

# NFWF Regional Collaborative Spotlight Series

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## *Interstate Regional Collaboratives: Grazing and Wetlands - Mission and Evaluation*

Session 2: **Amy Jacobs**, The Nature Conservancy; **Beth McGee**, Chesapeake Bay Foundation; **Jake Reilly**, NFWF; **Kristina Weaver**, UVA IEN; **Jennifer Miller Herzog**, Land Trust Alliance. **Kristen Hughes Evans**, Sustainable Chesapeake, moderating.

# NFWF's Goals for the Series

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- Strengthen understanding and application of collaborative models for Bay restoration
- Support development, growth, and sustainability of local and regional collaboratives
  - ✓ **Seed future NFWF INSR project opportunities**
- Identify leaders and practitioners of successful collaborative models to share their knowledge and expertise
- **Advance the practice of collaborative conservation for Bay restoration**



## Metrics of Success. Recommended to NFWF by UVA IEN

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- Motivation: *Factors that Inspire and Sustain Engagement*
- Capacity: *Factors that Empower Collaboratives*
- Effective Process: *Factors that Facilitate Collaboration*
- Evaluation: *Factors that Advance Effectiveness and Impact Over Time*

# Today's Agenda

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- Use the Chat Box!
  - Introduce yourself and your organization in the Chat Box.
  - During the panel discussion – we have “Chat Hosts” who will pool your Qs and we’ll cover as much as possible.
  - Resource links will be posted in the Chat Box throughout the discussion.
- Featured Collaborative Leads will present first.
- A brief synthesis from Funder and Group Process folks will follow.
- Convene panel of Collaborative Leads, Funder and Group Process folks to explore your Qs.
- At the close of today’s program – we’ll give a preview of the next session in the Regional Collaborative Spotlight Series.
- You’ll be invited to participate in a couple of polling Qs throughout.





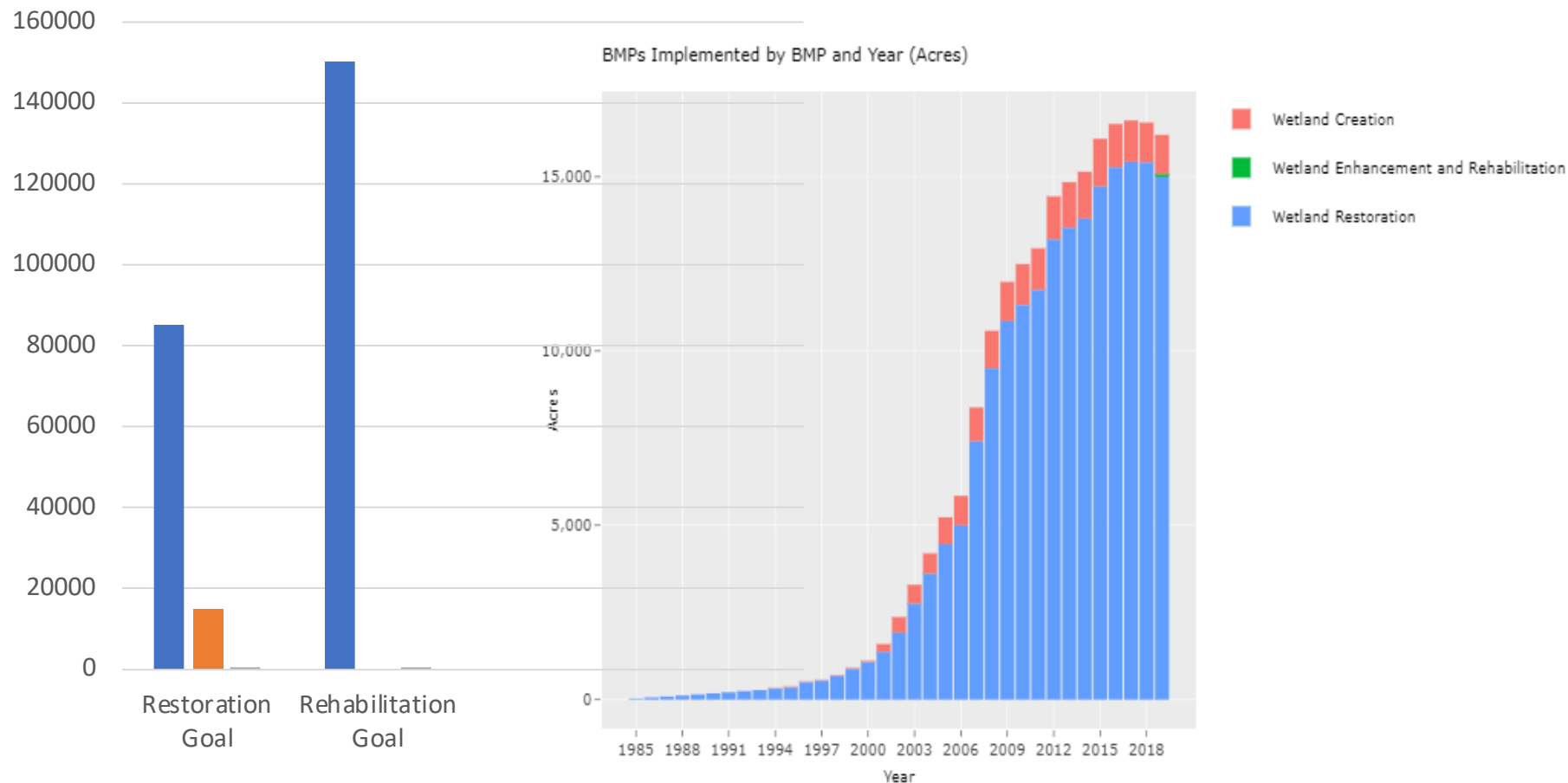
# Accelerating Wetland Restoration through Partnerships and Landowner Engagement (DE, MD, PA, VA)



January 2020 (June 2020) through  
December 2022



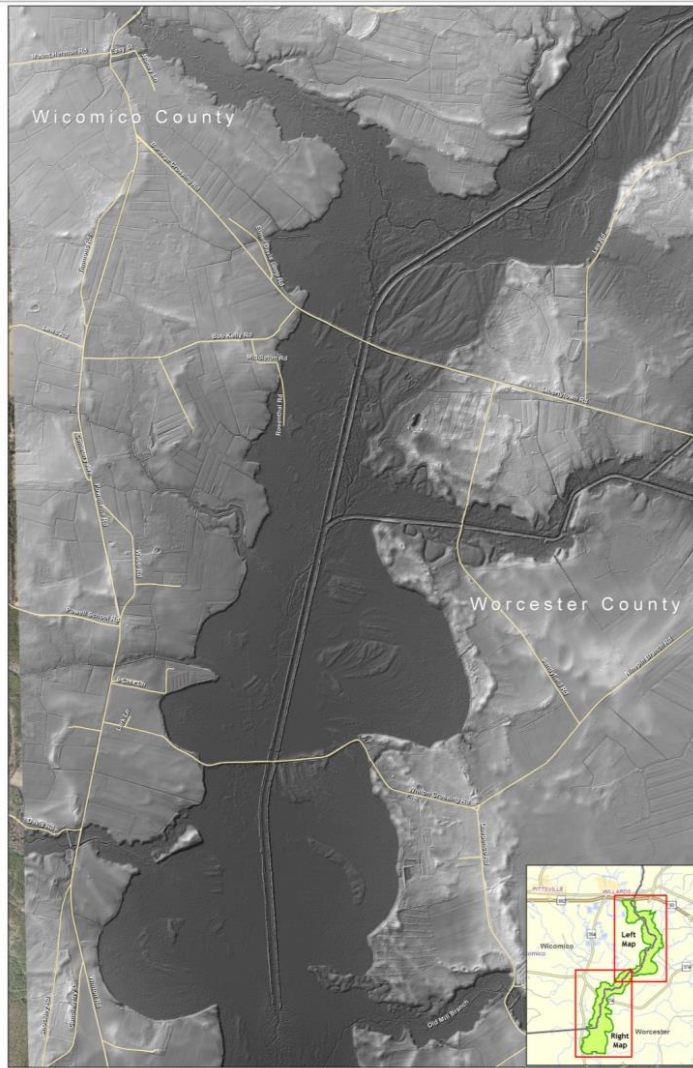
# Chesapeake Bay Wetland Restoration and Rehabilitation Goals



# Pocomoke River Watershed

1,100 miles of  
ditches

Shortened river by 3  
miles

























# Partnership Accomplishments

Restored >4,000 acres  
headwater and floodplain  
wetlands

Constructed > 130  
breaches along Pocomoke  
River

Secured > \$5M






# Motivation

The background image is a photograph of a wetland area. It features a dense growth of tall, green grasses and other aquatic plants. In the foreground, there are clumps of tall grasses growing out of dark, reflective water. The water appears to be a small pond or a slow-moving stream. In the background, there are many trees with green foliage, suggesting a forested wetland. The overall scene is vibrant and healthy, representing a successful wetland restoration project.

- Co-benefits of wetland restoration
- Technical assistance needs
- Large-scale opportunities



# Capacity

The background image shows a yellow excavator at a construction site. A person in a dark jacket and light-colored pants is standing next to the excavator's cab, looking towards the right. The excavator's arm and bucket are visible on the left side of the frame. The ground is dark and uneven, with some dry grass and trees in the background under a clear sky.

- Defined roles and responsibilities of partners
  - Landowner outreach and project management
  - Convening meetings/ coordination
  - Design and project management
  - Program support, design
  - Targeting and monitoring
  - Leveraging private and public funding
  - Funding and project support



# Effective Process

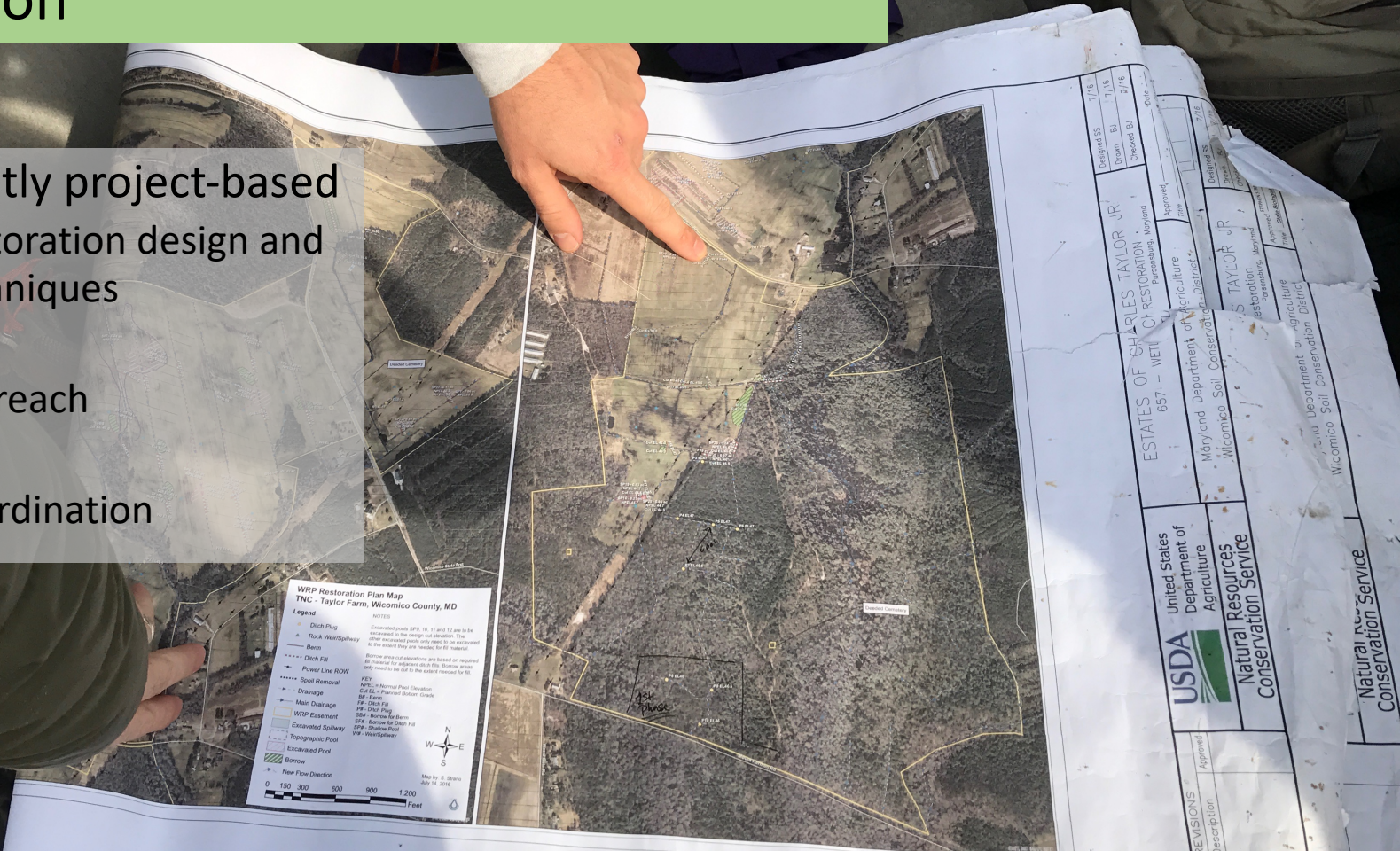
- Shared leadership model



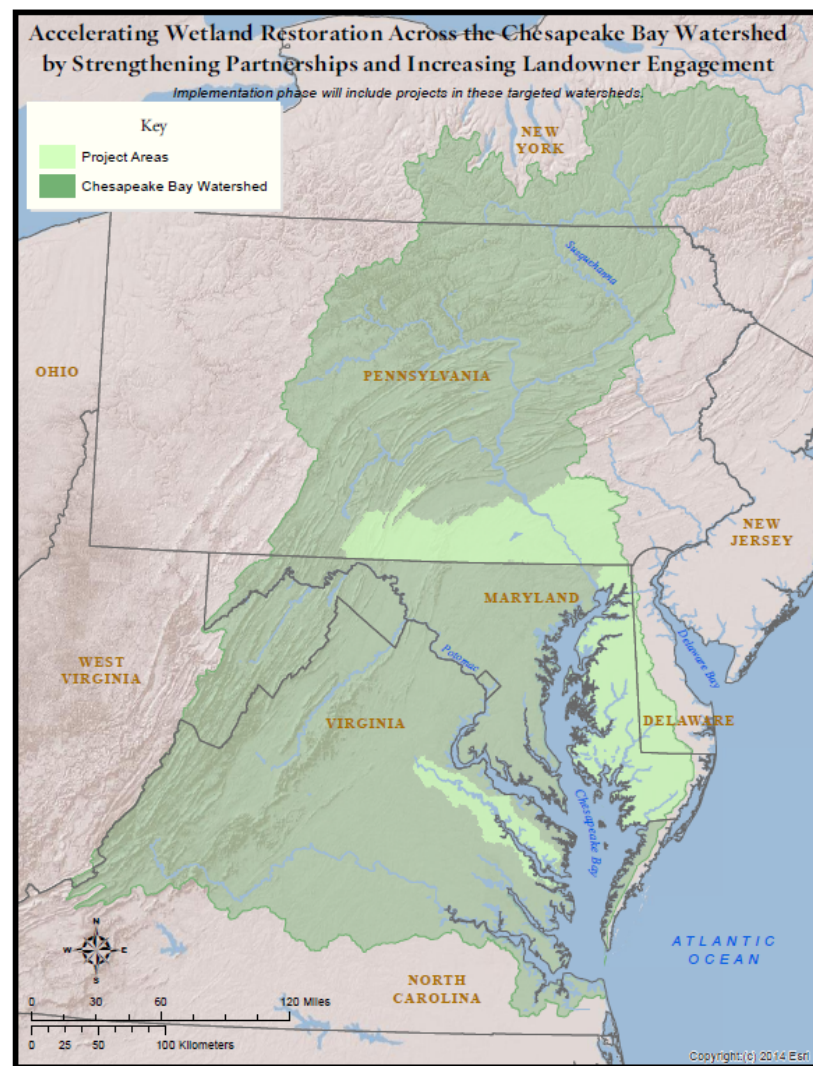


## Evaluation

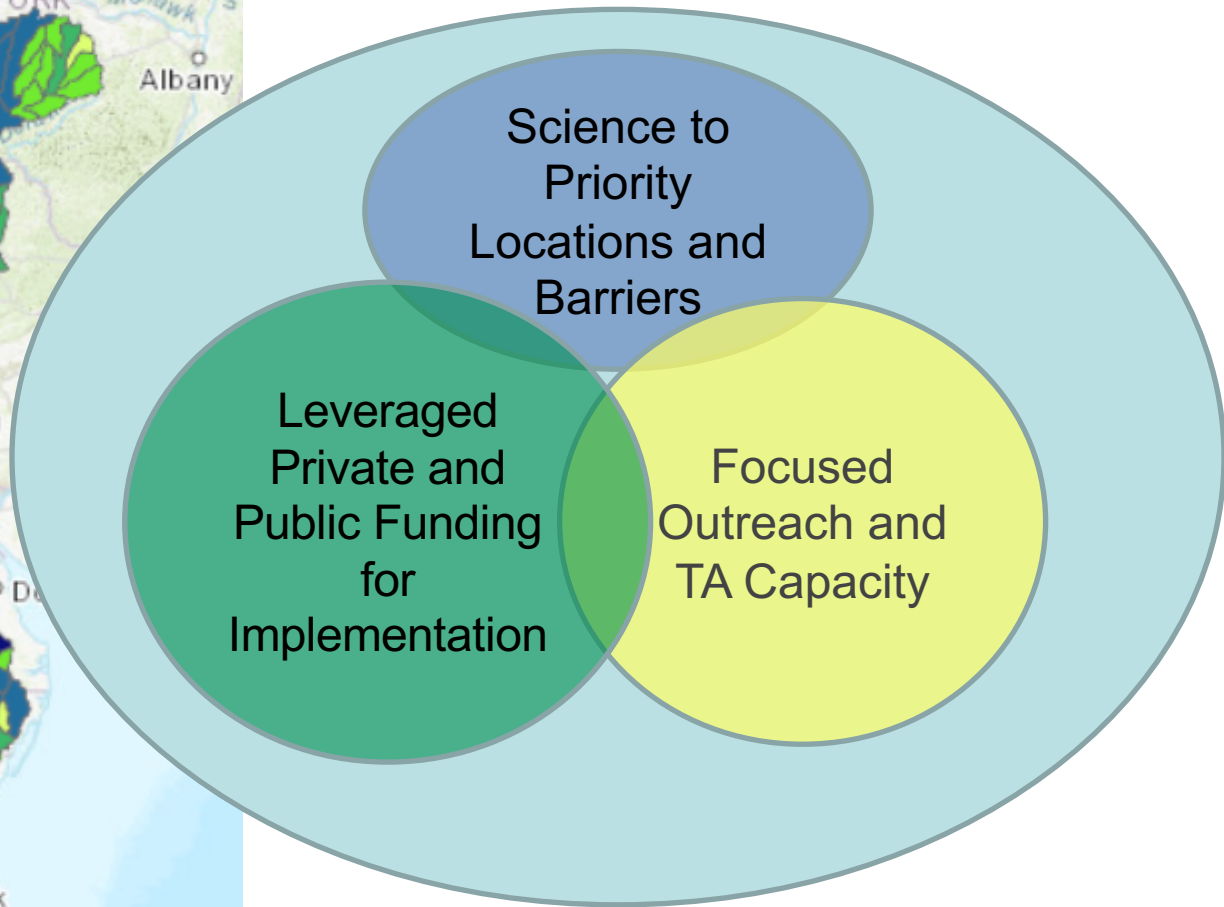
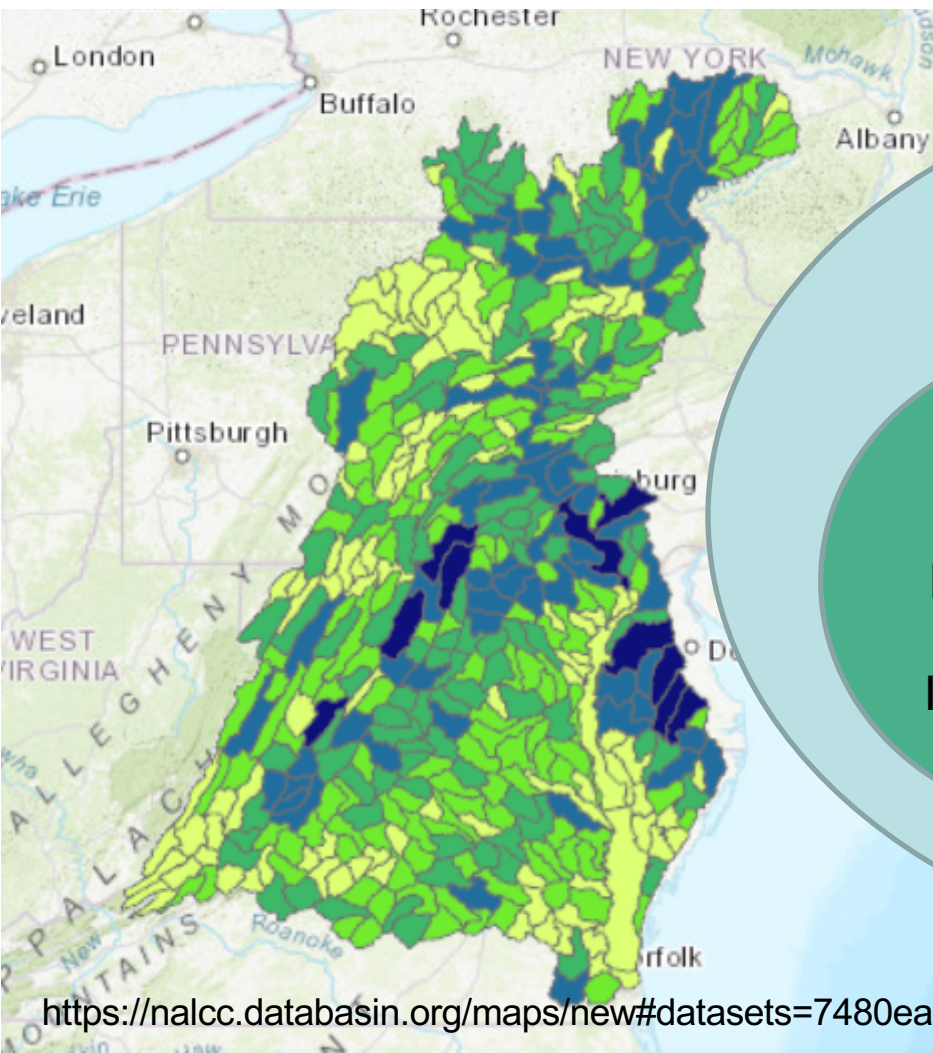
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- Currently project-based
    - Restoration design and techniques
    - Outreach
    - Coordination



# Fostering Partnerships and Learning









NFWF

# Grant Objectives

- Expand and strengthen the M2B Partnership
- Enhance outreach efforts to promote grazing and soil health in VA, MD, WV and PA.
- Convert 1,700 acres to rotational grazing as well as implementing related practices – stream exclusion, forested buffers, off-stream watering, etc.
- Currently 300,000 acres under rotational grazing; 2025 goal is more than 600,000 acres.

MOUNTAINS-TO-BAY



GRAZING ALLIANCE

# Mountains to Bay Grazing Alliance

*Working with farmers to implement and improve grazing management and reduce feed costs*



*For more information: [www.m2balliance.org](http://www.m2balliance.org)*

# Motivation

## Factors that inspire and sustain engagement

- Developed mission statement
- Annual 2 day face to face meeting of Steering Committee
  - Chair and co-chair represent different states
  - Co-chair becomes Chair the following year
- Quarterly conference calls of SC
- Evidence of inter-state networking and leveraging of resources
  - MD interest in VA-style 2 day grazing schools
  - Grazing cover crop project leads in PA and VA coordinating
  - Sharing of info and coordination on outreach events
- Communications and strategy currently driven by grant deliverables

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GRAZING ALLIANCE



A scenic rural landscape featuring a lush green field in the foreground where several brown and white cows are grazing. In the background, a red barn with a dark doorway stands on a grassy hill. The surrounding area is filled with trees displaying vibrant autumn foliage in shades of orange, yellow, and brown. Power lines are visible stretching across the upper portion of the image.

# Mission Statement

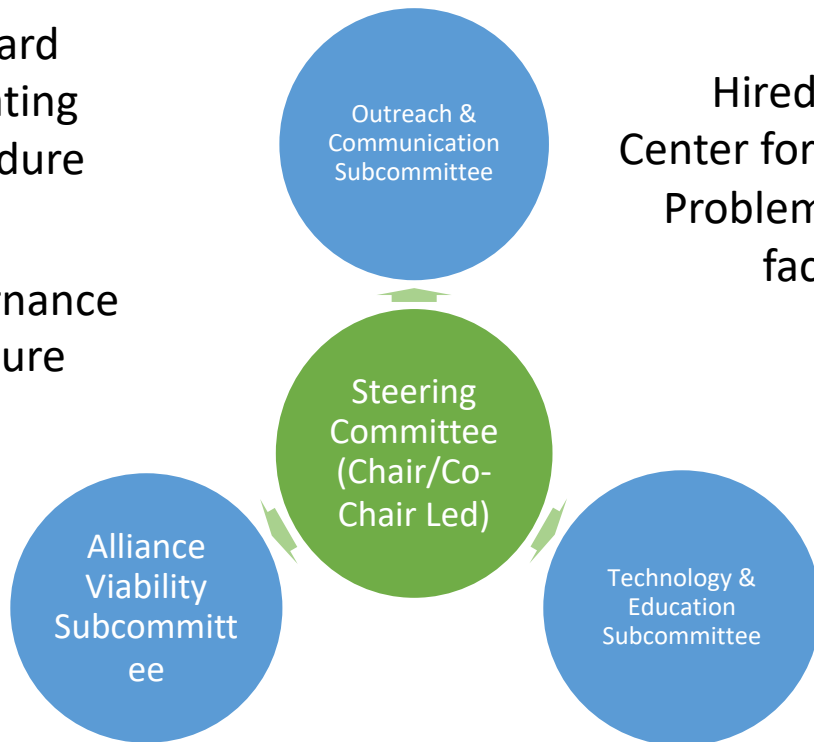
**The Mountains-to-Bay Grazing Alliance networks organizations within the agricultural community to support and encourage wider adoption of rotational grazing and related conservation practices that benefit water quality, improve soil health, and boost farm economies.**

# Effective Process

Factors that facilitate collaboration

Standard  
Operating  
Procedure

Governance  
Structure



Hired VA Tech  
Center for Cooperative  
Problem Solving to  
facilitate

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GRAZING ALLIANCE

# Capacity

## Factors that Empower Collaboratives

- CBF grant lead and acts as coordinator via NFWF grant funding; manages web page and newsletter
- CBF restoration staff also engaged in on-the-ground work with project partners
- “Viability Subcommittee” created to develop an approach for sustaining the effort beyond the life of the grant

it Poll of partners – If M2B went away “who would miss

and why?”

Identification of key/unique functions of M2B

Funding needed to support those functions

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# Evaluation

Factors that Advance Effectiveness and Impact  
over time

- Currently driven by grant deliverables
  - Outreach events; implemented practices, etc.
- Viability Subcommittee discussed the issue vis a vis keeping partners accountable
- HELP!

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# Discussion

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## NFWF Chesapeake Staff:

Jake Reilly, Program Director  
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Stephanie Heidbreder, Program Manager  
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Syd Godbey, Program Coordinator  
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## Group Process Synthesis:

Kristina Weaver, Institute for Engagement & Negotiation, UVA  
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Jennifer Miller Herzog, Land Trust Alliance  
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## Collaborative Leads:

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[www.nfwf.org/chesapeake](http://www.nfwf.org/chesapeake)

# What's Next?

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Thursday – AUG 20, 1:30 PM – 3:00 PM

## *Basin Watershed Collaboratives: Riparian Buffers & Herding Cats – Relationships & Policies.*

Amber Ellis, James River Association

Bryan Hofmann, Friends of the Rappahannock

What do we know about these two regional collaboratives?

- Work exclusively across their respective Basins in all aspects of Watershed Restoration and Management
- They are KNOWN by their communities!
- Area of Opportunity – Building & facilitating in order to keep folks of all different ilks vested and at the table.