

Lessons Learned from Putting 18 Million Chesapeake Bay Watershed Residents on a Strict Bay Pollution Diet

What was Behind of the Success of the 2010 Chesapeake Bay TMDL

- Reached agreement early on as to what was the **end goal**, how we would measure progress towards it.
- Worked with all the engaged partners on **the ground rules**—the who, how and what—of the collaborative decision making process.
- Laid out a **15 year implementation horizon** within an interim target and a mid-point assessment to enable adaptation to new information
- Invested A LOT of time in **partner, stakeholder and public outreach**, particularly in the two years leading to the final Bay TMDL
- Kept a focus on building a **solid scientific foundation** on which the Bay TMDL and the states' watershed implementation plans were built and implemented
- Put every single model, data analysis tool, best management practice, interpretation of the scientific story of major sources and watershed and estuarine impacts through **independent scientific peer review** overseen by the Chesapeake Bay Program Partnership's Scientific and Technical Advisory Committee
- Laid out a two year, **week by week schedule** for carrying out all the work and partner/stakeholder/public engagement and decision making
- Every single decision, and there were literally thousands of them, were **partnership decisions**, from the length of the growing season for corn in the New York portion of the watershed to the policy definition of equitable allocations—these partnership-based decisions made the Chesapeake Bay TMDL “ours” and not “EPA's”

Putting Those Lesson Learned to Work in Revising a CCMP

Goals—Simple, Measurable, Understandable, Accountable

Start with a select number of simple, measurable, publicly understandable goals for which implementers can be held accountable to taking actions to achieve those goals.

Relate every single action and element of your CCMP back to how it will help achieve one or more of your goals—if you can't then don't include that action or element.

Tell a Story and People will Listen and Understand

Be sure you can tell your Narragansett Bay story concisely—think in terms of 10 slides and less than 10 minutes to paint the full picture of what, why, and what your audience can do to help.

Write and present your CCMP like you are telling a story—lots of graphics, photos, engaging text—as you want your many partners telling the same story, communicating the same messages back from their perspective and even in their own words.

Come up with a different term than CCMP—like TMDL, most folks haven't a clue what it means much less spell it!

Engage, Involve all Who Have a Stake in the Outcomes

Make a commitment right from the start to true stakeholder engagement.

- Reach out to those involved in all stages of implementation of actions call for in your CCMP
- Meet with them at their place be it a farm, a town hall, a place of business, a wastewater treatment facility, a fishing vessel out in the Bay
- Step into their shoes and look at what you are asking of them from their perspective and the implications to them personally and professionally
- Seek their understanding and then their honest buy-in to the shared missions and goals

Ensure your partnership tent has enough room to give all your partners a seat the decision making table.

Get Ready for the Change that is Already Happening

As you develop your CCMP, relook at your organizational structure, your membership, your governance procedures—evolve your partnership so that its positioned to fully support the difficult collaborative decision making needed to get the job done and reach your goals.

Consider updating even rethinking your past signed partnership agreements to reflect both the goals and commitments within your new CCMP as well as new partners—great way to publicly signal a new day, a new way forward for an empowered partnership and its renewed mission.

Question Everything with a Clear Intent in Mind

As your are deciding on actions to be listed in your CCMP, ask yourselves a series of questions:

- How directly does this action contribute to achieving our stated goals?
- Where does this action fit into our CCMP storyline?
- Is this action achievable and within a reasonable timeframe?
- Do we know the who, how, what, and when of getting this action accomplished?
- Do we know who are the 'champions' and the 'leaders' who can get behind this action and make it happen?
- Will this one fully implemented move the restoration needle in a measurable way?
- Can we track and report progress on implementing this action and its effect(s)?