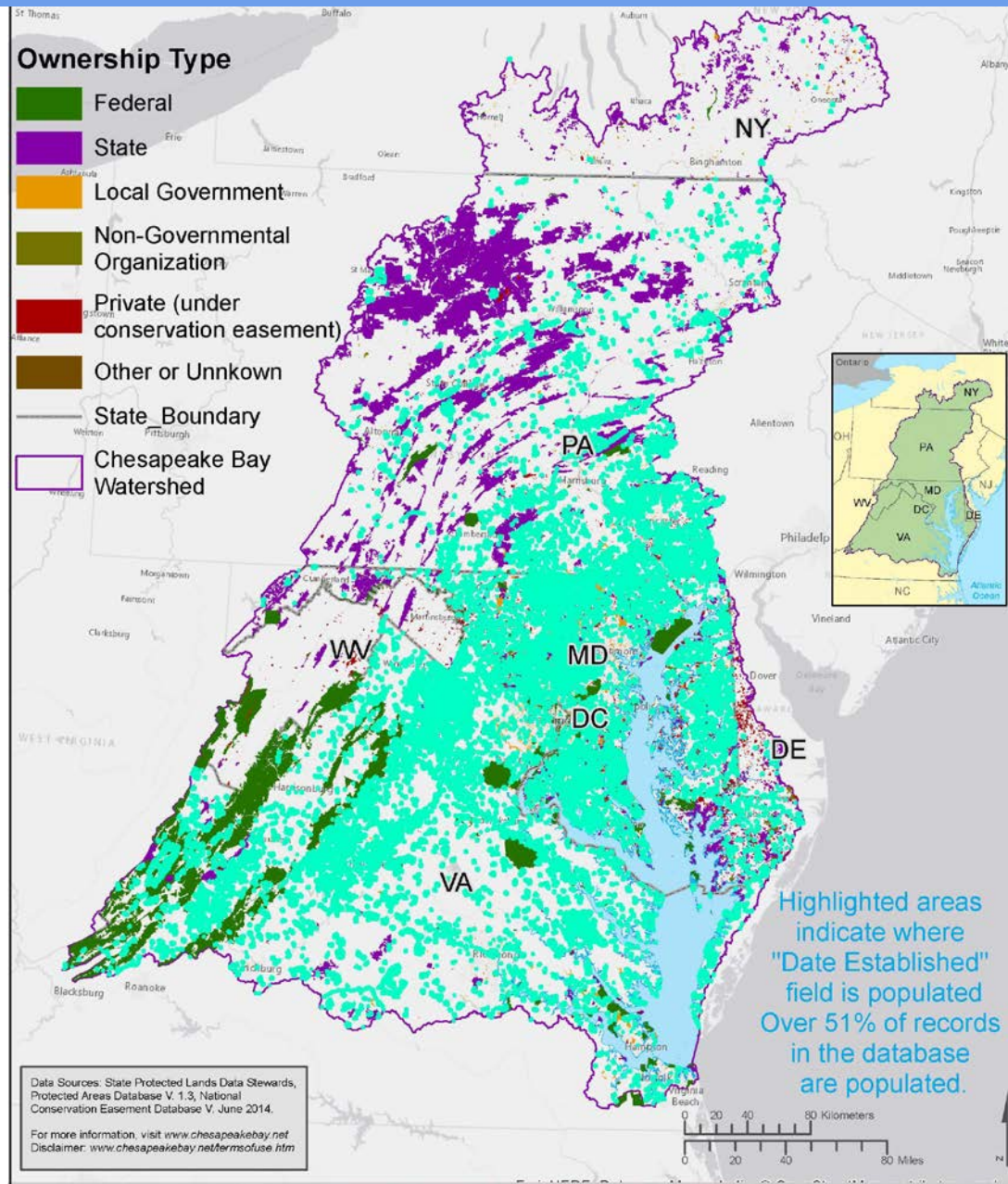
Chesapeake Bay Watershed Protected Lands Dataset



Chesapeake Bay Watershed Protected Lands Dataset

| | 2011 | 2013 | 2015_16 | 2018 |
|--------------------|-----------|-------------|-----------|-------------|
| DE | 95,581 | 102,022 | 107,845 | 109,505 |
| DC | 10,572 | 10,571 | 11,081 | 10,699 |
| MD | 1,247,568 | ↔ 1,553,248 | 1,653,668 | 1,771,589 |
| NY | 299,745 | 317,660 | 322,985 | 327,157 |
| PA | 3,231,252 | 3,285,844 | 3,392,021 | ↔ 3,548,961 |
| VA | 2,771,257 | 2,779,386 | 2,907,343 | 2,986,755 |
| WV | 357,157 | 360,346 | 409,635 | 409,635 |
| Gain | NA | 395,944 | 395,501 | 359,724 |
| Total Prot. | 8,013,132 | 8,409,076 | 8,804,577 | 9,164,301 |

Chesapeake Bay Watershed Protected Lands Dataset



Chesapeake Bay Watershed Protected Lands Dataset

Critical Required Data

- **Category:** General category for the protection mechanism (e.g. fee, easement)
- **Owner Type:** General owner type *of the fee property interest*, standardized.
- **Owner Name:** Owner *of the fee interest* of the property (standardized).
- **Local Owner:** The *actual name of the owner of the fee interest*
- **Easement Holder Type:** Where the 'Category' of protection code is "Easement", this field must specify the type of holder of the easement
- **Easement Holder:** Where the 'Category' of protection code is "Easement", this field shows the *actual name of the easement holder*
- **Unit Name:** The name of the land management unit or protected area
- **Aggregator source:** Organization, aggregated database name and contact
- **GIS Source:** The original source of GIS spatial and attribute information
- **Date of Protection:** The year (yyyy) the property was legally protected via fee acquisition or enactment of a conservation easement.
- **Source Protected Area ID:** A unique identifier available from aggregator
- **Access:** Accessibility of the property to the public

Long-term Goals



Farms



Forests



Habitat



Heritage



**Human
Health**

Status report coming soon!

4

Conservation Funding Status

Catalog of Land Conservation Financing

private

philanthropic

local

state

federal

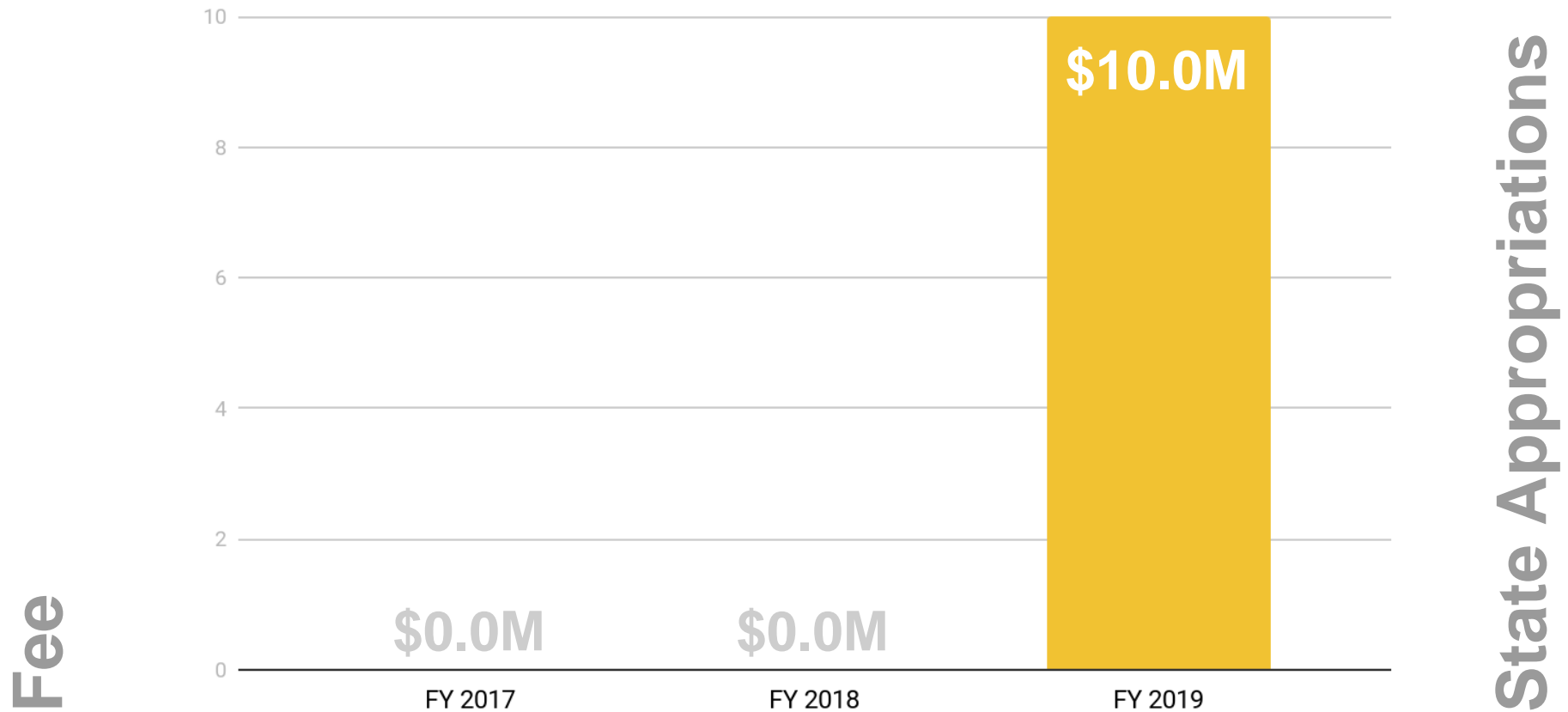
Selected highlights

Catalog of Land Conservation Financing

Delaware

Open Space Program

State-wide Amount

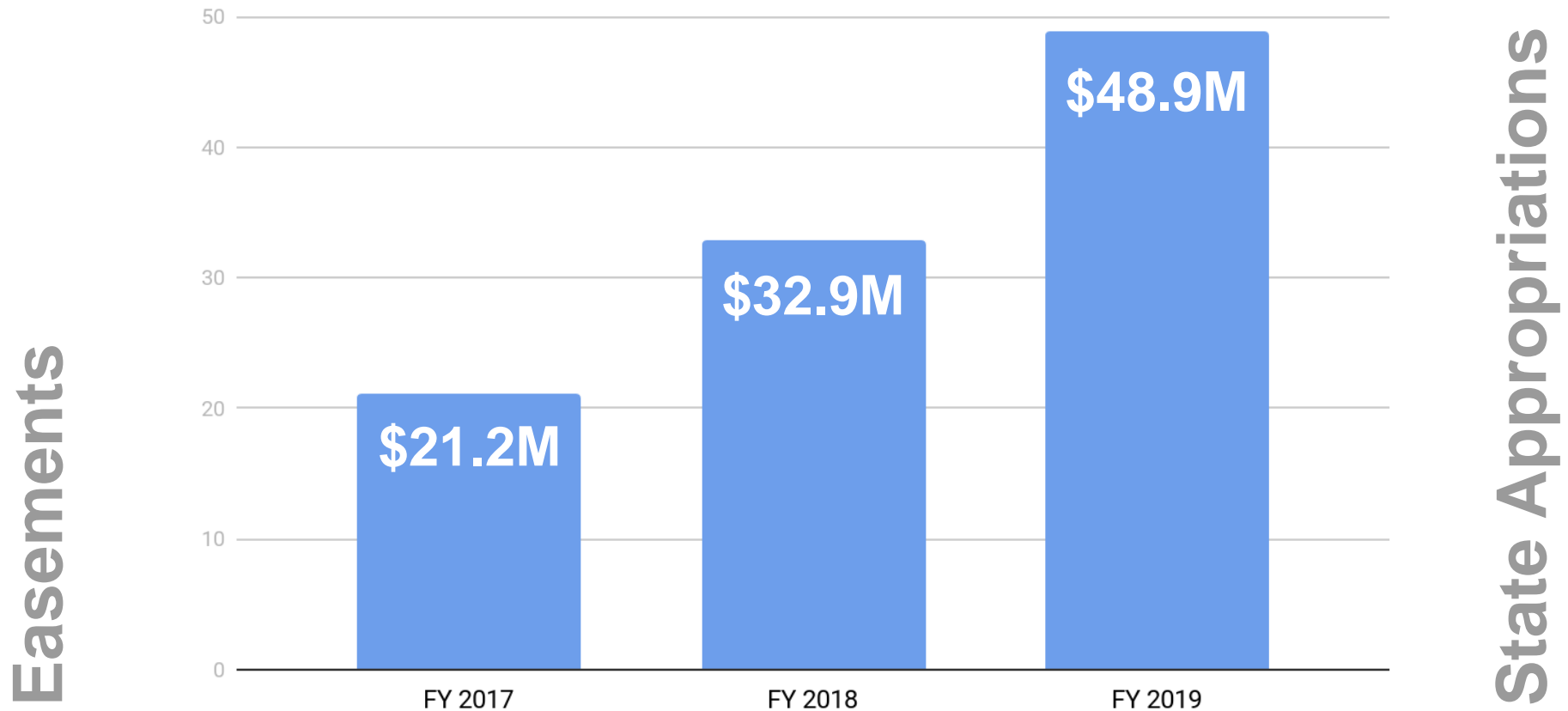


Catalog of Land Conservation Financing

Maryland

Maryland Agricultural Land Preservation Foundation

State-wide Amount

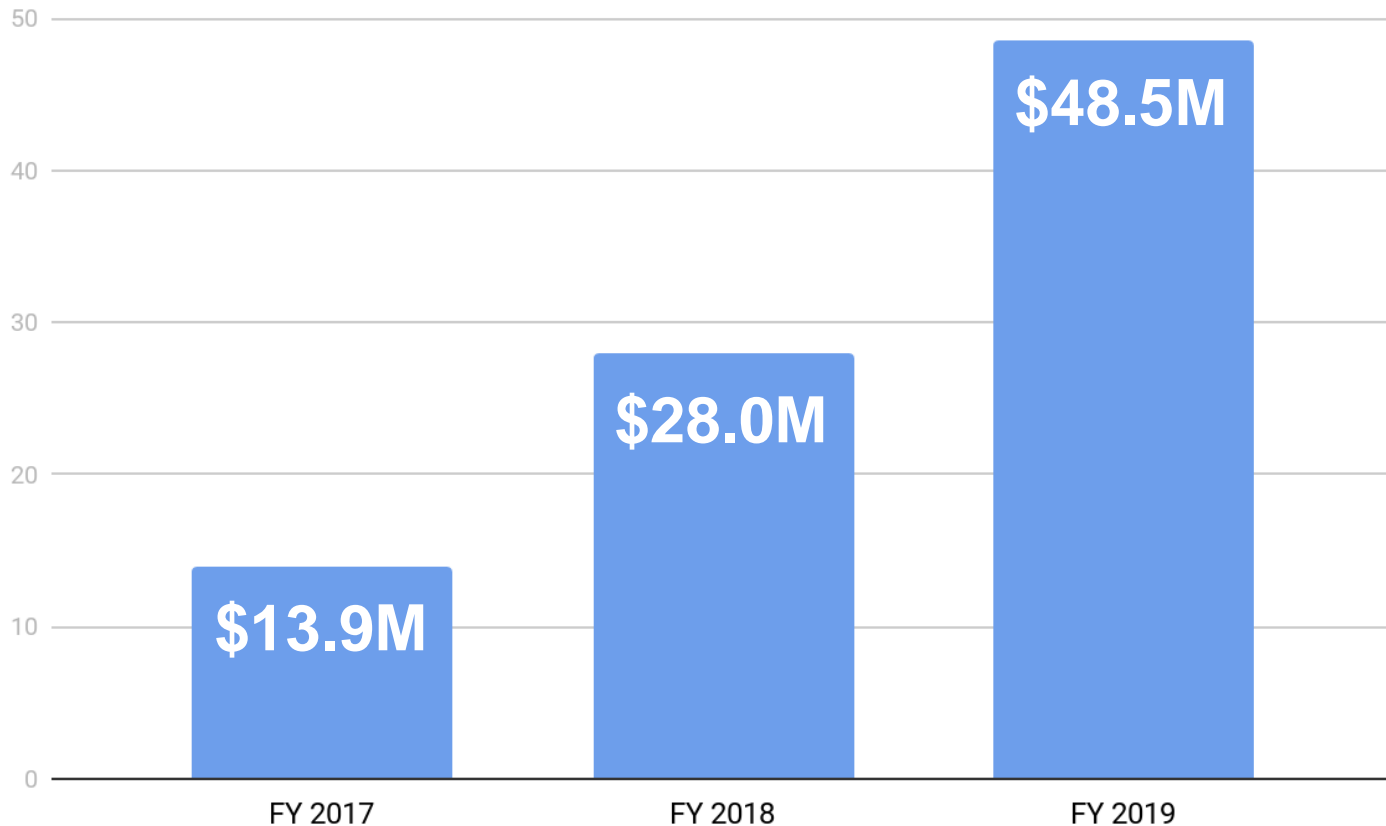


Catalog of Land Conservation Financing

Maryland

Program Open Space - Stateside

State-wide Amount



Fee & Easements

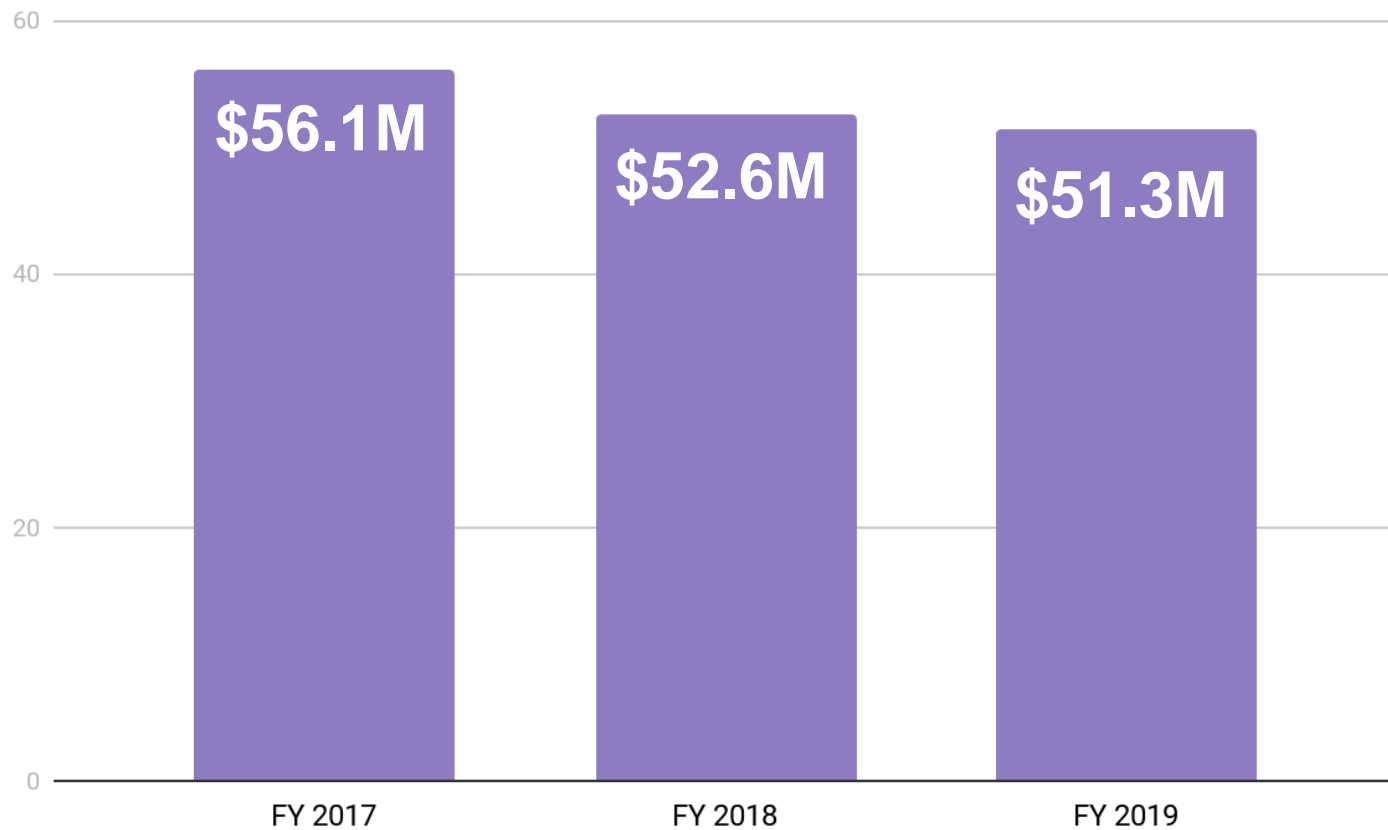
State Appropriations

Catalog of Land Conservation Financing

New York

Environmental Protection Fund

State-wide Amount*



*DEC and PR&HP funds

Source: NY PR&HP

Acquisitions, Restoration,
Stewardship, Waste Treatment

Realty Transfer Tax

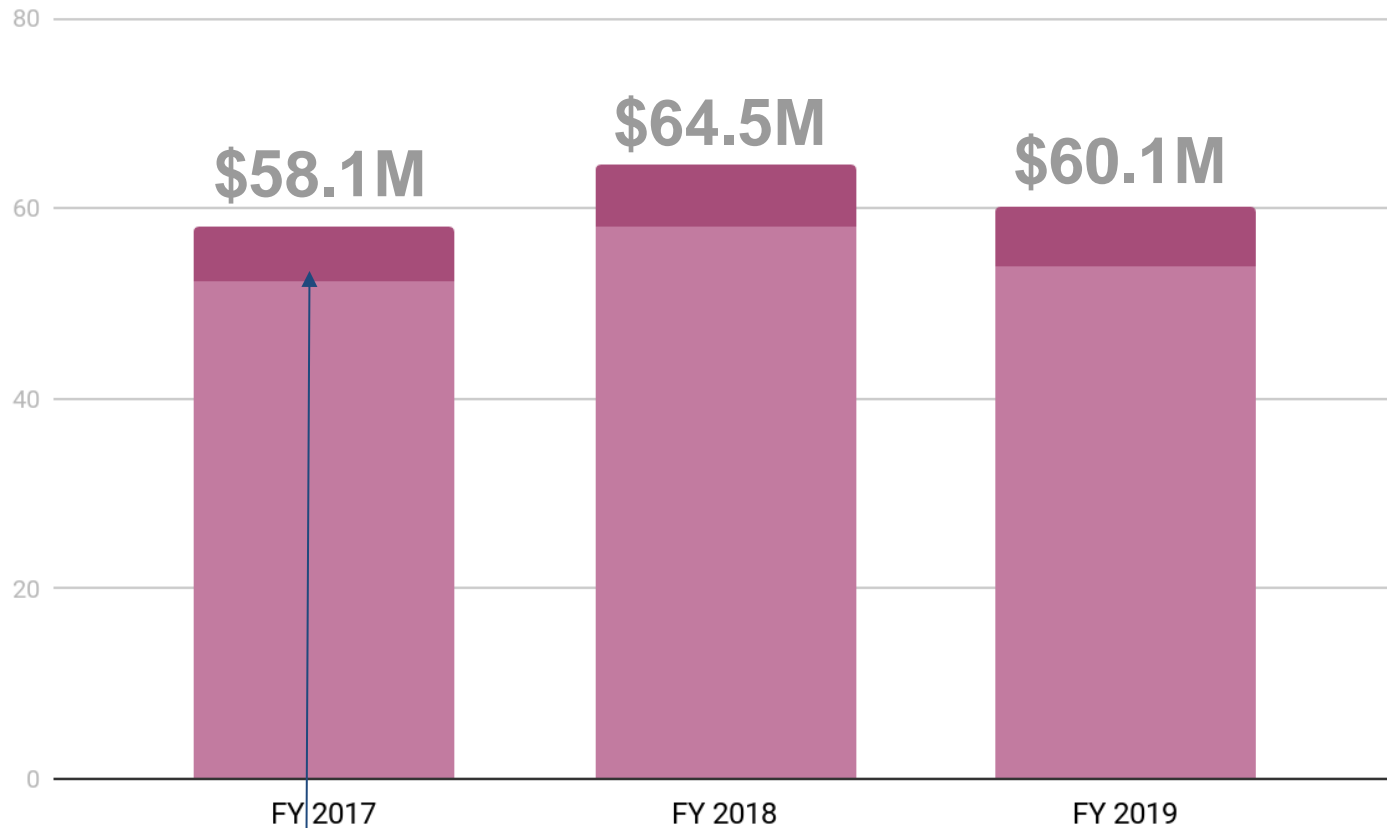
Catalog of Land Conservation Financing

Pennsylvania

Keystone Recreation, Park and Conservation Fund

State-wide Amount

Park Infrastructure,
Acquisition



Realty Transfer Tax

Required 10% minimum allocation to land conservation

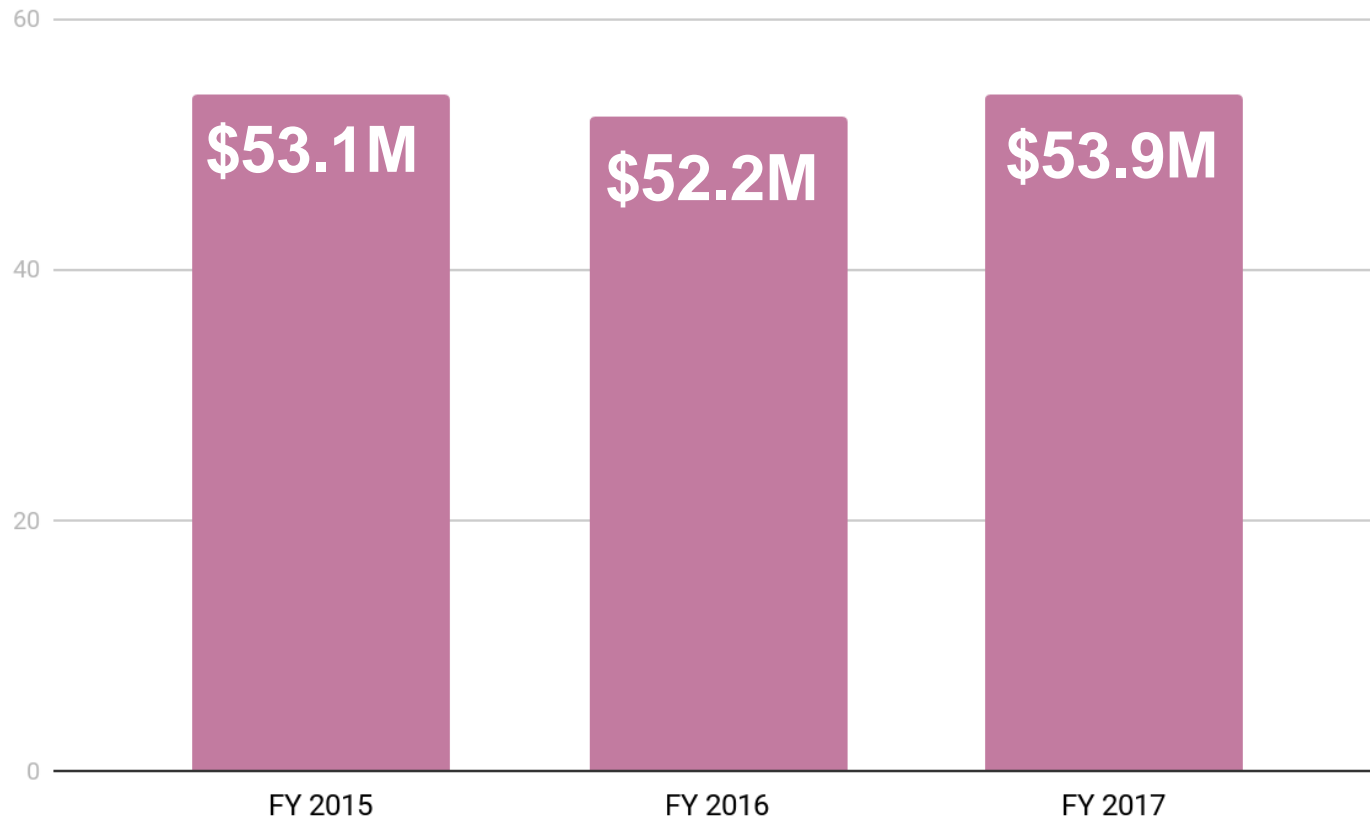
Source: PA DCNR

Catalog of Land Conservation Financing

Pennsylvania

Farmland Preservation Program

State-wide Amount



Easement Acquisition

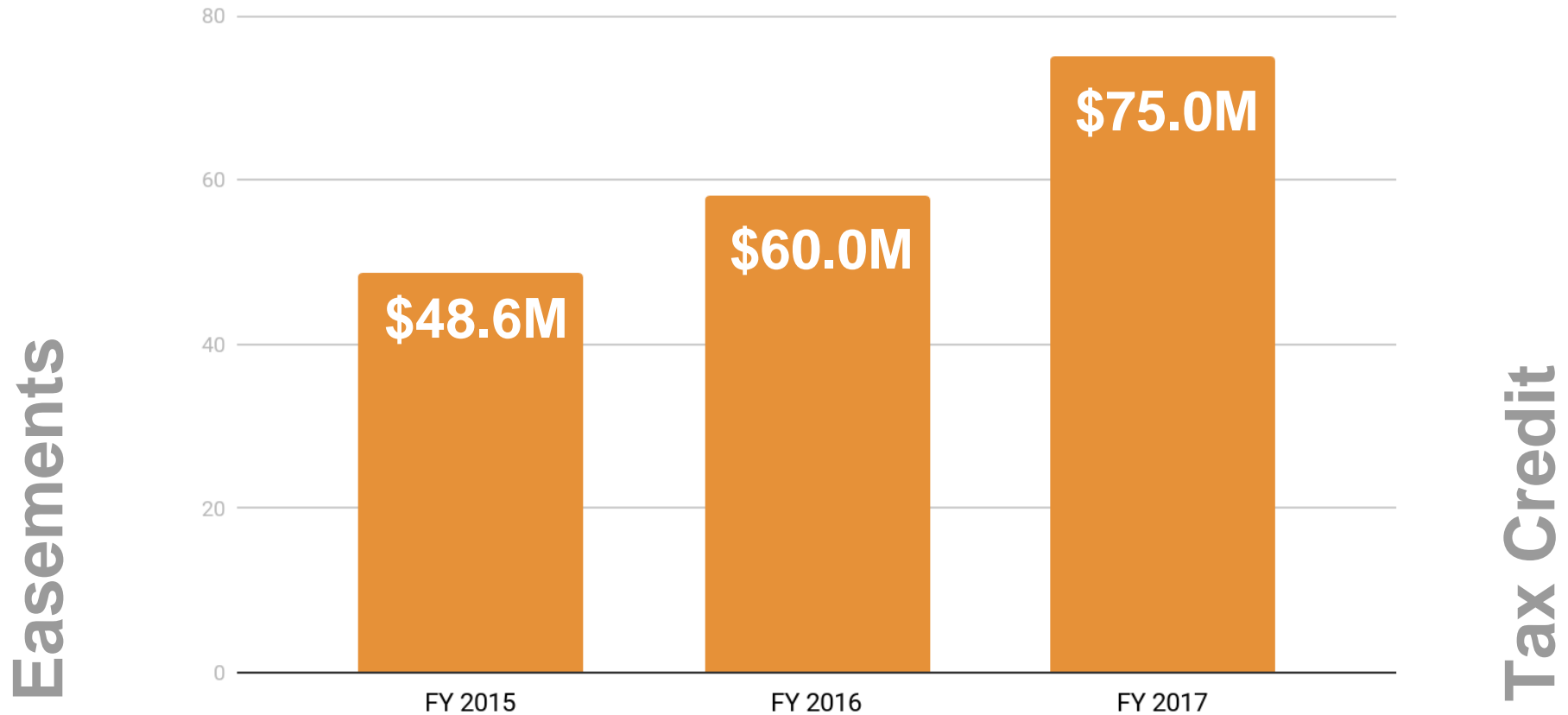
Various Sources

Catalog of Land Conservation Financing

Virginia

Land Preservation Tax Credit Program

State-wide Amount

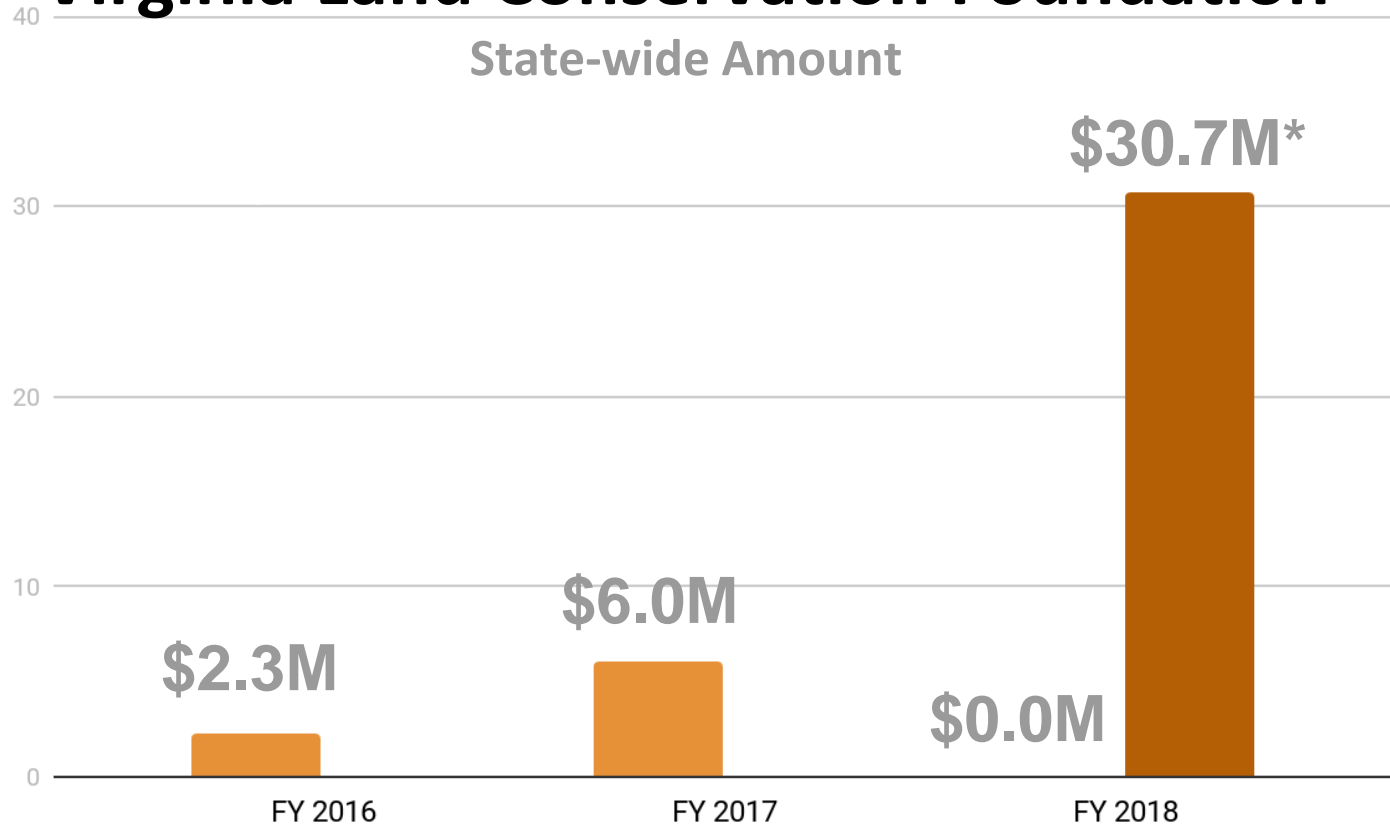


Catalog of Land Conservation Financing

Virginia

Virginia Land Conservation Foundation

State-wide Amount



*2017 DuPont & Surry-Skiffes Creek mitigation funds; restricted to certain geographies

Fee & Easements

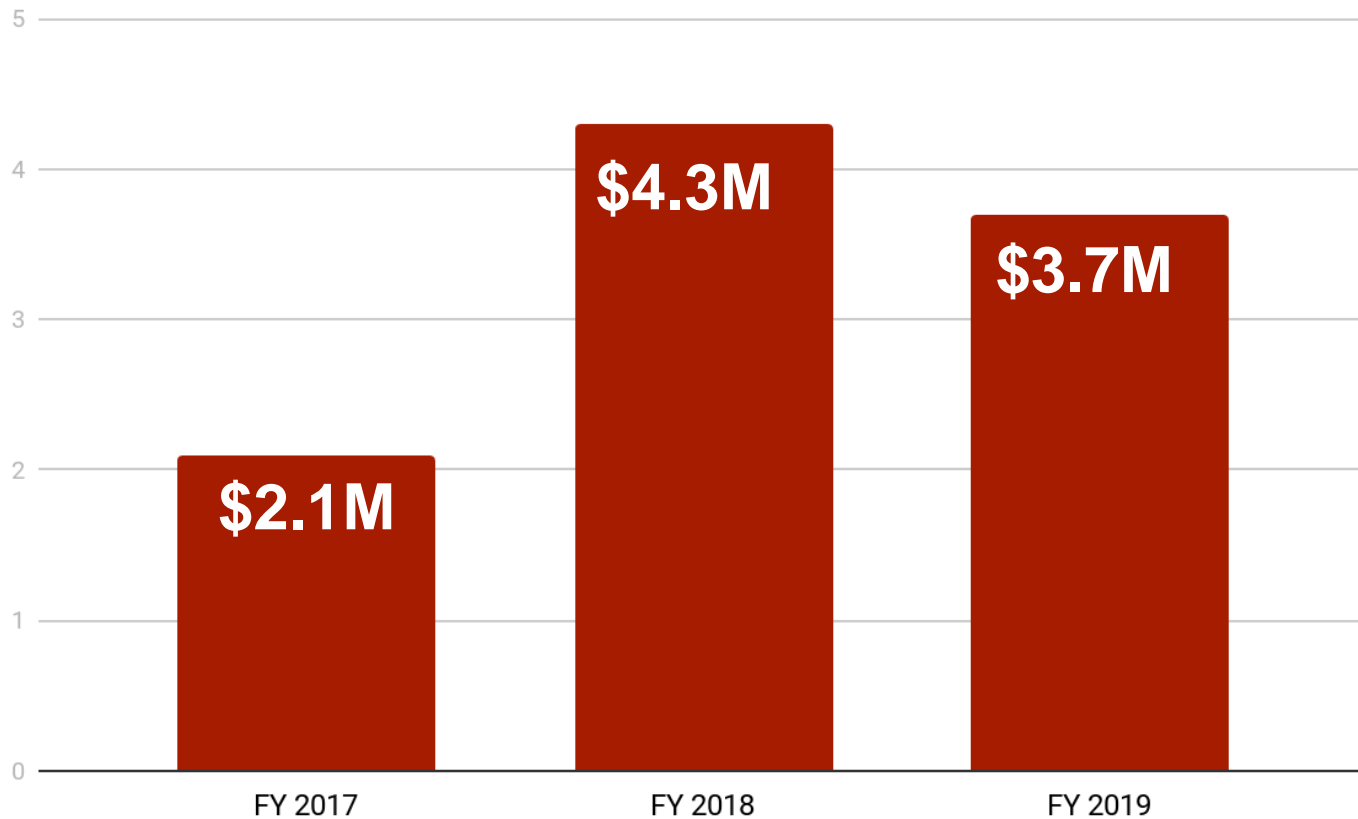
State Appropriations*

Catalog of Land Conservation Financing

West Virginia

West Virginia In-Lieu Fee Program

State-wide Amount



Stream/Wetland
Restoration, Acquisition

Mitigation Fees

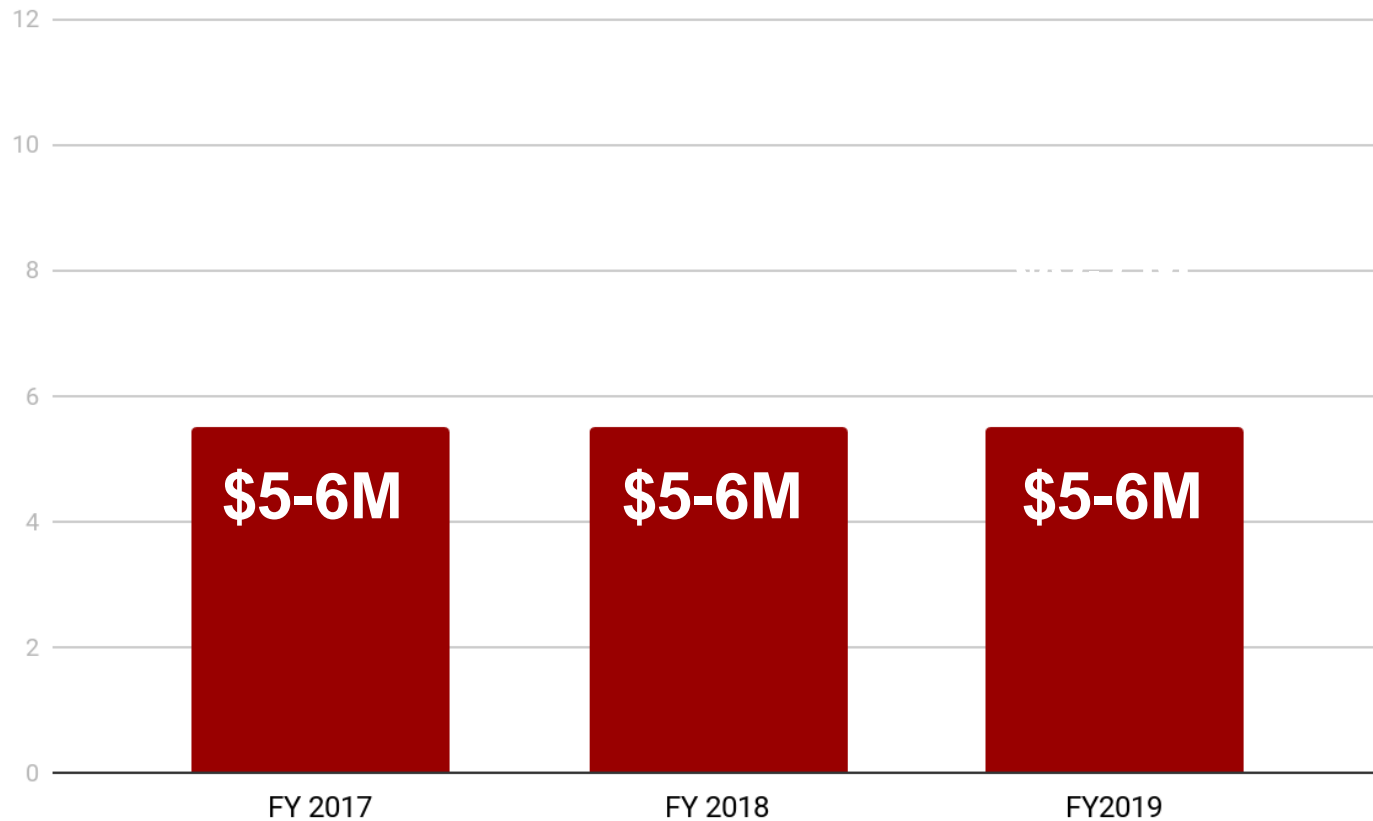
Catalog of Land Conservation Financing

West Virginia

DNR Wildlife Resources Land Acquisition

State-wide Amount

Fee & Easements



Fee Revenue; Pittman-
Robertson (Fed)

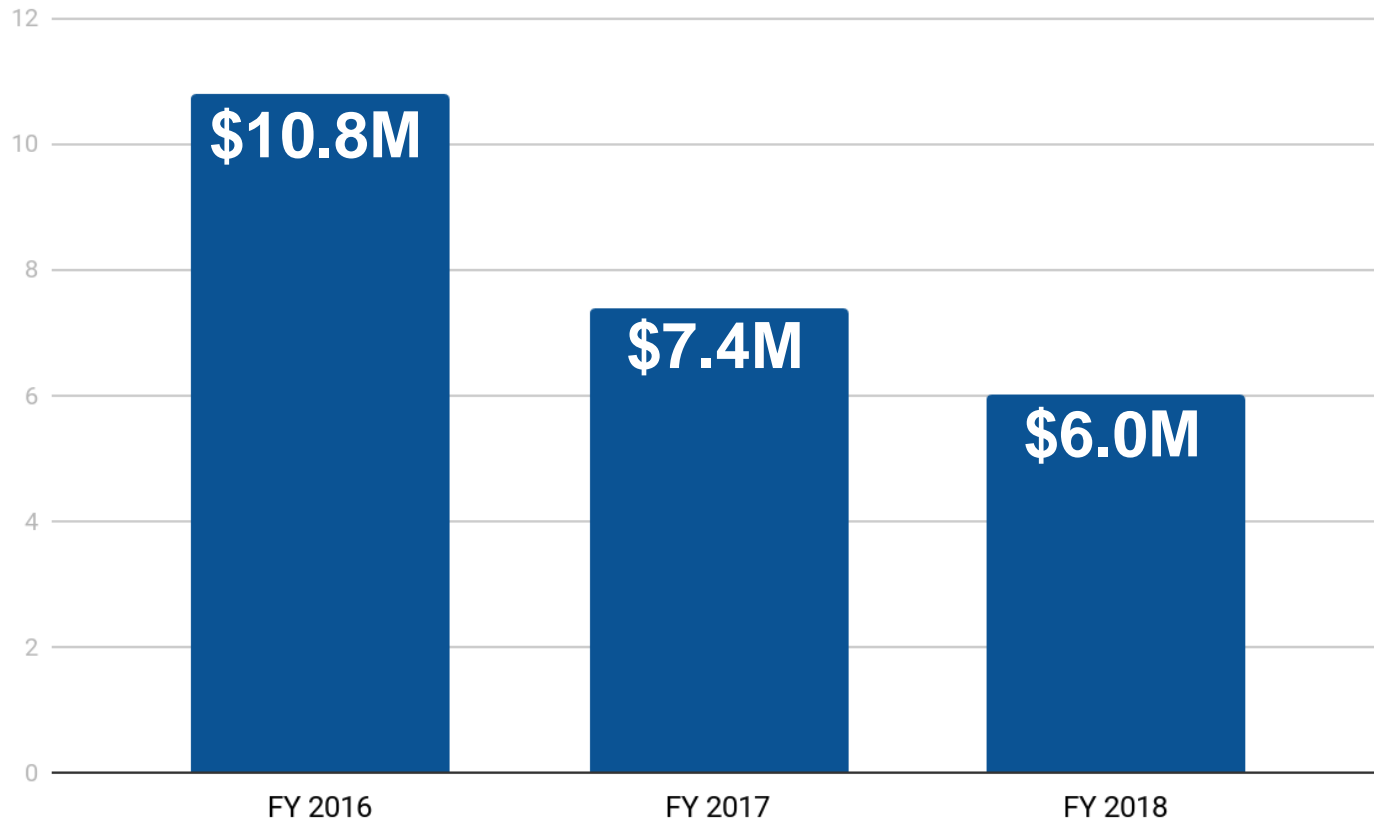
Catalog of Land Conservation Financing

Federal

Land & Water Conservation Fund - Federal

Chesapeake Bay Watershed Allocations

Fee & Easements



Appropriations

Catalog of Land Conservation Financing

Trends:

Some increases

Some holding steady

Some challenges

Overall report coming later!

5

Issues & Opportunities



New Partnership Mapping and Analysis

Works in Progress!



A Chesapeake Conservation Atlas

Version 1.1

March 2018

Story Map

Chesapeake Conservation Atlas

The Chesapeake Conservation Partnership is a coalition of diverse organizations and agencies engaged in land conservation and related fields within the Chesapeake Bay watershed



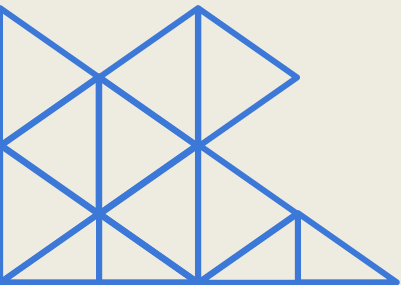
2018

**Where can we fill gaps
and add new value?**

- 1 Habitat - Connect to Birding**
- 2 Human Health**
 - a Access to Parks**
 - b Drinking Water Protection**
- 3 Heritage - Filling the Scenic Gap**

1

Habitat: Connecting to a Story through Birding



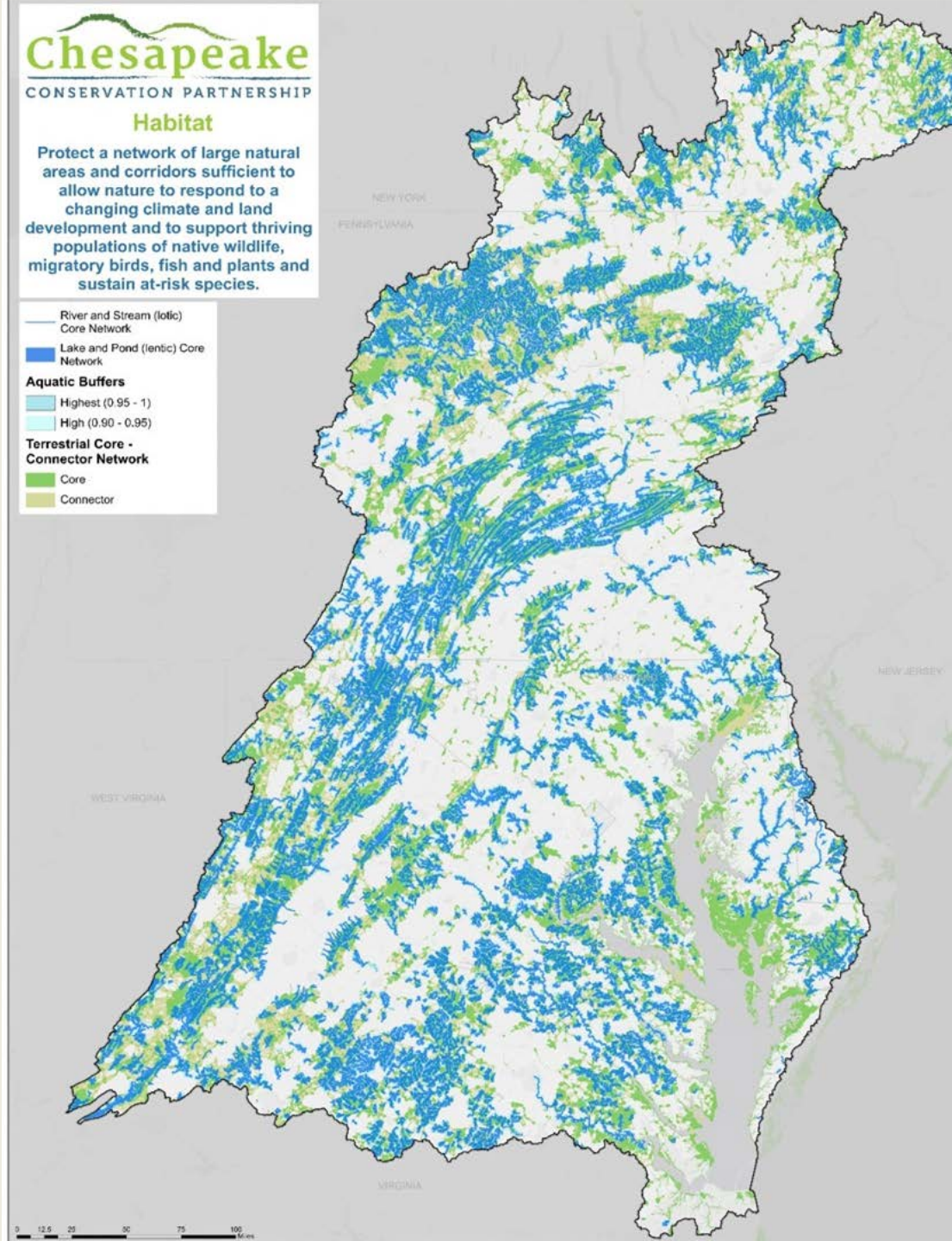
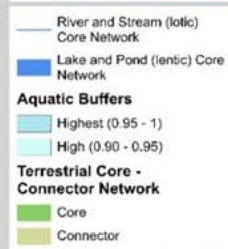


Habitat: Protect a network of large natural areas and corridors sufficient to allow nature to respond to a changing climate and land development and to support thriving populations of native wildlife, migratory birds, fish and plants and sustain at-risk species.

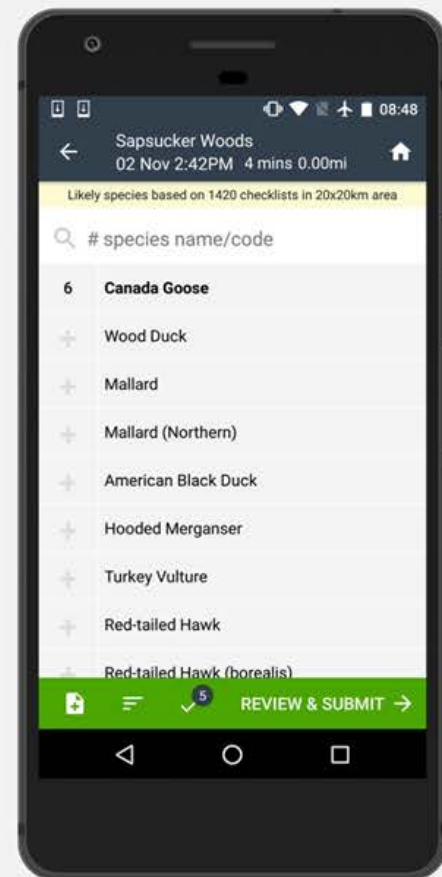
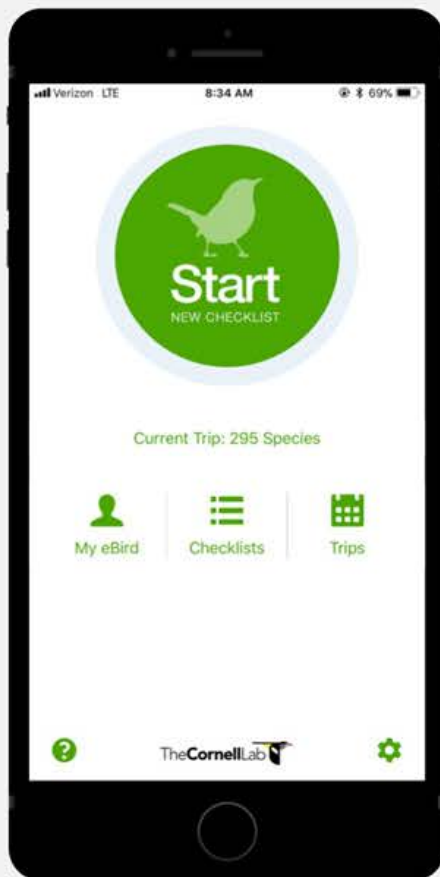
Chesapeake
CONSERVATION PARTNERSHIP

Habitat

Protect a network of large natural areas and corridors sufficient to allow nature to respond to a changing climate and land development and to support thriving populations of native wildlife, migratory birds, fish and plants and sustain at-risk species.



eBird



Hotspot:

 Enter hotspot name...

Date: Year-round, All Years ▼

Location:  Enter place name or address...

[Close All Windows](#)

[Send Feedback](#)

Cape Island--CMP (Cape May Point) [Edit](#)

Cape May, US-NJ

Year-round, All Years

350

SPECIES

1359

CHECKLISTS

[Bar Chart](#) | [High Counts](#) | [Directions](#)

[View Details](#)

Cape Island--CMPSP--Hawkwatch Platform

[Edit](#)Cape May US-NJ — [Get Directions](#)

All Months ▾

All Years ▾

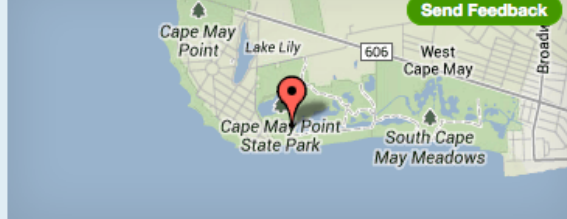
[Set](#)

318 Species

1414 Checklists

[Bar Charts](#) | [High Counts](#)

| | SPECIES NAME ▾ | NUMBER | LAST SEEN ▾ | BY | Show All Details |
|----|--|--------|-------------|----------|----------------------------------|
| 1 | Canada Goose <i>Branta canadensis</i> | 162 | 11 Sep 2013 | Tom Reed | |
| 2 | Mute Swan <i>Cygnus olor</i> | 29 | 11 Sep 2013 | Tom Reed | |
| 3 | Wood Duck <i>Aix sponsa</i> | 2 | 11 Sep 2013 | Tom Reed | |
| 4 | American Wigeon <i>Anas americana</i> | 2 | 11 Sep 2013 | Tom Reed | |
| 5 | American Black Duck <i>Anas rubripes</i> | 2 | 11 Sep 2013 | Tom Reed | |
| 6 | Mallard <i>Anas platyrhynchos</i> | 70 | 11 Sep 2013 | Tom Reed | |
| 7 | Blue-winged Teal <i>Anas discors</i> | 2 | 11 Sep 2013 | Tom Reed | |
| 8 | Northern Shoveler <i>Anas clypeata</i> | 10 | 11 Sep 2013 | Tom Reed | |
| 9 | Green-winged Teal <i>Anas crecca</i> | 13 | 11 Sep 2013 | Tom Reed | |
| 10 | Pied-billed Grebe <i>Podilymbus podiceps</i> | 1 | 11 Sep 2013 | Tom Reed | |
| 11 | Double-crested Cormorant <i>Phalacrocorax auritus</i> | 3 | 11 Sep 2013 | Tom Reed | |
| 12 | Brown Pelican <i>Pelecanus occidentalis</i> | 1 | 11 Sep 2013 | Tom Reed | |
| 13 | Great Blue Heron <i>Ardea herodias</i> | 2 | 11 Sep 2013 | Tom Reed | |
| 14 | Great Egret <i>Ardea alba</i> | 3 | 11 Sep 2013 | Tom Reed | |
| 15 | Snowy Egret <i>Egretta thula</i> | 4 | 11 Sep 2013 | Tom Reed | |
| 16 | Little Blue Heron <i>Egretta caerulea</i> | 6 | 11 Sep 2013 | Tom Reed | |



eBird

Feed your habit.

[Donate Now](#)

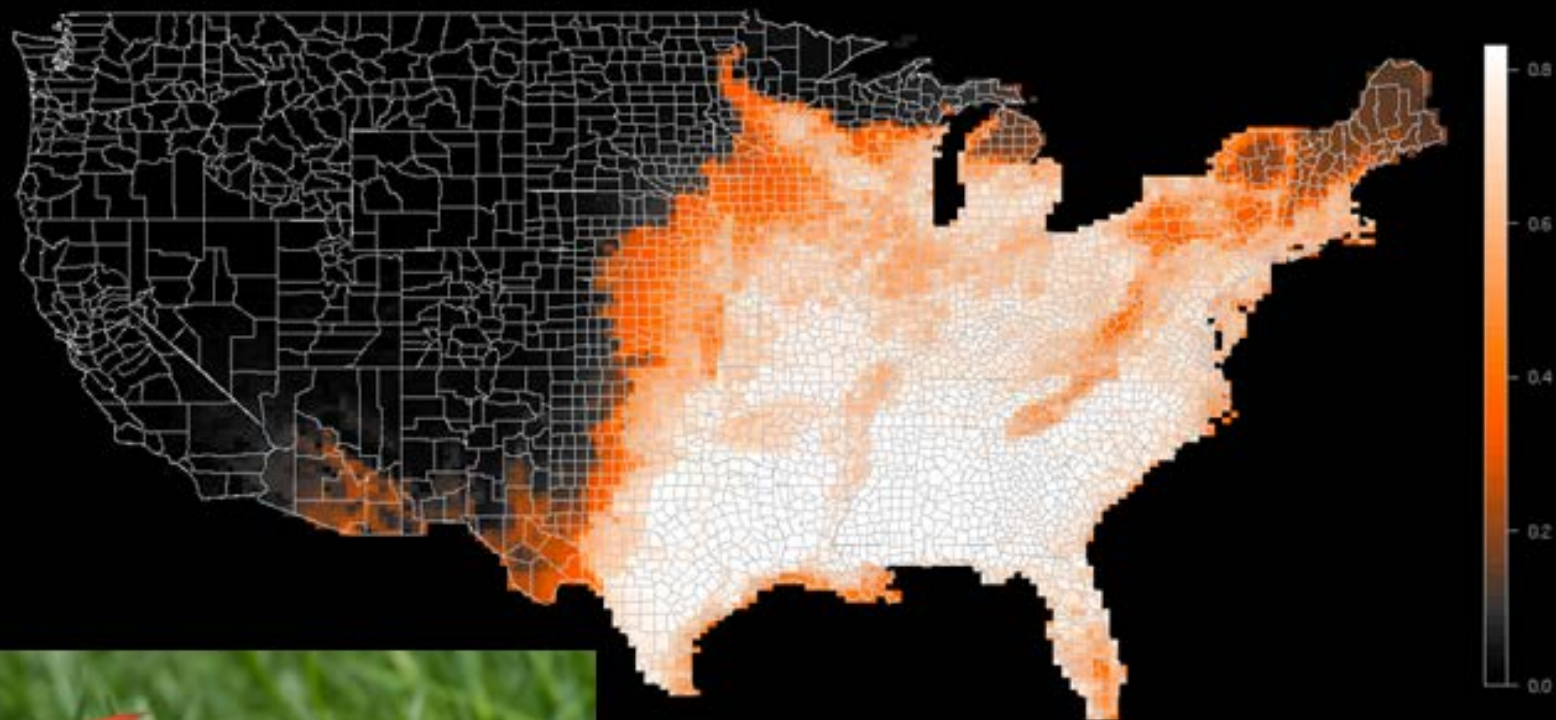
Top eBirders

SPECIES ▾ CHECKLISTS ▾

| | | |
|--------------------|-----|-----|
| Tom Reed | 232 | 318 |
| Doug Gochfeld | 228 | |
| Tony Leukering | 212 | |
| Samuel Paul Galick | 208 | |
| Tom Magarian | 203 | |
| Will Kerling | 194 | |
| Michael O'Brien | 189 | |
| Tiffany Kersten | 186 | |
| Mark Garland | 173 | |
| Melissa Roach | 171 | |
| You | 20 | |

Recent Visits

OBSERVER DATE SPECIES



Read New Discussion Submissions | 11 November 2014 | 12:00 PM

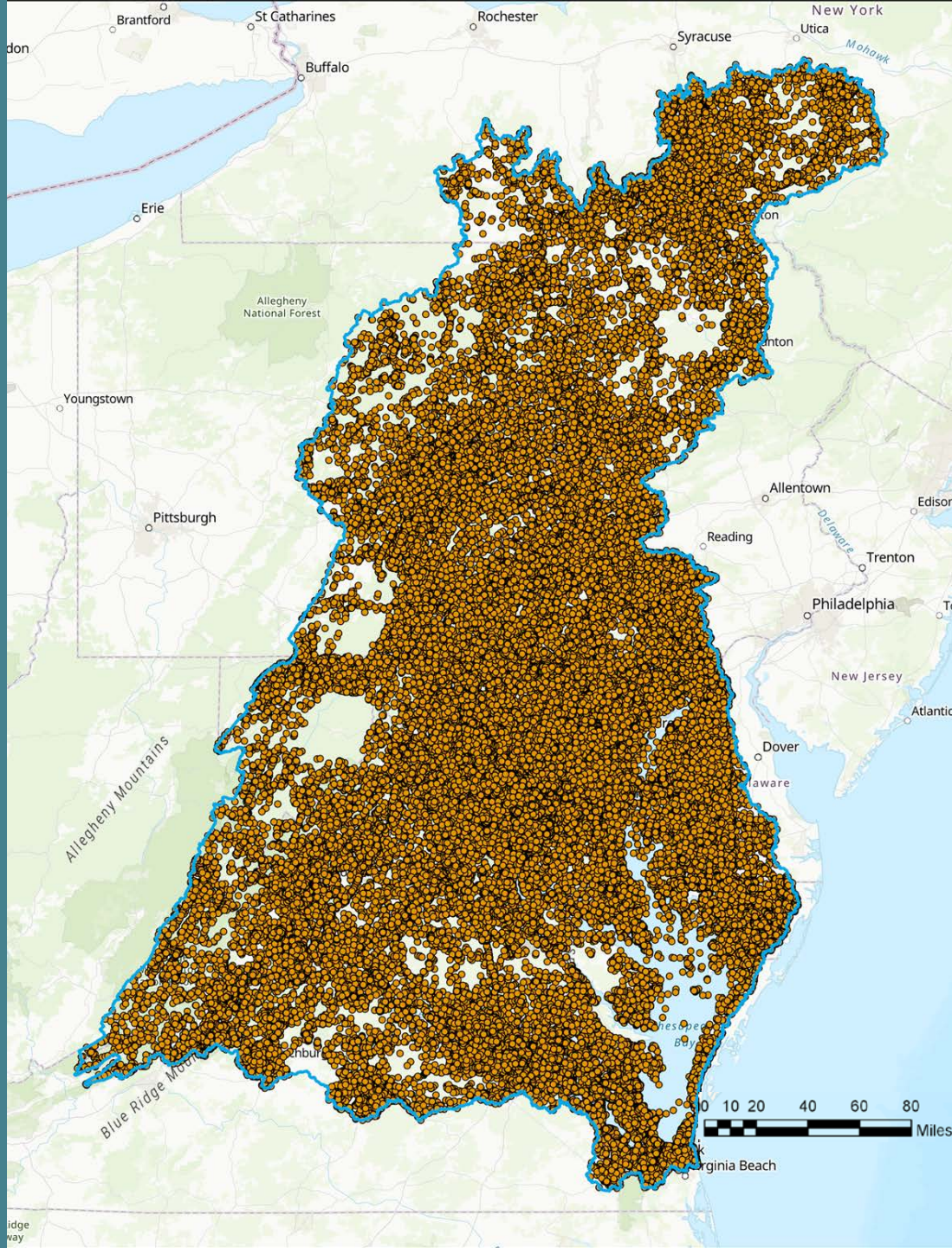
8106

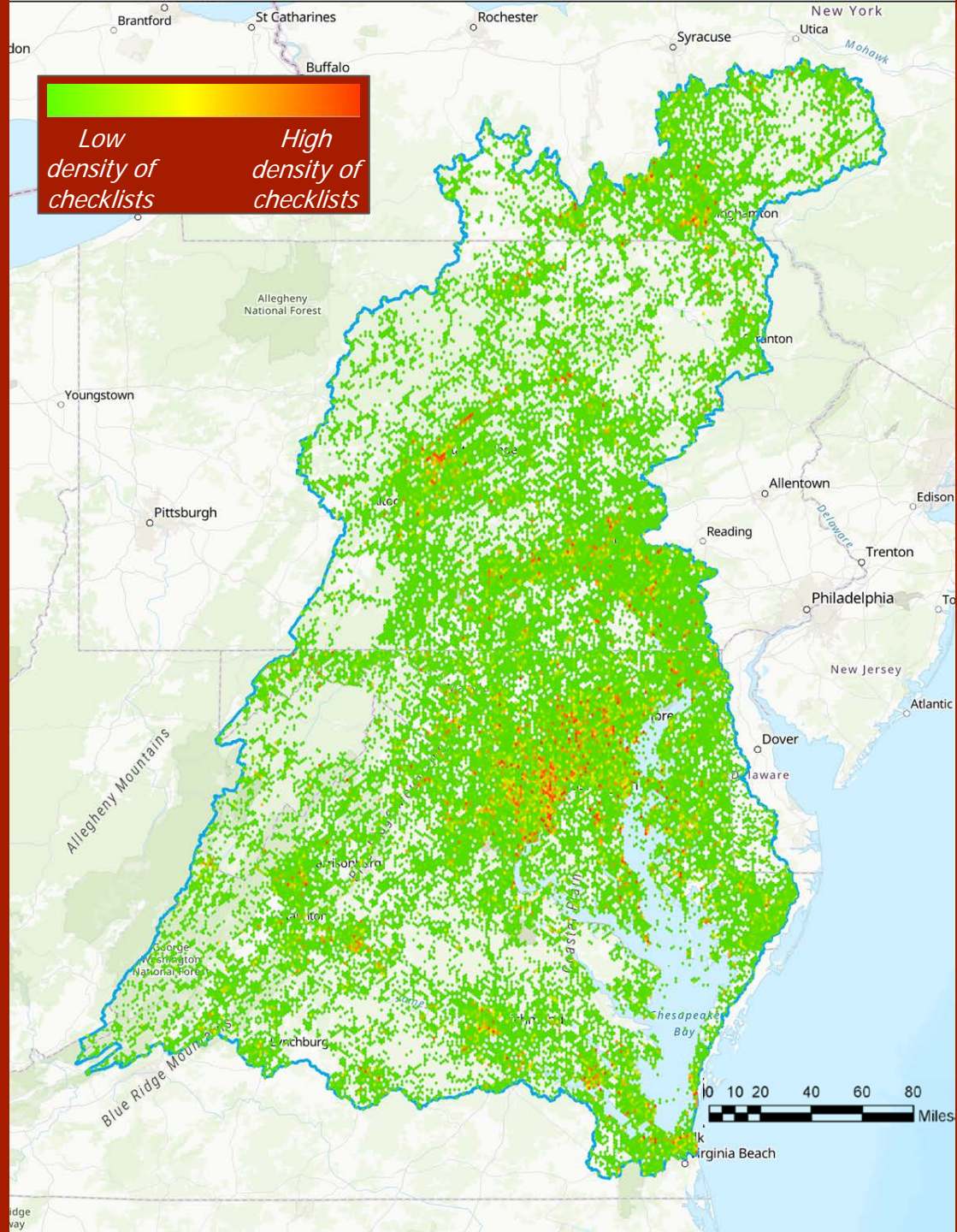


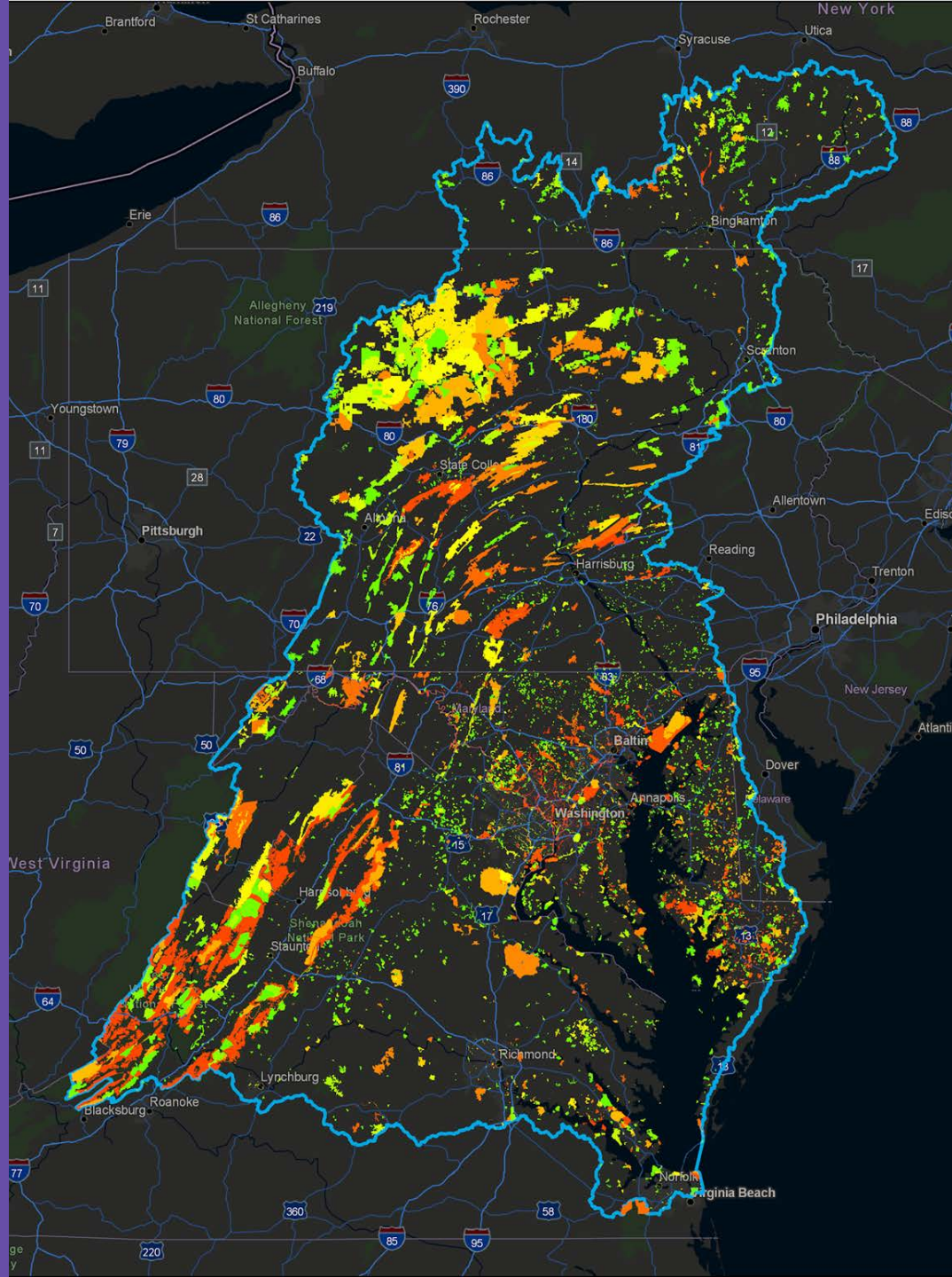
**How much interest in
birding is there in the
Chesapeake Bay
watershed?**

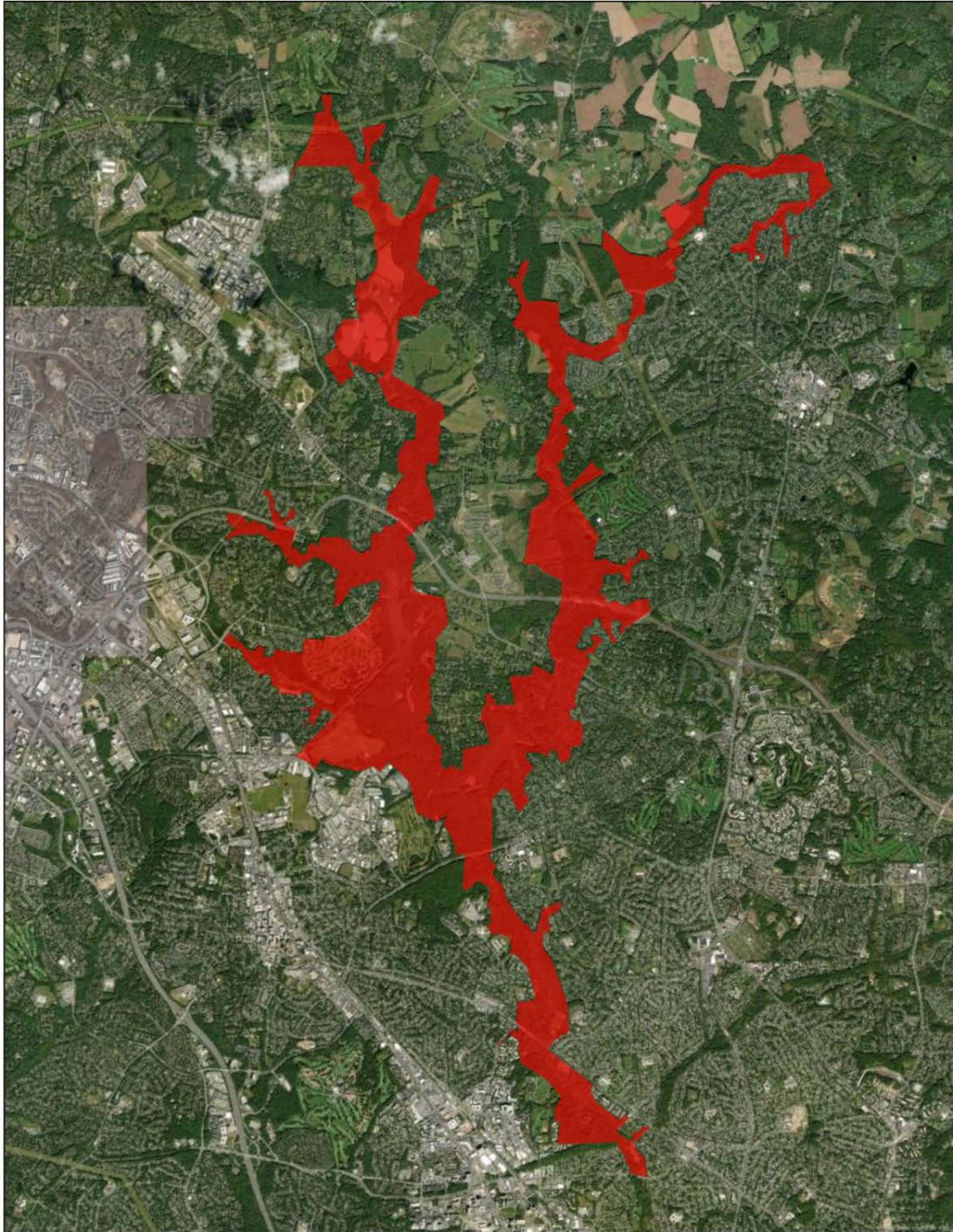
eBird

10,111,222
checklists

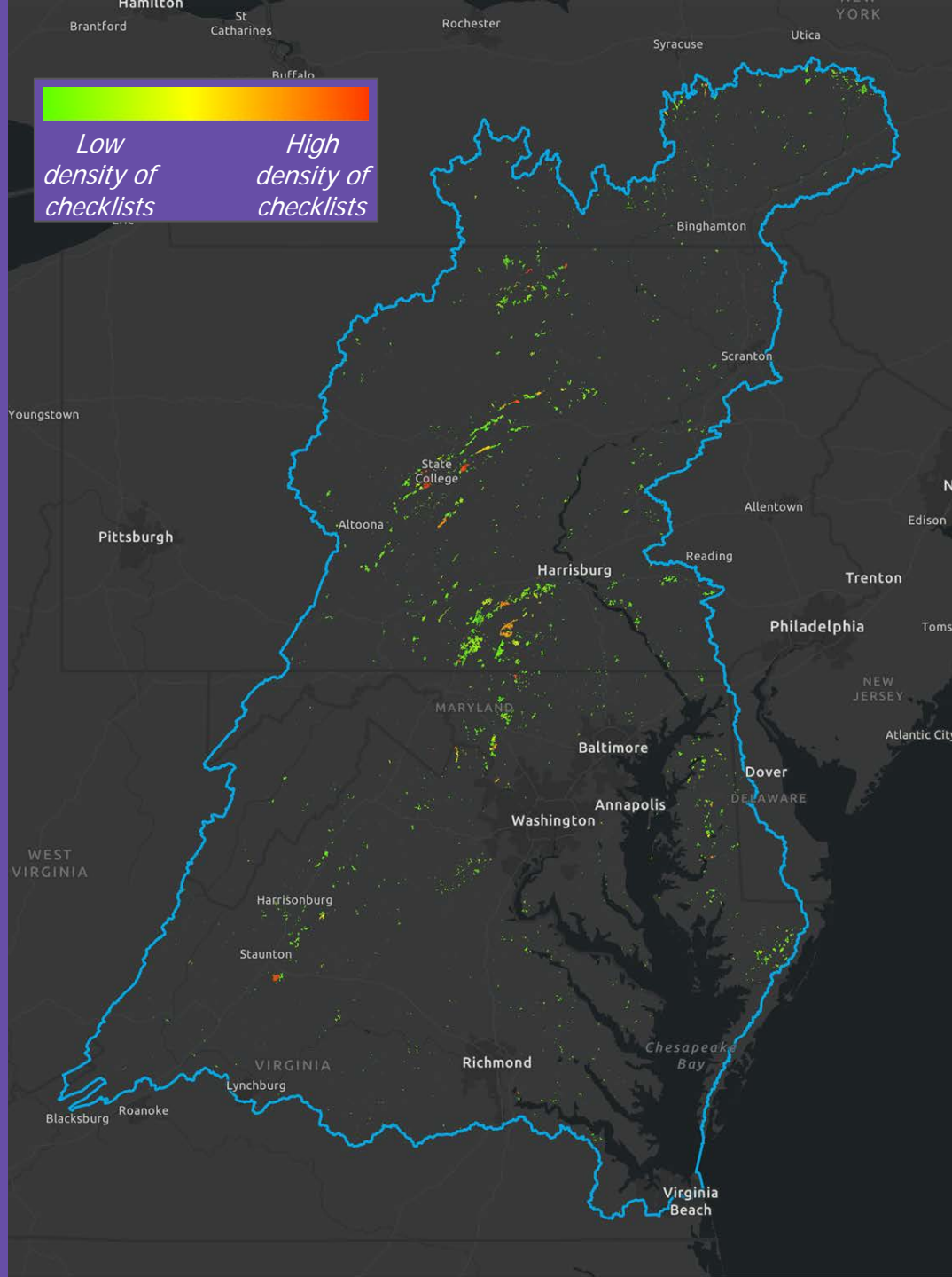






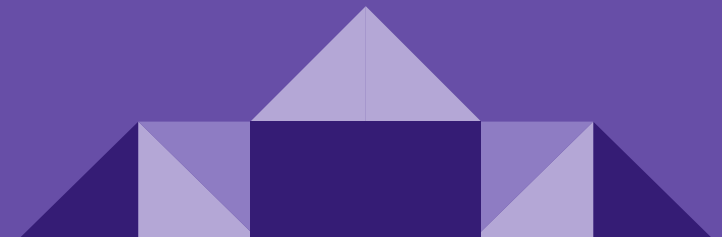


Olney, Maryland, 20832
486753 checklists





845-1 Van Buren Rd
Maurertown, VA 22644
12264 checklists



11,596

Users from 2000-2018



A decorative geometric pattern at the top of the slide, consisting of several triangles and squares in shades of red and orange, arranged in a symmetrical, downward-pointing triangular shape.

623

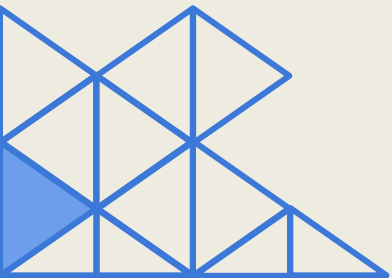
Unique species from 2000-2018

Next Steps

- How much time is spent each year birding, as shown by time spent in birding events?
- How do birding events correlate with land cover?
- Where are the hotspots of greatest bird diversity?
- How many species of birds breed in the watershed?
- How many species of birds winter in the watershed?

2

Human Health





Human Health:

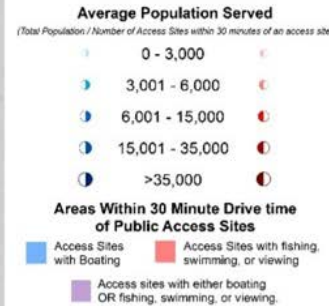
Provide people access to parks and trail networks within walking and biking distance of their homes and communities. Provide sufficient opportunities along waterways to ensure nearly all residents are within 30 minutes of reaching a public access site at water's edge.

Chesapeake
CONSERVATION PARTNERSHIP

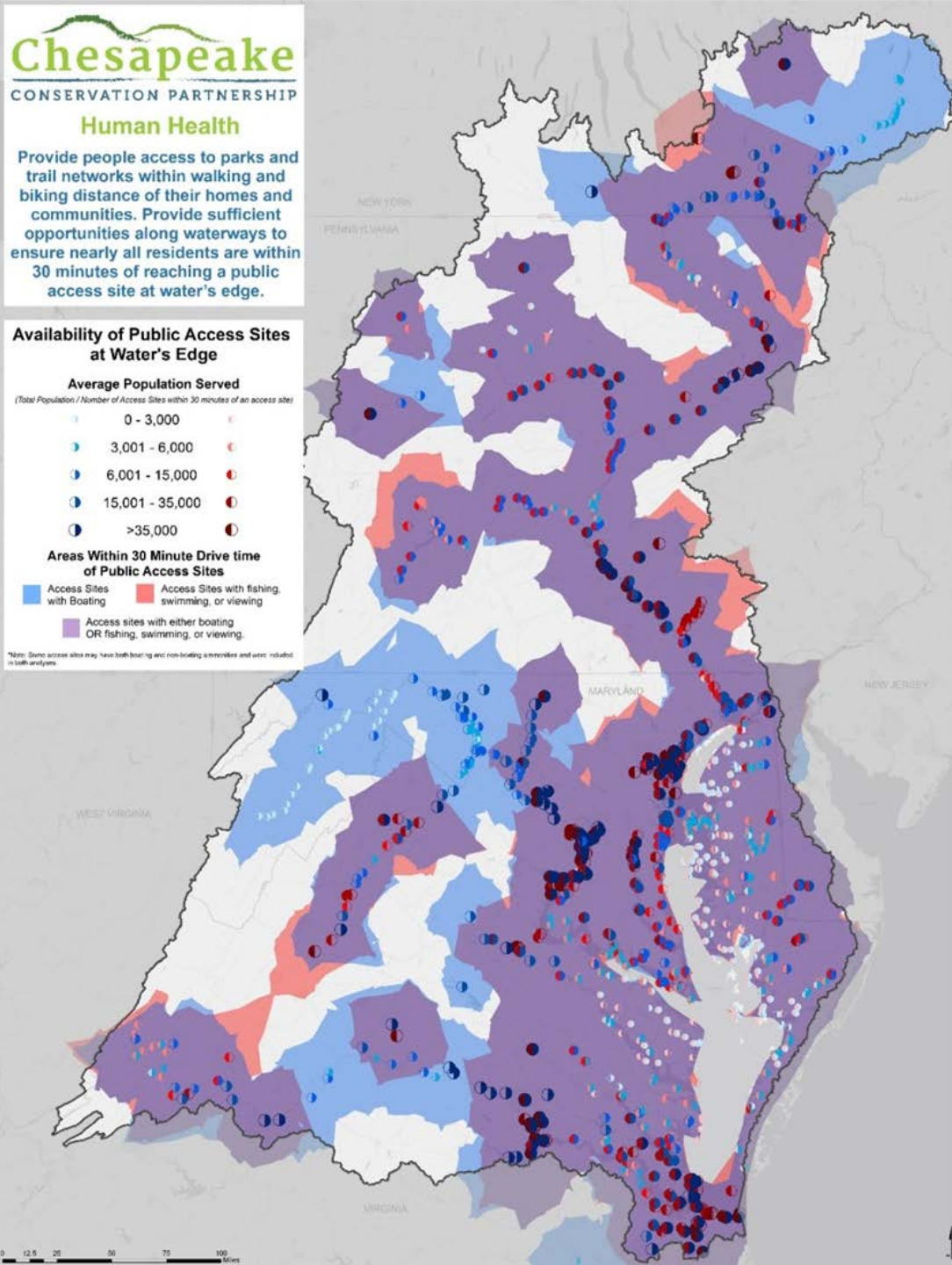
Human Health

Provide people access to parks and trail networks within walking and biking distance of their homes and communities. Provide sufficient opportunities along waterways to ensure nearly all residents are within 30 minutes of reaching a public access site at water's edge.

Availability of Public Access Sites at Water's Edge

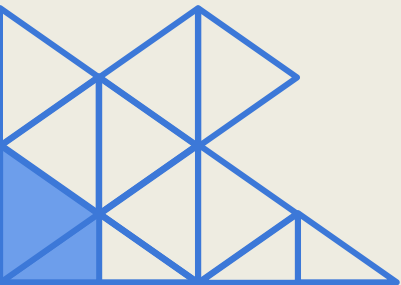


*Note: Some access sites may have both boating and non-boating amenities and were included in both analyses.



2a

Human Health: Access to Parks



THE
TRUST
FOR
PUBLIC
LAND

Everyone deserves a park within a 10-minute walk of home.

The Trust for Public Land is leading a [national campaign](#) to ensure that every person in America has access to a quality park within a 10-minute walk of home. The ParkServe® platform measures and analyzes current access to parks in cities, towns, and communities nationwide.

Washington DC

Percentage of residents who live within a 10-minute walk of a park.

659,368 people live near a park

15,536 people do not

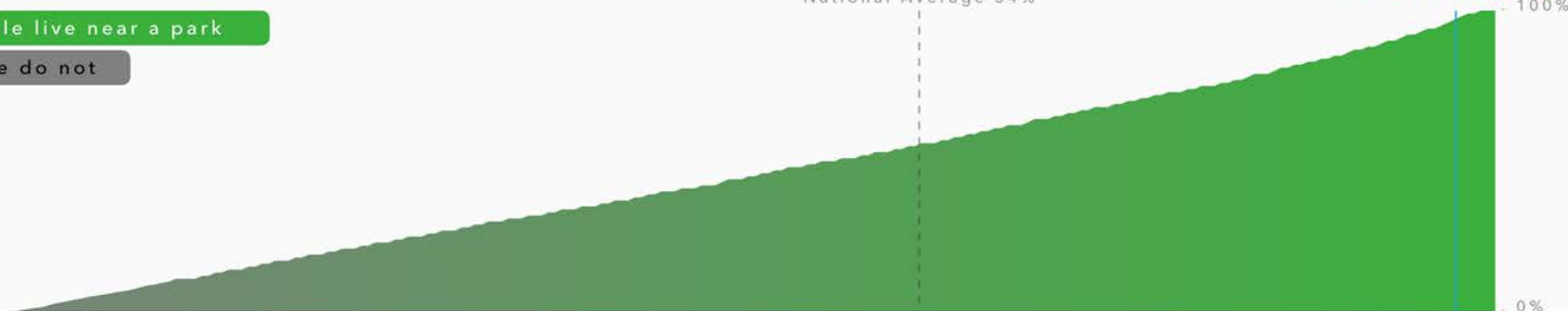
National Average: 54%

98%
Washington

100%

0%

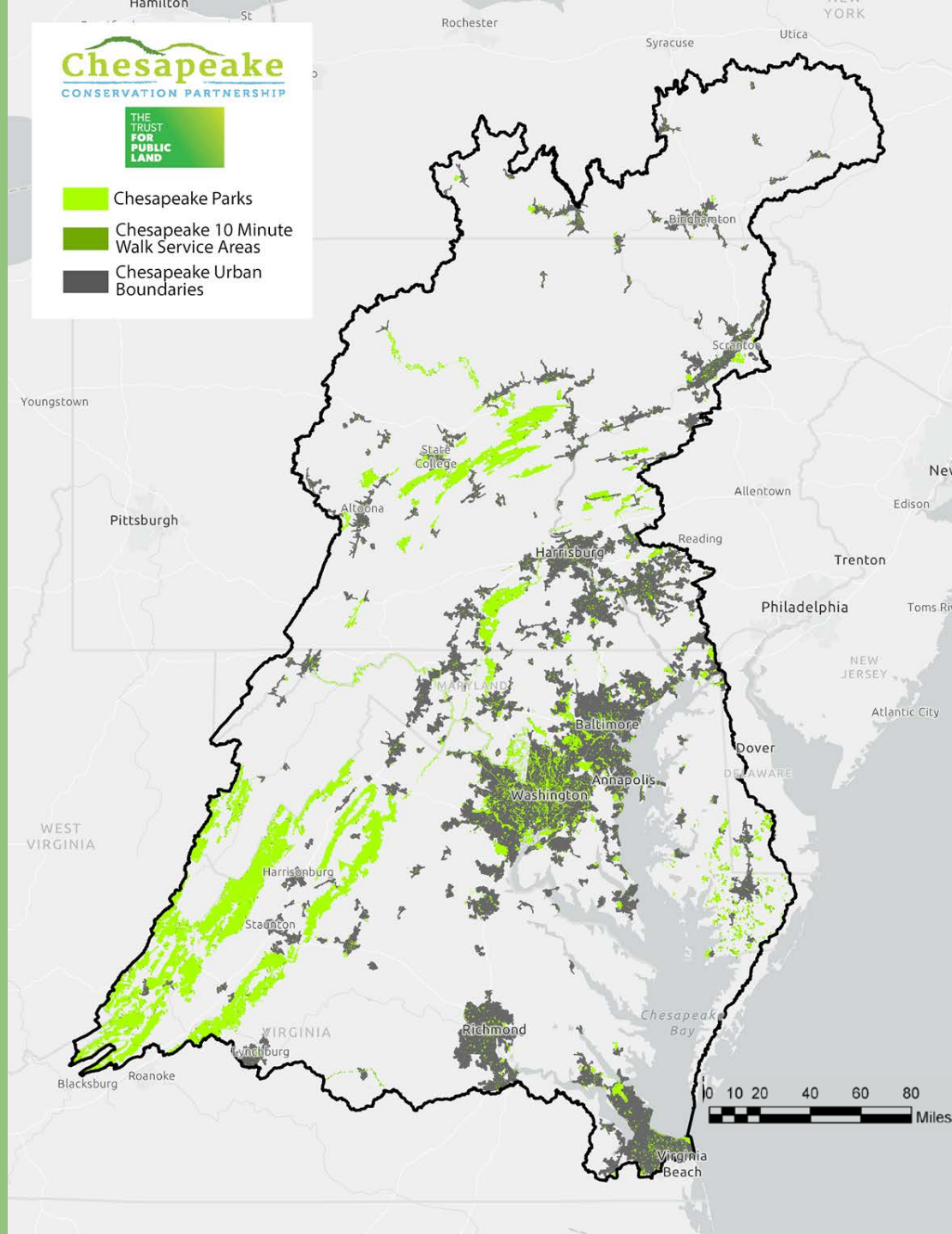
Cities Sorted by %



Chesapeake
CONSERVATION PARTNERSHIP

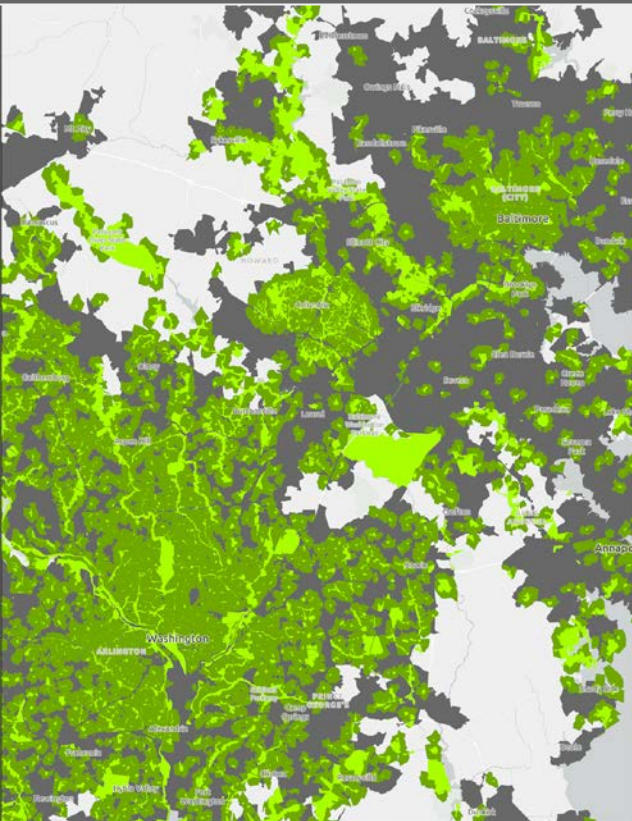
THE
TRUST
FOR
PUBLIC
LAND

- Chesapeake Parks
- Chesapeake 10 Minute Walk Service Areas
- Chesapeake Urban Boundaries



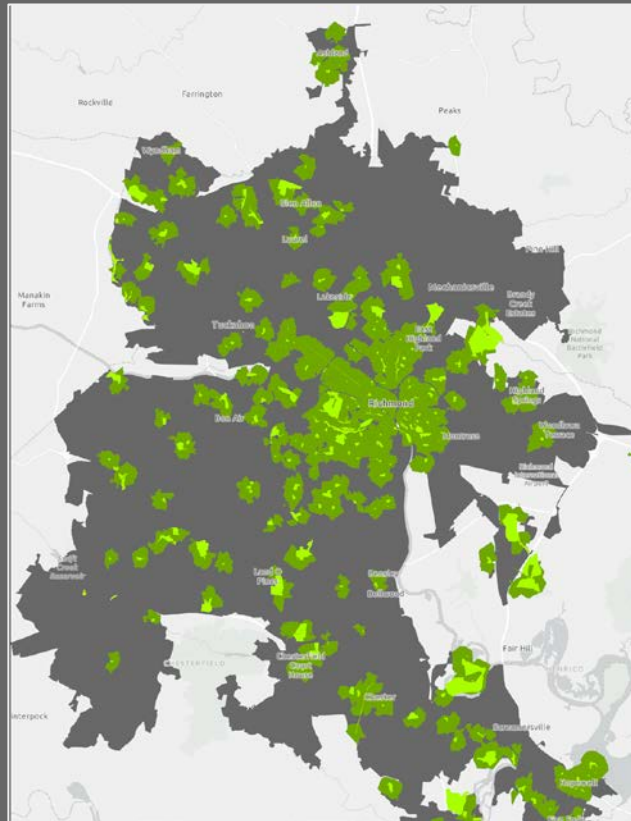
ParkServe

DC/Baltimore



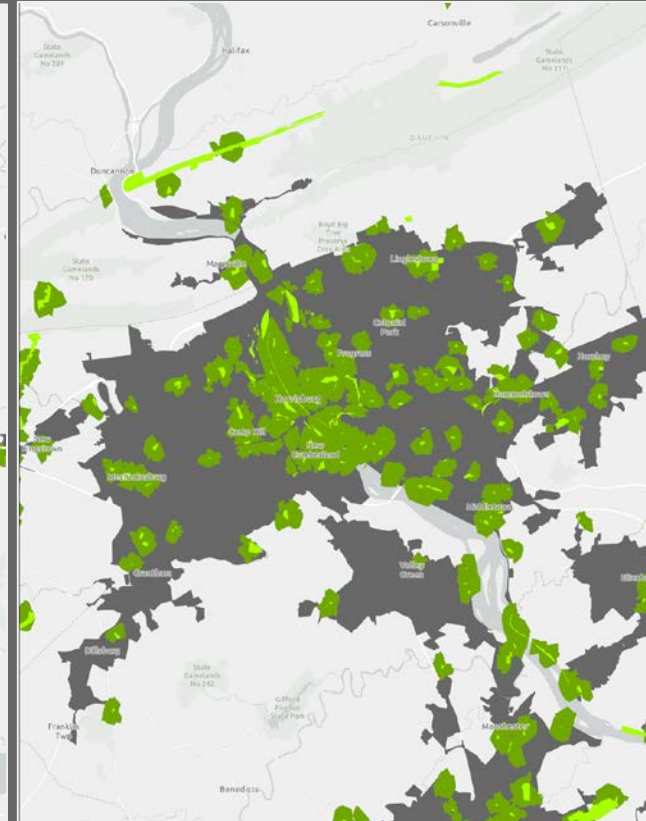
53.58% / 33.72%
15th / 59th

Richmond



21.11%
112th

Harrisburg



26.45%
92nd

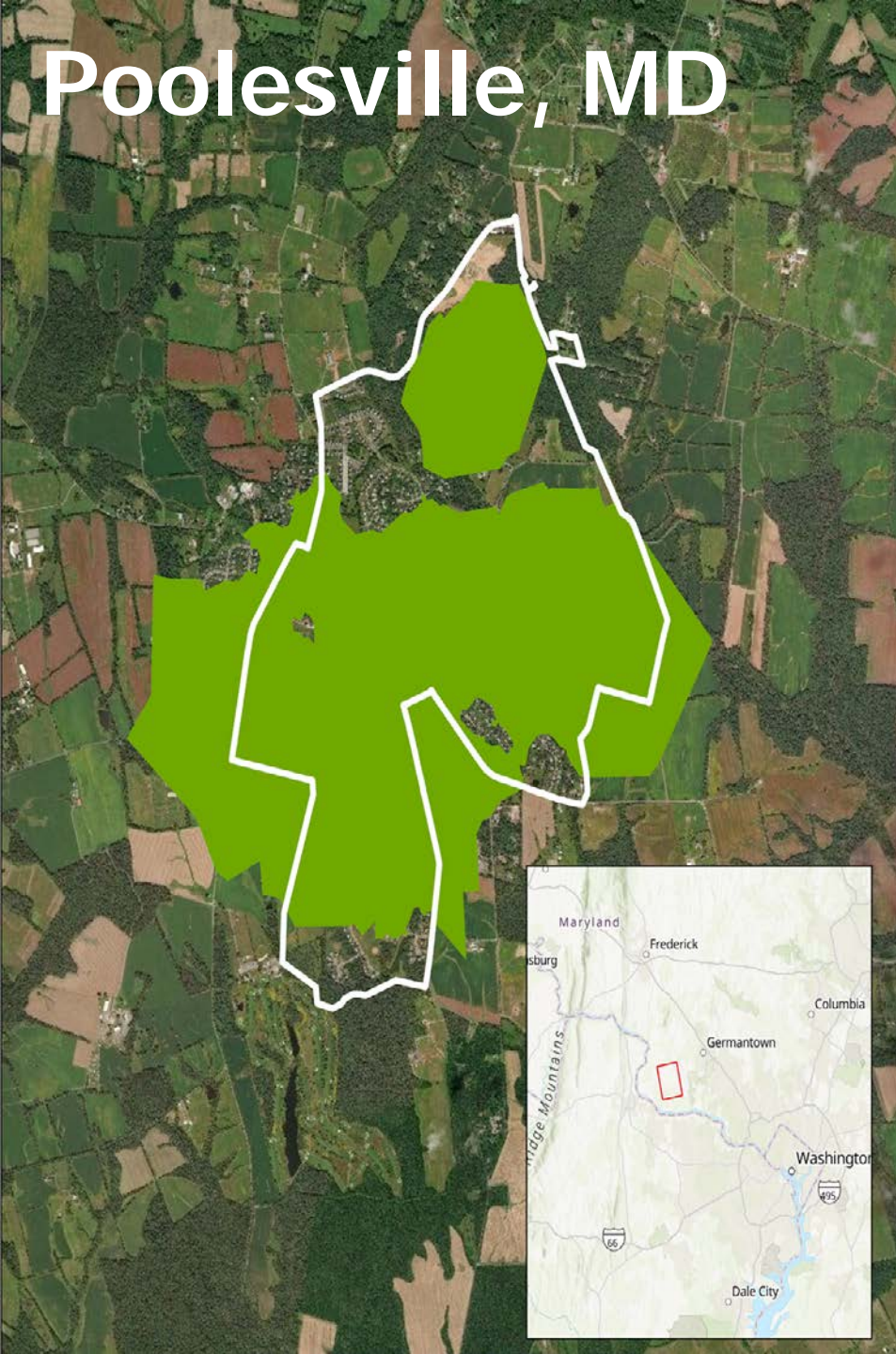
Urban Clusters with the Highest % SWA

1. Poolesville, MD
2. Williamstown, PA
3. Newport, PA
4. Houtzdale, PA
5. Blackstone, VA
6. Thurmont, MD
7. Romancoke, MD
8. Federalsburg, MD
9. Towanda, PA
10. Norwich, NY

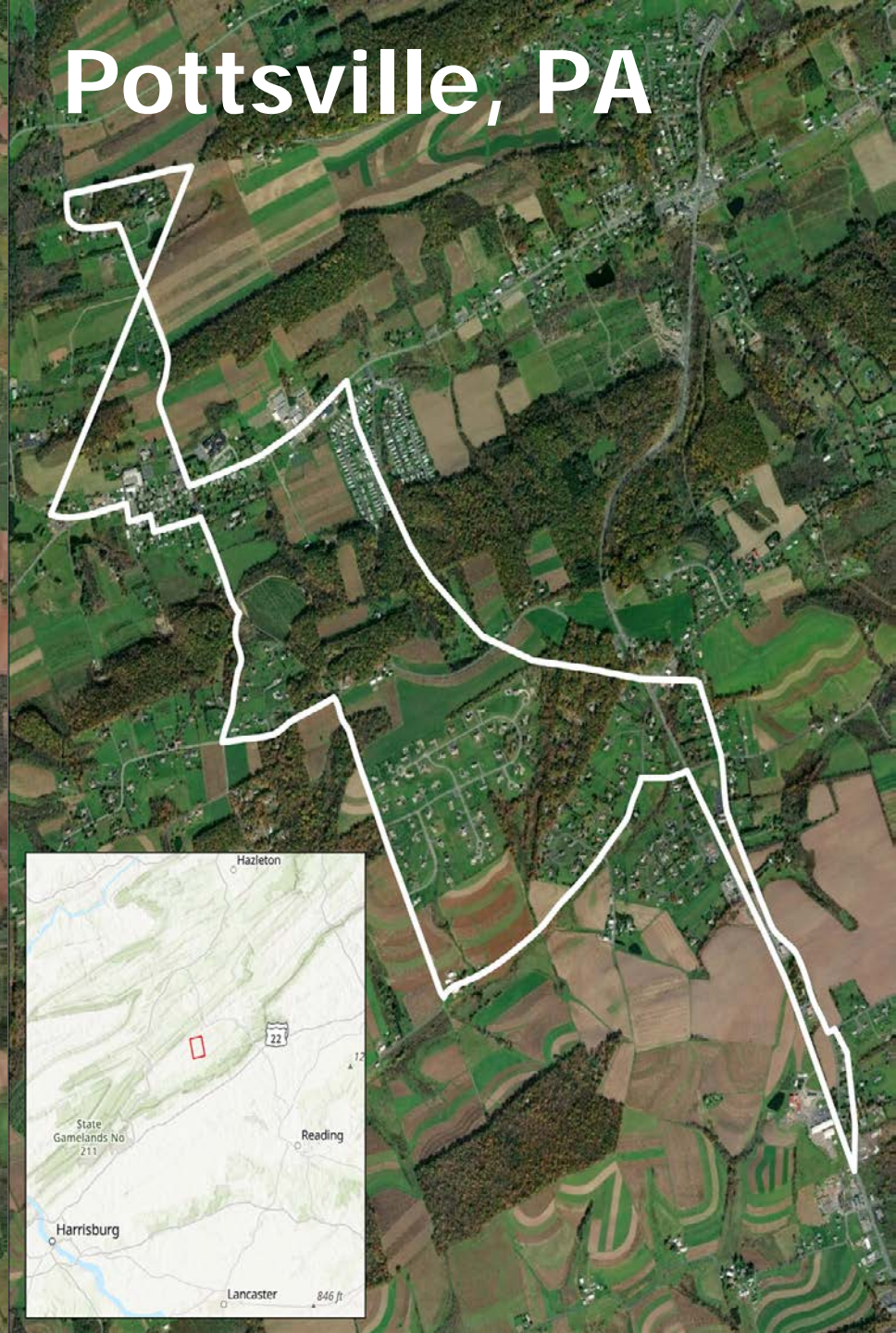
Urban Clusters with the Lowest % SWA

168. Pottsville, PA
167. St. Marys, PA
166. Bealeton, VA
165. Lake Land'Or, VA
164. Lake Monticello, VA
163. Twin Lakes, VA
162. Country Lakes, MD
161. Dover, DE
160. Lake Meade, PA
159. Harrington, DE

Poolesville, MD



Pottsville, PA



96.82 sq miles of
valued land is
within 10 minutes of
a park

1823.27
sq miles of **protected**
land is within 10
minutes of a park



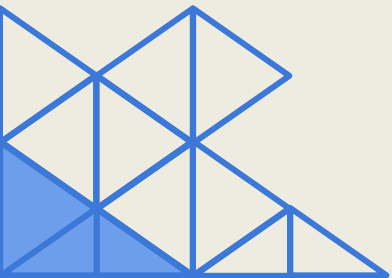
Next Steps

- How should new park opportunities be factored into valued lands maps
- Are there priority communities for analysis and collaboration?
- What are the opportunities for enhancing connectivity between parks?

2b

Human Health:

**Expanding the goal:
Protecting Drinking
Water**





**What lands are
important for protecting
drinking water supply
and quality?**

Drinking Water Source Protection



**Piedmont
Environmental
Council**

⊕ Surface Drinking Water Intakes

■ Parcels in Water Supply Watersheds*
735,000 acres

0 10 20 Miles

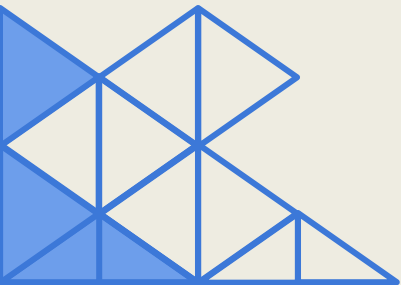


*Only includes privately owned, unprotected Greene, Madison, Orange, Lake of the Woods, Harrisonburg



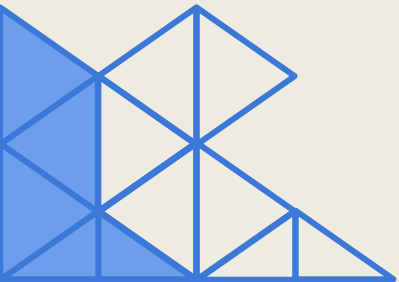
- a** Watersheds supporting surface water supplies - intakes & reservoirs
- b** Areas associated with ground water supplies - aquifer recharge areas

Maryland as pilot example

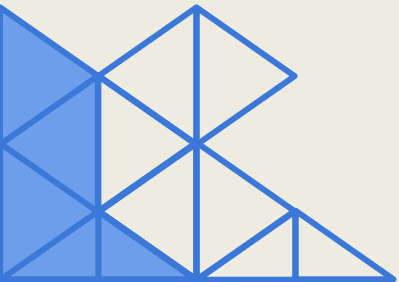


A public water system provides water for human consumption through pipes or other constructed conveyances to at least 15 service connections or serves an average of at least 25 people for at least 60 days a year.

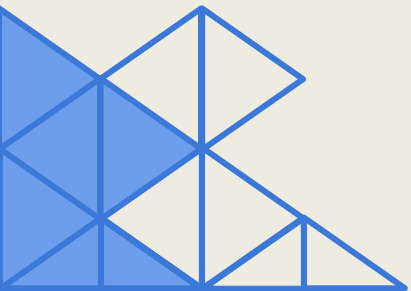
- **Community Water System (CWS):** A public water system that supplies water to the same population year-round.



- **Surface water** is water on the surface of the planet such as in a river, lake, wetland, or ocean.
- **Groundwater** is water that exists in the pore spaces and fractures in rock and sediment beneath the Earth's surface.



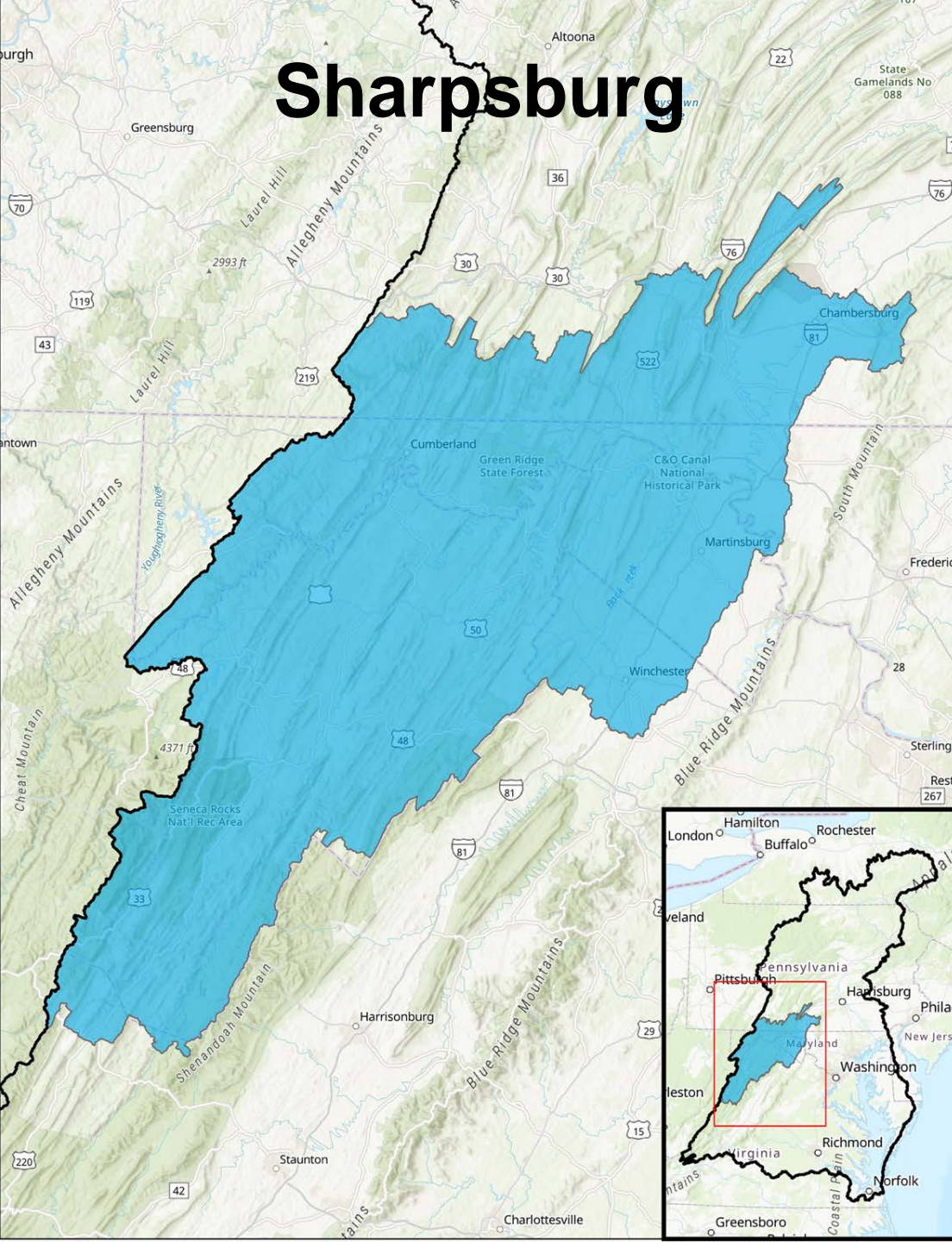
- Most of the nation (88% of the population) depends on public drinking water supplies.
- The rest (12%) are self-supplied with almost all coming from groundwater.
- In most of the Chesapeake watershed, the amount of self-supplied water is closer to 20%. Range from 13% in NY to 27% in PA, all coming from groundwater (domestic wells).

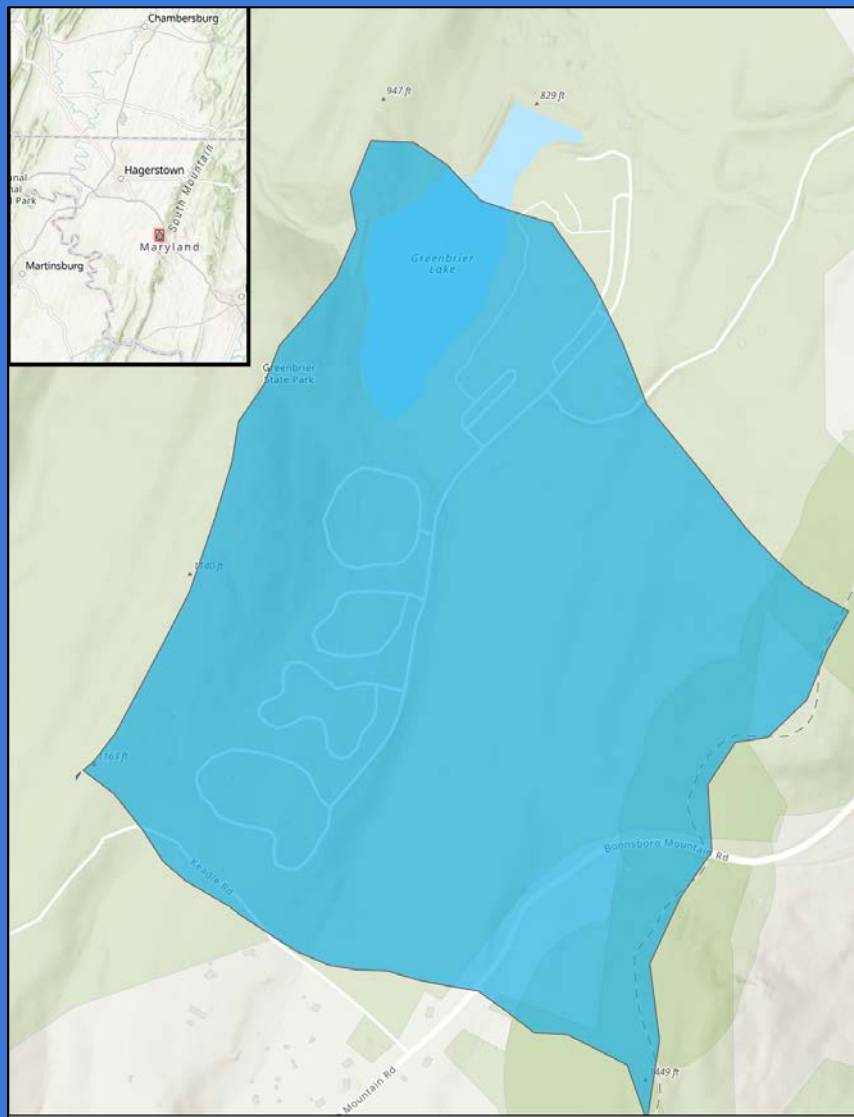


Sharpsburg

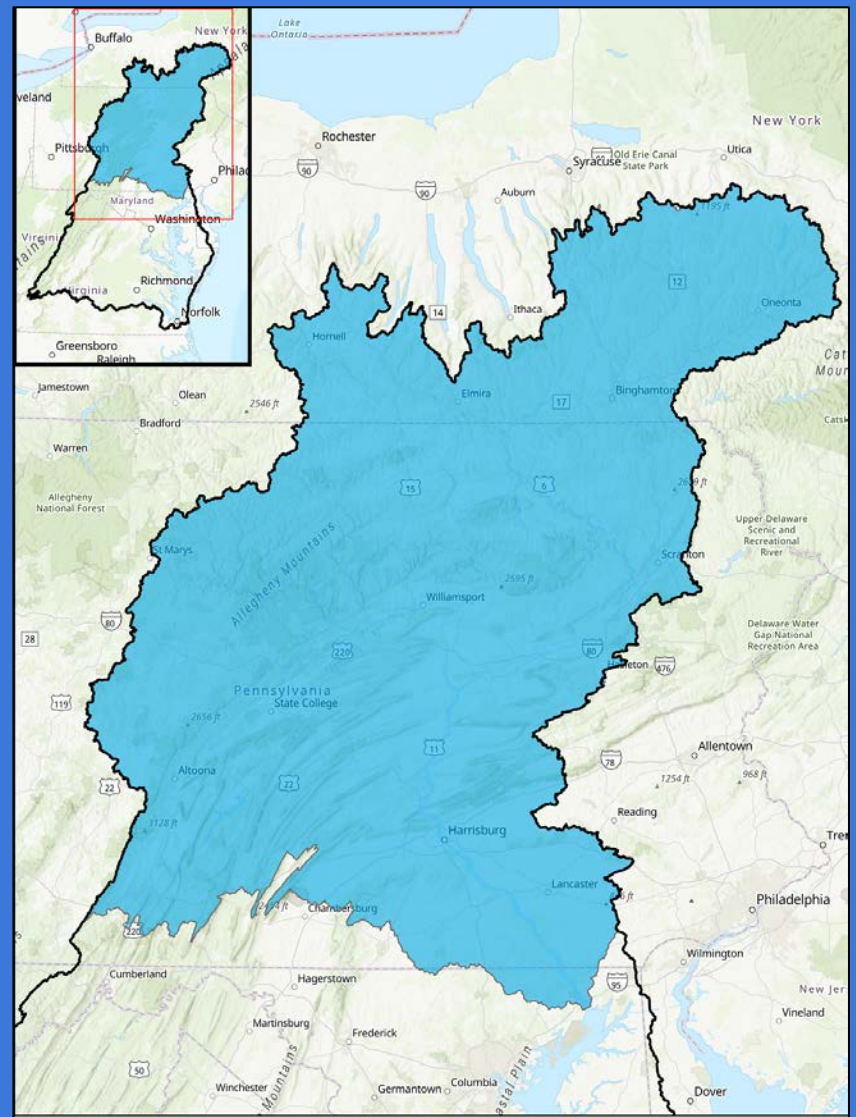
a

Community
Water System
using surface
water

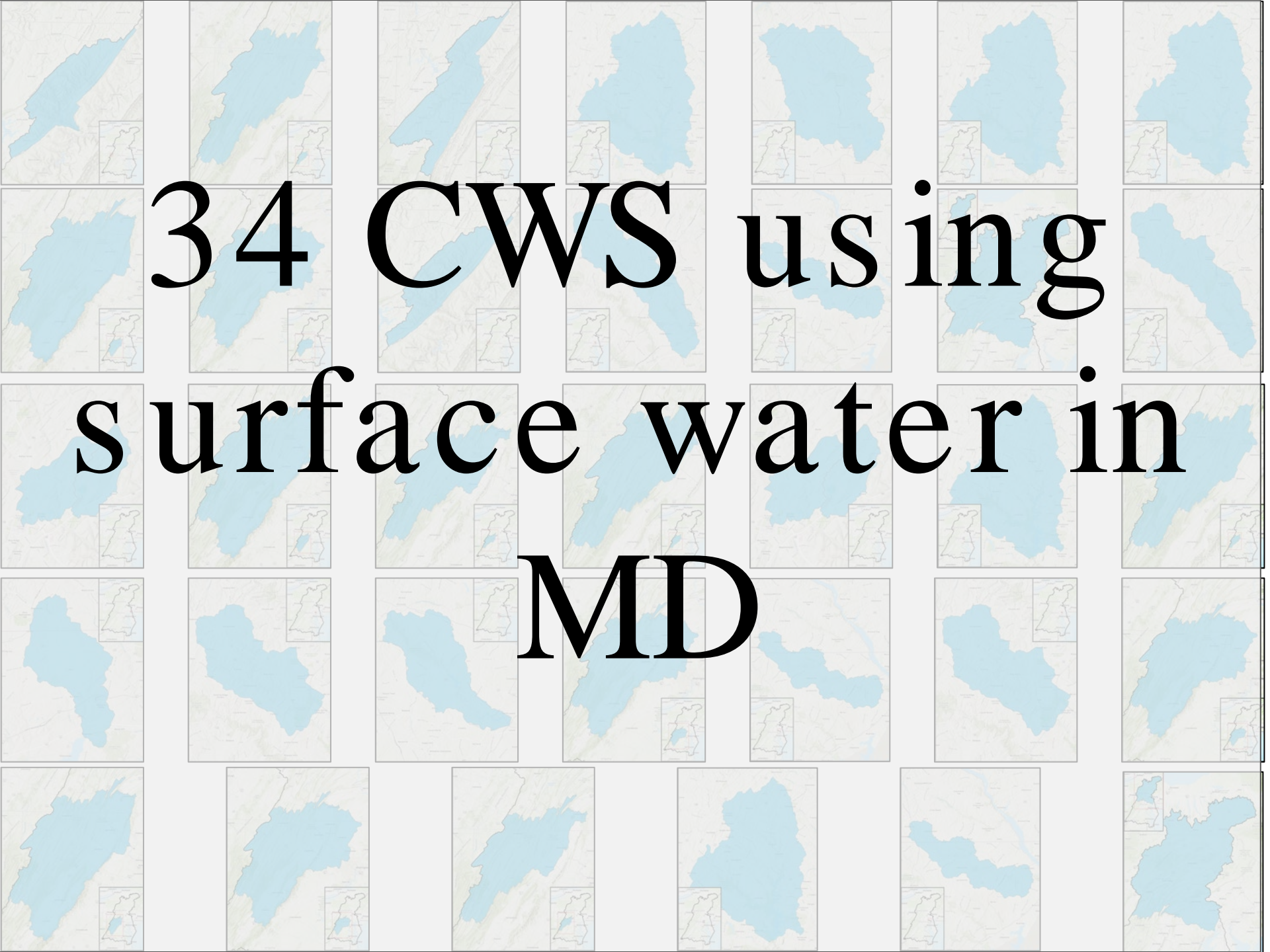




401.72 acres

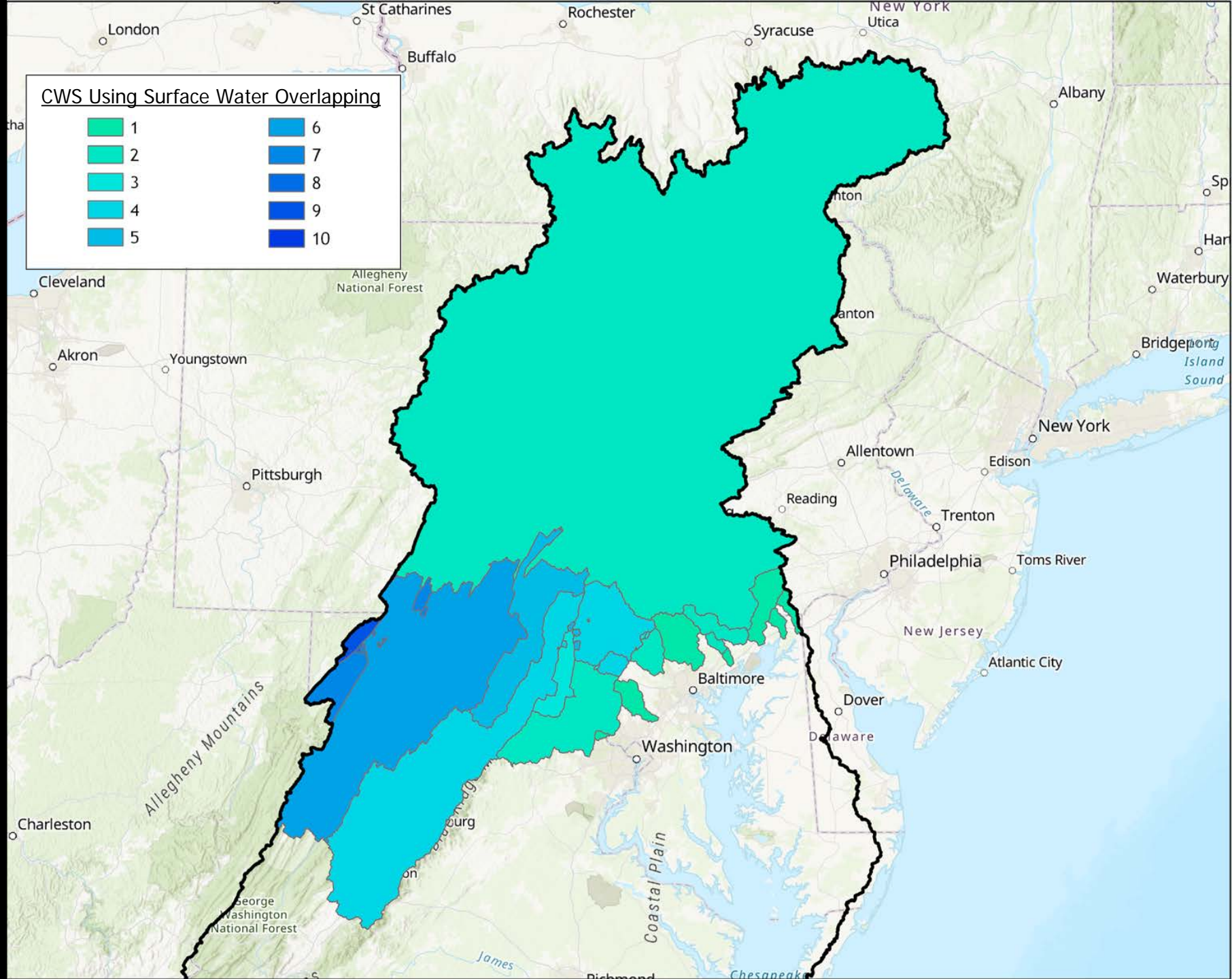


17,633,275.36 acres



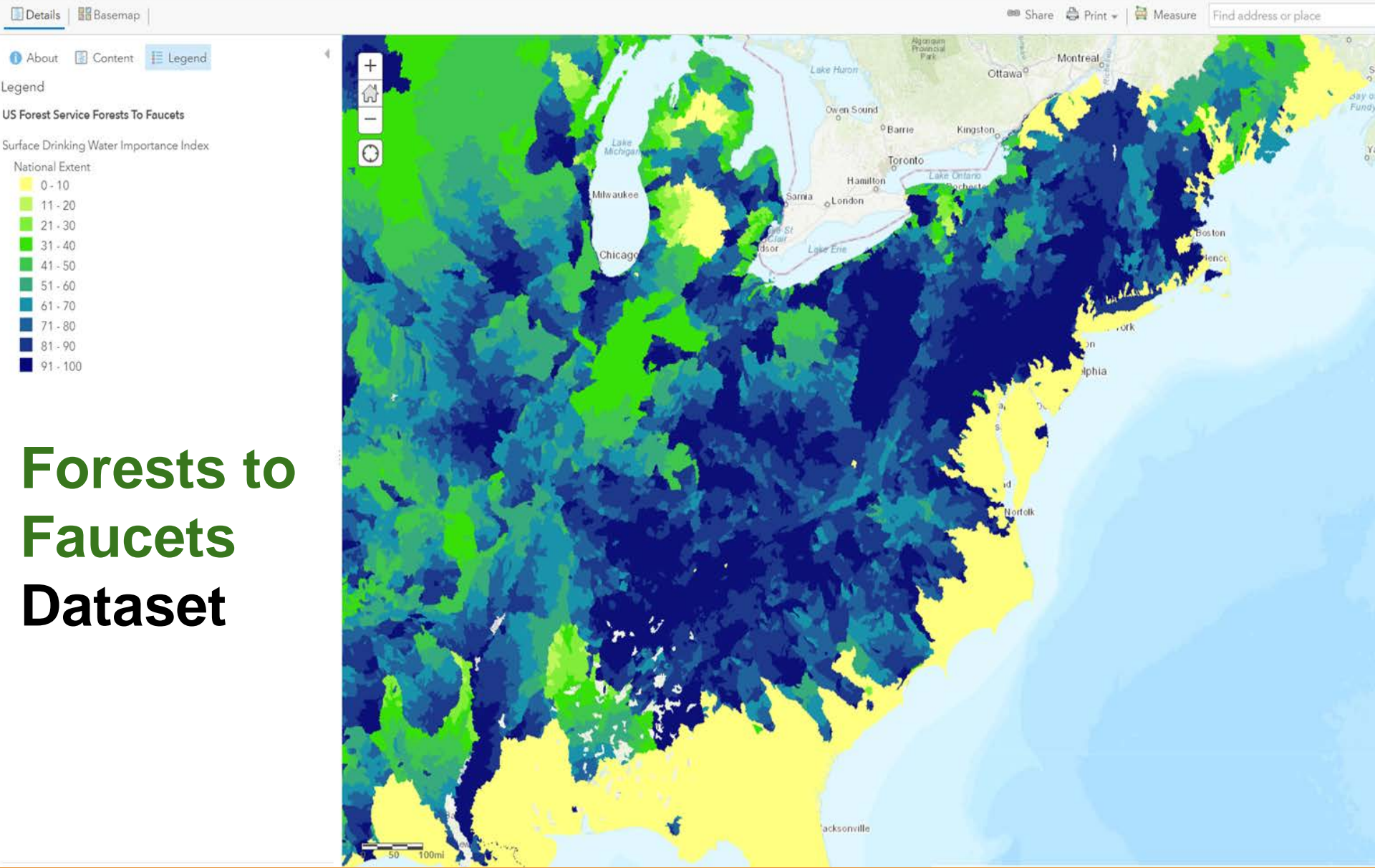
34 CWS using
surface water in
MD

CWS Using Surface Water Overlapping



ALSO: Surface Drinking Water Importance

ArcGIS ▾ Surface Drinking Water Importance Web Map



**Forests to
Faucets
Dataset**

b

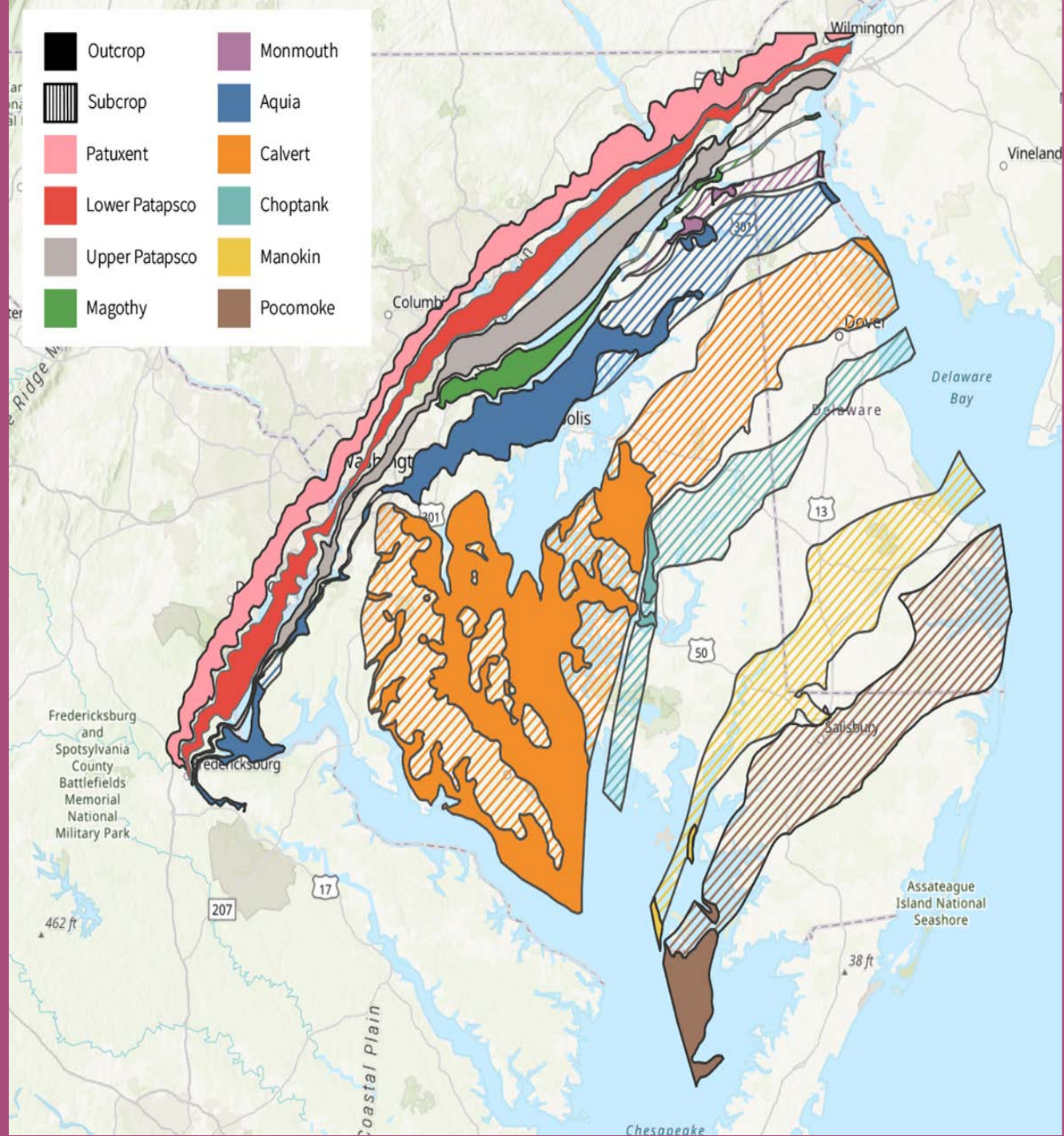
Groundwater systems

338 CWS using
groundwater in
MD



Community Water
Systems using
groundwater from an
unconfined or semi-
confined aquifer

Deep Drinking Water Aquifer Recharge Areas

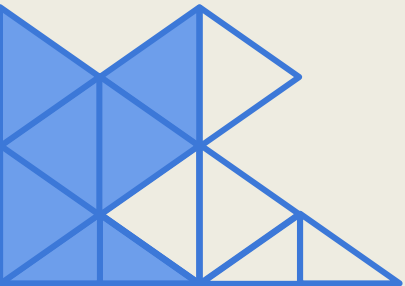


Next Steps

- Gather data for other states in watershed
- Explore utility of Forests to Faucets data
- Are there other drinking water factors to consider?
- Consider how to refine the Human Health goal statement to reflect drinking water
- Determine how/when to incorporate drinking water supply areas into valued lands map

3

Heritage: Filling the Scenic Gap





Heritage

Valued heritage resources:

- Historic sites/districts
- Heritage areas
- Scenic rivers & byways
- Parks
- National trails
- Battlefields
- PA CLs and MD RL Areas

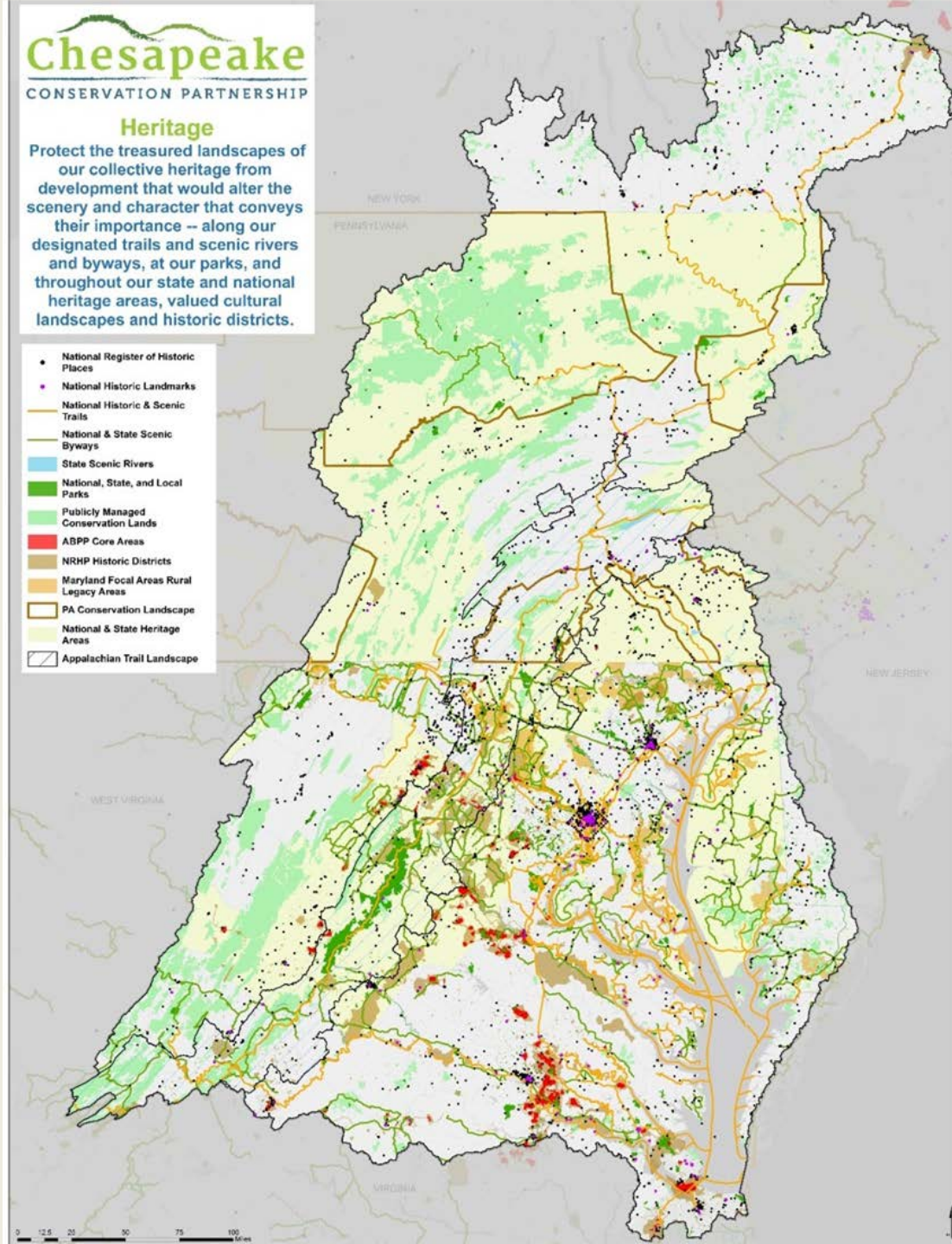
Chesapeake

CONSERVATION PARTNERSHIP

Heritage

Protect the treasured landscapes of our collective heritage from development that would alter the scenery and character that conveys their importance – along our designated trails and scenic rivers and byways, at our parks, and throughout our state and national heritage areas, valued cultural landscapes and historic districts.

- National Register of Historic Places
- National Historic Landmarks
- National Historic & Scenic Trails
- National & State Scenic Byways
- State Scenic Rivers
- National, State, and Local Parks
- Publicly Managed Conservation Lands
- ABPP Core Areas
- NRHP Historic Districts
- Maryland Focal Areas Rural Legacy Areas
- PA Conservation Landscape
- National & State Heritage Areas
- Appalachian Trail Landscape





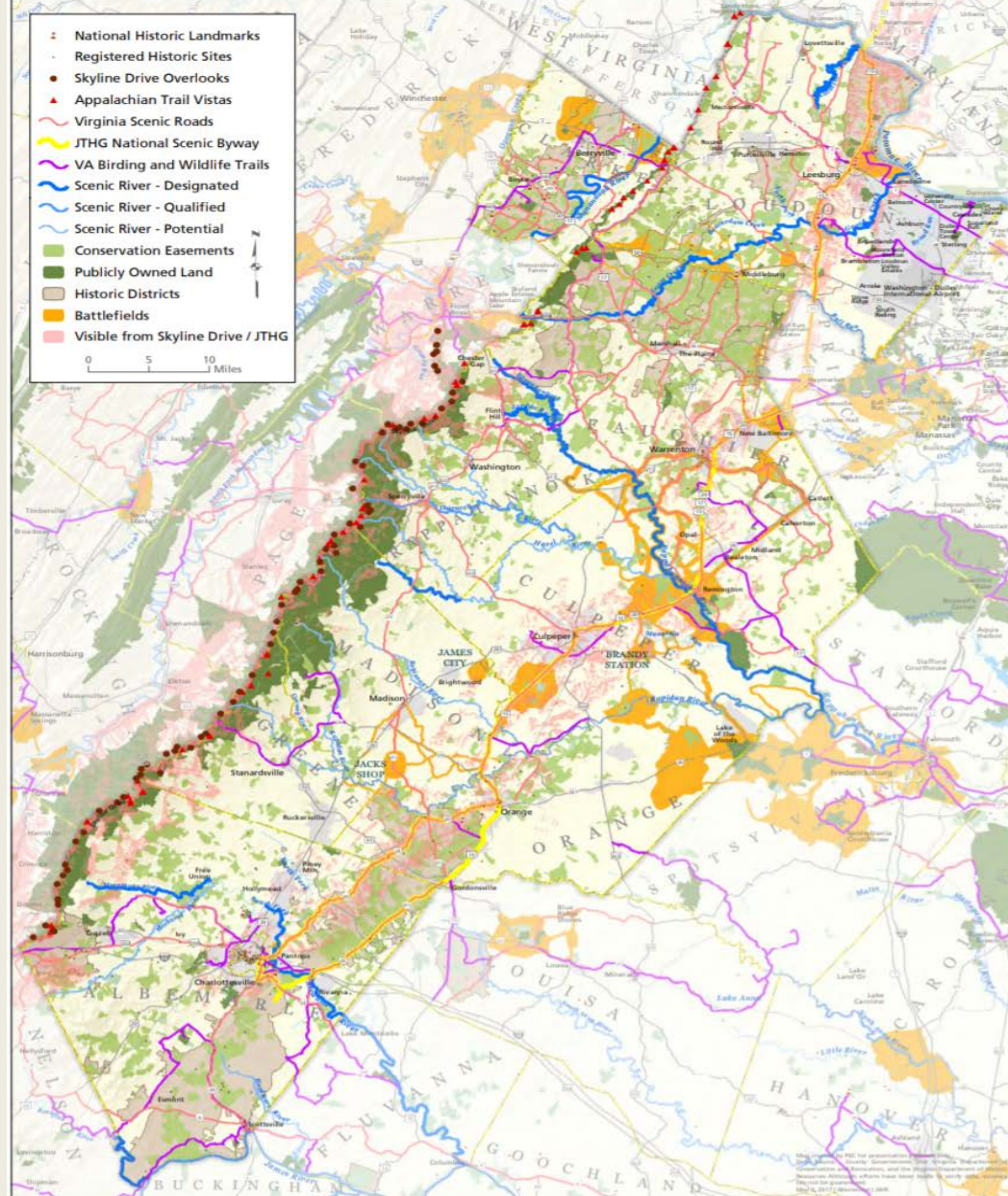
Heritage



**Piedmont
Environmental
Council**

Scenic Resources

The Piedmont Scenic Resources





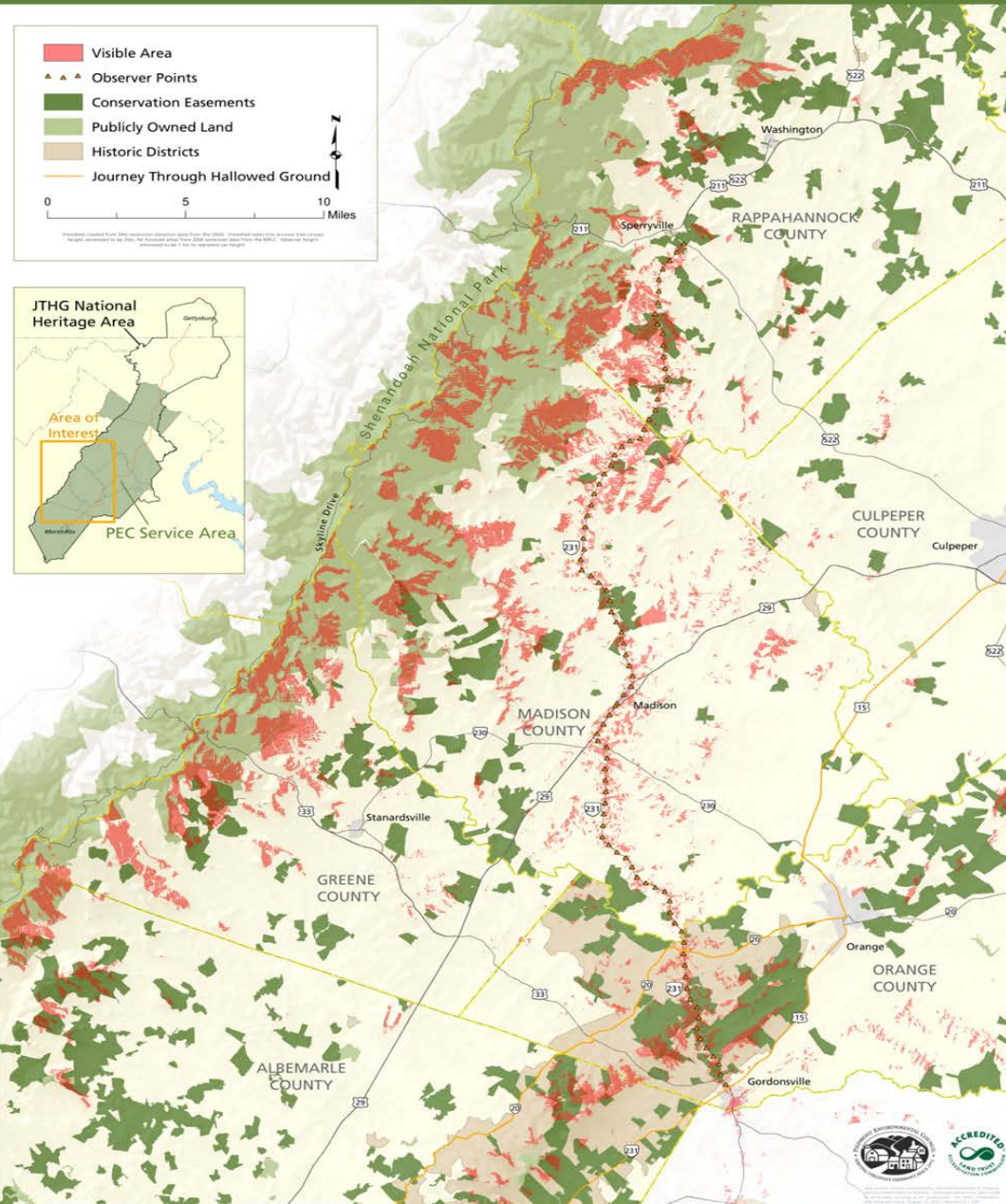
Heritage



**Piedmont
Environmental
Council**

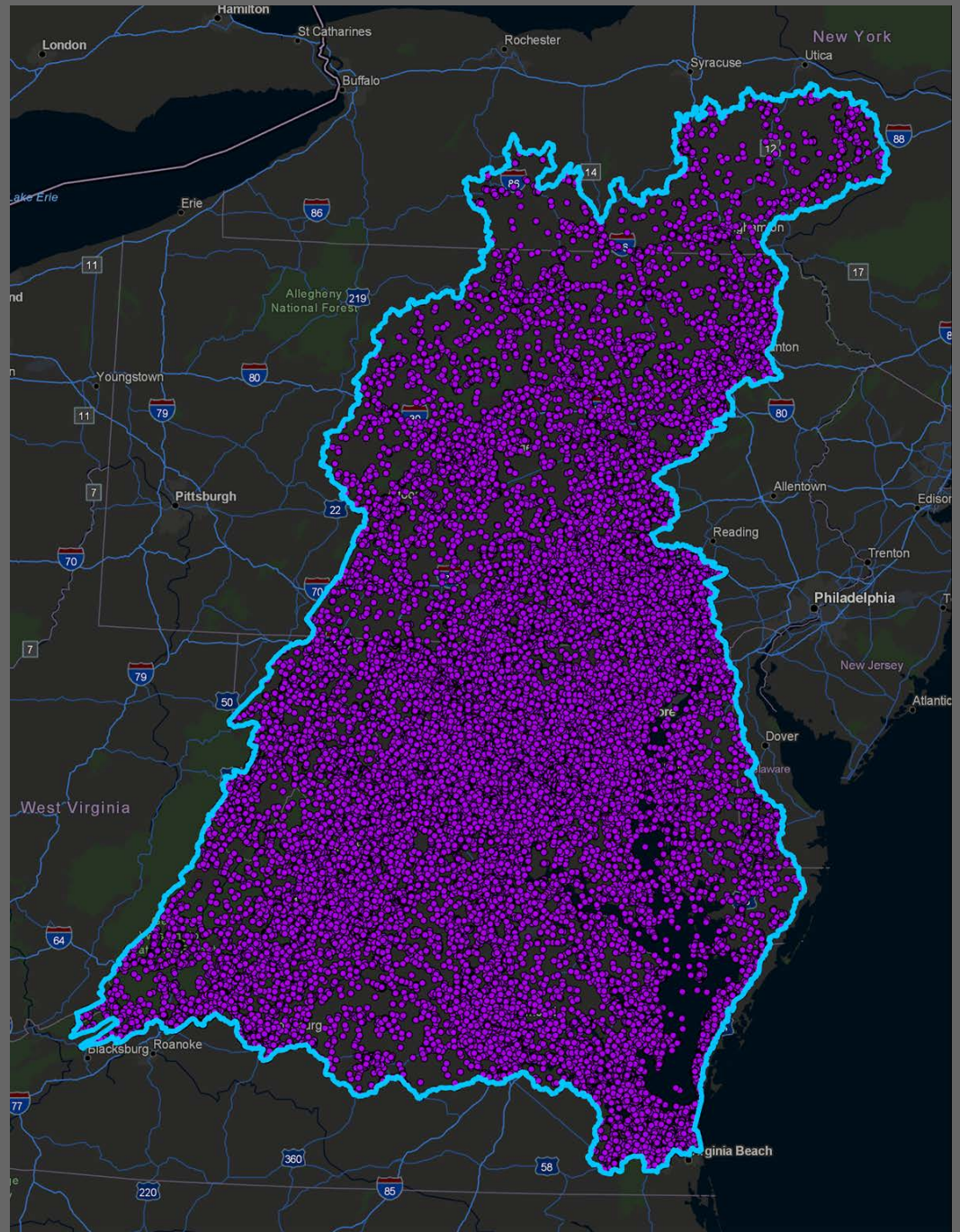
Conservation Easements Visible from Scenic Route 231

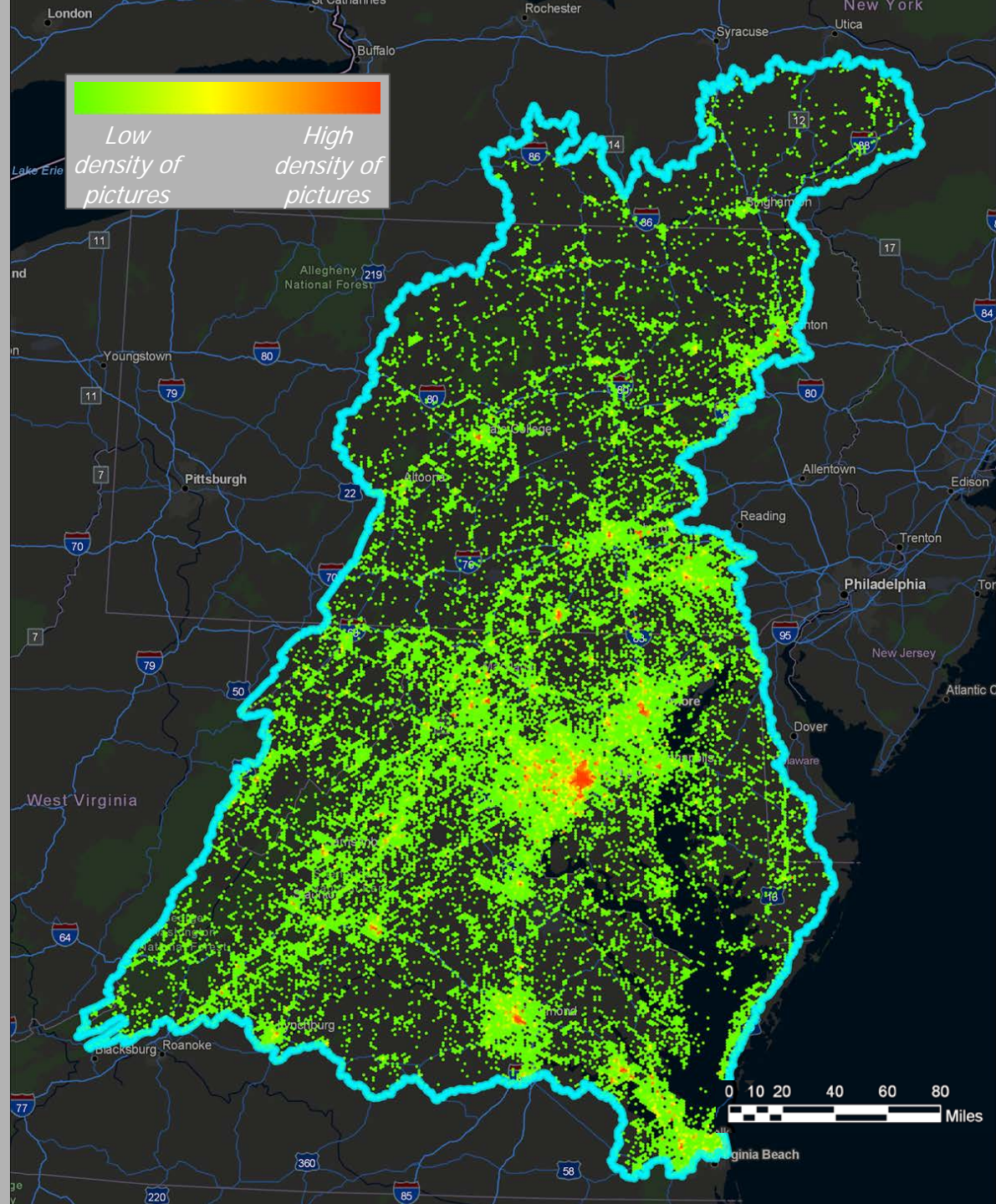
Conservation Visible from Virginia Scenic Route 231 Gordonsville to Sperryville



**Can we crowd-
source
identification of
valued scenic
landscapes?**

1.6 million images from 2000 to 2018

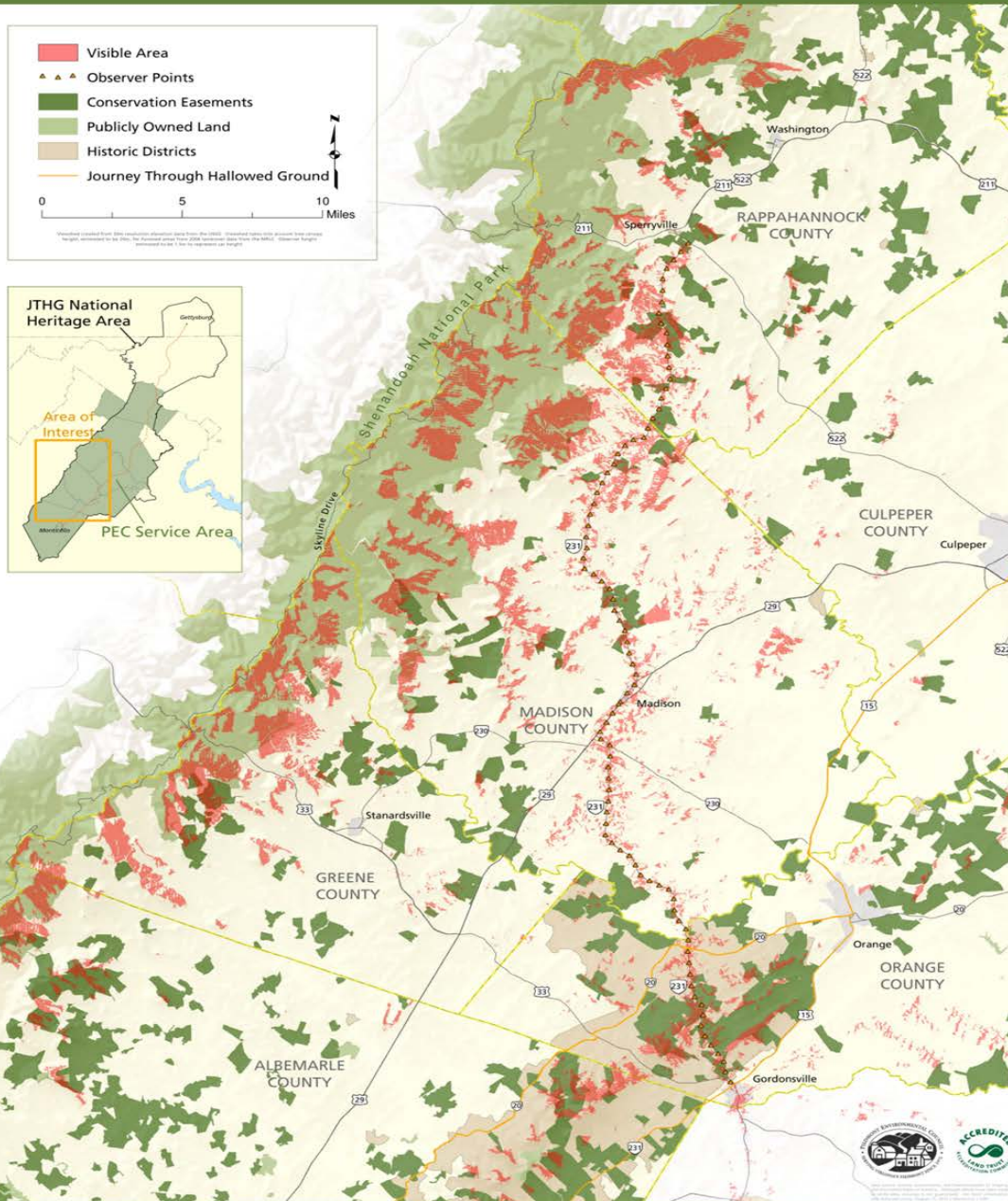


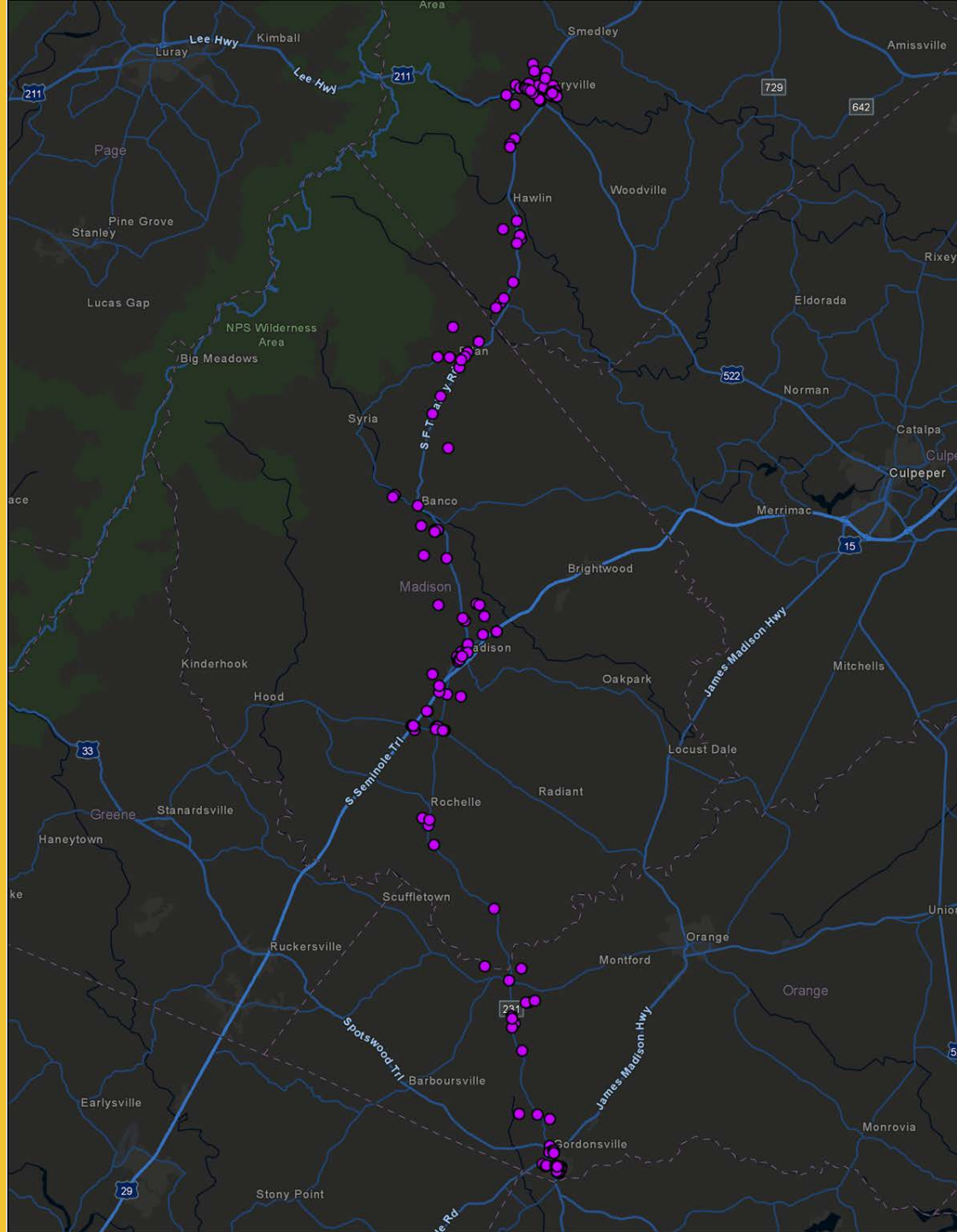


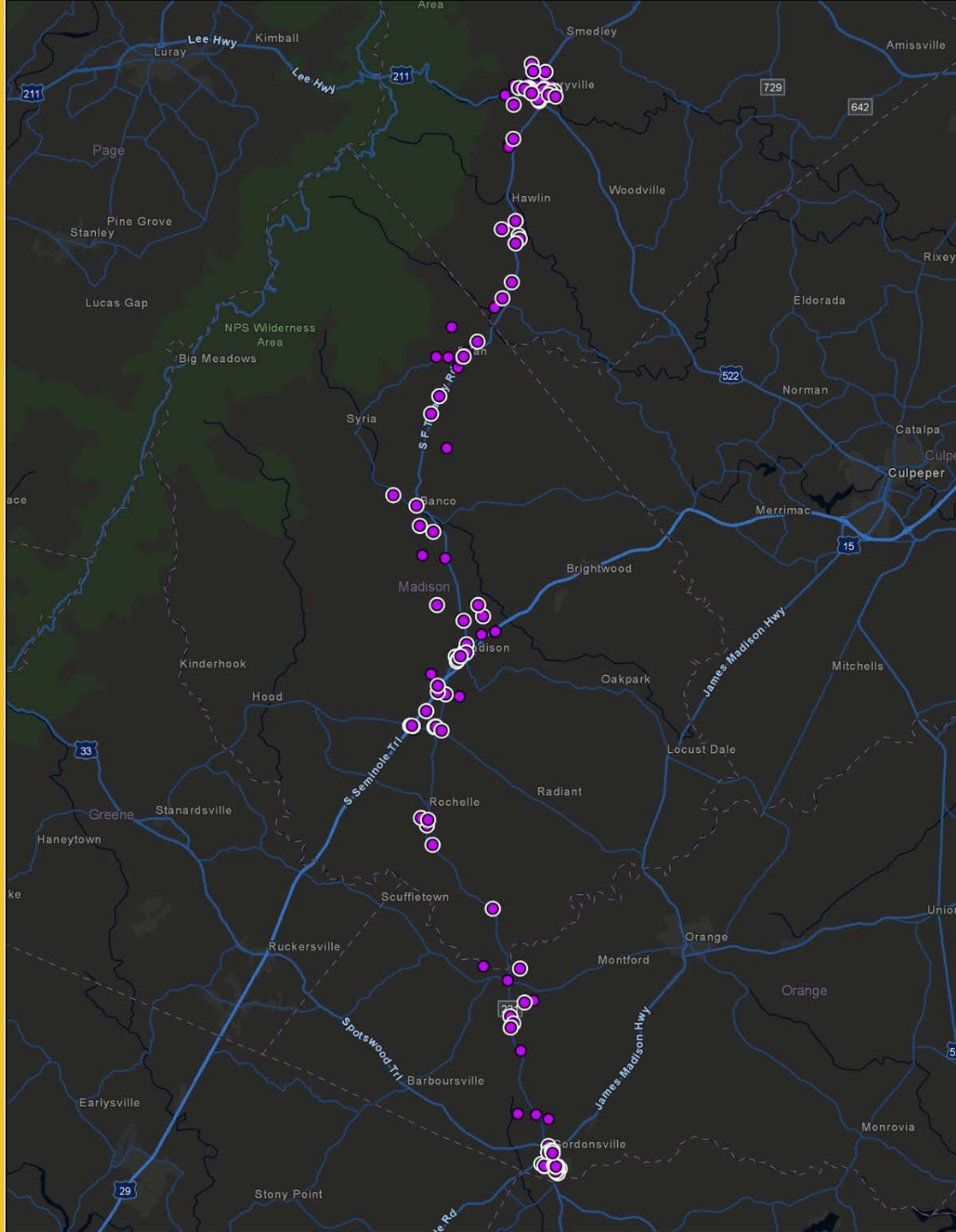
Testing all images

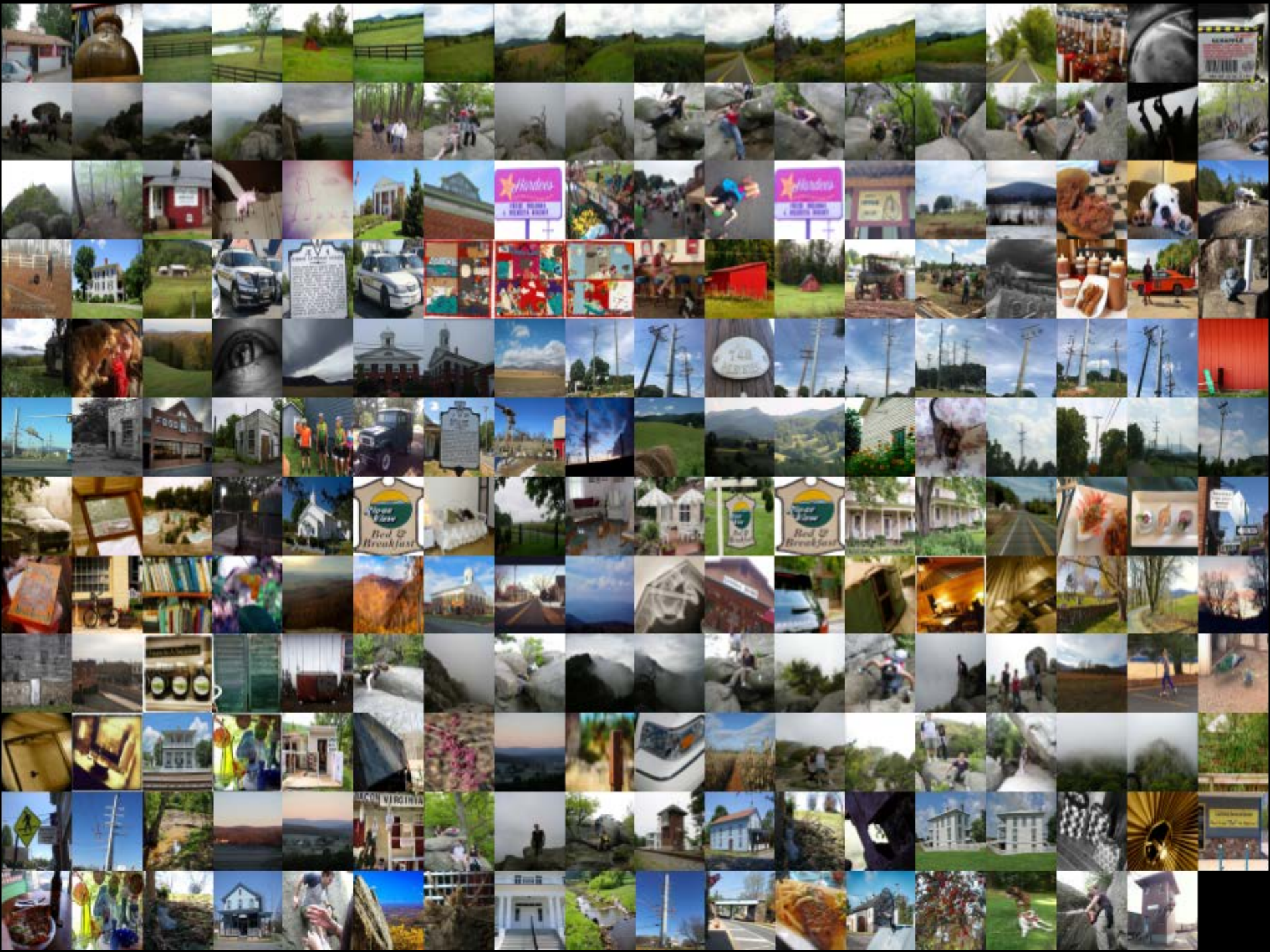


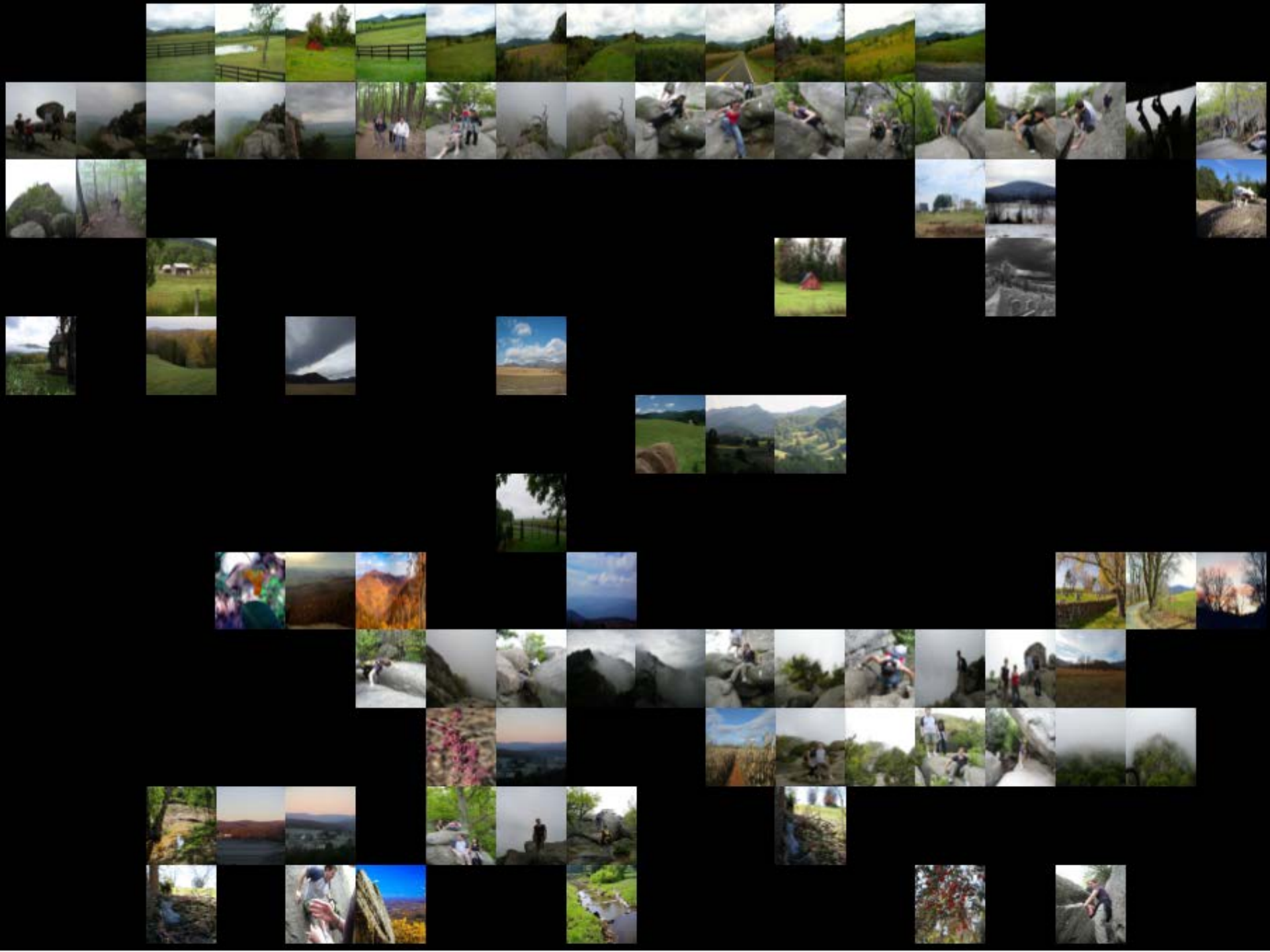
Conservation Visible from Virginia Scenic Route 231 Gordonsville to Sperryville





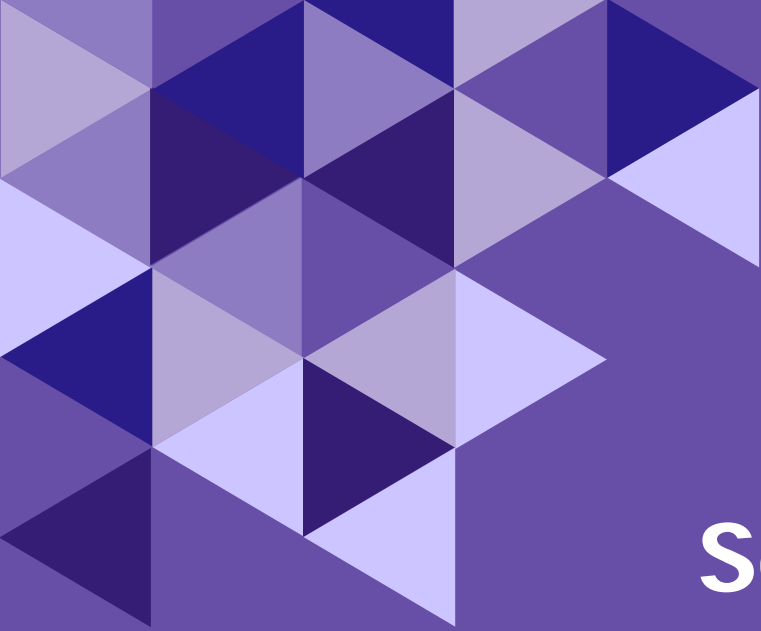






Testing tagged imagery





Park

Tree(s)

Scenic

Landscape

Lake

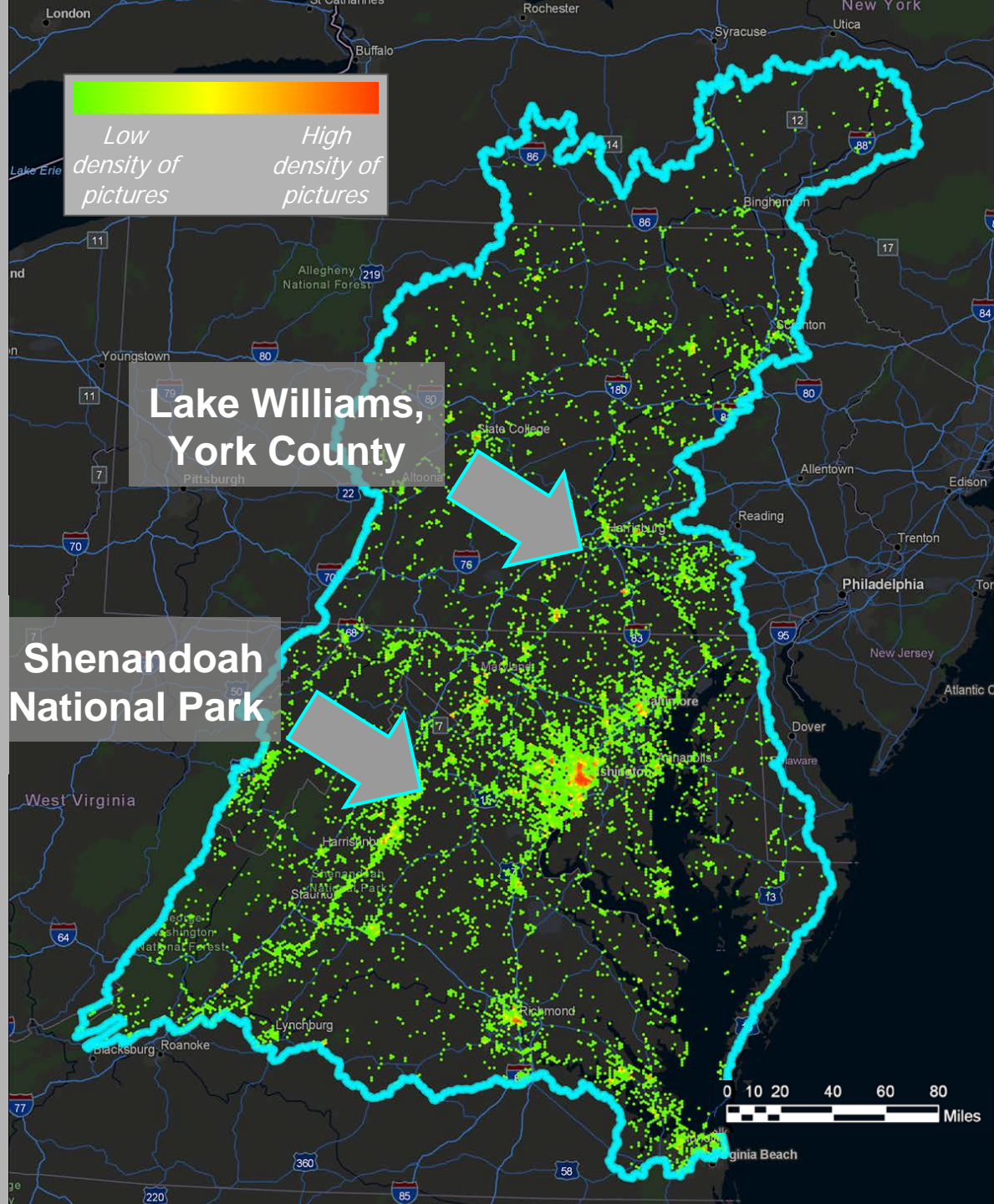
Outside

Forest

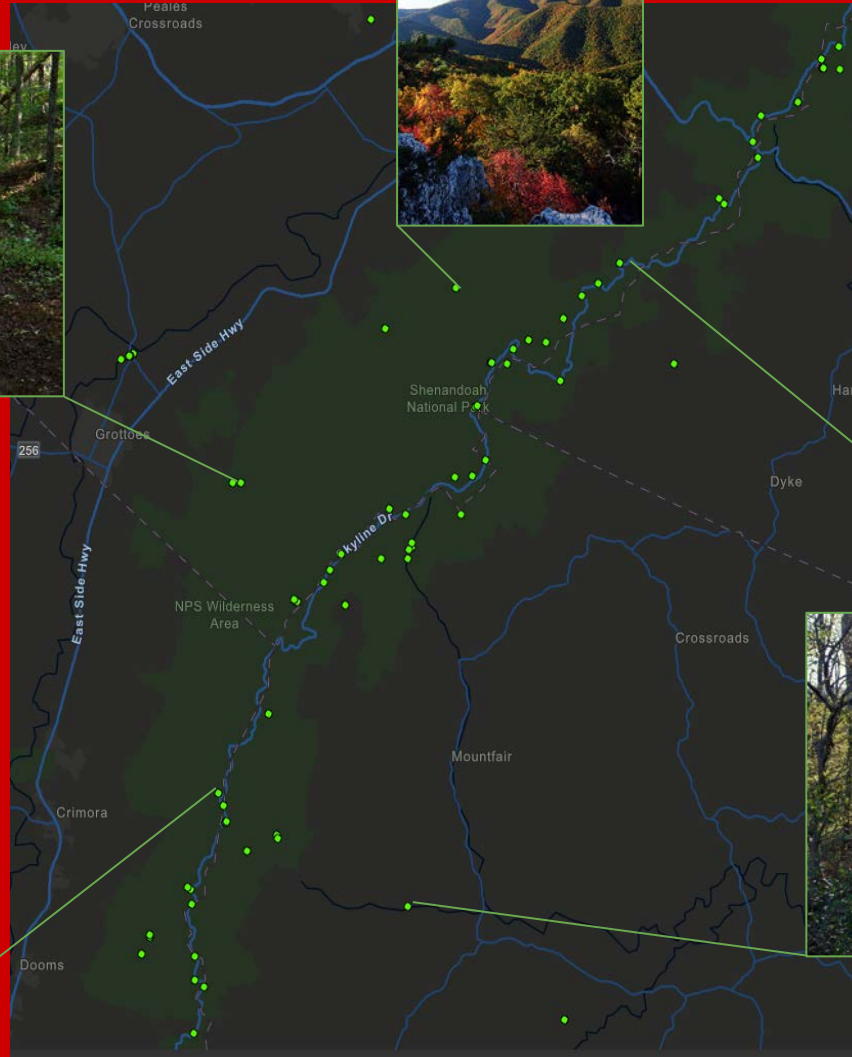
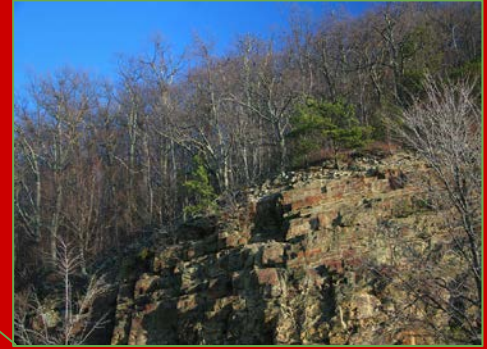
River(s)

Woods

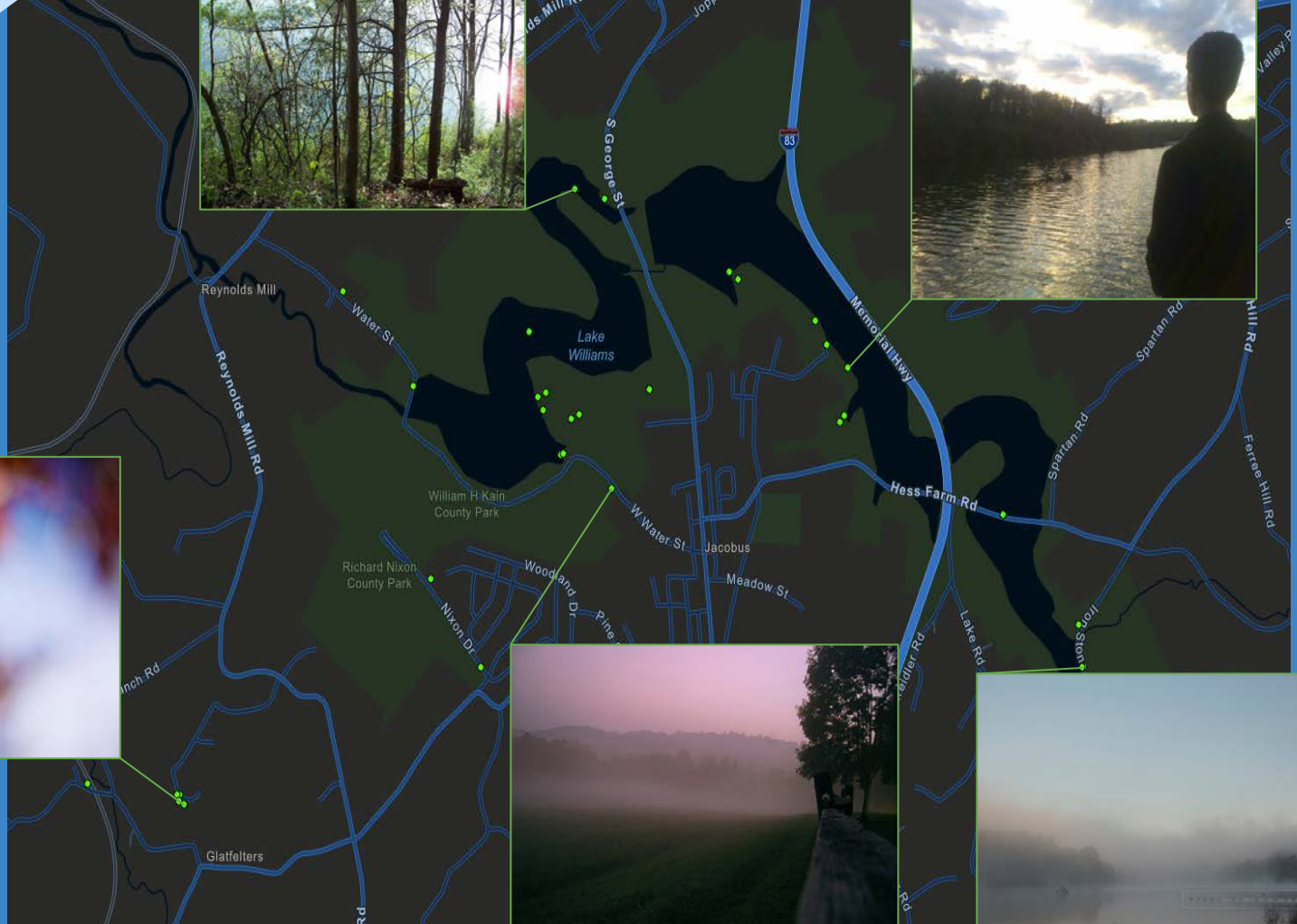
Nature



Shenandoah National Park



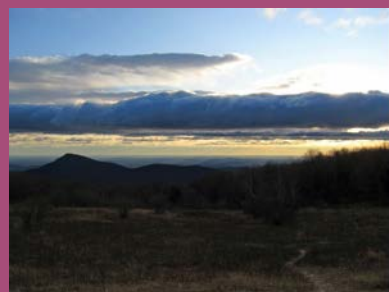
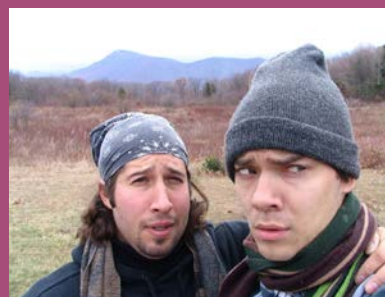
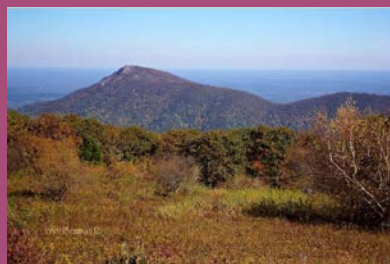
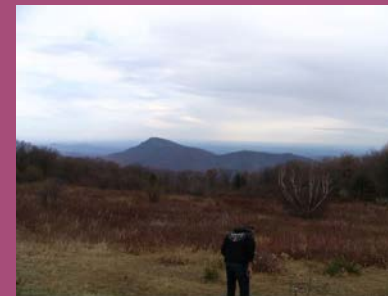
Lake Williams, York County, Pennsylvania

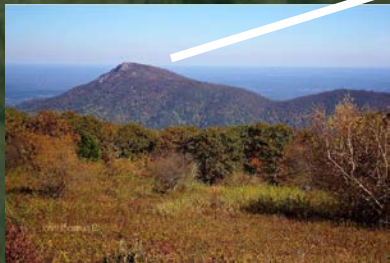
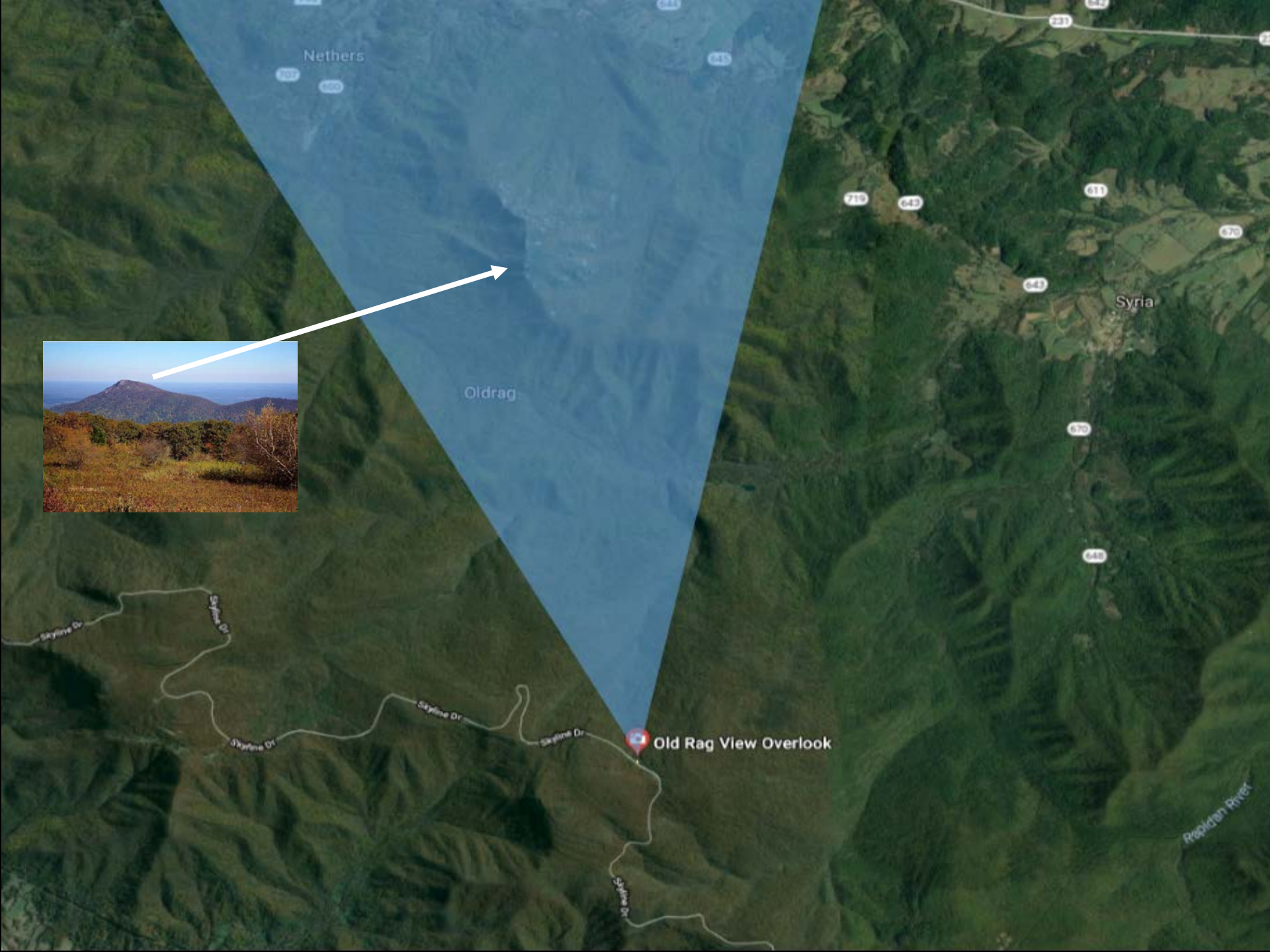


An example application



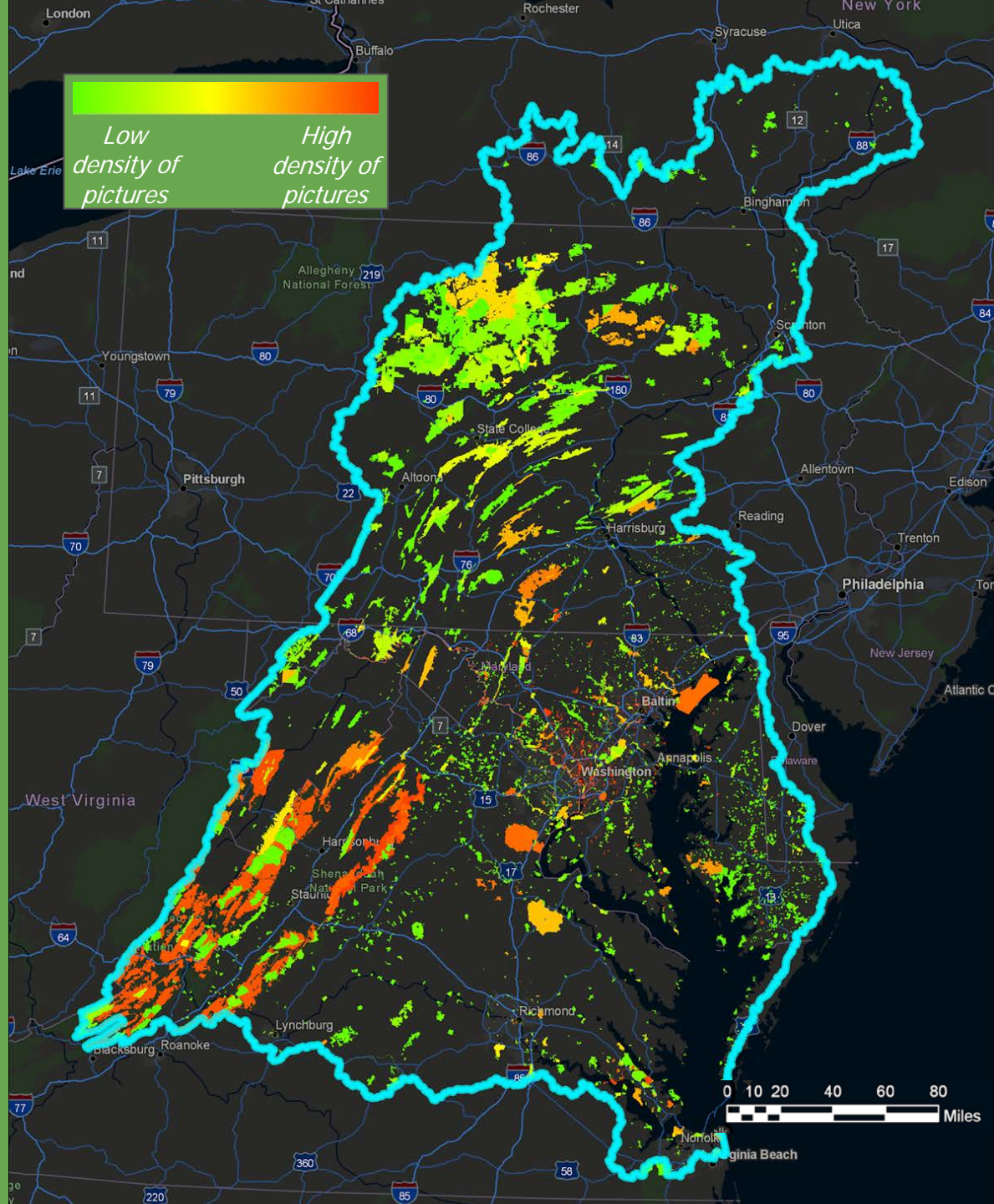


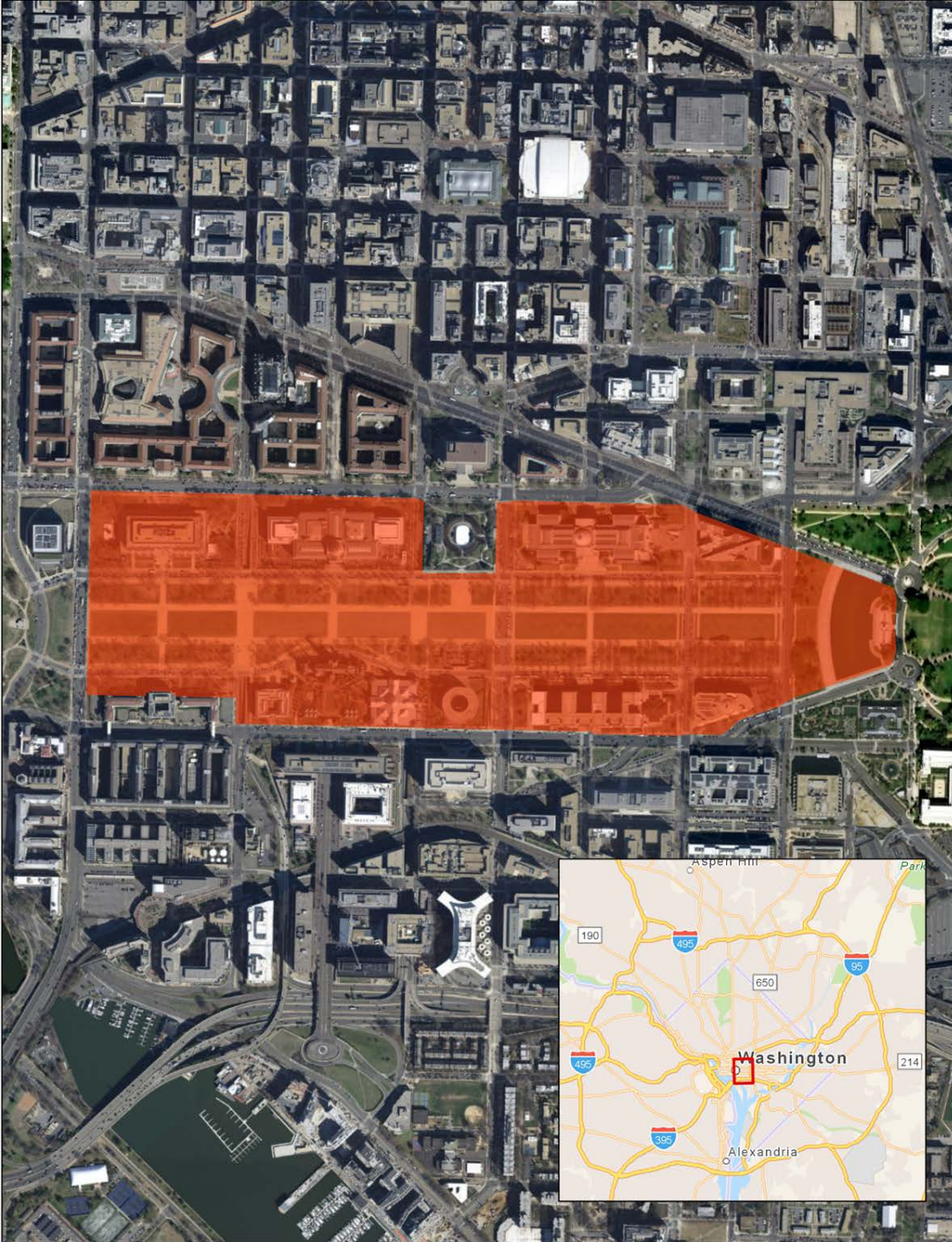




Imagery and Protected Lands

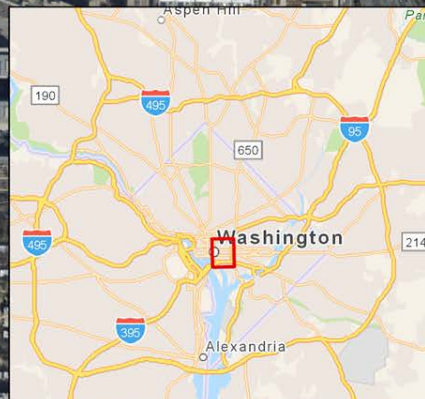


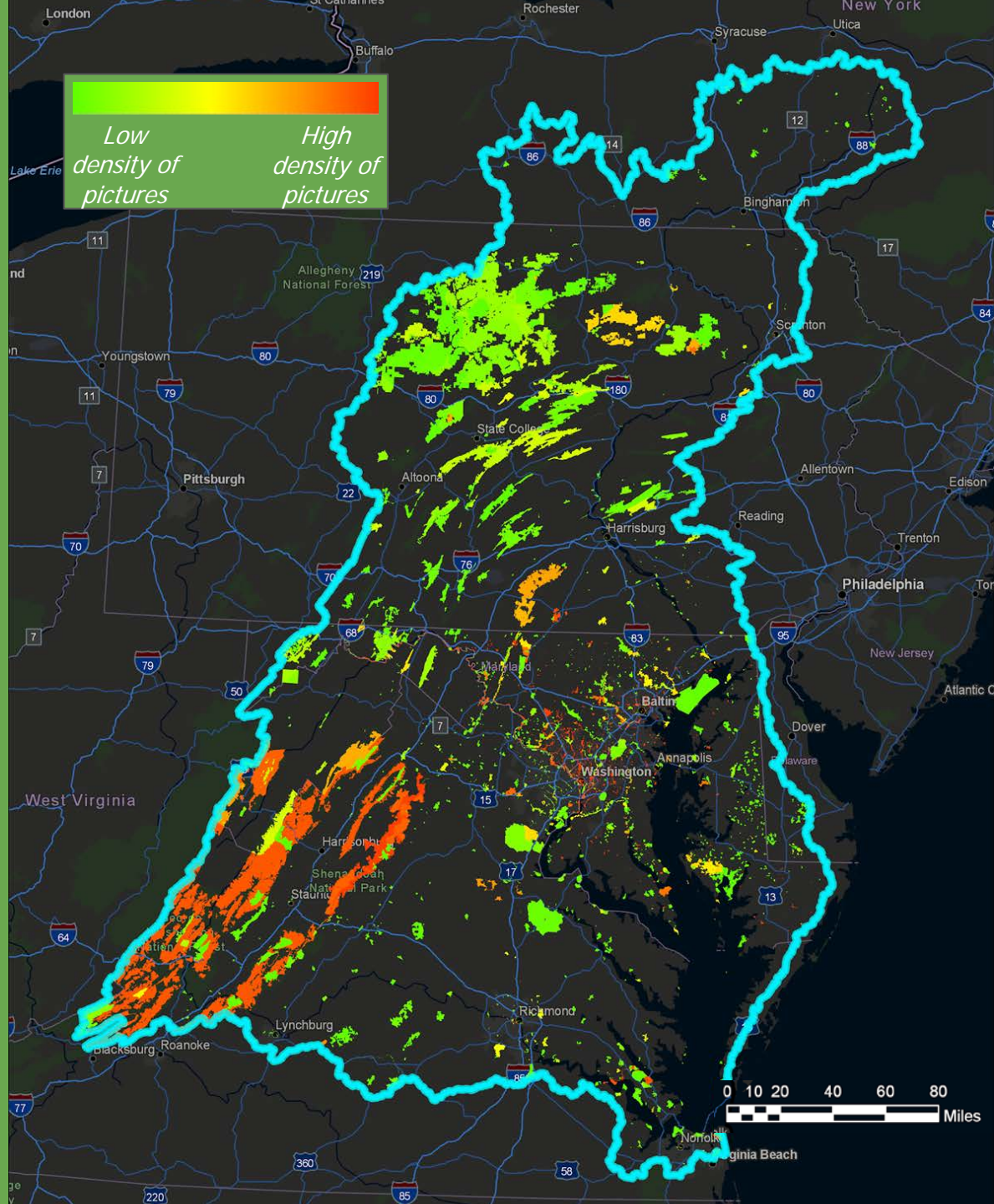




90,677 Pictures

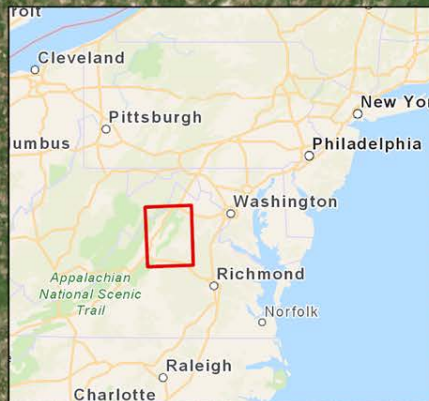
National Mall,
Washington, DC





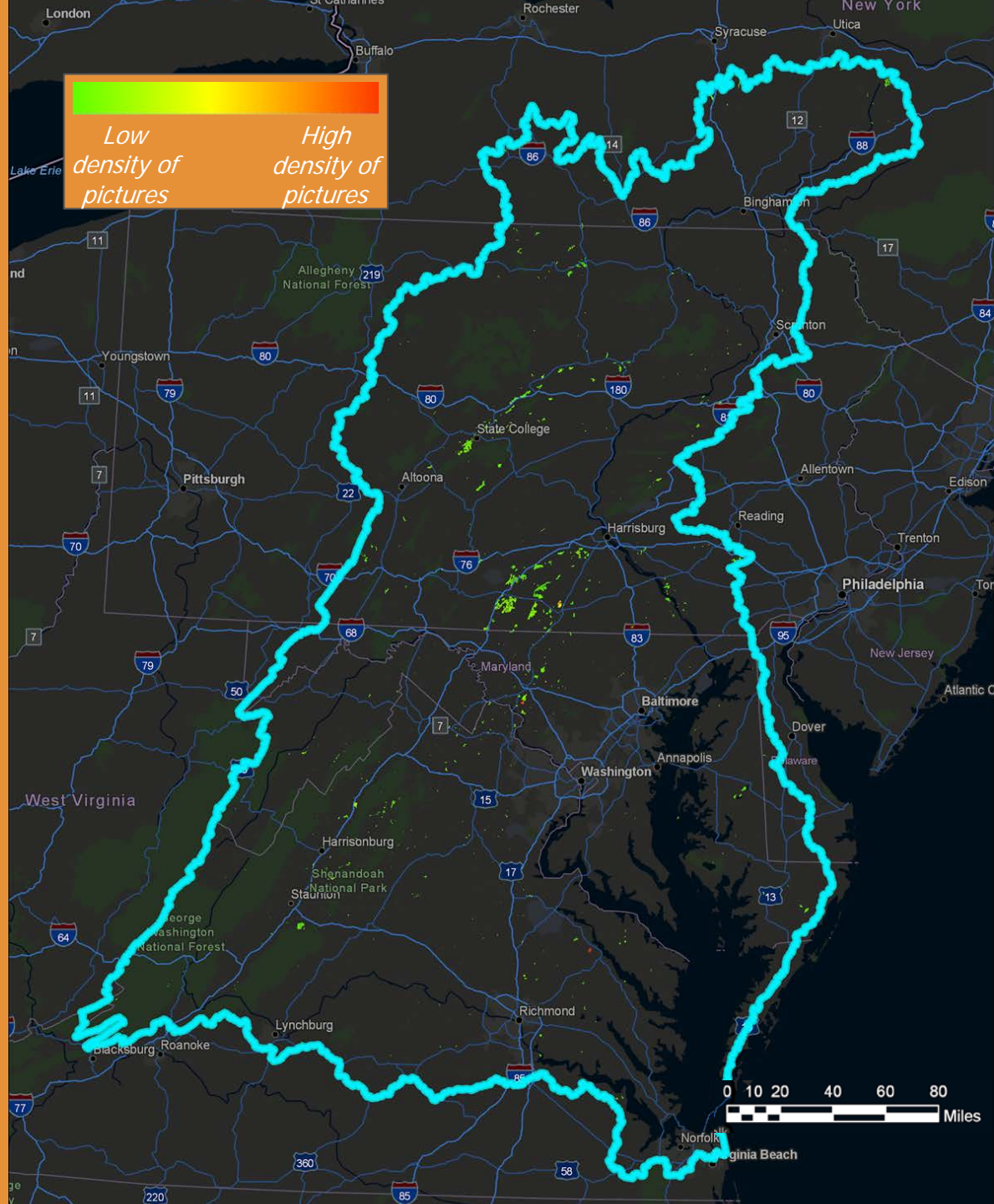
6,702 Pictures

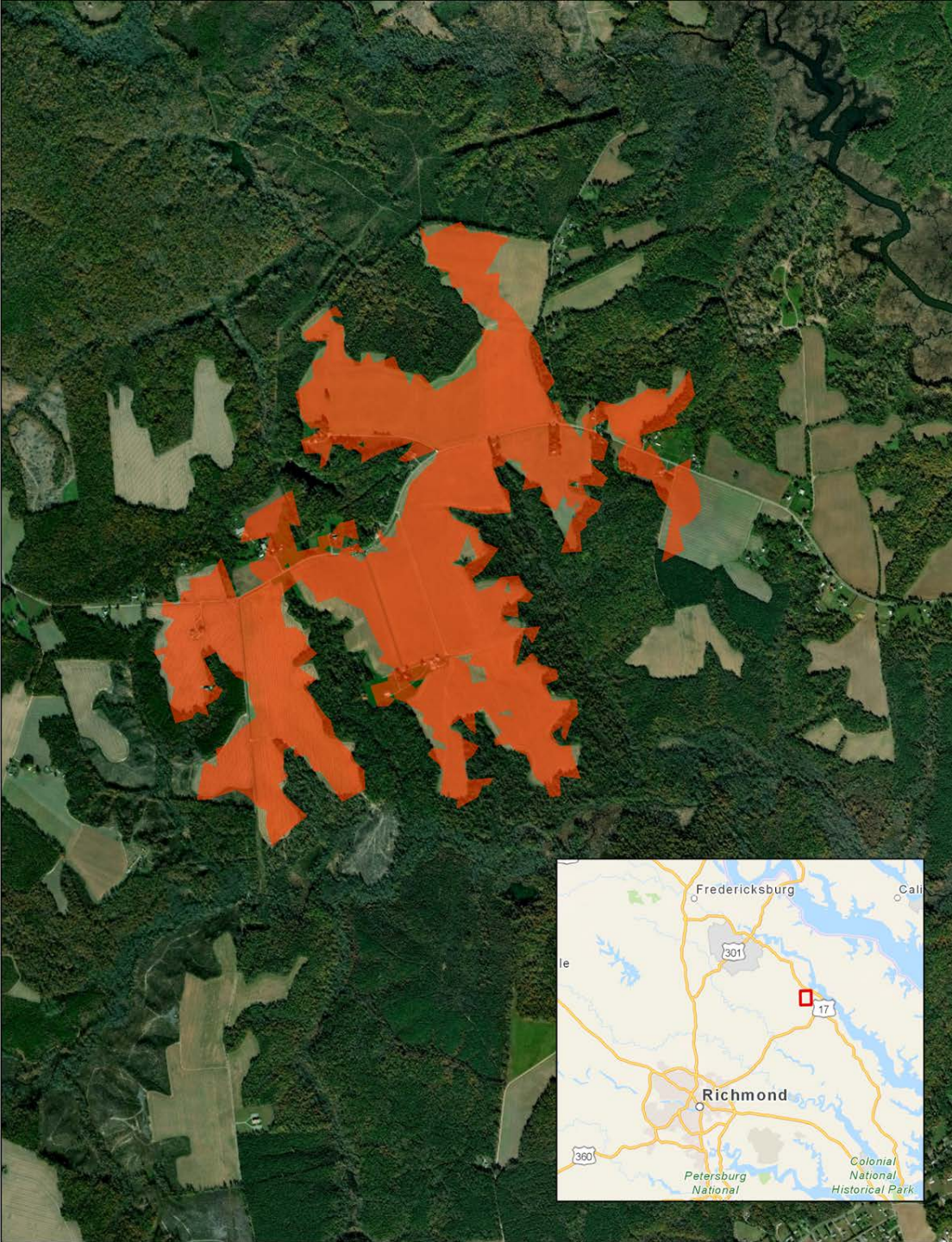
Shenandoah National
Park, Virginia



Imagery and Most Valued Lands



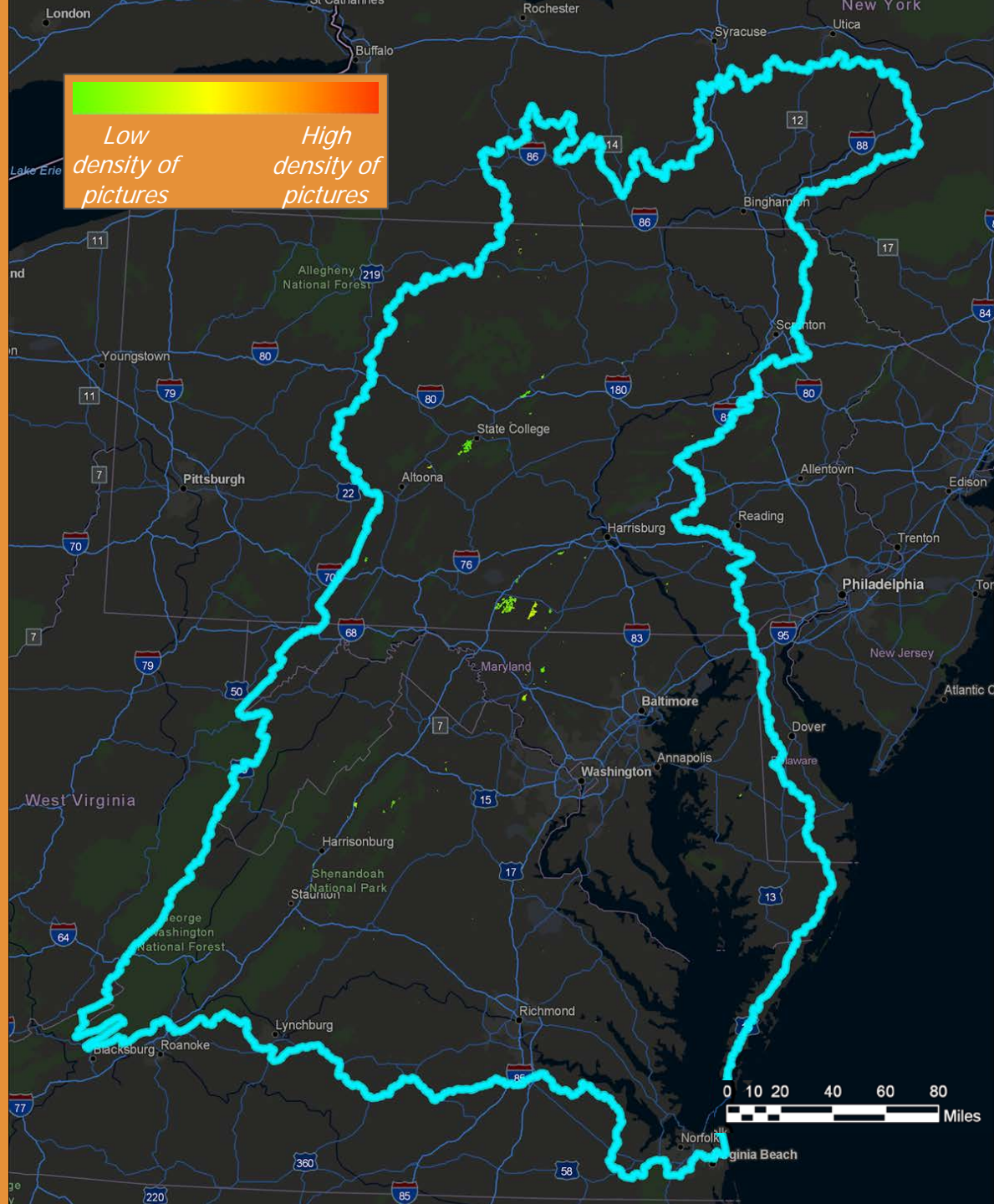


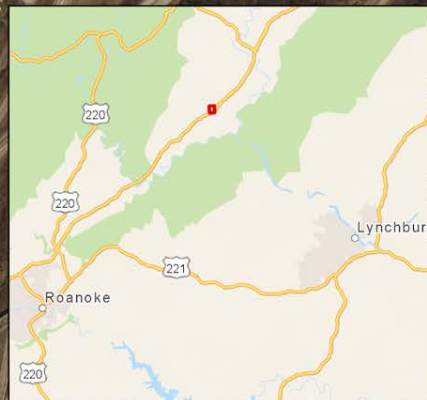
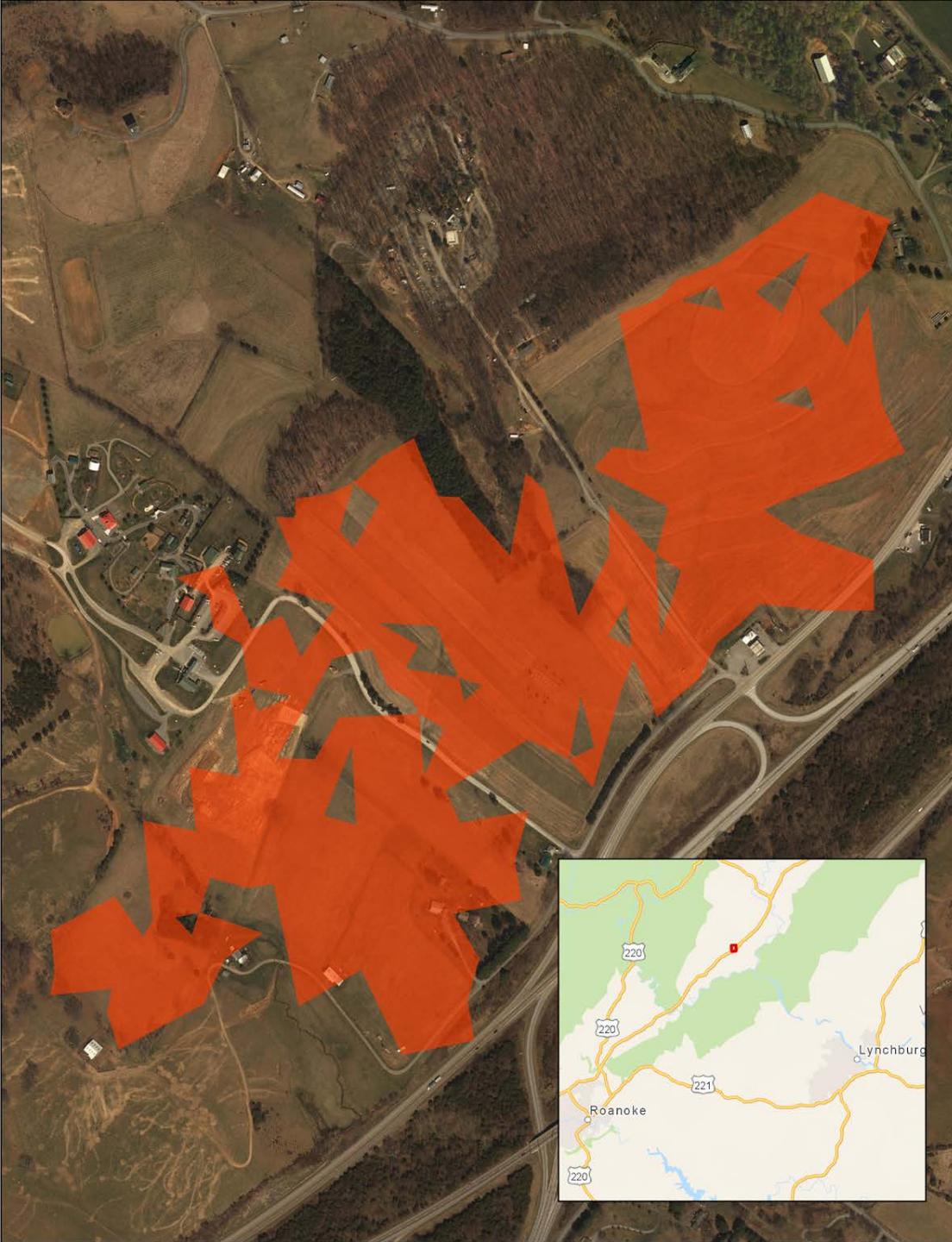


664 Pictures

5165 State Rte 627,
Tappahannock, VA
22560







194 Pictures

Safari Ln, Natural
Bridge, VA 24578

Next Steps

- Identify most active Flickr users for outreach possibilities
- Regional+state+county level analyses
- Regular data updates
- Explore other crowd-sourced imagery

The background is a solid dark blue. In the four corners, there are decorative geometric patterns composed of various shades of blue triangles (light blue, medium blue, and dark blue) and white outlines of triangles, creating a modern, abstract design.

jeizear@
chesapeakeconservancy.org

Agenda

WEDNESDAY, OCTOBER 24

- 8:30 am Agenda Review, Reflections from Day 1**
- 8:45 am How are We Doing?**
- 10:15 am Break**
- 10:30 am New Approaches to Mitigation Policy**
- 11:15 am Conservation Finance News**
- 12:00 pm Moving Forward**
- 12:20 pm Closing Comments**
- 12:30 pm Adjourn and Lunch**

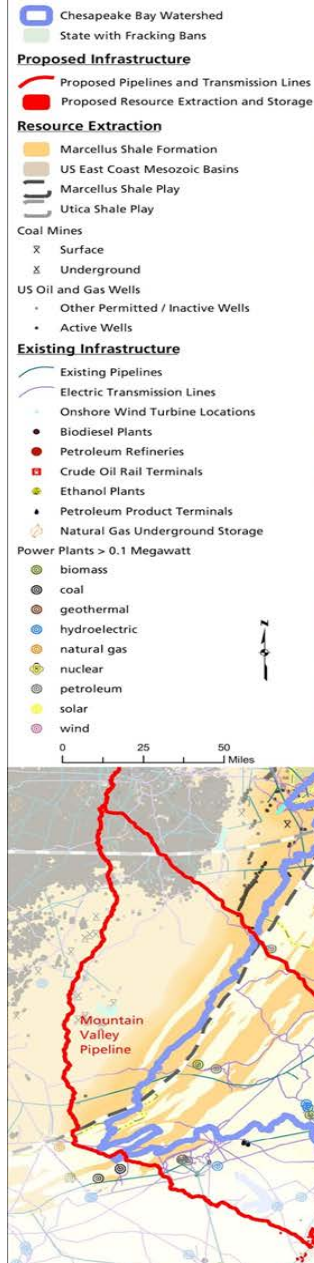


How are We Doing?



Mitigation Policy Options

Energy Resources in Chesapeake Bay Watershed





MVP Route

From Kelly Knob, Appalachian National Scenic Trail

ELI Report Recommendations

1. Define Landscape Objectives
2. Change Conceptual Approach to Permitting
3. Improve Section 401 Water Quality Certification Practices
4. Affect FERC Decisions for Better Landscape-Level Alternatives/Mitigation
5. Improve State Public Utility Regulatory Decisions
6. Improve State Public Utility Regulatory Decisions for solar and wind siting
7. Improve the Use of Natural Heritage Information
8. Adopt Statewide Mitigation Policies
9. Advance Protection of Historic, Cultural, and Scenic Resources
10. Public Trust
11. Water Resources Permitting
12. Forest Conservation
13. Easement Lands
14. Federal Consistency under the Coastal Zone Management Act
15. Strategically Support Some Local Land Use Regulation

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9. Advance Protection of Historic, Cultural, and Scenic Resources

Improve scenic resource assessments for transmission corridors and wind and solar generating facilities.

Develop and test a **standardized Scenic Landscape Impact Assessment Methodology** that could be adopted for broad use by jurisdictions in the watershed.

Received \$75K of “Chesapeake Bay Program 2018 Goal Implementation Team Project Funding.

Will support contractor to develop methodology, working with Partnership team and group of scenic resource assessment advisors.



Conservation Finance

- **Conservation Plus BMP Update**
(John Griffin)
- **Incentivizing Forest Retention and Agriculture** (Chandler Van Voorhis)
- **Upcoming Workshops** (Craig Highfield)

Conservation Plus BMPs Update

John Griffin

Incentivizes “**Green Infrastructure**” not just “**Grey Infrastructure**” to offset growth and development over time.



Photo: chronicwanderlust.com

18,500,000



CREDITING CONSERVATION

Accounting for the Water Quality Value
of Conserved Lands Under the Chesapeake Bay TMDL

CHESAPEAKE BAY COMMISSION · JUNE 2013

THERE IS AN UNDENIABLE LINK BETWEEN THE HEALTH OF THE WATERS OF THE CHESAPEAKE Bay and our stewardship of the huge area of land that comprises its watershed. The land-to-water ratio is larger than any other estuarine water body on earth. With a water surface for the tidal Bay of only 4,000 square miles and a watershed of 64,000 square miles, land surface exceeds water surface by more than 16 times. How we treat the land profoundly influences the quality of the water. Thus, land-use decisions may well be the most important factor in the success or failure of our efforts to restore and protect the Chesapeake Bay.

Keeping Our Commitment: Preserving Land in the Chesapeake Watershed
CHESAPEAKE BAY COMMISSION, FEBRUARY 2001

Policy Change 4:

2025 LAND USE BASELINE

Utilize a 2025 land use baseline scenario in the 2017 TMDL re-assessment, allowing for credit for conserved lands previously included as part of a growth scenario.

What are they?

Conserve riparian
zones

Increase proportion of
growth occurring as
infill/redevelopment

Conserve all farmland
within agricultural
districts

Conserve large
contiguous forest
tracts

Expand sewer
service areas

Conserve other prime
farm lands of state
importance

Conserve other high-
priority forest
conservation areas

Avoid growth on all
soils unsuitable for
septics

Conserve all high-
value forest and
farmland identified
by the Chesapeake
Conservation Atlas

Status

- Bay Program running state-specific scenarios
- PA done. DE, MD, and VA finished by end of October 2018
- By 2025, growth management practices may provide more load reductions than land conservation
- More state scenarios can be run later this year through Spring 2019

Takeaways:

- Growing pains
- Stay calm and carry on
- Stay engaged

Incentivizing Forest Retention and Agriculture

Chandler Van Voorhis
(see separate slide deck)

Upcoming Finance Workshops

Craig Highfield

- 1 Chesapeake Conservation Finance
Intensive Workshop**
- 2 Roundtable on Private Capital and
Land Conservation**

Chesapeake Conservation Finance Intensive Workshop

Goals:

- improve knowledge of public and private financing resources, especially emerging finance mechanisms and complex financing arrangements
- practice applying knowledge to address real-world needs
- improve ability to tap new sources of funding

Chesapeake Conservation Finance Intensive Workshop

Format:

Interactive presentations from conservation finance experts, practical exercises, hands-on tools and lessons from relevant case studies, and opportunities to consult with peers and experts on live projects.

Chesapeake Conservation Finance Intensive Workshop

Content:

Wetland and species mitigation funding, nutrient trading and other relevant ecosystem markets-based approaches, water funds, environmental impact bonding, and private investment strategies.

Chesapeake Conservation Finance Intensive Workshop

Post-workshop:

Cultivate an ongoing peer network among the workshop participants and of conservation professionals working on similar issues across the watershed. We will also use feedback from the workshop to identify and help deliver additional information and training needs.

Roundtable on Private Capital and Land Conservation

Goal:

Explore current and future areas of mutual investment and collaboration involving land conservation and private restoration financing. The “sweet” spot in the Venn diagram.

- Describe current level of private sector investment in restoration and land conservation
- Explore potential future practices that could involve private investment on permanently conserved lands.

Roundtable on Private Capital and Land Conservation

Format:

~30 participants in facilitated focus group. Typical discussion questions might include:

- What existing public and private funding sources could be used to conserve land and support water quality restoration?
- What are the motivations of current private investment entities engaged in conservation-related investments in the region?
- What is the size and scale of demand for purchasing credits generated by any new credit-based market system?
- Are there opportunities for blended investment of public and private sources of capital that might enhance private investment?
- What are private sector players looking for, and what policies, rules and regulations need to be established to satisfy investors' needs?