

Communicating the Midpoint Assessment and Phase III WIPs

Water Quality GIT Meeting
April 10, 2017

Agenda

- ◆ Overview
- ◆ Anticipated Risks/Challenges
- ◆ Audiences
- ◆ Relationship Building
- ◆ Midpoint Assessment
- ◆ Phase III WIP Planning

Overview

Midpoint Assessment

- *Celebrating Watershed Successes and Signs of Resiliency*
- *Outcomes*

Phase III WIP planning

- *Policy Decisions*

Anticipated Risks/Challenges

- ◆ Jurisdictions will not meet 2017 and 2025 Bay TMDL goals.
- ◆ Political uncertainty.
- ◆ Financial constraints.
- ◆ Keeping on pace with tool development to aid decision-making.
- ◆ Major policy decisions.
- ◆ Buy-in from localities.



Audiences

- ◆ **Principals' Staff Committee**
- ◆ **Management Board**
- ◆ **Goal Implementation Teams, Workgroups, Advisory Committees**
- ◆ **Interested public**
- ◆ **State and regional associations of conservation districts**
- ◆ **Local governments**
- ◆ **Local elected officials**
- ◆ **Jurisdictions**
- ◆ **Federal and state legislative representatives**
- ◆ **Nonprofit organizations in the Chesapeake Bay watershed**
- ◆ **Agribusiness associations**
- ◆ **Farmers**
- ◆ **Watermen**
- ◆ **Recreational audiences**
- ◆ **Tourism industry**
- ◆ **Businesses**
- ◆ **Source sector**
- ◆ **State municipal authority associations**
- ◆ **State Farm Bureaus**
- ◆ **Conservation districts**

Relationship Building

- ◆ Collaborating with partners.
- ◆ Building a network to share communications.
- ◆ Identifying communications needs.



Midpoint Assessment

- ◆ **Celebrating successes and signs of resiliency**
 - **Case studies**
 - **Media**
 - **Op-eds**
 - **Social media campaigns**
 - **Information packets**
 - **Webinars/training packets**
 - **Multimedia projects**

Midpoint Assessment

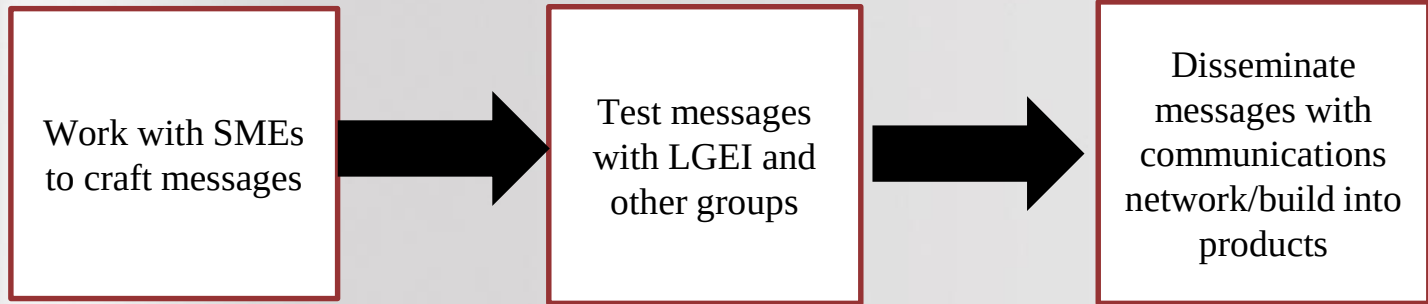
◆ Outcomes of the Midpoint Assessment

- Press releases**
- Media kits**
- Barometer – type fact sheet**

Phase III WIP Planning

- ◆ **Policy Decisions**
 - **WIP Planning Targets**
 - **Phase 6 Modeling Tools**
 - **Best Management Practices**
 - **Conowingo**
 - **Climate Change**
 - **Accounting for Growth**
 - **Monitoring and Explanation of Watershed and Tidal Trends**

Messages



THANKS!

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