



Chesapeake Bay Program
Science. Restoration. Partnership.

March 28, 2025

Beyond 2025 Communications and Outreach

Principals' Staff Committee

Agenda

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Objectives

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Communications and Outreach is already happening!

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Formal Public Feedback Period

July 1—September 1, 2025

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Questions

For you AND me.

Objectives

What is our overall goal for communicating and engaging about Beyond 2025?

Primary Objectives

- Build audience awareness and support for revising the *Chesapeake Bay Watershed Agreement* and streamlining the structure and governance of the partnership.
- Ensure audiences understand the process in which to provide thoughtful feedback during the public feedback period in summer 2025.

Audiences

Who needs to know about Beyond 2025?

Primary Audiences

- Principals' Staff Committee
- Management Board
- Advisory Committees
- Goal Implementation Teams
- CBP Workgroups and Action Teams
- Nonprofits with an interest and stake in the Chesapeake Bay watershed or related environmental fields.
- Social and Water Conservation Districts.
- Media.
- Interested public.

Secondary Audiences

- Federal, state and local legislators
- Colleges and universities
- Agricultural organizations.
- Watermen organizations.
- Hunting and angling organizations.
- Other business and industry groups.

Tactics

How will we achieve these objectives?

Tactics

- Network of Networks.
- Development of communications and outreach materials.
 - Ensure consistent messaging and reduce burden on messengers.
 - Use current CBP communications channels—blog, website, newsletters, webinars, social media.
 - Robust media plan.

What's Happening Now?

Communications and outreach is already happening!

Collect Feedback

- Public feedback sessions at Management Board meetings.
- Standardized template and process for partners to collect feedback.
- Collected feedback synthesized on a regular basis and posted publicly, along with all received feedback.



Partner Engagement



- Meetings with coalition and nonprofits throughout the watershed.
- Database to track feedback, and communications and outreach needs.

What's Next?

- Database of meetings and events where partners can engage stakeholders about Beyond 2025 and collect feedback.
- Continued engagement with partners, including advisory committees.
- Develop communications products (e.g., talking points, PowerPoint) to provide to partners to ensure consistent messaging when communicating about Beyond 2025.
- Include information about Beyond 2025 in CBP press releases, including how to submit public feedback.

Formal Public Feedback Period

July 1—September 1, 2025

Amplifying public feedback period

- Webinars
- Blogs
- Press release
- Social media channels
- Media toolkit (to be shared with partners as well)
- Continued stakeholder outreach.



Questions & Needs

Questions for me and what I need your support with

Questions & Needs

- Plan for integrating public feedback into Watershed Agreement revisions and partnership governance and structure changes.
- Support in encouraging your staff to help us conduct outreach regarding Beyond 2025.
 - Presenters at meetings and events.?
 - Willing to hold meetings, webinars, events, etc. to connect with stakeholders?
 - Outreach staff that can assist?
- What is missing from this strategy? Are there any other audiences that we should consider? Other communications channels and products?
- What questions can I answer?

Thank you!

Any questions?

You can contact me at rfelver@chesapeakebay.net



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