



Chesapeake Bay Program
Science. Restoration. Partnership.

December 20, 2024

Beginning the Conversation:

Developing an Engagement Strategy for
Beyond 2025

Agenda

1 Public Engagement
Spectrum

2 Public
Education/Awareness

3 Audiences

4 Everyone has a role in
engagement

5 Initial engagement plans

Public Engagement Spectrum

Who knew this was a science?

Public Engagement

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



Public Education/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

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 Education/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.
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- 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.
- Continue to offer public feedback time at Management Board meetings.

PSC Feedback

- 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



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