



Chesapeake Bay Program
Science. Restoration. Partnership.

December 12, 2024

Beginning the Conversation:

Developing an Engagement Strategy for
Beyond 2025

Agenda

1 What is engagement?

3 Audiences

2 Why engage the public?

4 Everyone has a role in engagement

5 Initial engagement plans

What is engagement?

Compared to outreach,
communications, etc.

Definitions

- Public Participation
- Public Engagement
- Public Feedback
- Public Awareness



Photo courtesy of the Chesapeake Bay Program

Public Participation



CORE VALUES

IAP2 Federation's Core Values for Public Participation professionals define the expectations and aspirations of the public participation process. Processes based on the Core Values have been shown to be the most successful and respected.

1 Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.

2 Public participation includes the promise that the public's contribution will influence the decision.

3 Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-makers.

4 Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.

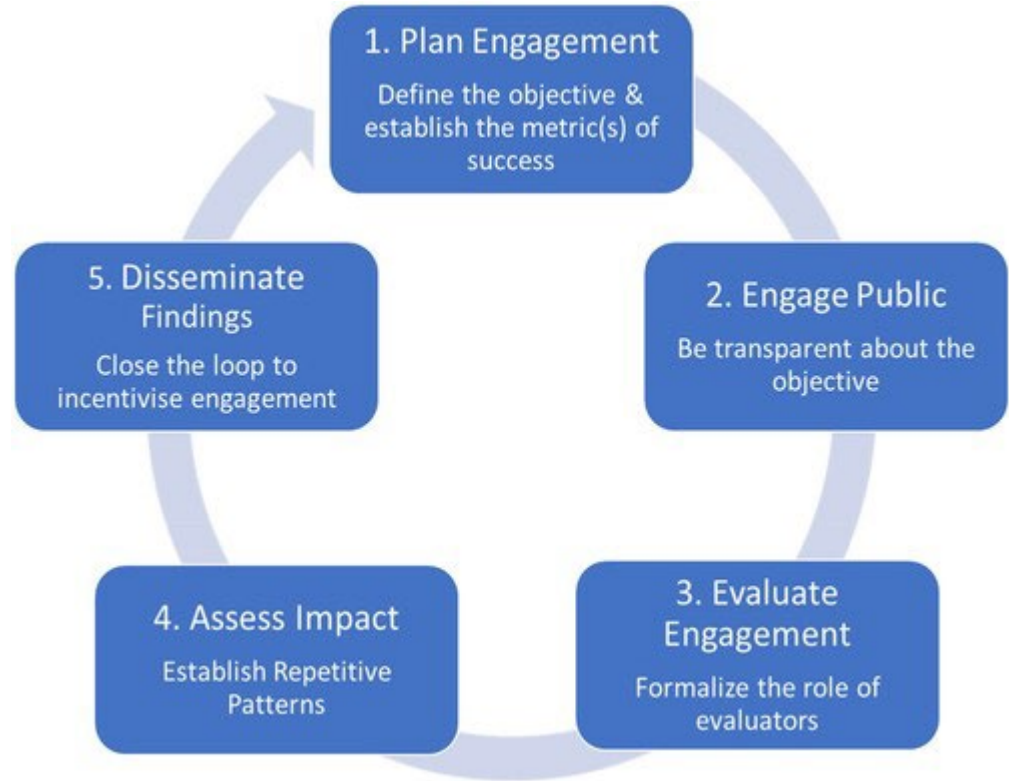
5 Public participation seeks input from participants in designing how they participate.

6 Public participation provides participants with the information they need to participate in a meaningful way.

7 Public participation communicates to participants how their input affected the decision.

Public Feedback

The ability of the public to share their thoughts, opinions and suggestions on public matters.



Public Awareness

The level of consciousness, understanding or knowledge the general public has about a specific event, policy or issue.



Photo courtesy of the Chesapeake Bay Program

Public Engagement

A process that involves members of the public in decisions that impact them.



Why engage the public?

What action do we want them to take? What do we want them to know? What behavior do we want them to change?

Our Beyond 2025 Engagement: Public Awareness

- Our outreach will focus on ensuring the public is knowledgeable and bought into what Beyond 2025 is, why they should care and the value of the Chesapeake Bay Program to them individually, their communities, states and the region.
- The public should feel they are prepared to appropriately respond during the public feedback session next summer.

Audiences

What do we really mean when we say, “the public”?

Our Audience is: Partners and Interested Public

- The audiences that Beyond 2025 will seek to engage with are the “informed and interested public.”
- This implies those stakeholders already engaged with the Chesapeake Bay Program, those who work in or are affiliated with organizations that are engaged about Bay and environmental issues and members of the public that are interested in the Chesapeake Bay.

**Everyone has a role in
engagement!**

We will be looking to you all for support and assistance.

- State agencies
 - Nonprofit organizations
 - Advisory committees
 - Media
 - Members of the PSC, Management Board, GITs and workgroups.
-
- What have been your outreach successes? Challenges?
 - How can this effort be integrated into your current networks?
 - Are you willing to host additional meetings, webinars, etc. to help engage your networks about Beyond 2025?

Initial Engagement Plans

Purpose of Beyond 2025 Engagement

- Build public support for the revised Watershed Agreement and proposed partnership streamlining.
- Ensure public is knowledgeable about what the Chesapeake Bay Program is, why the year 2025 is so critical and our plans moving forward.

How can we meet this purpose?

- Chesapeake Bay Program Communications Office to be convener of engagement activities for Beyond 2025.
 - This doesn't mean we run all engagement activities but are the central location to keep track of what is going on throughout the year.
- CBP Outreach Specialist will work with nonprofit partners on how they can assist in these efforts and support.
- Work with media who have offered their services in the past (Bay Journal, MPT).
- Convene federal and state communications/outreach leads to see how they can assist.
- Work on general messaging toolkit.

What do we need from the Management Board?

- Are we on the right track with this plan?
- Is there anything we are missing?
- Can you provide us with the name of someone in your organization that is responsible for leading outreach efforts that is willing to assist in these efforts?

Thank you!

Any questions?

You can contact me at rfelver@chesapeakebay.net



Chesapeake Bay Program

Science. Restoration. Partnership.