

2022

Choose Clean Water
CONFERENCE

Revive. Restore. Reimagine.

May 25-26, 2022

Omni Richmond Hotel
Richmond, Virginia



ChooseCleanWater.org



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Hello!

Welcome to the 2022 Choose Clean Water Conference! We are very excited to meet, for the first time ever, in Richmond, Virginia! Can you believe it? After two long years, the Choose Clean Water Coalition is finally gathering in-person for our conference. Over the past 12 years, our annual conference has served as an important venue for watershed advocates to learn about innovative restoration approaches from experts, build partnerships, share best practices by engaging in discussions with attendees from other parts of the watershed, and learn about successful practices in the host city. While Coalition members have still connected virtually, nothing can really replace bringing together so many advocates in one place.

This year's conference theme, *Revive. Restore. Reimagine.*, captures not only where we are as a community, but also the status of our work toward clean water and healthy communities. The world has changed since March 2020, and in many ways, so have we as individuals. The impact of our experience and the challenges we have faced, coupled with reflection and growth, have forced us to evolve and shifted our priorities. This in turn impacts how we approach our work and informs how we build stronger organizations.

You will see that the Coalition has tried to embody these changes throughout this year's conference. The Coalition made every effort to create both a safe and inclusive space for our first convening since 2019. Also, recognizing that attending an in-person conference takes more capacity, funds, and, at this moment, risk, we are pleased to provide a virtual experience. The sessions also include a wide array of topics, ranging from agroforestry and drinking water to equitable pay and the impacts of redlining. The common theme across all of our sessions is that as we revive our previous work, we must continue to think broadly about what restoration looks like for our watershed and the people who call it home. In doing so, we will find creative solutions that will help lead us to a different future.

Thank you again for joining us and helping us *revive* this much-loved event! We look forward to these two-days of learning and growing with you.

Yours in clean water,

Choose Clean Water Coalition Steering Committee Co-Chairs



Jen Mihills
National Wildlife Federation



Pam Goddard
National Parks Conservation Association



Ezra Thrush
PennFuture



All photos were shot in Virginia and provided by Chesapeake Bay Program.

Conference Topic Descriptions

Rather than having designated tracks, we center our workshops and sessions around different topics. You will find that some sessions and workshops have a primary topic and then a few sub-topics that will also be touched on during the presentation. Our hope is that this encourages people to move around to different sessions instead of following a formal track. This year's topics include:

AGRICULTURE

Join these sessions to learn about innovative tools, funding opportunities, and unique collaborations that connect agriculture to conservation.

CAMPAIGNS

Despite varying goals and addressing different issue areas, these sessions will explore how to effectively plan and execute campaigns that bring us closer to our ultimate goal of clean water.



CLEAN WATER

It's the reason why we're here! Join these sessions to explore recent developments in policy and science and their implications on clean water.

COMMUNICATIONS

Communications sessions will build the capacity of organizations to be their own communications professionals through trainings and knowledge sharing opportunities.

DIVERSITY, EQUITY, INCLUSION, AND JUSTICE

These sessions build off the Coalition's continued work on Diversity, Equity, Inclusion, and Justice (DEIJ) and how to effectively integrate it into programs, communications, and outreach.

PUBLIC ENGAGEMENT

Our movement is nothing without the dedicated members of the public who make our restoration dreams a reality. Join these sessions to learn more about unique ways to engage your current and new audiences.

STORMWATER

Interested in learning from the experts about stormwater issues facing the Chesapeake Bay watershed? Want to hear more about innovative solutions to reducing this source of pollution? Join a session with a stormwater focus this year!

Wednesday, May 25

8:00 a.m.	9:00-9:45 a.m.	10:00-10:45 a.m.	11:00-11:45 a.m.	11:45 a.m. - 1:15 p.m.	1:15-2:00 p.m.	2:30-5:30 p.m.	6:00-10:00 p.m.	
Registration, Health Screening Stations, and Breakfast Open Top of the Grand and James River Foyer (Second Floor)	Welcome James River Ballroom, Salons C and D	Workshop: A Green Space Mapping Tool to Prioritize Green Spaces for Low Income, Communities of Color (Potomac E/F, Second Floor)		Lunch Opens James River Foyer (Second Floor)	Session: Reimagine: Engaging Regional Private Industry in Large Scale Reforestation (Potomac E/F)	James River Discovery Flight	Reception at Main Street Station	
		Workshop: The Future of Energy in the Bay (Magnolia Room, First Floor)			Session: "A River Reborn" in Coal Country: Screening & Director Discussion (James River Salon A)	Paddle the James!		
		Session: Advancing DEIJ Outcomes Through NFWF's Chesapeake Bay Grantmaking (James River Salon A, Second Floor)	Session: What's Up with Ward 8 Water Watchers? (James River Salon B, Second Floor)		Session: Enhancing Water Quality by Protecting Farmland in the Rappahannock River Basin (Potomac G)	Tour Richmond's Wastewater Treatment Plant		
		Session: Building a Collaborative Model for Regional Restoration (Pool Deck, Third Floor)			Session: The Results Are In: Reviewing the Capacity of the Bay's NGO Community (James River Salon A)	Session: Engaging the Latino Community (Pool Deck, Third Floor)		Slowing the Flow in RVA
					Session: Using Social Marketing to Improve Shoreline Management (James River Salon B)	YPC Team Building Activity		
						Preventive Healthcare by Healing the Environment		

- Agriculture
- Campaigns
- Clean Water
- Communications
- Diversity, Equity, Inclusion, and Justice
- Public Engagement
- Stormwater

Thursday, May 26

8:00 a.m.	9:00–9:45 a.m.	10:00–10:45 a.m.	11:00–11:45 a.m.	11:45 a.m.- 1:15 p.m.	1:15–2:00 p.m.	2:15–3:00 p.m.
Registration, Health Screening Stations, and Breakfast Open Top of the Grand and James River Foyer (Second Floor)	Networking: Choose Your Own Adventure James River Ballroom, Salons C and D	Workshop: Developing Best Practices for Equitable Compensation (Magnolia Room, First Floor)		Lunch Opens James River Foyer (Second Floor)	Session: Tracking Success in Improving Access to Clean Water: The American Water Access Survey (Magnolia Room, First Floor)	Session: Agroforestry: Trees, Profits, and Clean Water (James River Salon A, Second Floor)
		Session: Clean Headwaters: In Search of Microplastics (James River Salon B, Second Floor)	Session: A Tale of Three Buffers (Potomac G, Second Floor)		Session: Funding Local Flood Resilience Across Virginia (Potomac E/F, Second Floor)	Session: Session: Reviving Environmental Education in the Upper Bay Watershed (Magnolia Room, First Floor)
		Session: Activating Inclusive Restoration (with River-Friendly Yards) (Pool Deck, Third Floor)	Session: It's Not about Us: Reaching Voters in the COVID Era (Potomac E/F, Second Floor)		Session: Visual Storytelling: Using Photography for Impact (James River Salon B, Second Floor)	Session: Drinking Water Health on the Eastern Shore (James River Salon B, Second Floor)
		Session: Clean Water Collaboration Wins in Richmond (Potomac E/F, Second Floor)	Session: It Starts at Home: Certifying Residential Best Management Practices for TMDL Credit (James River Salon A, Second Floor)		Session: Greening Southside Richmond (Potomac G, Second Floor)	Session: Applying Community-Based Monitoring Approaches to Restoration (Potomac E/F, Second Floor)
		Session: Pennsylvania's WIP and Working with Plain Sect Farmers (James River Salon A, Second Floor)	Session: Fulfilling the Promise of the Clean Water Act on its 50 th Anniversary (James River Salon B, Second Floor)		Session: Purpose Park: Conservation Landscaping with Trees (James River Salon A, Second Floor)	Session: Will You Be Ready to Take a Stand? (Pool Deck, Third Floor)

- Agriculture
- Campaigns
- Clean Water
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- Diversity, Equity, Inclusion, and Justice
- Public Engagement
- Stormwater

WEDNESDAY, MAY 25

8:00 A.M.

REGISTRATION, HEALTH SCREENING STATIONS, AND BREAKFAST OPEN

Location: Top of the Grand and James River Foyer (Second Floor)

All attendees are required to check-in at registration upon arrival to provide proof of a negative PCR test and go through a health screening.

9:00-9:25 A.M.



WELCOME TO THE 2022 ANNUAL CHOOSE CLEAN WATER CONFERENCE

Location: James River Ballroom, Salons C and D

Kristin Reilly, Director, Choose Clean Water Coalition

Mary Rafferty, Executive Director, Virginia Conservation Network

April Bingham, Director, City of Richmond Department of Public Utilities

9:25-9:45 A.M.

NETWORKING TIME

We exist in three dimensions! Take this time to meet and reconnect with peers outside of our Hollywood squares.

Location: James River Ballroom, Salons C and D

10:00-11:45 A.M.

WORKSHOPS AND SESSIONS

10:00-11:45 a.m.

Workshop: A Green Space Mapping Tool to Prioritize Green Spaces for Low Income, Communities of Color

Topic: DEIJ; Sub-topic: Campaigns

Location: Potomac E/F (Second Floor)

This interactive workshop will demonstrate a webDbased mapping tool created to assist the land conservation community prioritize green space conservation in low income communities of color. Funded under a grant from the EPA Bay Program, sponsored by the Chesapeake Bay Trust and guided by the Chesapeake Conservation Partnership, the map tool highlights communities with limited access to green space along with other factors such as demographics and flood risk. This workshop will provide an introduction and overview of the tool with time to provide suggestions and feedback on how to ensure the map tool will be a useful resource.

Presenters:

Bianco Boggs, Skeo Solutions

Amelia Lowe, Chesapeake Conservation Partnership

10:00-11:45 a.m.

Workshop: The Future of Energy in the Bay

Topic: Campaigns; Sub-topics: Clean Water, Campaigns

Location: Magnolia Room (First Floor)

The Coalition's Energy Workgroup (formerly known as Shale) may be lesser known to organizations involved in Chesapeake Bay restoration. As climate change continues to affect communities across the watershed, this workgroup serves an important role within our clean water work to protect public health, communities, and resources from the negative impacts of fossil fuel and related energy development. During this workshop, you will hear from experts within the workgroup on their work to-date from reclaiming abandoned mines, pipelines, and just energy transition. The workgroup will facilitate breakouts on a number of topic areas to help equip coalition members with advocacy tools from building financial support for campaigns to strengthening partnerships, storytelling, and utilizing legal tools to execute successful energy campaigns.



Presenters:

Mariah Davis, Choose Clean Water Coalition

Jenna Dodson, West Virginia Rivers Coalition

Taylor Lilley, Chesapeake Bay Foundation

Renee Reber, PennFuture

La'Veesha Allen Rollins, Concerned Citizens of Charles County

Angie Rosser, West Virginia Rivers Coalition

Jessica Sims, Appalachian Voices

10:00- 10:45 a.m.

Session: Advancing DEIJ Outcomes Through NFWF's Chesapeake Bay Grantmaking

Topic: DEIJ; Sub-topic: Public Engagement

Location: James River Salon A (Second Floor)

Echoing a foundation-wide commitment to diversity, equity, inclusion, and justice in our conservation funding programs, the National Fish and Wildlife Foundation's Chesapeake Bay Stewardship Fund has undertaken new efforts and began deploying new tools to advance meaningful engagement of diverse communities through our Chesapeake Bay grant programs. In this session, you'll learn about key considerations and prospective directions as NFWF continues to reorient its Chesapeake Bay programs to enhanced DEIJ outcomes, as well as new tools developed by the foundation to understand the nature of communities impacted by our grant projects and the depth and quality of community engagement.

Presenter:

Jake Reilly, National Fish and Wildlife Foundation





10:00-10:45 a.m.

Session: Building a Collaborative Model for Regional Restoration

Topic: Campaigns; Sub-topic: Clean Water

Location: Pool Deck (Third Floor). Inclement Weather Backup: Potomac G (Second Floor)

Creating regional scale programs with partners is quite a challenge. This session will share some tips and tricks to develop regional scale programs that are simple, impactful, and built on trust. You will learn about the origins of the James River Buffer Program that is focused on restoring riparian forest buffers, the importance of having a collaborative network like the Upper and Middle James Riparian Consortium, and what makes an initiative accessible and easy for other partners to join and scale up for collective impact.

Presenters:

Amber Ellis, James River Association

Sarah Coffey, Chesapeake Bay Foundation

11:00-11:45 a.m.

Session: The Results Are In: Reviewing the Capacity of the Bay's NGO Community

Topic: Campaigns; Sub-topic: Clean Water

Location: James River Salon A (Second Floor)

Working in collaboration with respected research and strategy firm OpinionWorks, the Alliance for the Chesapeake Bay and the Choose Clean Water Coalition conducted a comprehensive assessment of the capacity levels of the Bay's NGO community. From this assessment, we seek to build a strategic roadmap forward to help bridge and close the capacity gaps. Join this session to hear preliminary findings from the assessment and learn how you can get involved to increase the collective capacity of all organizations fighting for clean water throughout the Chesapeake Bay watershed.

Presenters:

Jenny McGarvey, Alliance for the Chesapeake Bay

Lauren Sauder, Alliance for the Chesapeake Bay

Steve Raabe, OpinionWorks



11:00-11:45 a.m.

Session: What's Up with Ward 8 Water Watchers?

Topic: Public Engagement; Sub-topics: Campaigns, DEIJ

Location: James River Salon B (Second Floor)

A joint project of Audubon Naturalist Society and The Green Scheme, Ward 8 Water Watchers is now in its second year inviting the communities of Ward 8 in DC to come and explore Oxon Run. Learn how we collaborate with our partners DC Greens and Friends of Oxon Run to help people see water in their community from a new perspective through engaging watershed education programming, food, and fellowship. Anchored at The Well at Oxon Run, a new urban farm, the project is connecting the watershed and wellness by encouraging neighbors to see themselves as "Ward 8 Water Watchers" –now and into the future.



Presenters:

Jamoni Overby, Audubon Naturalist Society

Ronnie Webb, Green Scheme

11:45 A.M.

LUNCH OPENS

Location: James River Foyer (Second Floor)

12:15-12:45 P.M.



FIGHTING FOR ENVIRONMENTAL JUSTICE IN THE OLD DOMINION

Location: James River Ballroom, Salons C and D

Throughout Virginia, as developers, corporations, and energy conglomerates pursue projects with harmful environmental outcomes, they frequently target and adversely impact marginalized communities overburdened by pollution. These projects not only harm the environment but also come with severe consequences to local economies, public health, and quality of life. Hear the stories of activists from the Virginia Environmental Justice Collaborative as they describe the projected harm of proposed projects in their community and how they organized, empowered, and mobilized their community to fight back.

Moderator:

Queen Shabazz, Virginia Environmental Justice Collaborative

Panelists:

La'Veesha Allen Rollins, Concerned Citizens of Charles County

Renada Harris, Brown Grove Preservation Group

SESSIONS

1:15-2:00 p.m.

Session: Reimagine: Engaging Regional Private Industry in Large Scale Reforestation

Topic: Campaigns; Sub-topic: Clean Water

Location: Potomac E/F (Second Floor)

Large scale reforestation and mass tree planting initiatives are flooding the news and not all of the news is positive. How can we plant trees in mass quantity with a high success and survival rate? The Keystone 10 Million Trees Partnership, a collaborative effort of more than 200 national, regional, state, and local agencies, conservation organizations, outdoor enthusiasts, businesses, and citizens are piloting systems to reimagine large scale reforestation. This session will explore the challenges and opportunities of working with private industry to scale up large scale reforestation at a regional level.

Presenters:

Brenda Sieglitz, Chesapeake Bay Foundation

Molly Cheatum, Chesapeake Bay Foundation

1:15-2:00 p.m.

Session: "A River Reborn" in Coal Country: Screening & Director Discussion

Topic: Clean Water; Sub-topic: Communications

Location: James River Salon A (Second Floor)

PennEnvironment presents A River Reborn, a new 28-minute film about the remediation of acid mine drainage along the Little Conemaugh River. The film captures how we heal the legacy of mining waste in our rivers, increase access to clean water, and spur a new outdoor recreation economy in a region left behind by the decline of coal. Following the film, we will dive into Q&A with award-winning filmmaker Ben Kalina about making the film and the ways in which the dramatic revitalization of the Little Conemaugh can serve as a blueprint for other coal country conservation and reclamation efforts.

Presenters:

Stephanie Wein, PennEnvironment

Ben Kalina, Filmmaker





1:15-2:00 p.m.

**Session: Enhancing Water Quality by Protecting Farmland
in the Rappahannock River Basin**

Topic: Agriculture; Sub-topic: Campaigns

Location: Potomac G (Second Floor)

Learn about a landscape-scale effort to conserve farmland and improve water quality through the development of new partnerships and use of under-utilized federal and state funding programs. Focused on the Rappahannock River Basin in Virginia, an under-conserved agricultural landscape that provides drinking water to the City of Fredericksburg and downstream communities, we will discuss how evolving federal requirements with NRCS's Agricultural Land Easement program and state funding support efforts to improve clean water by addressing related soil health issues. We will also touch upon our experience working with historically under-served producers. Our efforts demonstrate the need to increase funding to effectively conserve farmland and improve water quality throughout the Commonwealth.

Presenters:

Peter Hujik, Piedmont Environmental Council

Maggi Blomstrom, Piedmont Environmental Council

1:15-2:00 p.m.

Session: Engaging the Latino Community

Topic: DEIJ; Sub-topic: Public Engagement

Location: Pool Deck (Third Floor). Inclement Weather Backup: Magnolia Room (First Floor)

This conference session will present Defensores de la Cuenca's work to engage Latinos and Spanish-speakers in watershed issues. In a discussion format, we will discuss the need and importance of engaging this community, factors to consider in outreach, and challenges and opportunities presented by partnering with this critical audience. We will also explore Defensores' La Academia as a model for meaningful engagement.

Presenter:

Abel Olivo, Defensores de la Cuenca

1:15-2:00 p.m.

Session: Using Social Marketing to Improve Shoreline Management

Topic: Communications; Sub-topics: Public Engagement, Campaigns

Location: James River Salon B (Second Floor)

An estimated 10 million people live along the more than 10,000 miles of tidal shoreline of the Chesapeake Bay. Shoreline degradation has a direct and negative impact on water quality, while natural shoreline protection provides more resilience against climate change. Learn how the Chesapeake Bay Program, with assistance from a contractor, conducted a community-based social marketing campaign to influence environmentally-sensitive actions relating to shoreline management. This session will review the project findings, share the toolkits created, and ask for assistance in helping identify the best methods to put this information into the hands of those who could use it.

Presenter:

Rachel Felver, Alliance for the Chesapeake Bay

2:30-5:30 P.M.

FIELD TRIPS

All field trips require advanced registration. Participants who signed up for a field trip should meet in the James River Foyer (Second Floor) at 2:30 p.m., unless otherwise noted below.

James River Discovery Flight

Hosted by: SouthWings

Gathering at 2:15 p.m. in the James River Foyer (Second Floor)

With SouthWings, general aviation aircraft become flying classrooms. This field trip offers an educational flight excursion to uniquely illuminate the cumulative factors that either contribute to or undermine the health of the James River. A local resource expert will accompany each aircraft to lead discussions and lend expertise.

Paddle the James!

Hosted by: James River Association and Capital Region Land Conservancy

Hit the water with the James River Association and Capital Region Land Conservancy for a guided tour of Turkey Island Creek, a tributary of the James River, by canoe. Participants will learn about the connection between land conservation and outdoor recreation through investigating the acquisition and protection of historic Malvern Hill Farm in Henrico County and the effort to create a public park on Turkey Island Creek and the Virginia Capital Trail.



Whitewater Rafting on the James

Hosted by: Riverside Outfitters

Experience the James River in a new way! Few other sections of river combine adventurous whitewater and views of Bald Eagles or Great Blue Herons with sights of a bustling downtown. Participants should expect to get their feet wet and enjoy an adventure they are not likely to soon forget.

Tour Richmond's Wastewater Treatment Plant

Hosted by: City of Richmond

Join us for a walk-through of Richmond's Wastewater Treatment Plant. We'll begin at the plant influent, journey through the 140 MGD treatment facility (including Richmond's Ultraviolet Disinfection Facilities!), and end at the treated effluent outfall into the James River. Closed-toed shoes and long pants are required on this walking tour.

Slowing the Flow in RVA

Hosted by: Alliance for the Chesapeake Bay and Chesapeake Bay Foundation

Polluted runoff is the fastest growing source of pollution to the Chesapeake Bay and its rivers and streams. But here in Richmond are some great examples of projects that reduce the stormwater onslaught while beautifying communities and providing vital services. Join the Alliance for the Chesapeake Bay and Chesapeake Bay Foundation for a tour of rain gardens, native plant labyrinths, and a community garden at local schools and churches.

YPC Team Building Activity

Hosted by: Choose Clean Water Coalition

Are you a current or past member of the Coalition's Young Professionals of Color (YPC) Mentorship Program? If so, we invite you to participate in an engaging and fun series of customized problem solving and team building activities to connect with like-minded BIPOC professionals. This team building activity led by Signature Team Building and Challenge Discovery is designed to push us out of our comfort zones, think differently, build self-awareness, and develop deeper relationships with one another.

Linear Garden Walking Tour

Hosted by: Capital Trees

Join Capital Trees on a down and back, two-mile walking tour of our four major projects. With human and wildlife use and a sustainable ecosystem in mind, The Low Line has as much to admire above ground as it does below. Visitors to the gardens are met with a biodiverse plant palette, with an emphasis on native plants. Behind the scenes, these intentionally landscaped areas are hard at work reducing stormwater runoff through environmentally focused rain gardens and biofiltration systems. Participants should expect a two-hour walk and good walking shoes and sunscreen are encouraged. The tour will depart from and return back to the Omni Hotel and will include a small portion of downtown Richmond, the Canal Walk, and the Virginia Capital Trail.

6:00-10:00

RECEPTION AT MAIN STREET STATION

Location: 1500 E Main Street, Richmond, VA 23219

Transportation is provided to and from Main Street Station. Shuttles will depart at 5:50 p.m., 6:10 p.m., and 6:30 p.m. Shuttles will load just outside the Starbucks, on Cary Street, which is located inside the hotel. Attendees are also welcome to walk to Main Street Station which is located approximately four blocks from the hotel.

Join the Coalition for our evening reception as we reconvene for the best clean water networking event of the year! The reception will feature delicious local fare from White House Catering, beer donated from Väsen Brewery, and live music from Bellevue Rhythmaires. We will also honor Hope Cupit of Southeast Rural Community Assistance Project and Congressman A. Donald McEachin as the Coalition's 2022 Clean Water Champions.

Shuttles back to the hotel will depart at 9:45 p.m., 10:00 p.m., and 10:15 p.m.



THURSDAY, MAY 26

8:00 A.M.

REGISTRATION, HEALTH SCREENING STATIONS, AND BREAKFAST OPEN

Location: Top of the Grand and James River Foyer (Second Floor)

9:00-9:45 A.M.

NETWORKING: CHOOSE YOUR OWN ADVENTURE

Location: James River Ballroom, Salons C and D

Yakking about fracking? Schmoozing about TMDL snoozing? Discussing about stream restoration fussing? Join us before the day gets started for a time of networking with breakfast roundtables where you can join an existing topic or create a new group.

10:00-11:45 A.M.

WORKSHOPS AND SESSIONS

10:00-11:45 a.m.

**Workshop: Developing Best Practices for Equitable Compensation
Topic: DEIJ**

Location: Magnolia Room (First Floor)

As the environmental community prioritizes efforts to be more diverse, equitable, inclusive, and just, there is a growing need to tap experts in the region with the background and experience to help organizations meet these goals. As a result, BIPOC professionals are increasingly overburdened with requests outside of their job descriptions



to give expert advice, join panels, committees, and produce more. Organizations who strive to center BIPOC voices in their work, also struggle to fairly compensate these experts for their time and value. In response to these needs within our community, the Coalition's Equity Workgroup in partnership with Virginia Conservation Network developed a draft set of best practices organizations and BIPOC professionals can use to justify equitable compensation. This guidance, Best Practices for Equitable Compensation, will be shared during this workshop for feedback and continued discussion.

Presenters:

- Mariah Davis, Choose Clean Water Coalition
- Brian Jenkins, The Energy Foundation
- Mary Rafferty, Virginia Conservation Network
- Kristin Reilly, Choose Clean Water Coalition

10:00-10:45 a.m.

Session: Clean Headwaters: In Search of Microplastics

Topic: Clean Water; Sub-topics: Public Engagement, Campaigns

Location: James River Salon B (Second Floor)

Concern is growing worldwide on the alarming volume of plastics in the oceans and freshwater bodies, including in the Chesapeake Bay watershed. In this session, One Montgomery Green will discuss their educational program to increase awareness and understanding of the presence of plastics pollution in the marine environment and what we can do about it. The session will explore data collected by students in local streams and the results derived from lab analysis. Participants will leave with a greater understanding of how to operate a successful hands-on environmental education program and tools to recruit students and teachers.

Presenter:

Wendy Howard, One Montgomery Green, Inc.

10:00-10:45 a.m.

Session: Activating Inclusive Restoration (with River-Friendly Yards)

Topic: Public Engagement; Sub-topics: Campaigns, Communications

Location: Pool Deck (Third Floor). Inclement Weather Backup: Potomac G (Second Floor)

ShoreRivers' River-Friendly Yards program works with local community members to take action on their own properties to improve local water quality and ecosystem health. There are a suite of practices that have tremendous impact, from planting native plants, to installing rain barrels, eliminating fertilizer use, and many others. Because of the accessibility of this program, it has rapidly grown to include residential properties, schools, churches, golf courses, and more. We will explore our successes and challenges from this program and how your organization can develop and implement an effective community outreach program.

Presenters:

Zack Kelleher, ShoreRivers

Darran Tilghman, ShoreRivers

Doncella Wilson, Minary's Dream Alliance





10:00-10:45 a.m.

Session: Clean Water Collaboration Wins in Richmond

Topic: Stormwater; Sub-topic: Campaigns

Location: Potomac E/F (Second Floor)

Join longstanding partners from the City of Richmond's Stormwater Utility and Alliance for the Chesapeake Bay for a journey through their evolving collaborative efforts while you're right here in town! From humble beginnings implementing green infrastructure on various types of City-owned properties (including public schools, libraries, parks, and green streets) to ambitious \$1 million NFWF grant-funded efforts planning the future of green infrastructure in Richmond, learn how this government-NGO relationship has thrived and achieved success along the way.

Presenters:

Bill Boston, City of Richmond

Nissa Dean, Alliance for the Chesapeake Bay

10:00-10:45 a.m.

Session: Pennsylvania's WIP and Working with Plain Sect Farmers

Topic: Agriculture; Sub-topics: Campaigns, Public Engagement

Location: James River Salon A (Second Floor)

It is well known that Pennsylvania has a long way to go to meet its Total Maximum Daily Load (TMDL) goals. Fortunately, the state approached the Phase 3 Watershed Implementation Plan (WIP) through a stakeholder engagement process that has mobilized planning and implementation efforts through County Action Plans. In this presentation, we will examine Pennsylvania's progress and the hurdles towards meeting WIP goals. We will also explore the challenges and opportunities of working with farmers and Plain Sect communities in Lancaster County.

Presenters:

Renee Reber, PennFuture

Mauricio Rosales, Alliance for the Chesapeake Bay

11:00-11:45 a.m.

Session: A Tale of Three Buffers

Topic: Agriculture; Sub-topic: Campaigns

Location: Potomac G (Second Floor)

Riparian forest buffers are one of the most effective practices for protecting and improving water quality. Yet implementing this important practice is challenging even when ample funding and incentives are available to streamside landowners. A Tale of Three Buffers will examine the successful implementation of two buffers and explore the challenges and opportunities of working with landowners in the agricultural community.

Presenters:

Kristen Hoke, Chesapeake Bay Foundation



11:00- 11:45 a.m.
Session: It's Not about Us: Reaching Voters in the COVID Era
Topic: Public Engagement;
Sub-topic: Campaigns

Location: Potomac E/F
(Second Floor)

With engaging in the electoral process critical in the fight for clean water, the Virginia League of Conservation Voters (VALCV) plays an important role in encouraging and

equipping all Virginians to vote. But their programming and outreach were thrown a major curveball with the arrival of COVID-19. Learn how VALCV adapted to meet the needs of potential voters, built resilience in their programming, and made deeper connections with communities throughout Virginia. Attendees will leave with insight into the importance of their organization participating in the electoral process and skills to adapt to changing circumstances.

Presenters:

Mike Town, Virginia League of Conservation Voters
Avohom 'Vo' Carpenter, Everybody Votes Campaign



11:00-11:45 a.m.
Session: It Starts at Home: Certifying Residential Best Management Practices for TMDL Credit
Topic: Stormwater; Sub-topic: Public Engagement

Location: James River Salon A (Second Floor)

To meet our water quality goals, it's critical that homeowners implement projects that reduce the onslaught of polluted runoff into our waterways. Elizabeth River Project began implementing residential Best Management Practices (BMPs) for pollution reduction (nitrogen, phosphorus, and sediment) credit in 2014. These BMP projects range from rain gardens and lawn care plans to living shorelines and riparian buffer plantings. The Elizabeth River Project has created a re-verification process that is transferrable among organizations and localities working with property owners to cost share residential BMPs for pollution reduction credit. This session will review our BMP re-verification procedures in depth, diving into the data, tools used in the process, and highlighting opportunities to adapt to climate change as we design new residential BMPs.

Presenters:

Mary Bennett, Elizabeth River Project
Barbara Gavin, Elizabeth River Project



11:00-11:45 a.m.

Session: Fulfilling the Promise of the Clean Water Act on its 50th Anniversary

Topic: Campaigns; Sub-topic: Public Engagement

Location: James River Salon B (Second Floor)

The Clean Water Act 50th Anniversary Campaign celebrates the power and promise of this revolutionary law that provides rights directly to community members to enforce the law to protect their waterways. We are celebrating the tremendous achievements and reaching out to new communities to ensure that we set the agenda for the next 50 years of clean water instead of polluting industries. Want to join the campaign and celebration? Running through the anniversary on October 18 (and beyond), we are partnering with local, regional and national organizations, of every type, to host events, share success stories, and organize and advocate for clean water. This session will outline the goals and components of the campaign, and lead a discussion about how to ensure all voices are represented, especially those most impacted by water pollution. A key objective of the campaign is to lift up the voices of frontline communities to ensure that they have a seat at the table to set the clean water agenda for the next 50 years.

Presenters:

Betsy Nicholas, Waterkeepers Chesapeake

Robin Broder, Waterkeepers Chesapeake

11:45 A.M.

LUNCH OPENS

Location: James River Foyer (Second Floor)

12:15-12:45 P.M.



KEYNOTE: ADAM ORTIZ

**Adam Ortiz, U.S. Environmental Protection Agency
Region 3 Administrator**

Location: James River Ballroom, Salons C and D (Second Floor)

With the U.S. Environmental Protection Agency playing a crucial role in the restoration of the rivers and streams that feed the Chesapeake Bay, Administrator Ortiz will discuss his experiences in politics and regulatory offices as a champion for clean water. Addressing issues of environmental justice, the impact of increasing polluted runoff, and excess nutrients from agriculture, he will share remarks on the challenges and opportunities of protecting and restoring local waterways across a region as large and diverse as the Chesapeake Bay watershed.

1:15-2:00 P.M.

SESSIONS

1:15-2:00 p.m.

**Session: Tracking Success in Improving Access to Clean Water:
The American Water Access Survey**

Topic: Clean Water; Sub-topic: Campaigns

Location: Magnolia Room (First Floor)

During this session the Center for Water Security and Cooperation will present the American Water Access Survey (AWAS), a standard-setting and benchmarking tool for identifying which communities experience the greatest risk of losing access to water and for tracking progress in advancing equitable, permanent gains to access to water and sanitation. We will explore the opportunities and challenges presented by this benchmark and provide a space for participants to discuss how the benchmark is a useful tool in our work for clean water. We will also discuss what criteria we should include in the benchmark to best capture what is necessary to deliver safe drinking water to our doorsteps.



Presenters:

Alexandra Campbell-Ferrari, Center for Water Security and Cooperation

Luke Wilson, Center for Water Security and Cooperation



1:15-2:00 p.m.

Session: Funding Local Flood Resilience Across Virginia

Topic: Stormwater

Location: Potomac E/F (Second Floor)

Established in 2020, the Virginia Community Flood Preparedness Fund provides support for regions, localities, and tribes to reduce the impacts of flooding throughout the Commonwealth. In the first two grant rounds in 2021, the Department of Conservation and Recreation awarded more than \$30 million to nearly 50 applications; an additional \$40 million grant round closed in April 2022. This session will highlight some of the most innovative awards that build capacity for rural and low-income communities, incorporate natural infrastructure, address systemic inequities, build unique partnerships, and provide additional co-benefits for people and wildlife.

Presenter:

Grace Tucker, Environmental Defense Fund

1:15-2:00 p.m.

Session: Visual Storytelling: Using Photography for Impact

Topic: Communications

Location: James River Salon B (Second Floor)

How does photography work? This session covers the basics of visual storytelling, providing a framework for understanding photography's role at the highest level. It is intended for anyone who uses photography in communications, regardless of whether they ever pick up a camera. Topics will include the elements of successful photography, how photos work with text, industry standards for ethical photography, and effective strategies for image selection and creating visual interest. The lessons are underpinned by research from sources such as the Poynter Institute and Climate Visuals and will use real-life examples drawn from the archives of the Chesapeake Bay Program.

Presenter:

Will Parson, Alliance for the Chesapeake Bay

1:15-2:00 p.m.

Session: Greening Southside Richmond

Topic: DEIJ; Sub-topics: Campaigns, Clean Water

Location: Potomac G (Second Floor)

In the first half of the 20th century, Richmond and cities across the U.S. were rife with “redlining”– a discriminatory lending practice that effectively denied mortgages and other investments in predominantly African American neighborhoods. One enduring legacy of this practice is more heat-absorbing concrete and asphalt and fewer trees. Learn about CBF’s experience working alongside Southside ReLeaf and a coalition of community partners to combat the resulting health disparities in communities of color, by planting hundreds of trees, training local youth for green jobs, transforming asphalt into green space, and cooling some of the hottest neighborhoods in Richmond.

Presenters:

Gabby Troutman, Chesapeake Bay Foundation

Amy Wentz, Southside ReLeaf

1:15-2:00 p.m.

Session: Purpose Park: Conservation Landscaping with Teens

Topic: Campaigns; Sub-topics: DEIJ, Public Engagement, Stormwater

Location: James River Salon A (Second Floor)

Beginning in January of 2021, CBF worked alongside Teens with A Purpose, a youth engagement movement to plant 13 native trees and install a 1,200-square foot rain garden. Located in Purpose Park, a parking lot reimaged into a safe community space, the project was developed in collaboration with the City of Norfolk’s Stormwater department and Virginia Tech’s Agricultural Experiment Station. Persevering despite difficult conditions, the presentation will dive into the logistics, joys, and challenges of planning and implementing a tree planting and rain garden in an urban public housing area.

Presenter:

Lisa Renee Jennings, Chesapeake Bay Foundation



2:15-3:00 P.M.



SESSIONS

2:15-3:00 p.m.

Session: Agroforestry: Trees, Profits, and Clean Water

Topic: Agriculture; Sub-topic: Clean Water

Location: James River Salon A (Second Floor)

Bringing the forest to the field, agroforestry is the strategic integration of fruit, nut, and timber crops into existing agricultural operations. We will share case studies of how Propagate is piloting innovative agroforestry systems that measurably benefit ecological outcomes (e.g. water quality and soil health) while also achieving farmer goals for production and income. Agroforestry has the potential to “unlock”



the adoption of conservation practices on additional acreage by speaking to farmers' bottom line. We will share case studies how we are advancing 'extreme buffers' that couple traditional riparian buffers with commercial agroforestry cropping systems. With the Chesapeake Bay watershed well-suited for agroforestry, we will share the nuances and considerations when designing, installing, and operating perennial cropping systems.

Presenter:

Audrey Epp Schmidt, Propagate

2:15-3:00 p.m.

Session: Reviving Environmental Education in the Upper Bay Watershed

Topic: Campaigns

Location: Magnolia Room (First Floor)

Otsego County Conservation Association is reviving Meaningful Watershed Educational Experiences (MWEEs) in New York through the Chesapeake Bay Headwaters Educational Ecosystem. This three-year, cooperative project with NOAA will increase environmental literacy through development and implementation of MWEEs in schools in New York's portion of the watershed. Why did our small organization tackle such a big project? How did the structure of our program allow us to adapt quickly to COVID-imposed restrictions? How was our first summer institute? We will answer these questions and examine the challenges of linking teachers and students to an ecosystem that is hundreds of miles away.

Presenter:

Jeff O'Handley, Otsego County Conservation Association

2:15-3:00 p.m.

Session: Drinking Water Health on the Eastern Shore

Topic: Clean Water; Sub-topic: Public Engagement

Location: James River Salon B (Second Floor)

For people living on the Eastern Shore, healthy drinking water isn't a given. Sea water is rising beneath their feet, narrowing the possibilities for safe wastewater treatment and limiting the amount of uncontaminated groundwater. SERCAP is working to keep the Eastern Shore a place where people can live sustainably. In this session, we will share stories of our work to address the drinking water quandary and we will ask audience members to help us imagine a vibrant future where every Virginian has access to clean water.

Presenters:

Jay Dillon, Southeast Rural Community Assistance Project

Amanda Giorgio, Southeast Rural Community Assistance Project

2:15-3:00 p.m.

Session: Applying Community-Based Monitoring Approaches to Restoration

Topic: Public Engagement; Sub-topic: Clean Water

Location: Potomac E/F (Second Floor)

The goal of the Chesapeake Monitoring Cooperative (CMC) is to create a community where all data of known quality are used to inform watershed management decisions and restoration efforts at all levels. Over the past year, the CMC and the National Fish and Wildlife Foundation (NFWF) have worked together to develop a monitoring protocol that engages community volunteers to collect biological, chemical, physical, and visual indicators to evaluate the effectiveness of restoration projects and water quality impacts. This presentation will review the current practices, indicators, and data quality objectives identified during the study design process and methods testing phase.

Presenters:

Liz Chudoba, Alliance for the Chesapeake Bay

Julie Vastine, Alliance for Aquatic Resource Monitoring

2:15-3:00 p.m.

Session: Will You Be Ready to Take a Stand?

Topic: Campaigns

Location: Pool Deck (Third Floor). Inclement Weather Backup:
Potomac G (Second Floor)

The Clean Water Act (CWA) is a powerful tool your organization can utilize to restore local water quality. But when you need it, will you be prepared to use it? As we celebrate the 50th anniversary of this landmark legislation, this presentation will take the mystery out of the CWA, what it is, and how to use it to enforce pollution laws. Attendees will learn how their organizational by-laws, membership rules, website and fundraising language, and more, affect their right to sue under the CWA. Are you ready to take a stand? Let's find out.

Presenter:

Molly Brown, Chesapeake Legal Alliance

Angela Haren, Chesapeake Legal Alliance

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Conservation Voters of Pennsylvania	Water Words That Work
Environmental Quality Resources, LLC	West Virginia Rivers Coalition
GreenSmith	



**Thank you to this year's
Conference Planning Committee:**

Drew Robinson, *chair*, Choose Clean Water Coalition
Jenny McGarvey, Alliance for the Chesapeake Bay
Kevin Tate, Alliance for the Shenandoah Valley
Parker Agelasto and Peter Braun, Capital Region
Land Conservancy
Gabby Troutman, Chesapeake Bay Foundation
Mariah Davis, Choose Clean Water Coalition
Kristin Reilly, Choose Clean Water Coalition
Daria Christian, Friends of the Rappahannock
Shawn Ralston, James River Association
Maggi Blomstrom, Piedmont Environmental Council
Brenna Goggin, River Network
Lauren Mason, Southeast Rural Community
Assistance Project
Pat Calvert, Virginia Conservation Network
Queen Shabazz, Virginia Environmental Justice
Collaborative
Brian Johns, Virginia Organizing

**Thank you to this year's
Steering Committee Members:**

Jen Mihills, *co-chair*, National Wildlife Federation
Pam Goddard, *co-chair*, National Parks Conservation
Association
Ezra Thrush, *co-chair*, PennFuture
Kate Wofford, Alliance for the Shenandoah Valley
Chris Williams, Anacostia Watershed Society
Eliza Cava, Audubon Naturalist Society
Dr. Beth McGee, Chesapeake Bay Foundation
Kristin Zilcosky, Conservation Voters of Pennsylvania
Kristen Travers, Delaware Nature Society
Shawn Ralston, James River Association
Kim Coble, Maryland League of Conservation Voters
Laura Bankey, National Aquarium
Chris Miller, Piedmont Environmental Council
Hedrick Belin, Potomac Conservancy
Mary Rafferty, Virginia Conservation Network
Robin Broder, Waterkeepers Chesapeake
Angie Rosser, West Virginia Rivers Coalition

