



CHESAPEAKE ENVIRONMENTAL PROTECTION ASSOCIATION, INC.  
P.O. Box 117, Galesville, Maryland 20765

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## **CEPA BOARD OF TRUSTEES ANNUAL PLAN FOR CALENDAR 2011**

The following is a plan for the calendar year 2011 to be used as guidance for the activities of the Board of Trustees of the Chesapeake Environmental Protection Association (CEPA). The plan was formulated by the 2011 Planning Committee made up of Jerry Hill (Chairman), Gary Antonides, Bob Gallagher, Lee Greenbaum, Rich Romer, and Al Tucker. The plan identifies CEPA's core areas of interest, consistent with the charter of the organization, and suggests actions, methods, goals and planned milestone dates for the coming year. The plan does not preclude CEPA from pursuing efforts that are unforeseen or are otherwise not mentioned below, as long as those actions are consistent with the Core Areas of Interest and are supported by a quorum of the members of the Board. A five-year look-ahead is included that presents long-term goals and a general vision of CEPA five years in the future.

### **MISSION STATEMENT**

The mission of the Chesapeake Environmental Protection Association is to be a leader in the work to restore the health of the Chesapeake Bay through a combination of public information; governmental influence; direct personal involvement; and advocacy for the Bay, its tributaries, and the groundwater resources of the Bay watershed.

### **CORE AREAS OF INTEREST**

In general terms, CEPA's core interest is the Chesapeake Bay itself; the function of the hydrological, geological, and ecological systems that sustain it; and the human activity that affects it. That system encompasses at least the entire Bay watershed area. Activities that are detrimental to the sustained function and health of that system are CEPA Core Areas of Interest.

Specific items within that Core that have been, and continue to be, issues of concern for CEPA are: groundwater resources (quality and quantity); nitrification and bacterial infusion from agri-business (fertilizer, manure, animal byproducts, etc.); nitrification and pollution from septic and municipal sewage treatment systems; chemical and toxic pollution and siltation from impervious surface runoff, land development activities, and industrial activities; threats to marine life sustainability from factors including disease, oxygen depletion, siltation, invasive/alien species, over fishing/harvesting, and destruction of habitat; and increases in detrimental effects due to unchecked population growth and irresponsible development.

## **OBJECTIVES AND METHODOLOGIES**

It is recognized that environmental policy and action is controlled through legislation and enforcement. It is primarily a public sector activity. Public awareness and activism has been shown to be a powerful influence on public sector activity. CEPA's objectives will concentrate on public awareness and education on Core issues and encouragement of public activism and involvement in both legislation and enforcement. CEPA will continue to publish its newsletter three times a year and to hold at least one public information meeting. CEPA will seek to join forces with other groups in events and forums consistent with the Core Areas of Interest. Consistent with planned growth in membership and public involvement CEPA will maintain educational information and awareness materials along with background information on CEPA on its web-site ([www.cepaonline.org](http://www.cepaonline.org)). CEPA will continue its involvement in ongoing issues consistent with the Core Areas of Interest.

### **Board of Trustees**

It is recognized that leadership of the Board of Trustees is essential in achieving CEPA's stated objectives. CEPA's role in education, public involvement, and advocacy requires experienced, knowledgeable, and committed individuals serving on the Board. CEPA will maintain full representation on the Board of 15 active members. Qualifications, experience, and motivation will be considered in the selection and nomination process to fill vacant positions.

### **Membership and Outreach**

The membership goal will continue to be 70 dues paying members in 2011. Although membership increased significantly in 2010, this goal was not met. The efforts at increasing membership and public visibility in 2010 were effective and will be continued in 2011.

## **SPECIFIC OBJECTIVES FOR THE YEAR**

### **Operational Objectives:**

- *Newsletter* – The CEPA newsletter is an effective and efficient method of outreach and communication with the public. The CEPA newsletter will continue to be a high priority. The goal for 2011 will be to continue to produce three newsletters throughout the year (winter, spring, and fall).
- *Public Meeting* –The annual public meeting has been an effective method of communicating with and educating the public on issues important to CEPA's Core Areas of Interest. CEPA will continue to present at least one public information meeting per year. CEPA has joined as co-sponsor of public forums in the past in addition to its own public meeting and will seek to join in presenting other open meetings and forums on topics of mutual interest in 2011. CEPA's annual public information meeting will be planned for March 2011.
- *PST/Waste Management Landfill Site Groundwater Quality Monitoring* – CEPA will continue its program to conduct water quality monitoring oversight and review at the Harwood rubble landfill site. This effort will be directed by the Landfill Water Quality Monitoring Committee. The committee chairman will report status to the Board at the monthly Board meetings. Data, test summaries,

- *Ground Water Resources* – CEPA will work to increase the organizational emphasis on this issue. The goal for this year and increasingly in the future will be to have the public associate CEPA with this issue and to recognize CEPA as the expert public advocate for ground water quantity and quality in the region. CEPA will initiate a “State of the Groundwater” assessment for the Bay region in 2011 with the intent of compiling and posting the assessment annually as a means of raising public awareness and interest in this issue. CEPA will advocate for implementation of the recommendations of the State Advisory Committee on the Management and Protection of the State’s Water Resources. Additionally, CEPA will investigate the feasibility of installation of residential graywater utilization systems.
- *Population and Development Management* – CEPA will advocate for responsible control of population and development in the Chesapeake region. This effort will include advocacy for implementation and responsible usage of Transferable Development Rights by county governments.
- *Other Current Issues* – Other issues of interest identified by the CEPA Board of Trustees for involvement in 2011 include: stormwater runoff management legislation and enforcement of stormwater management requirements at local land development sites, other environmental legislation before the Maryland legislature, coal ash and fly ash disposal, silt material buildup behind the Susquehanna River dams, progress of the application for a new reactor at the Calvert Cliffs Nuclear Power Plant, implementation of the Total Maximum Daily Load enforcement plan, and progress of the proposed Mid-Atlantic Power Pathway.
- *Legislative Activities* – CEPA will endeavor to be more active and visible in the State and County legislative process. This includes tracking developmental and pending legislation and advocating for appropriate legislation through hearings, meeting, letters, etc.
- *Chesapeake Bay Waterkeepers* – CEPA endorses the Waterkeeper Alliance program and specifically the riverkeepers of the Chesapeake Bay. CEPA will attempt to participate in any efforts to support the local waterkeepers. Efforts to obtain public awareness and support for the waterkeepers fit well with CEPA’s outreach objectives, and CEPA will continue to provide support when feasible.
- *Website* – CEPA will continue to maintain and update its website ([www.cepaonline.org](http://www.cepaonline.org)) in 2011. The website will post basic information about CEPA, biographies of current Board members, the current Annual Plan, past newsletters, position statements on current issues of interest, reference data on the PST/WM Landfill Groundwater Monitoring project, regional groundwater reference data, pending state and county environmental legislation information, contact information for elected officials and representatives, etc.

- *CEPA Booth at Public Events* – CEPA will man a booth to present CEPA materials and discuss environmental issues at local events of interest as determined by the board.

Administrative Objectives:

- *Dues and Election of Members of the Board of Trustees* – Membership dues will be collected at the beginning of the calendar year. A letter will be mailed to the mailing list in January requesting dues. Basic annual membership will be \$30 with additional suggested levels of *Sponsoring Member* (\$50) and *Sustaining Member* (\$100). A ballot for electing Trustees will be included with the dues letter. Trustees will be elected by the members for two year terms beginning in February.
- *Elections of Officers of the Board of Trustees* – Elections of officers of the board of Trustees will be held in February. A nominating committee will be appointed by the President in January. Candidates will be identified before the February Board meeting, and officers will be elected at the February Board meeting. Officers will preside for the year beginning with the February Board meeting.
- *CEPA Operating Budget* – A budget for the following year will be prepared by the Treasurer and presented to the Board at the November Board meeting. The budget will be approved at the December Board meeting. The approved budget will be incorporated in the CEPA annual plan.
- *CEPA Financial Statement* – An annual financial statement will be prepared by the Treasurer in January and approved at the January Board meeting. Quarterly financial statements will be presented in April, July, October, and January.
- *Committee Members and Other Assignments* – The President will establish committees, appoint committee members, and make other assignments as appropriate and necessary to conduct operations efficiently and address any new issues before the Board.
- *Visiting Speakers* – The Board will continue to invite qualified speakers for the monthly board meetings on subjects of interest to CEPA.
- *Collaborative Software Capability* – CEPA will investigate potential alternative software capability for Board members to access and manipulate common database files.
- *Track Progress and Update Plan* – The Planning Committee will meet to assess progress on the specific objectives of the plan in July and will redirect efforts and/or modify the objectives as necessary. A new one-year plan will be prepared for the following calendar year in January 2012 and approved at the January Board meeting.

### **FIVE-YEAR LOOK-AHEAD**

Five years out (2016), CEPA intends to be a larger organization with the same Mission and general Core Areas of Interest. CEPA will expand and evolve in the following areas:

- CEPA will have a significantly expanded membership base. This will be achieved through increased public awareness of CEPA and their activities and their public advocacy and education on relevant environmental issues.
- CEPA will concentrate on developing their stature as an advocate for groundwater quality and quantity in the Bay region. It is anticipated that this will become the ‘Signature Issue’ for CEPA, and CEPA will become recognized as the expert public advocate on this issue. Since air, water, and ground pollution, essentially any uncontrolled toxicity, eventually affects ground water quality, and since regional ground hydrology is inexorably connected to the Bay, CEPA will maintain its interests and connections to its traditional issues.
- CEPA will be significantly more active in the legislative process at the state and county levels for regional issues, and at the federal level when appropriate. CEPA’s advocacy will be enhanced by an increased public recognition of the organization and accomplishments. Issues will be those within the Core Areas of Interest, especially those related to groundwater quality and quantity.