



CBP DEIJ Action Team Outreach & Communications Plan

May-2021

**Dates are estimates and subject to change based on availability.*

Schedule:

February 18, 2021: Rough draft of implementation plan; internal preliminary outreach list documented; outreach schedule and plan; CAB preliminary recommendations and options.

*Note: Request that team members document outreach in the Outreach Contacts & Tracking spreadsheet.

March 1, 2021: Receive feedback from PSC at quarterly PSC meeting. Start internal outreach and information gathering with Action Team and Partnership entities.

Note: Present the draft implementation plan and/or questions regarding community integration and request feedback from internal groups. Presentations should leave time for discussion and feedback. DEIJ Team notetaker must be in attendance to capture verbal feedback and the individual giving it. Secondary feedback method must be offered for those taking the time to mull and/or those not comfortable speaking in public (e.g., “provide written feedback or comments via email or phone to [X individual] by [date 7-10 days from date of presentation] at [email and phone #].”)

Who (target audiences)?

- DEIJ Action Team
- CAC: Feb 25-26 (Julie Lawson and Kevin Newman)
- Diversity Workgroup:
 - Feb 19th: Update on Action Team work and outreach plan; ask for volunteer help with outreach (link with network) and messaging, and review of CAB options paper and plan.
 - March 17th: Breakout room discussions to get feedback on role of workgroup in helping achieve plan and incorporating EJ and community leaders’ perspectives into the CBP
- March 2: PSC
- March 5: Coordinators and Staffers
- March 11: Management Board & GIT Chairs & Federal Office Directors (FOD)
- March 17: GIT 6
- March 18: DOEE group
- March 23: STAC

- Update on work of the Action Team; input on plan/CAB and how team could help bolster STAC efforts to advance diversity and inclusion within its structure and through its mission.
- March 24: Choose Clean Water Coalition’s Equity Workgroup
- March 31: GIT Chairs
- CBP Grants: Wendy O’Sullivan, Rebecca Hindin, Jake Reilly, Greg Allen
- SRS Team
- April 7th: Communications workgroup: Present plan, ask for comments and advice on how to ensure reach full watershed

What (what are the specific message/questions?)

- Task: Develop consistent, shareable presentation materials, talking points, and questions relating to the implementation plan and community incorporation to be used for internal feedback sessions and to inform outreach with new/external partners. These can be found on Team site under the Outreach & Communications Materials folder.

April-May 2021:

- Compile feedback from partnership, begin preparation of second draft to be ready by public comment period (timing of public comment contingent on preparation of second draft and development of materials).
 - Materials: Compilation of CBP Feedback
- **Develop communications materials to be used for external outreach:**
 - Handout/Primers on the Bay Program (Who we are, What we do)
 - Chesapeake Bay Program Diversity, Equity, Inclusion, and Justice one-pager (background/history, efforts to date, why, goals, to mirror content on webpage)
 - Chesapeakebay.net webpage: Scope and Purpose, members list, publications, background and review instructions.
 - Presentation, talking points/general script, and questions list to help Action Team members with external outreach (community-events and direct outreach)
 - Questions should be basic and broad such as “what should we include in our plan?”
- April 7th: Present implementation plan draft to CBP Communications Team. Request help announcing the public comment period and with talking points on communicating linkage between DEIJ and environmental work.
- Ongoing: DEIJ Team compiles list of individuals/communities/organizations to be contacted for feedback (ongoing)
- Ongoing: DEIJ Action Team members sign up to contact groups/individuals on outreach list with whom they have relationships.
- GIT-Funding project “Cultivating and Strengthening Partnerships with Underrepresented Stakeholders” starts in April. While the DEIJ Action Team members are reaching out to people

that they already know, this project will help with developing new and long-term relationships and meaningful engagement with underrepresented stakeholder groups.

June 2021: Public comment period starts; draft plan opens for external review and comments (specific timing contingent on completion of second draft and preparation of website and communications materials)

- CBP Communications list the upcoming public comment period (with dates and link) in newsletter and via ChesapeakeBay.net blog posting, helps with talking points.
- Primers and outreach materials in place and shared (branding/context)

June-August 2021:

- Action Team members reach out directly to individuals/groups they signed up to contact on outreach list with whom they have relationships.
 - Action Team to provide talking points, presentation, list of questions, handouts, link to plan and website w/ additional background information.
- DEIJ Action Team members present on CBP and Action Team DEIJ efforts at community-based meetings (like DOEE meeting) during summer.
 - Action Team to provide talking points, hand-outs, presentation, list of questions
- CBP Comms, DEIJ Action Team organizations/members, Comm workgroup organizations share information on upcoming public comment period within networks.
 - CBP Comms to develop sample social media posts with links and dates w/ help of Action Team communications leads.
- Ongoing: DEIJ Action Team members track outreach engagements and compile notes and comments in Outreach Contact and Tracking spreadsheet.

August-September:

- Compile feedback and update implementation plan and recommendations on community integration into CBP structure.

September 2021: Draft final plan due; PSC quarterly meeting

Communications:

How do we define “Meaningful Engagement”?

Definition of Meaningful Involvement:

- People have an opportunity to participate in decisions about activities that may affect their environment and/or health
- The public's contribution may influence the regulatory agency's decision
- Community concerns will be considered in the decision-making process
- Decision makers will seek out and facilitate the involvement of those potentially affected