**Participants:**

Deb Klenotic, PA DEP (Lead)

Rebecca Chillrud, CRC/CBP (Staff)

Rachel Felver, ACB/CBP

Rachel Hamm, VA DEQ

Caitlyn Johnstone, ACB/CBP

Phil Miller, DNREC

Matthew Pennington, R9 WV

Jennifer Starr, ACB/Local Leadership Workgroup

Kathy Stecker, MDE

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|  | **Welcome and roll call** |
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|  | **Brief progress updates on local engagement in WIP3 plan development (or implementation) from around the watershed*** Delaware is still finalizing their comms and engagement strategy and finishing up their timeline. They’ve been working on engaging nonprofit partners. They haven’t had huge turnouts but are moving forward and making progress. The next meeting of the communications subcommittee is at the end of the month, where they’ll be finalizing the timeline. They would be willing to share once that’s done.
* Maryland had six regional meetings in November and December to present their draft approach to phase III WIP and ask for feedback. Feedback was due January 4th, so they are now drafting the WIP with that local feedback in mind. They will be going to the Maryland Bay Cabinet in mid-February to present the draft and get feedback.
* Pennsylvania has been working at the county level. Lancaster County has finished their plan and York is almost done. Both of those completed plans will be presented next week to Pennsylvania’s Chesapeake Bay Steering Committee (available to the public by webinar). Franklin and Adams counties are still working and are moving a little more slowly. Those two counties will be presenting in February to the steering committee. For the rest of PA’s counties, outreach will be rolling out in March/April.
* West Virginia held local strategy meetings over the summer and are putting together a report based on those meetings. They have been getting the word out about the current timeline, which aims to have all feedback in by April and the draft WIP finalized by August. They are starting to approach newly-elected officials who just took office this month and developing relationships with those who are just learning the ropes, as well as strengthening relationships with those who have been already working with them.
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|  | **Overview of Virginia’s WIP3 local engagement**Virginia’s wrapped up its local engagement in WIP3 planning and moved on to writing the document. Rachel Hamm gave an overview of their engagement outreach process.* VA started this process in January 2017. Rachel joined the team in March of this year. Joan Salvati led the outreach and engagement aspect, and just retired at the beginning of January.
* They started by coordinating with planning district commissions (PDCs). They have 15 PDCs and 96 localities in the watershed. They decided to do local area planning goals based on PDCs and soil and water conservation districts (SWCDs). They determined ag loads based on SWCD boundaries and non-ag loads based on PDC boundaries. DEQ worked with PDCs and led overall WIP planning; DCR worked with SWCDs to put together ag plans.
* DEQ awarded grants to each PDC to facilitate meetings and develop WIPs for each PDC area. 14 of the 15 PDCs signed on and received the grant funds. It was great to work through these PDCs since they already have relationships within the localities.
* They used CAST and worked with PDCs and SWCDs to determine what BMPs would work best in different communities and talked about what cobenefits they could achieve. The background for this was based on the WIP IIs.
* DEQ and DCR had in person meetings with all PDCs and SWCDs to make sure everyone was clear on the process and the information they were looking for.
* DEQ produced 3 different kinds of fact sheets: WIP 101, PDC-specific fact sheet, and FAQ fact sheet based on questions that came up frequently at the meetings.
* They brought together PDCs and SWCDs with overlapping boundaries for meetings and ran their draft plans through CAST to see whether they met all the goals they needed to, and to determine next steps and funding priorities.
* Final suites of chosen BMPs, cobenefits and programmatic actions from PDCs and SWCDs were due in December. Now VA is putting everything together, crunching the numbers and starting to draft the WIP.
* Question: How did you do the outreach to get folks to attend early meetings? Answer: Going through the PDCs was helpful, since they already facilitate a lot of outreach and community engagement. They could tap into already-occurring meetings and those pre-existing relationships to more easily connect with the communities. Having grant funds available for the PDCs helped as well.
* Question: You mentioned that you incorporated cobenefits discussions. Are these the 12 cobenefits that came from the Bay Program fact sheets or other cobenefits? Answer: They left it up to the PDCs and SWCDs what cobenefits they wanted to focus on. They did provide the 12 Bay Program ones to the districts but have seen that a lot of the communities focused on economic cobenefits, like oyster aquaculture.
* **Action**: Rachel Hamm will share the cobenefits information they used with the group. VA is working on compiling everything and can share more soon.
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|  | **Increasing local communities’ understanding of** [**BMP co-benefits**](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.chesapeakebay.net%2Fwhat%2Fprograms%2Fwatershed_implementation&data=02%7C01%7Cdklenotic%40pa.gov%7C58f5464560834de95cbb08d674aa82de%7C418e284101284dd59b6c47fc5a9a1bde%7C1%7C1%7C636824673032900431&sdata=Wb5xg%2BTrXENf%2FyX50N%2BiOhYwTDq%2FB9bQLAc5tGRTqZc%3D&reserved=0)What can our WEAT team do by end of January? Identify who will take lead/generate? Possibilities:1. Talking-points document listing, in **simple public-friendly language,** what co-benefits are and why they're worthwhile. … Imagine this as an internal document that would help folks have some ideas about what to say to local governments.
2. Public-friendly top-line postcard versions of the 12 fact sheets that can be handed out or downloaded.
3. Write an email in persuasive public-friendly language that state WIP3 leaders can send with the postcard and talking points to local stakeholders leading their community's WIP3 process.
4. Fact sheets, powerpoint, talking points, postcards and email could be combined to be a cobenefits communications kit. Delaware would find this useful. Maryland isn’t sure if it will still be useful for the WIPs but the message will continue to be important past the WIP process.
5. Reword some of the fact sheets to focus on action, what the specific benefits will be and what audience will benefit.
6. Others?

What can WEAT do by middle/end of February? Identify who will take lead/generate? Possibilities:1. Work with Local Leadership Work Group and state WIP3 leaders to identify credible, influential local stakeholders who are willing to make the case for co-benefits to help convince local stakeholders to engage in WIP3 planning and determine BMPs into their planning.
2. Put together success/action cases.
3. Live webinar.
* Matt: Postcards or white papers won’t work with local governments because they’re all so different. It all comes down to having those personal relationships, understanding the communities and one-on-one communication.
* Matt: Cobenefits are definitely of interest to local governments. For upstream states, they aren’t getting direct benefits from a clean Bay, so it’s all about the cobenefits.
* Jennifer: The local leadership workgroup can get involved with reviewing any products and seeing whether they think it could be helpful, or if there are trusted sources that can help get the info out.
* **Action**: email Deb, Rachel and Rebecca if you are willing to help out with getting the communications kit together.
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