**Participants:**

Deb Klenotic, PA DEP (Lead)

Rebecca Chillrud, CRC/CBP (Staff)

Rachel Felver, ACB/CBP

Mary Gattis, ACB/LGAC

Phil Miller, DNREC

Jennifer Starr, ACB/Local Leadership Workgroup

Kathy Stecker, MDE

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|  | **Welcome and roll call** |
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|  | **Overview of Delaware’s WIP III Local Engagement*** Communications subcommittee meets quarterly. They use various communications channels: websites, social media, press, email, events, presentations, interviews, newsletter, etc. Potential partners include nonprofits, academic institutions, industries, localities, etc.
* They have three main goals:
	1. **Citizen Stewardship** Audience is general public/stakeholders. Focuses on the message that our actions on land affect our waterways and includes resources for voluntary actions that support WIPs. They will be using websites, social media, event outreach (reclaim our river program), press, email, comms materials and annual Delaware watersheds photo contest.
	2. **Diversity** Identify minority stakeholder groups not currently represented in leadership, decision making or implementation. Create meaningful opportunities and programs to recruit and engage these groups. Audience is minority/underserved communities. Messages overlap with citizen stewardship goal, as well as targeted opportunities and Spanish language advisories/materials.
	3. **Local Leadership** Increase knowledge and capacity of local officials on issues related to water resources. Audience is local officials and leaders. Messages include opportunities for learning about the WIP, current water quality data, value of improved water quality for residents, updates to the model, and the fact that they can take credit for practices that are already in place. Strategy includes mailers, working with Bay Program local government groups, one-on-one meetings with local government officials and website updates.
* They will be meeting at the end of the month to finalize this and implementation timeline.
* Q: One potential partner on your list was University of Delaware – are you working with their local leadership training program? They have a great one. Delaware League of Local Governments would also be a good partner. A: They have partnered for homeowner outreach - unsure if they’ve partnered with these groups for local government engagement. Jennifer Starr: Suggest reaching out to Martha Navarro and Sean O’Neill for those two groups. Sean sets up monthly meetings with Delaware League of Local Governments. Local Leadership Workgroup would also like to be added to partners for the third goal.
* Q: How did you decide to take this approach of focusing on citizen stewardship/diversity? A: Still a work in progress but started with a skeleton plan and had input from a lot of various partners.
* Q: are citizen stewardship and diversity goals aimed at broader action than just the WIP process? A: Citizens relate more to local rivers like the Nanticoke than the Bay, so focusing on what individuals can do in their own backyard to improve the waterways they use seems to be more effective. Rachel: These goals are also outcomes in the watershed agreement – great to see these co-benefits that work for water quality.
* **Action**: Phil will send a complete list of who is on the Communications subcommittee.
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|  | **Communications Kit for Co-benefits**Deb sent out a draft. **Action**: everyone please take a look before the next call and provide feedback.* At the last meeting we talked about putting together public-friendly materials to communicate co-benefits of BMPs, with the purpose of helping local WIP3 planners inform and convince communities of the value of reducing nutrient and sediment pollution in local streams and rivers.
* Recommended strategies:
* Use plain English. Avoid technical terms and jargon.
* Flip the message. Start with local, community-oriented benefits and then talk about the actions (BMPs) that can be used to achieve those.
* Share example success stories with clearly repeatable actions.
* Enlist a local stakeholder with credibility in the community as a persuasive spokesperson to talk and educate people about co-benefits.
* Talking points: There is a draft list here, but it would be good to cut it down to about 12.
* We can assume that WIP planners already have their talking points for the general WIP planning process, so will focus in on the co-benefits specifically.
* Mary: Many local leaders understand the benefits and co-benefits, but don’t understand how those can be credited and applied to the WIPIII plans. They need to be able to connect those benefits and actions with the credits.
* Deb re-worded the first six talking points to be in as plain English as possible. For the next meeting, everyone please review #7-21 so that we can consolidate and re-word the rest of these.
* Kathy: Flip the script to say that nutrient reductions are a co-benefit of the community’s priorities, rather than the other way around.
* Materials/Channels/Tactics
* Work with the Local Leadership Workgroup
* Come up with success stories and come up with a basic template for each story
* **Action**: Will Parson will put together a list of existing photo/video projects that relate to co-benefits.
* **Action**: Everyone review talking points.
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