

DRAFT Management Strategy Development: Stakeholder Outreach Planning

From the Watershed Agreement:

"Management Strategies Development and Implementation:

- *Where appropriate, Management Strategies should describe how local governments, nonprofit and private partners will be engaged; where actions, tools or technical support are needed to empower local governments and others to do their part; and what steps will be taken to facilitate greater local participation in achieving the Outcome. "*
- *...Management Strategies will be developed in consultation with stakeholders, organizations and other agencies and will include a period for public input and review prior to final adoption."*
- *...make these strategies... available to the public in a transparent manner on its websites and through public meetings of the appropriate Goal Implementation Teams and Management Board."*

"Principles: *The Partnership will engage citizens to increase the number and diversity of people who support and carry out the conservation and restoration activities necessary to achieve the Goals and Outcomes of the Agreement."*

"Diversity Outcome: *Identify minority stakeholder groups that are not currently represented in the leadership, decision-making and implementation of conservation and restoration activities and create meaningful opportunities and programs to recruit and engage them in the Partnership's efforts."*

GIT Chairs Meeting; key points:

MS Development - Participation – Public/Stakeholder, and Partnership

- *Agreed: need to be open and transparent; GITs should seek advisory committee input and solutions; need to do more than just announce GIT meetings (i.e. need both active and passive outreach)*
- *Discussed three tiers of public participation:*
 - *Those who may want to participate in the development of management strategies and therefore be members of GITs/workgroup developing the strategies*
 - *Those who may want to attend meetings and be alerted about meeting dates/materials.*
 - *Those who only want to receive information/may want to comment on strategies.*

Management Strategy Stakeholder Outreach Plan:

- Gather information and develop outreach tools:
 - Develop categories and lists of possible stakeholders to actively engage (e.g. desired new GIT/workgroup members, stakeholders to notify of key info and the public comment period, currently underrepresented organizations, minority interests, etc.). Collect information about stakeholders engaged in Agreement development or who indicated interest in Management Strategy development.
 - Susquehanna Greenway Partnership, WE ACT, DMV Metro Environmental Justice Coalition, University of Maryland School of Public Health, Metro Wash COG, Trout Unlimited
 - Seek assistance from CAC, LGAC, STAR, STAC, Comm Workgroup, current GIT members, others outside of regular network to identify stakeholders and broadcast info
 - Establish minimum requirements for stakeholder participation (able to provide resources for implementation, organizations only?)

- Develop centralized location for information about Management Strategy development (ChesapeakeStat; see dashboard template)

Outreach Types

- Passive outreach:
 - Post information on CBP websites (chesapeakebay.net, ChesStat) - provide point of contact for involvement; meeting dates; meeting materials; sign-up capabilities for list-serves or social media;
 - Public notice for public comment (website)
 - Post information via Chesapeakenetwork.org, Bay News, Bay Currents, Bay Journal
- Active outreach:
 - Distribute information via list serves and social media (facebook, twitter, etc.)
 - Direct contact with targeted stakeholders
 - Leverage distribution by using other organizations websites and list serves to get messages out
- Engagement
 - Invite stakeholders to meetings (as members or as viewing public); consider orientation meeting
 - Seek targeted comments on specific issues during development period

Key Dates

- Share stakeholder outreach plan, targeted stakeholders & expected resources with MB **8-28-14**
 - MB given 1 week to review & provide further suggestions by **9-4-14**
- Begin contacting targeted stakeholders **8-28-14**, continue to **9-11-14**
 - Aim to receive participation RSVPs by **9-11-14** (adaptively manage member lists)
- Fill out Jurisdictions and Agencies Participating in the Strategy, and Local Engagement sections of management strategies with new participant roles and resources by **9-25-14**
- Integrate new participants into contact sheets, hold orientation sessions, facilitate relationships between new and old members and symbiotic relationship with the Partnership – **Sept/Oct**
- Management Strategies due **3-3-14**
- Develop content for public notification, to be shared by the Comm Team – due before **3-3-14**
- Begin public comment notification by **3-3-14**
- Organize, review/consider, integrate public comments – begin by **4-3-14**
 - Complete consideration by **5-3-14**
- If applicable, identify new organizations or individuals who, through the public comment period, seem they should be in the loop or become a team member – people missed in the targeted outreach – **3-3-14 to 5-3-14**