

MEMORANDUM

To: Chesapeake Bay and Water Resources Policy Committee members
From: Barbara Favola, Chair
Date: Aug. 16, 2011
Re: COG participation in proposed Chesapeake Bay Restoration Coalition

Requested Action

Approve the expenditure of \$20,000 in existing COG funds so that COG can become a member in the Chesapeake Bay Restoration Coalition pilot program.

Background

At its May 20 meeting, the full committee heard from staff from Alcade & Fay, a lobbying firm that specializes in Federal issues, about its plans to establish a coalition to lobby Congress and the Obama Administration for funds to help local governments with Chesapeake Bay TMDL implementation. A workgroup with the following members was formed to further investigate potential COG involvement in this proposal:

Committee Chair Barbara Favola
Committee Vice Chair Andy Fellows
Committee Vice Chair Hamid Karimi
Member Penny Gross
Member Shelley Aloï
Member Jerry Maldonado
Member Mark Charles

The workgroup held a conference call June 9 at which it raised a number of concerns about the Alcade & Fay proposal. These concerns were conveyed by COG staff in follow-up conversations with Alcade & Fay staff and resulted in a number of changes to the original proposal for the coalition (see attachments noted below). The workgroup held another conference call Aug. 3 to consider the revised proposal. Subsequently, the workgroup voted to recommend COG participation in the initial start-up of a coalition subject to several conditions.

Workgroup Recommendation

The workgroup recommends that COG become a member of the proposed Chesapeake Bay Restoration Coalition pilot program through a contribution of \$20,000 in existing COG funds. COG's participation should be contingent on the participation of other local government entities in the pilot program and COG's contribution should be made available to Alcade & Fay in installments to be negotiated by COG staff. The CBPC subcommittee on this issue will periodically evaluate the costs and benefits of COG's on-going participation in the Coalition and report its findings to the full committee.

Attachments:

- * COG staff summary of information re Alcade & Fay proposal
- * A Alcade & Fay proposal for Chesapeake Bay Restoration Coalition Pilot Program

COG staff summary of information re Alcade & Fay proposal

COG staff document

Updated 8/3/11

What is it?

Alcade & Fay, an Arlington, VA-based federal lobbying firm, has proposed the organization of a Chesapeake Bay Restoration Coalition whose primary purpose would be to represent local governments in Washington. The major goal of such a coalition would be to raise new funds for Bay TMDL implementation that could be used by local governments. After discussions with COG staff and other parties, Alcade & Fay has significantly revised its original proposal and now proposes to launch a “Pilot Program” at considerably lower cost than originally proposed. Under this approach, the coalition would simultaneously try to begin the work of lobbying for funding in Washington and determining the organization and fee structure of a more long-term coalition effort.

Time frame:

The firm originally planned to kick off the coalition in May. It is now hoping to launch the Pilot Program early this fall; the program would have a six-month window to establish a more permanent coalition.

What would be the cost of participating?

Alcade & Fay originally proposed raising \$500,000. However, its staff hopes to launch a pilot program with a budget of \$50,000 - 65,000. The Steering Committee for the pilot program would then set a dues structure and budget for the fuller effort. COG staff is proposing to use \$20,000 in existing funds so that COG could join the pilot program.

Is anyone actually on board at this point of time?

No. Alcade & Fay staff still indicates that there are a number of governments who have expressed a willingness to join.



Proposed Pilot Program

Alcade & Fay staff document

7/22/11

Alcade & Fay is proposing the establishment of the Chesapeake Bay Restoration Coalition Pilot Program, a six month “soft launch” of the Coalition to begin the important work of unifying the Chesapeake Bay watershed local governments into a single voice to advocate on behalf of greater funding, other tools and flexibilities to meet the federal government’s requirements for Chesapeake Bay restoration, particularly those contained in EPA’s Chesapeake Bay TMDL program.

During this period, a Steering Committee will work to lay the foundation for the first full year of operation for the Coalition, including setting a budget, determining a dues schedule, and planning a vigorous outreach campaign to recruit other local governments as members of the Coalition and contributors to this important effort.

While these details are being worked out, the Coalition will work on a reduced 2011 budget. It will be the responsibility of the Coalition’s management firm, Alcade & Fay, to use this six month period to begin to build a long-term strategy for advocating on behalf of the watershed, to put into place the mechanisms of representation of the Coalition, and to prove the added value that such a Coalition holds.

Work Plan

During the Pilot Program, Chesapeake Bay Restoration Coalition Steering Committee members and staff will look to undertake the following work program:

Advocacy Effort

- Development of a set of agreed principles by the Coalition for Chesapeake Bay restoration by the end of the first month.
- Outreach to every member of Congress representing the Chesapeake Bay watershed to organize Congressional power behind the principles of the Chesapeake Bay Restoration Coalition by the end of the first month. Priority in meetings will be given to leadership level members and those directly representing Coalition members.

- A Dear Colleague letter circulated amongst members of Congress reflecting the priorities of the Chesapeake Bay Restoration Coalition, as a way of beginning to ensure a strong voice for local governments as part of the debate, by the end of the second month.
- Outreach to key Administration officials, most importantly Jeff Corbin, EPA Senior Advisor on Chesapeake Bay Restoration, by the end of the second month. Invitation to Jeff Corbin to sit down with the Steering Committee and discuss EPA's work as his schedule permits.
- Develop an initial piece of legislation to be introduced in Congress that reflects the principles of the Chesapeake Bay Restoration Coalition by the end of the fourth month.
- Work with the Administration on a credible proposal for the President's FY13 budget regarding Chesapeake Bay restoration by the end of the sixth month.

Coalition Building Effort

- Conduct a complete solicitation campaign, vigorously reaching out to remaining localities in VA, MD, WV, PA, DE, and NY to introduce them to the Chesapeake Bay Restoration Coalition and expand membership to ensure a truly Bay-wide effort. The Coalition will aim to have spoken to representatives from every local government in every state in the watershed by the end of the sixth month.
- Develop budget, dues schedule, and work plan for full first year of operation of Chesapeake Bay Restoration Coalition by the end of the fourth month.
- Decision upon whether to proceed with first full year of the Chesapeake Bay Restoration Coalition by the end of the sixth month.

Steering Committee

The Coalition will create a 12-15 member Steering Committee of its charter membership, who will meet regularly during the Pilot Program to lay the foundations for the Coalition's first year of operation. Charter members are free to select who will represent them on the Steering Committee, though to facilitate productive discussions it is recommended that those representatives be well versed in the issue of Chesapeake Bay restoration.

The Steering Committee will be the ultimate decision-maker during the Chesapeake Bay Coalition Pilot Program, and will set the policies of the Coalition and provide direction to the management firm, Alcalde & Fay.

Alcalde & Fay will provide proposals as it relates to the policies and procedures of the Coalition, which the Steering Committee will then discuss and amend for ratification. Alcalde & Fay will also be responsible for the day-to-day operations of

the Coalition and fulfillment of the work plan. The Steering Committee will be responsible for setting the first full year budget and dues schedule.

The Steering Committee will aim to adopt its decisions by consensus. Owing to the travel involved for members of the Coalition, meetings of the Steering Committee will be held monthly via teleconference, with one in-person meeting at the inaugural and final Steering Committee sessions of the Pilot Program. The Steering Committee will consider at its inaugural session whether a formal voting mechanism is desirable.

Funding

For the six month Pilot Program, the Chesapeake Bay Restoration Coalition will be operating with a limited budget sufficient to engage in the necessary start-up operations and begin a vigorous outreach to the rest of the Chesapeake Bay watershed to establish the groundwork for a fully functioning Coalition; **\$50,000 - \$65,000.**

Individual contributions to this Pilot Program will be negotiated with individual constituencies, under the understanding that participation beyond the Pilot Program will be at a level consistent with the dues schedule set by the Steering Committee. Contributions will be targeted at a level around \$0.006 per person of population contained within each county.