Chesapeake Bay in Crisis

The Solution: Regional Public Education

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Environmental Project Team

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Treasured Natural Resource

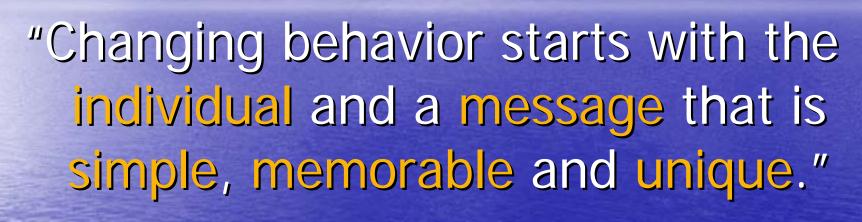
- Largest estuary in United States
- Accounts for 59% of the northeast coastal water
- Chesapeake 2000 Agreement
 - To restore, enhance and protect the Bay's living resources
 - To address nutrient and sediment problems in the Bay
 - Through public/private agreement
 - By voluntary action to remove Bay from the list of impaired waters by 2010

Individuals Pollute

- 16 million individuals live in Bay watershed
 - 4.2 million in local COG region
- Individuals contribute over 16% of Bay pollutants
 - animal waste
 - lawn fertilizer
 - vehicle care and maintenance

Jurisdictional Education Programs

- Good but fragmented
- Multiple topic areas
 - Stream restoration, litter reduction, conservation
- Mixed medium utilized by jurisdictions
 - Community meetings, newsletters, websites, etc...
- Messages don't always cross jurisdictional boundaries



Academy for Educational Development

Common Message is the Way to a Cleaner Bay

- Behaviors changed by public education
 - Successful efforts include:
 - drunk driving, recycling, safe kids, seat belts
- Critical need for a regional public education campaign
 - reduces pollution in the Bay
 - targets individual behavior change

Success Factors

common message (brand identity)

+ pooled resources (increased exposure)

Changed Behavior (pollution reduction)

Driving Force

- Chesapeake Bay Program
 - Founded in 1983
 - Leads and directs the protection and restoration of the Bay
 - Coordinates restoration efforts across jurisdiction boundaries
 - regional media campaign

Vehicle for Change

- Chesapeake Bay Program Media Campaign
 - research-based
 - regional message
 - targets individual behaviors
- Kick-off February, 2005
- Contributions to date = \$620,000
 - Commonwealth of Virginia, District of Columbia and Federal funds

How You, the Local Jurisdictions, Can Help

- Participate in the Chesapeake Bay Program Media Campaign
- Contribute local funding to the campaign
 - Increased distribution of message to more people over longer period of time
- Embrace a common message
- Encourage others to do the same

The way to a cleaner bay

a consolidated regional public education campaign