

2nd Annual
CHOOSE CLEAN WATER
Chesapeake Bay Restoration Conference

January 10-12, 2011
Park Hyatt Washington Hotel
Washington, DC



choose **clean** water

Dear Friends:

As we gather for our second year of this conference, the Coalition's collective voice was heard in 2010:

- The Coalition played a crucial role activating people and organizations during the EPA's public comment period for Pollution Limits for the Chesapeake Bay (TMDL). According to the EPA, approximately 90% of the more than 14,000 comments were supportive of the limits.
- All six states and the District of Columbia have submitted Watershed Implementation Plans that have drastically improved from their initial drafts. State leads from the Coalition organized campaigns that highlighted areas that needed improvement.
- Our coalition has grown in size and diversity. A glance at the back of our program shows the Coalition now numbers more than 150 organizations, including conservation leaders in the headwater states of West Virginia and New York.
- Even though the Chesapeake Clean Water and Ecosystem Restoration Act did not pass in the last Congress, the campaign infrastructure and relationships can be deployed to champion future legislation and to support strong Phase II Watershed Implementation Plans.

The region is uniting around the idea that "something" has to be done to protect the watershed, but there may be struggles as states find the mix of what they can reasonably assure can be accomplished. There will be economic pressures that will cause some places to second-guess their plan's success.

But we must be vigilant in showing the economic opportunities that exist through job creation and cost savings as Watershed Implementation Plans progress. Likewise, we must remind folks that pollution is a jobs killer. We've always maintained the cost of inaction on restoring our watershed far exceeds a smart, thought-out approach.

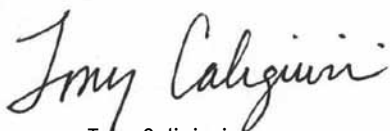
This conference will serve as a guidepost as we move forward. We'll look at lessons learned from state pilot projects, as well as successes from our friends in the Great Lakes and Puget Sound. We'll highlight market-based solutions that offer innovative approaches to watershed preservation and restoration. Plus, we'll provide the nuts and bolts for your organization's toolbox—including communications, advocacy, funding, and legal strategies.

Additionally, we urge you to attend the field trips we've organized for the conference. From green roofs to green streets, these excursions show how capturing water where it falls can be less expensive than treatment infrastructure. We can, and should, manage water as an ecological asset.


We are brought together by our shared goal of restoring the rivers and streams leading to the Chesapeake Bay, and the work we are doing is unprecedented. Sometimes dismissed as a lofty ideal, restoring our watershed ultimately is an economic necessity.

The bottom line is **Choosing Clean Water Creates Jobs and Saves Money.**

Sincerely,



Tony Caligiuri
National Wildlife Federation



Doug Siglin
Chesapeake Bay Foundation



Chris Miller
Piedmont Environmental Council



Cover: Paint Branch Stream clean-up, near College Park, Maryland. Images courtesy of the Chesapeake Bay Program/Matt Rath.

2nd Annual CHOOSE CLEAN WATER Chesapeake Bay Restoration Conference

Park Hyatt Washington Hotel, Washington, DC
January 10-12, 2011

Monday, January 10

8:30 a.m.

REGISTRATION OPENS

Hyde Park Foyer

12:30 p.m.

WELCOME AND LUNCH

Politics of 2011—What the 2010 Election Can Tell Us About Environmental Agenda

Brian Nienaber, *The Tarrance Group*

Park Ballroom

2:00 p.m.

WORKSHOPS AND DISCUSSIONS

Workshop—Communicating With Your Audience

Facilitator: Jaymie Gustafson, *Spitfire Strategies*

Tivoli I

Strong messaging is critical to a successful communications effort. Yet crafting clear, compelling messages can sometimes seem like an impossible task. Help is on the way! This interactive session will offer strategic tips and proven techniques for identifying and effectively reaching the audiences that matter to you. We'll also introduce you to the "message box," a simple, intuitive tool designed to help you tap your audience's values and overcome their barriers to create strong, concise messages that connect with the people you care about and move them to action.

Workshop—Lobbying to the Limit and Empowering Advocates

Facilitator: Abby Levine, *Alliance for Justice*

Tivoli II

This interactive session will explore the importance of advocacy, share success stories, and explain the distinction between advocacy and lobbying. In addition, it will describe how much lobbying 501(c)(3) public charities can do, and cover what counts as lobbying—and what doesn't!

Discussion—Developing a Stormwater Agenda for the Region

Facilitator: Mark Van Putten, *Conservation Strategies LLC*

Hyde Park I and II

There are many opportunities to address urban runoff pollution at the local, state, and federal levels. This session will examine the range of opportunities, highlight those with the greatest potential for advancing Bay restoration and identify ways in which to work together in 2011 to champion shared priorities.



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Discussion—Legal Issues Relating to TMDLs

Facilitator: Ridgeway Hall, *Chesapeake Legal Alliance*

Hyde Park III, IV and V

This session will look at legal issues with Total Maximum Daily Loads (TMDLs) across the country and the challenges of developing and implementing the Chesapeake Bay TMDL. Discussion will include the statutory and regulatory framework, the development of the Bay TMDL, the role of models in environmental decision-making, use and implementation of Watershed Implementation Plans, and how advocates can better understand these complicated issues.

4:00 p.m.

PANEL DISCUSSION—

A Final TMDL: What It Means for the Chesapeake Region

Shawn M. Garvin, *Regional Administrator, EPA Region III*

Moderator: Jeff Corbin, *Senior Advisor to the Regional Administrator, EPA Region III*

Robert Summers, *Acting Secretary, Maryland Department of the Environment*

Christophe A.G. Tulou, *Director, District of Columbia Department of the Environment*

John Hanger, *Secretary, Pennsylvania Department of Environmental Protection*

Doug Domenech, *Virginia Secretary of Natural Resources (invited)*

Katherine Bunting-Howarth, *Director of Water Resources, Delaware Department of Natural Resources and Environmental Control*

Park Ballroom

EPA's issuance of the Chesapeake Bay TMDL in December provided the direction for watershed restoration for at least the next fifteen years. The jurisdictions have submitted Watershed Implementation Plans (WIPs), which are detailed blueprints for meeting the TMDL requirements under the Clean Water Act. We will hear about the TMDL from EPA, as well as each state's perspective on the Chesapeake TMDL and the WIP process.

5:30 p.m.

WELCOME RECEPTION

Welcome from the Choose Clean Water Coalition Co-Chairs

Park Ballroom Foyer

6:30 p.m.

DINNER ON YOUR OWN



Tuesday, January 11

8:00 a.m.

BREAKFAST/REGISTRATION OPENS

Park Ballroom Foyer

9:00 a.m.

**PLENARY SESSION—Phase II Watershed Implementation Plans:
How Local Groups Can Influence Their Development**

Moderator: Jim Edward, *Acting Director, Chesapeake Bay Program*

Hamid Karimi, Department of the Environment, District of Columbia,
Controlling Stormwater from Federal Facilities

Ron Bowen, Anne Arundel County, *Template for Phase II WIPs in Maryland,
Urban/Suburban*

Kathleen Freeman, Caroline County, *Template for Phase II WIPs in Maryland,
Rural/Agricultural*

Leslie Middleton, Rivanna River Basin Commission, Virginia, *Rivanna
Regional Pilot Project*

Matt Royer, Tri-County Conewago Creek Association, Pennsylvania,
*Non-Agricultural Sector Support for the Conewago Creek Collaborative
Conservation Initiative*

Park Ballroom

In March 2010, EPA provided the states with seed money to engage local partners in the development of localized Watershed Implementation Plans (WIPs). These very diverse local WIP Pilot Projects from across the Chesapeake Bay watershed address an array of different pollution sources and challenges. They represent large urban cities, sprawling suburban counties and rural agricultural areas, all facing the challenges of meeting a new Chesapeake Bay Total Maximum Daily Load. It is hoped that lessons learned from these Pilot Projects will be transferrable to other areas around the Bay watershed.



10:00 a.m.

MORNING BREAKOUT SESSIONS

**Marcellus Shale Gas Drilling: Case Studies of Its Impact on Water
in Our Region**

Tivoli I

Marcellus Shale gas drilling—in a process known as hydraulic fracturing or hydrofracking—injects two to five million gallons of water, sand and undisclosed chemicals deep underground to break up shale rock and release natural gas. Hailed as a bridge energy supply, Congress exempted Marcellus Shale drilling from some federal environmental regulations. Now states in the region are confronting the impacts of that decision in different ways. Come listen to examples of the progression of drilling in our communities and what advocates are doing, as we discuss a regional approach to addressing this important clean water issue.



Sign up for updates on the Coalition's progress at www.ChooseCleanWater.org
Follow the conference on Twitter: [@cleanwaterconf](https://twitter.com/cleanwaterconf)

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Show Me the Money: Federal Chesapeake Bay and Water Appropriations 101

Hyde Park III, IV, and V

Annual appropriations provide hundreds of millions of dollars to support restoration efforts throughout the Chesapeake Bay watershed. In this breakout session we'll provide an overview of the appropriations process and the various appropriations accounts and projects that benefit water quality from Cooperstown to Virginia Beach. Finally, we'll discuss the appropriations outlook for the 112th Congress and how you might play a role in the process.

Great Waters: What We Can Learn From Our Colleagues Around the Country

Tivoli II

Pollution, invasive species, sewer overflows and other problems impact our waters across the United States. While our community grapples with restoring the Chesapeake Bay, other great waters like Puget Sound, The Great Lakes, and the Everglades are also working to restore their ecosystems. These areas have learned important lessons about policies and actions they've undertaken to protect and restore their environments. Join us for a discussion about strategies that our colleagues are using to protect water in these areas.

Diversity in the Clean Water Movement: Perspectives on Our Work

Hyde Park I and II

Clean water is essential to life, and our relationship to water in the Chesapeake region is more important than ever. Come hear about diverse voices in the clean water movement, and how we move beyond the typical approaches of mainstream environmentalism. Join the discussion of how we better engage with one another in clean water goals, as our ultimate success as a movement depends on it.

12:00 p.m.

LUNCH

Park Ballroom

1:00 p.m.



PANEL DISCUSSION—Restoring the Anacostia River: Lessons Learned From an Urban Clean-Up Effort

Moderator: Jim Foster, *Anacostia Watershed Society*

Bob Hoyt, *Montgomery County, Maryland*

Irv Sheffey, *Environmental Justice & Community Partnerships Program, Sierra Club*

Diane Cameron, *Audubon Naturalist Society*

David Tuchmann, *Akridge*

Brooke DeRenzis, *DC Appleseed*

Park Ballroom

Described as the District's forgotten river, the Anacostia represents the challenges of cleaning up urban streams everywhere. Panelists from the environmental, social justice and business communities will discuss the progress that has been made to restore the Anacostia and the challenges that will define the clean-up effort in the future.

2:15 p.m.	FIELD TRIP	<p>Low-Impact Development in the District—Join a Field Trip to Learn More about Green Roofs, Green Streets, and Green Alleys (See descriptions on pages 10 and 11)</p> <p>Hyde Park Foyer</p>
6:00 p.m.		<p>CHESAPEAKE BAY FUNDERS NETWORK RECEPTION</p> <p>Hyde Park</p>
7:00 p.m.		<p>BANQUET DINNER Join us to celebrate a year's worth of work to protect the region's water.</p> <p>Park Ballroom</p>

Wednesday, January 12

8:00 a.m.		<p>BREAKFAST</p> <p>Park Ballroom Foyer</p>
9:00 a.m.		<p>PLENARY SESSION—Smart Growth and Watershed Implementation Plans: Strategies for Clean Water in Our Communities <i>Moderator: Stewart Schwartz, Coalition for Smarter Growth</i></p> <p>Park Ballroom</p> <p>Join us for a panel discussion highlighting places in our region where smart growth decisions are playing an important role in improving communities and protecting water resources. This session will feature research on stormwater and land protection, and examine how smart growth can help protect local streams and lower the cost of complying with new regulations.</p>

10:30 a.m.		<p>STRATEGY SESSION—State Breakouts</p>
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12:00 p.m.		<p>CONFERENCE ENDS</p>
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Sponsors of the 2nd Annual Choose Clean Water Conference

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Citizens for a Fort Monroe National Park
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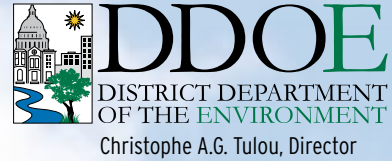
\$250 BLUE CRAB



Join us for one of the following **FIELD TRIPS** on Tuesday afternoon at 2:15 p.m!

Sign up at the registration desk as soon as possible, especially for those tours providing bus transportation.

Sponsored by:



1

RiverSmart Rooftops

There are just over 100 green roofs currently installed throughout the District, with an additional 25 under construction and a host of new ones in the concept/planning stage. These green roof installations span the commercial and residential spectrum. They are almost equally divided in both numbers and square feet of coverage between new construction and retrofit projects. The District is approaching one-million-square-feet of installed green roofs. This will translate into a total approximate annual storm-water retention volume of 15 million-gallons.

Get a unique perspective on this emerging green corridor of District rooftops. On this tour you will visit several of the District Green Roofs and hear about the RiverSmart Rooftops incentive program. We will start at the World Wildlife Fund's newly installed 23,000-square-foot green roof right next door to the conference at 24th and N Sts., NW, travel by metro to the American Society of Landscape Architects in Chinatown to see their unique mounded green roof and end up at Union Station at the American Psychology Association's building with the District's only green roof system combined with a labyrinth. *This tour uses the metrorail. Some walking is required.*

2

Green Streets

Come explore the streetscapes of the Nation's capital, where innovative methods are used effectively to grow large trees and manage stormwater. Get the inside perspective on site design challenges and the realities of ultra-urban implementation. Learn about District initiatives, public-private partnerships, and municipal-federal partnerships to bring the latest research into practice. See how the streetscape is being used to transform and revitalize District neighborhoods. Get a close look at how smart planting and low-impact development have been implemented at the neighborhood scale in Brookland at the Casey Trees Headquarters, along an emerging commercial main street in the District's new NOMA neighborhood near Union Station and within the Federal footprint of lands adjacent to a Senate parking lot and in front of the White House. *Bus transportation is provided for this tour, but minor walking is required.*

3

Anacostia Waterfront

Take in the newest urban renewal project in the District around the Navy Yard metro stop. Visit the largest green roof in the District with over 68,000-square-feet of rooftop vegetation, at the U.S. Department of Transportation. Stroll through the surrounding outdoor transportation museum and down the green street, which uses innovative curbside bioretention, to the Yards Waterfront Park. The park features a terraced boardwalk along the Anacostia, a waterfall and a tubular bridge over the canal. You will marvel at the use of materials lighting, form and functions. Finish up with a tour of the Washington National's Baseball Stadium and learn all about the brownfield redevelopment and on-site stormwater management practices. The views of the Anacostia River near its confluence with the Potomac River are outstanding. *Some walking is required. Please bring your ID.*



4 Watts Branch

The District Department of the Environment, the U.S. Fish and Wildlife Service and the Natural Resources Conservation Service of the USDA have begun a nearly two mile stream restoration project for the Watts Branch tributary of the Anacostia River. The extensive restoration work involves the re-grading of the stream's banks to reduce erosive forces; the installation of rock structures such as cross vanes and j-hooks to create pools and riffles to support aquatic life; and the reestablishment of streamside vegetative buffers with the planting of over 10,000 native trees and shrubs. Visit this tributary, bound almost entirely within District parklands, and see the stream restoration in its earliest phases. Hear about and view adjacent school and street projects in the surrounding watershed that will manage stormwater runoff on site with green infrastructure. Meet local stream activists and hear about their efforts to connect the community with this beautiful waterway. *Bus transportation is provided for this tour, but minor walking is required.*

5 RiverSmart Schools

Building on an eight-year-old schoolyard conservation program, the District is piloting a program that pairs capital investment for green infrastructure stormwater management on schoolyards with teacher training to bring students out of the classroom to use these natural/engineered systems to learn science. Visit a sampling of these installations throughout the Capitol Hill community and hear about the challenges and successes on both sides of this unique equation. *This tour uses the metrorail. Significant walking is required.*

6 RiverSmart Homes

In the District, new development and large-scale redevelopment projects are required to incorporate stormwater management practices into their designs. However, the majority of the District was built before modern methods for controlling and treating stormwater were available. To reach these property's owners, educate them about the impact of their properties on local water bodies and help them become better environmental stewards, the District has developed an incentives program that offers a menu of low-impact development retrofit practices with small cost shares.

Visit the rarely seen suburban-style neighborhood developed in the 1940's around the steep slopes of Pope Branch, a subwatershed of the Anacostia River in Southeast DC. You will see RiverSmart Home examples where the program was first launched two years ago. Hear from the program manager about the practices offered, the application, audit and installation process, and homeowner reaction to participation in the program. Get a taste of the program before you go: <http://ddoe.dc.gov/riversmarthomes>. *Bus transportation is provided for this tour, but minor walking is required.*

7 RiverSmart Washington: A Community Based LID Retrofit Campaign

Visit the Petworth neighborhood to learn about the District's new research project to test the ability of green infrastructure to reduce stormwater runoff volumes at the scale of several city blocks. A diversity of stakeholders including water, sewer, transportation, parks, and school agencies, as well as environmental outreach organizations, scientific researchers, water resource engineering consultants, local businesses, and area residents are working together to implement green infrastructure widely across residential, commercial, and public lands within the research areas. Walk through this densely built residential and commercial area developed in the 1920's and 30's, now going through a neighborhood renewal that includes green street innovations being incorporated into the commercial corridor. Hear from the project's lead investigator on how the research project is designed, how the neighborhood was selected and get a hands-on lesson with the process used to assess the area for green infrastructure opportunities. *This tour uses the metrorail. Significant walking is required.*



Choose Clean Water Coalition Members

10000 Friends of Pennsylvania
Accokeek Foundation
Adkins Arboretum
African American Land Trust
Alice Ferguson Foundation
Alleghany Highlands Conservancy
Alliance for Aquatic Resource Monitoring (ALLARM)
American Canoe
American Rivers
Anacostia Riverkeeper
Anacostia Watershed Restoration Partnership
Anacostia Watershed Society
Audubon MD/DC
Audubon Naturalist Society
Audubon Society of Northern Virginia
Back River Restoration Committee
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Baltimore Water Alliance
Bay Hundred Foundation
Blacks of the Chesapeake Foundation
Bohemia River Association
C&O Canal Association
Cacapon Institute
Cedar Lane Unitarian Universalist Church
Chapman Forest Foundation
Chesapeake Bay Foundation
Chesapeake Bay Maritime Museum
Chesapeake BaySavers
Chesapeake Climate Action Network
Chesapeake Conservation Landscaping Council
Chesapeake Covenant Community
Chesapeake Ecology Center
Chesapeake Legal Alliance
Chesapeake Stormwater Network
Chesapeake Wildlife Heritage
Chester River Association
Choptank River Eastern Bay Conservancy
Citizens for a Fort Monroe National Park
Citizens for Pennsylvania's Future (PennFuture)
Civil War Preservation Trust
Clean Water Action
ClearWater Conservancy
Coalition for Smarter Growth
Coastal Conservation Association
Coastal Conservation Association Maryland
Conservation Voters of Pennsylvania
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DC Environmental Network
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Earth Conservation Corps
Eastern Pennsylvania Coalition for Abandoned Mine Reclamation
Eastern Shore Land Conservancy
Elizabeth River Project
Elk Creeks Watershed Association
Environment America
Environment Maryland
Environment Virginia
Environmental Defense Fund
Environmental Working Group
Evergreen Conservation Finance
Float Fishermen of Virginia
Freshwater Institute
Friends of Dyke Marsh
Friends of Lower Beaverdam Creek
Friends of Powhatan Creek Watershed
Friends of Rock Creek's Environment
Friends of Shenandoah Mountain
Friends of the Appomattox River
Friends of the Blue Ridge Mountains
Friends of the Chemung River Watershed
Friends of the Nanticoke
Friends of the North Fork of the Shenandoah River
Friends of the Rappahannock
Friends of the Rivers of Virginia
Gas Drilling Awareness Coalition
Groundwork Anacostia River DC
Growth Action Network of Anne Arundel County
Harriet Tubman Underground Railroad Byway
Izaak Walton League of America, Inc.
James River Association
Kent Island Defense League
Lancaster Farmland Trust
Loudoun Wildlife Conservancy
Lower Shore Land Trust
Lower Susquehanna Heritage Greenway, Inc.
Lower Susquehanna Riverkeeper
Lynnhaven River NOW
Maryland Bass Federation Nation
Maryland League of Conservation Voters
Maryland Pesticide Network
Maryland Stormwater Consortium
Mattawoman Watershed Society
Nanticoke Watershed Preservation Group
National Aquarium
National Parks Conservation Association
National Wildlife Federation
Natural Resources Defense Council
Nature Abounds
New York League of Conservation Voters
Northeast Pennsylvania Citizens in Action
One Thousand Friends of Maryland
Partners for Open Space
Partnership for Smarter Growth
Patuxent Tidewater Land Trust
Paxton Creek Watershed and Education Association
Peach Bottom Concerned Citizens Group
PennEnvironment
Penns Valley Conservation Association
Pennsylvania Council of Churches
Pennsylvania Farmers Union
Pennsylvania Interfaith Climate Change Campaign
Pennsylvania Organization for Watersheds and Rivers
Phillips Wharf Environmental Center
Piedmont Environmental Council
Pinchot Institute
Potomac Conservancy
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Presbyterian Citizens in Action
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Rainscaping.org
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Savage River Watershed Association
Save Western Maryland
Scenic Virginia
Severn Riverkeeper
Shenandoah Riverkeeper
Shenandoah Valley Network
Sierra Club- Maryland Chapter
Sierra Club- Pennsylvania Chapter
Sierra Club- Virginia Chapter
South River Federation
Southern Environmental Law Center
Spring Creek Watershed Commission
St. Mary's River Watershed Association
Surfrider-DC Chapter
Susquehanna Greenway Partnership
Talbot Rivers Protection Association
Theodore Roosevelt Conservation Partnership
Trout Unlimited
Upper Susquehanna Coalition
Virginia Conservation Network
Virginia League of Conservation Voters
Virginia Waterman's Association
Virginia Wilderness Committee
Waterfront Partnership of Baltimore
West Virginia Rivers Coalition
West/Rhode Riverkeeper
Western Clinton Sportsmen's Association
Wetlands Watch
Wicomico Environmental Trust
Wild Virginia
Youghiogheny River Watershed Association

A Big Thanks to Our 2010 Steering Committee Members Highlighted Above!



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