



# York River and Small Coastal Basin Roundtable

Strategic Plan  
2019 - 2021

*Promoting community, coordination and collaboration on watershed issues of mutual concern  
and interest.*

## Introduction

### York River and Small Coastal Basin Roundtable – *Who we are*

At its core, the York River and Small Coastal Basin Roundtable (YRSCBR or Roundtable) provides a forum for information sharing and collaboration among water quality and conservation-minded stakeholders within the York River, Mobjack Bay and Piankatank River watershed areas.

Rooted in a regional effort to restore the Chesapeake Bay, the Virginia Department of Environmental Quality's (DEQ) watershed roundtables represent place-based communities of practice vested in enhanced water quality. As one of DEQ's 12 roundtables, YRSCBR regards clean water as a condition fundamental to quality of life. Clean water contributes to the health, safety and livelihoods of Virginians through drinking, recreation, business and the provision of ecosystem services. Through local, participatory processes and actions focused on improved water quality, conservation and restoration, the Roundtable works to elevate and safeguard quality of life within the watershed, recognizing the impact of its actions throughout Chesapeake Bay and among Bay-reliant communities.

At 2,669 square miles, or about 6% of the Commonwealth's total land area, the York River and small coastal basin combined watersheds are among the smallest of Virginia's Chesapeake Bay watersheds, though no less grand. Located within Virginia's Coastal Plain and Piedmont physiographic provinces, the York River, Mobjack Bay and Piankatank River watershed areas include all, or portions of, 17 counties and one independent city in the Commonwealth of Virginia, encompassing approximately 6,700 miles of rivers/streams, 11,330 acres of lakes and 82 square miles of tidal estuary. From the rolling foothills of the Blue Ridge Mountains, to the manmade banks of Lake Anna; the Dragon wilderness of the Piankatank and oyster reefs of Mobjack Bay; to the forested wetlands along the Pamunkey, and the salt marsh islands of the York, the collective Roundtable expanse represents the full suite of Chesapeake Bay watershed habitats.

York River headwaters flow 220 miles from their origins in Orange County to their mouth at the Chesapeake Bay, traversing land characterized as 75% natural. In the piedmont headwaters, grasslands, forests, shrublands and wetlands provide habitat to a diversity of native flora and regional fauna. In the tidewaters, breeding bald eagles and osprey take to the skies while terrapins and rays command the water, occasionally giving way to the curious bottlenose dolphin. Oysters, crab, and striped bass fuel the local seafood industry. Meanwhile, nearshore habitat provides respite for the imperiled Rare Skipper butterfly, Mountain Camellia, Sensitive Joint Vetch and migratory Prothonotary warbler.

Prehistoric and historic cultural resources indicate a long and evolving connection between human and nature throughout the watershed. Predominantly rural in character at present, the combined watershed is among the Bay's fastest growing in terms of population. While established population centers found in Albemarle, Hanover and Spotsylvania counties continue to grow, increasing populations in York and James City counties are developing into population centers along tidewaters.

Development, climate change, regulatory transgressions and a dearth of awareness contribute to conditions compromising watershed water quality. Jeopardizing coupled human and natural systems, are excess loadings of sediment and nutrients, and the introduction of toxic chemicals and microbial agents, exacerbated by increasing water temperatures. Poor water clarity, principally controlled by

suspended sediments and phytoplankton, is a persistent and widespread problem throughout the Chesapeake Bay and YRSCBR watersheds.

Harmful algal blooms affect drinking water, agriculture, recreation and tourism from headwaters to tidewaters. E.coli impairs aquatic life, recreation, and fish and shellfish consumption basin-wide. Hypoxia, responsible for fish kills that damage fisheries and tourism, has been observed repeatedly in York River waters. While limited, toxic chemical contamination within the York River estuary has led to the issuance of mercury and PCB fish consumption advisories and restrictions.

Nonpoint sources dominate riverine sediment and nutrient load inputs within the watershed, though tidal and nearshore erosion are a significant source of suspended sediment in the York River estuary. To this end, the Roundtable, comprised of homeowners, scientists, educators, entrepreneurs, students, resource managers, planners, builders, regulators, administrators, movers and shakers, works together to address nonpoint source pollution and conserve and restore vital watershed habitat.

### **Mission – What we do**

The York River and Small Coastal Basin Roundtable promotes place-based coordination and collaboration on watershed issues of mutual concern and interest. In doing so, it enhances the understanding, support, communication and adoption of best management practices that reduce nonpoint source pollution, ameliorate watershed habitat and improve water quality in local waters and the Chesapeake Bay, helping the Commonwealth achieve its water quality improvement goals.

### **Vision – What we want**

Improved understanding and greater support for water quality restoration and protection, and measurable reductions in nonpoint source pollution, resulting in the achievement of water quality goals in our local watersheds and the Chesapeake Bay, as well as resilient, socio and ecological communities.

### **Audience – Who we reach**

Roundtable stakeholders, include a wide variety of professionals, decision-makers, residents and change agents, a collection of which are represented on the Roundtable. Stakeholders comprising the Roundtable's target audience have been grouped below. Notably, each Roundtable member connects with its own target audience, or constituent group, elements of which may not be represented in the below.

- Local elected and appointed officials, such as city and town council members, county commissioners, citizen wetland boards, planning commission members, city and town managers, planners, engineers, code enforcement officers, environmental health and transportation officials.
- Federal, state, tribal and local agency staff within departments that provide oversight and advise on land use planning, coastal resources, inland fisheries and wildlife, and environmental protection.

- Civic, user and interest groups, including Rotary clubs, Master Naturalists and property owner associations.
- Watershed residents and visitors, including students, families, and tourists.
- Non-profit organizations, including conservation commissions, land trusts, chapters of environmental organizations, and watershed associations.
- Business enterprises and organizations, such as aquaculture operations, recreation outfitters, commercial fisheries organizations, realty associations, building and development associations, commercial property owners associations, marine trade and construction businesses, chambers of commerce and tourist boards.
- Contractors and consultants, including environmental consultants and engineers, and infrastructure providers.

## Our Values

The Roundtable has identified four Cornerstones, or core values, that are the foundation of its practices:

- **COMMUNITY** - Engage as a community for the community
- **LITERACY** - Promote environmental literacy
- **CAPACITY** - Build capacity
- **RESILIENCE** - Foster holistic resilience

The development of the York River and Small Coastal Basin Roundtable's Cornerstones for a Sustainable Enterprise (enclosed) informed the creation of the following deliverables, which Roundtable members, through steering committees and the Board, will support over the course of 2019-2021. Deliverables, representing the Roundtable's action items, are listed below under their respective cornerstone.

### Cornerstone 1: Engage as a community for the community

Components:

- Represent the local community
- Champion internal and external efforts
- Bolster internal capacity
- Provide support for internal and external partner entities
- Act as an information conduit
- Collaborate/advise on local efforts and opportunities

### **External**

- 1) The York River and Small Coastal Basin Roundtable will develop and maintain a **website** to act as a repository for Roundtable information, and a central resource for constituents.
  - **Rationale:** Need of a platform for digital content to increase public exposure, awareness and visibility; need of a platform for digital resources accessible to Roundtable members.
  - **Approach:** Given recognition that digital content and collateral are already in high supply, and may not be the most effective tools in conveying the Roundtable's messages, curate content accordingly; include a calendar of events.

- **Timeline:** Commenced. Ongoing.
  - **Goal:** To act as an information conduit on watershed related matters.
  - **Objective:** By May 2021, increase engagement with website, as measured through unique pageviews, by 200%; increase average time spent on page by 10%.
  - **Outcomes:** 80% of Roundtable members have referenced or linked to the Roundtable website in their own communications by May 2020.
- 2) The York River and Small Coastal Basin Roundtable will develop and maintain a **communications plan** that details best practices and ongoing outreach strategies.
- **Rationale:** Need for a comprehensive document cementing and articulating the Roundtable’s mission, vision, key messages, talking points, tools, partners and communication-specific strategies.
  - **Approach:** Inclusion of YRSCBR logo, branding, best practices; incorporation of communal outreach strategies, like social media hashtags (#YourYork, #WaterQualityWednesday), social media reciprocity and linked webpages – others listed below; accessible tools; and a description of key audiences.
  - **Timeline:** Discussions commencing at all-hands in November 2019, with cemented strategy by all-hands in May 2020.
  - **Goal:** To act as an information conduit on watershed related matters.
  - **Outcomes:** Roundtable members will craft effective key messages and talking points together based on common watershed priorities to ensure alignment, clarity and reduced confusion, or fatigue, among stakeholders/residents.
- 3) The York River and Small Coastal Basin Roundtable will develop and implement a **social media campaign** to amplify the Roundtable’s visibility in communities, and among government agencies and decision makers, in addition to communicating watershed wellness.
- **Rationale:** Social media is an efficient way to garner awareness and support for an initiative/organization.
  - **Approach:** Leverage the established presence of Roundtable member organizations on social media platforms; focus on best management practices accessible to homeowners.
    - **Examples:** Gardening and landscape initiatives;
  - **Timeline:** Planning commencing following the finalization of the communications plan, and establishment of mission and vision.
  - **Goal:** To act as an information conduit on watershed related matters.
- 4) The York River and Small Coastal Basin Roundtable will **provide technical and advisory support to external entities**, including, but not limited to, private, non-profit and public sector organizations and agencies, by collaborating and/or advising on local efforts and opportunities.
- **Rationale:** The Roundtable membership has strong institutional, ecological, and local knowledge, in addition to experience and perspective that can be applied in support of external entities and local efforts.
  - **Approach:** Representation as YRSCBR members at local meetings; notification to external entities of capacity for provision of advisory services; advisory support on water quality, watershed infrastructure and related watershed issues through steering committees. Could link to creation of inventory of experts/clearinghouse of contacts.
    - **Examples:** Provision of advisory services to local governments, state delegates, the seafood council, VA manufacturers association;
  - **Timeline:** Ongoing.

- **Goal:** To establish trust with external groups and relay the Roundtable’s collective information; to elevate awareness of Roundtable members and Roundtable as a whole.
  - **Outcomes:** Increased accessibility to, and awareness of, the strengths and technical assistance capabilities represented on the Roundtable
- 5) The York River and Small Coastal Basin Roundtable will **engage with local community members and maintain a communal presence** through outreach at forums and venues toward the increased visibility of 1) the Roundtable, and 2) the values and benefits of the watershed.
- **Rationale:** Efficient utilization of established platforms for continued outreach and awareness on the Roundtable - and its pursuits.
  - **Approach:** Create a list of current annual meeting events of target audiences; maintain a collective presence and provide comprehensive outreach at related forums, events and venues; encourage opportunities for members to participate as co-sponsors in existing events.
    - **Examples:** MPRA’s annual River Stewardship Day, River Day for 6th graders, Pontoon River Boat Cruise, River Camp, teacher workshop; VA Association of Counties annual meeting, VA Lake Association annual meeting, VA SWCD annual meeting; Environmental Educator’s Conference; garden club meetings; realtor meetings; CBF Save the Bay Day, Gloucester Daffodil Festival, West Point Crab Festival; established presence at the naval weapons station, the Waterman’s Museum, Rappahannock Community College
  - **Timeline:** Ongoing.
  - **Goal:** To represent the local community; to champion internal and external efforts; to act as an information conduit; to collaborate/advise on local efforts and opportunities.
  - **Outcomes:** Development of a table top display and related printed collateral for exhibition; development of communal efforts that increase impact beyond a single organization’s capacity

### Internal/External

- 6) The York River and Small Coastal Basin Roundtable will **solicit public input** to inform its deliverables.
- **Rationale:** A needs assessment based on community input has not been conducted by the Roundtable to date; community engagement through a participatory process will inform effective Roundtable endeavors.
  - **Approach:** Listening sessions, focus groups, needs assessments, evaluations; potential partnership with Lower James Roundtable/VCU.
  - **Timeline:** To commence in 2020 beginning with a compilation of stakeholders from whom comments are desired and who may be invited to provide their input.
  - **Goal:** To represent the local community.
- 7) The York River and Small Coastal Basin Roundtable will develop a **clearinghouse of contacts**.
- **Rationale:** There exists no such repository of relevant contact information for necessary communications within or external to the Roundtable, by members or otherwise.
  - **Approach:** Provide easy access to the people and organizations vested in local watersheds, for the Roundtable membership and its constituents; provide on website and as printed collateral.
    - **Example:** York and Small Basin Yellow Pages

- **Timeline:** Discussion at November all-hands; public release May 2020; continuous updating and monitoring.
- **Goal:** To act as an information conduit and a bridge to relevant connections.

## Internal

- 8) The York River and Small Coastal Basin Roundtable will **support each other's efforts** by identifying and pursuing mutually beneficial synergies aligned with the Roundtable mission.
- **Rationale:** Leveraging internal capacity to bolster that of member organizations is an effective and efficient strategy to assure Roundtable resilience.
  - **Approach:** Exercises in synthesis; synchronization of priorities; identification of overlap and potential contributions – in-kind and financial; creation of new, joint partnerships.
  - **Timeline:** Ongoing, with synchronization efforts taking place in 2020.
  - **Goal:** To champion internal efforts; to provide support for internal partner entities; to collaborate/advise on local effort and opportunities
  - **Outcomes:** Development of shared projects that increase impact beyond a single organization's capacity; increased accessibility to, and awareness of, the strengths and technical assistance capabilities represented on the Roundtable.
- 9) The York River and Small Coastal Basin Roundtable will regularly **gather** to share knowledge, generate ideas, discuss challenges, strengthen relationships and build camaraderie.
- **Rationale:** Developing understanding, rapport and trust within the partnership network is an effective and efficient strategy for Roundtable resilience.
  - **Approach:** Two "All-Hands" in-person meetings yearly, with option for additional virtual meetings and forums; steering committee engagement on an as-needed basis; operations guidelines and code of conduct
  - **Timeline:** Ongoing
  - **Goal:** To champion internal efforts; to provide support for internal partner entities; to bolster internal capacity
  - **Outcomes:** Will build additional capacity and social capital; development of shared projects that increase impact beyond a single organization's capacity; increased accessibility to, and awareness of, the strengths and technical assistance capabilities represented on the Roundtable.

## **Cornerstone 2: Promote environmental literacy**

### Components:

- Leverage its understanding of natural/regulatory world
- Cultivate watershed literacy
- Provide experiential education opportunities
- Translate and transmit information that is difficult to navigate
- Motivate behavior change, inspire action, empower communities
- Enhance watershed experience
- Bolster the watersheds' visibility and value

- 10) The York River and Small Coastal Basin Roundtable will provide a forum for the presentation and sharing of quality, rigorous, objective science on the state of the watershed at the **York River and Small Coastal Basins Research Summit/Symposium**.
- **Rationale:** The last related symposium was held in 2016; revisiting in 2020 would convene new stakeholders, highlight new science, and help inform the direction of the State of the York and Surrounding Small Coastal Basins report.
  - **Approach:** Model after York River Research Symposium; focus on place-based science and Roundtable member initiatives; open to interested constituents.
  - **Timeline:** Discussion in November 2019; implementation in April 2020.
  - **Goal:** To cultivate watershed literacy; to translate and transmit information that is difficult to navigate; to bolster the watersheds' visibility and value.
- 11) The York River and Small Coastal Basin Roundtable will provide quality, rigorous, objective science on the state of the watershed through a regularly released, **State of the York and Surrounding Small Coastal Basins** report.
- **Rationale:** The last such document was released in 2000, making a 2020 release both important and timely.
  - **Approach:** Led by Science Steering Committee; white paper synthesizing and summarizing latest science.
  - **Timeline:** First report to be released in 2021; will contain findings from the York River and Small Coastal Basins Research Summit/Symposium
  - **Goal:** To cultivate watershed literacy; to translate and transmit information that is difficult to navigate; to bolster the watersheds' visibility and value.
- 12) The York River and Small Coastal Basin Roundtable will share existing information to **improve translation of public-facing, environmental management and regulatory landscape collateral and tools**.
- **Rationale:** Recognizing that the regulatory landscape is difficult for the general public to navigate – and that there exists a need improve accessibility of regulations, management strategies and tools; recognizing that the strength of the Roundtable lies in its understanding of relevant regulations, environmental management programs and tools, as well as its ability to transmit that information to diverse demographics in different geographies.
  - **Approach:** Led by the Education/Outreach Steering committee. Based on input from identified community needs/needs assessment/gap analysis.
  - **Timeline:** Would follow related public input deliverable on an as-needed basis.
  - **Goal:** To translate and transmit information that is difficult to navigate; to leverage Roundtable understanding of natural/regulatory world and cultivate watershed literacy.
- 13) The York River and Small Coastal Basin Roundtable will motivate **behavior change** through collaborative workshops targeting the watershed's demographically and geographically growing diversity of users and uses.
- **Rationale:** Recognizing that 1) the manifestation of behavior change is crucial to watershed efforts, that 2) Roundtable members are trusted, influential agents of behavior change in their communities, and that 3) behavior change often requires interpersonal relationships, Roundtable members are well poised to inspire behavior change in their communities.
  - **Approach:** Foster excitement, appreciation and a sense of stewardship in all generations of watershed stakeholders. Partner/collaborate on the expression/delivery of visible and



- tangible exercises, best practices, research results, and other related information pertinent to local community members. Behaviors can be modeled through forums, like seminars or workshops, demonstrations, or trainings. Promotion/adoption of existing material.
- **Examples:** Promotion of BayStar, or creation of watershed-specific program; gardening and landscape initiatives, e.g. promotion of BayScapes and living shorelines; flood preparation and response
  - **Timeline:** Ongoing.
  - **Goal:** To motivate behavior change, inspire action, empower communities.
  - **Outcomes:** Development of shared projects that increase impact beyond a single organization's capacity; increased accessibility to, and awareness of, the strengths and technical assistance capabilities represented on the Roundtable.
- 14) The York River and Small Coastal Basin Roundtable will provide, and encourage the provision of, **experiential education** opportunities through its member organizations, for the watershed's demographically and geographically growing diversity of users and uses.
- **Rationale:** Experiential education is an effective tool for transcending disconnects and bringing awareness to solutions within the watershed; Roundtable members have the capacity to provide these experiences to a collective constituency.
  - **Approach:** Foster excitement, appreciation and a sense of stewardship in all generations of watershed stakeholders. Partner/collaborate on field trips, place-based exchanges.
    - **Examples:** Potential partnership with South Wings; flood preparation; water quality best practices; connection to Meaningful Watershed Educational Experience(MWEE) program; MPRA teacher workshop; citizen science efforts to assist in data collection particularly in underrepresented areas
  - **Timeline:** Ongoing.
  - **Goal:** To provide experiential education opportunities; to leverage Roundtable understanding of natural/regulatory world; to cultivate watershed literacy; to motivate behavior change, inspire action, empower communities; to enhance the watershed experience through connections to place; to bolster the watersheds' visibility and value.
- 15) The York River and Small Coastal Basin Roundtable will collaborate with a range of entities, including external groups, councils, organizations and other public agencies toward the **increased visibility and seamless delivery of watershed services and experiences**.
- **Rationale:** Watershed literacy has the potential to foster stewardship and inspire the continued support of such services and experiences, many of which are provided by Roundtable members/orgs.
  - **Approach:** Focus on communications (development of watershed one-pager, powerpoint template; organization of speaker series/speaker's bureau); emphasize the value and benefits of local watersheds and their stewardship with place-based examples.
  - **Timeline:** Ongoing.
  - **Goal:** To cultivate watershed literacy; to bolster the watersheds' visibility and value.
- 16) The York River and Small Coastal Basin Roundtable will work collaboratively to **develop, maintain and communicate water quality information, including data** that serves governmental and non-governmental entities as an authoritative source.
- **Rationale:** Multiple Roundtable member organizations provide important information on water quality for community consumption, though it is not always easily accessible, and may

- not be known to all Roundtable members; recognizing the utility of water quality information to watershed stakeholders, an accessible, authoritative portal connecting watershed users to their water quality data is necessitated.
- **Approach:** Leverage and promote existing outlets; provide an internal and external primer on related data, and where it can be found.
    - **Examples:** Virginia Estuarine and Coastal Observing System (VECOS)
  - **Timeline:** Ongoing.
  - **Goal:** Translate and transmit information that is difficult to navigate; enhance the watershed experience through improved understanding of water quality.

17) The York River and Small Coastal Basin Roundtable will **promote best management practices** for improved water quality through collaborative messaging and alignment of related efforts.

- **Rationale:** Roundtable member organizations promote distinct water quality messages that may benefit from collective alignment and the support/validation of the Roundtable; the Roundtable, in turn, benefits from the amplification of its messages by member organizations, and its association as a regional water quality authority.
- **Approach:** Host an internal, water quality communications information exchange; identify synergies and opportunities for leveraging.
- **Timeline:** Commence unified messaging August 2020 – National Water Quality Month.
- **Goal:** To leverage the Roundtable’s understanding of natural/regulatory world; to cultivate watershed literacy; to motivate behavior change, inspire action, empower communities; to enhance the watershed experience through improved water quality.

### **Cornerstone 3: Build capacity**

Components:

- Fill conceptual and programmatic gaps
- Provide and promote trainings, workshops, other development opportunities
- Help realization of Chesapeake Bay goals and outcomes
- Bolster knowledge and implementation of peripheral practices

18) The York River and Small Coastal Basin Roundtable will provide targeted **training, workshops and other development opportunities** for its membership and other watershed trainers.

- **Rationale:** The training of trainers is an effective approach to bolster capacity within the Roundtable watershed while navigating closer to regional goals.
- **Approach:** Convey best management practices and tools, especially with respect to: the regulatory landscape and applicable ordinances, wetland restoration, environmental and conservation programs, and the practice of teaching environmental literacy for behavior change. Conduct a series of sharing opportunities (forums/webinars) on several topics that are priority issues to the membership, and which member individuals/entities can lead. Development opportunities will leverage the strengths and technical assistance capabilities of member organizations.
  - **Examples:** Workshops to develop the capacity of regional stakeholders to implement nearshore habitat restoration projects; achieving BMPs through alternative approaches
- **Timeline:** Ongoing.

- **Goal:** Provision and promotion of development opportunities that fill conceptual and/or programmatic gaps; realization of Chesapeake Bay goals and outcomes; increased knowledge and adoption of practices peripheral to those detailed in the VA Watershed Implementation Plan III, or regulated or promulgated (mandatory or non-mandatory) by the state or federal government.
- **Outcomes:** Increased accessibility to, and awareness of, the strengths and technical assistance capabilities represented on the Roundtable

#### **Cornerstone 4: Foster holistic watershed resilience**

Components:

- Promote blue-green infrastructure
- Cultivate environmentally responsible development and ecological restoration
- Cultivate resilient communities
- Communicate values and benefits of holistic watershed resilience

19) The York River and Small Coastal Basin Roundtable will **cultivate environmentally responsible development, and market-based ecological restoration.**

- **Rationale:** Recognizing that the Roundtable watersheds will continue to develop, a multi-faceted understanding of the watershed is crucial to maintaining its social, economic and environmental integrity; these three components need to be addressed simultaneously for the most effective and sustained solutions.
- **Approach:** Participation at/on local economic development councils. A speaker series/ facilitated conversations convening folks working at the nexus of these three facets. Continued coordination among steering committees (econ – business, social – ed/outreach, environment – science); promotion of nearshore habitat restoration and market-based connections.
- **Timeline:** Ongoing.
- **Goal:** To cultivate environmentally responsible development and ecological restoration; to promote blue-green infrastructure.

20) The York River and Small Coastal Basin Roundtable **will communicate the values and benefits of a holistic approach to watershed resilience** with a unified voice through its member organizations.

- **Rationale:** Roundtable member organizations promote distinct resilience messages that may benefit from collective alignment and the support/validation of the Roundtable; the Roundtable, in turn, benefits from the amplification of its messages by member organizations, and its association as a regional authority on watershed resilience.
- **Approach:** Host an internal, resilience communications information exchange; identify synergies and opportunities to leverage them; explore multidimensional resilience (socio, ecological and economic components)
- **Timeline:** Commence unified messaging in 2020 – with a debut at the Resilience Virginia Conference.
- **Goal:** To communicate values and benefits of holistic watershed resilience.

21) The York River and Small Coastal Basin Roundtable will **ensure coordination and sharing among organizations** of related social, environmental and economic information and data.

- **Rationale:** Multiple Roundtable member organizations provide or have access to resilience-related information and data, though it is not always easily accessible, may not be known to all Roundtable members, and/or may not be communicated effectively to its intended audience.
- **Approach:** Coordinate internally and with other public and private entities on data sharing and utilization toward improved access and communication of digestible, social, environmental and economic information and data as it relates to watershed resilience. Leverage and promote existing outlets; provide an internal and external primer on related data, and where it can be found.
- **Timeline:** Ongoing.
- **Goal:** To communicate values and benefits of holistic watershed resilience.

22) The York River and Small Coastal Basin Roundtable will identify, promote and develop both ongoing and new, financially and environmentally sustainable **public/private partnership models** for watershed resilience.

- **Rationale:** Existing Roundtable members include both public and private organizations with mutual beneficial objectives and the capacity to establish partnerships that enhance watershed resilience.
- **Approach:** Develop Roundtable brand, reputation, credibility, establishing opportunistic alliances as they surface, but with eye toward long-term, strategic partnerships; begin cementing these partnerships as name recognition and reputation develop.
- **Timeline:** Establish Roundtable reputation through 2020; begin cementing strategic partnerships in 2021.
- **Goal:** To cultivate environmentally responsible development and ecological restoration; to promote blue-green infrastructure.

### **Glossary of terms for shared understanding**

**best management practices (BMPs)** – specifically as related to those outlined in WIP documents

**best practices** – guidelines for efficient and effective actions in any arena

**environmental literacy** – an individual's understanding, skills and motivation to make decisions considering their relationship to natural systems, communities and future generations, inclusive of, but not limited to, K-12 education

**external** – as related to operations of member organizations unrelated to Roundtable efforts, and any efforts from non-member entities

internal – as related to operations within the Roundtable, and related Roundtable operations among respective member orgs

**MS4** – Municipal separate stormwater systems

**WIP** – Watershed Implementation Plan; current Phase III iteration