

Local Government Communications and Engagement Strategy

Proposed Approach to Strategy Development

November 2018 Management Board Request

MB requested a proposal for developing a strategy for communicating with and engaging local government in achieving the Vision outlined in the Watershed Agreement.

Goals & Outcomes Involving Local Government

<i>Sustainable Fisheries Goal:</i>	Fish Habitat & Brook Trout
<i>Vital Habitats Goal:</i>	Black Duck & Tree Canopy
<i>Land Conservation Goal:</i>	Land Use Methods and Metrics & Land Use Options Evaluation
<i>Healthy Watersheds Goal:</i>	Healthy Waters
<i>Stewardship Goal:</i>	Citizen Stewardship & Diversity
<i>Climate Resiliency Goal:</i>	Monitoring and Assessment & Adaptation

And there are likely to be additional outcomes identified

Current or Past Engagement Efforts/Initiatives

- Local Government Advisory Committee - Current
- Local Leadership Workgroup - Current
- Communications Workgroup WIP Engagement Action Team - Current
- Communications Workgroup - Current
- 2016-2021 Strategic Communications Plan for the CBP - Current
- Local Government Engagement Initiative - 2016-2018
- Healthy Watersheds GIT Local Engagement Workgroup - 2013-2014
- Healthy Watersheds Forestry TMDL Forest Retention Study (Phases 1-3)
- Conservation Land-Use Policy Toolkit

Proposed Approach for Strategy Development

Phase 1: Consolidate all the Work Plan actions that require local government engagement/action into one document. Find similarities, common messages, etc.

- *Participants: Coordinators, Staffers, Outcome leads*

Phase 2: Begin drafting strategy; may need contractor to assist.

Phase 3: Management Board Review; identify 2 or 3 primary issues/outcomes

Phase 4: Management Board Adoption and Implementation

Components of the Strategy

1. Identify Audience
2. Frame Messages in a Manner to Engage Locals
 - What action needs to be taken?
 - What information will drive that action?
3. Messengers
 - Media e.g. Bay Journal
 - Trusted Sources
 - State Agencies
 - Others?
4. Roles and Responsibilities of CBP Partners

Discussion Questions:

- Do Coordinators/Staffers/Outcome leads have time to participate?
- Are resources available for contractor assistance if needed?
- Is Management Board willing to assume ownership of this effort?
 - If so, who will staff this and will other needs be reprioritized?