

Overview

Local governments are essential to the success of Chesapeake Bay restoration efforts. To ensure local government decision-makers have the resources, tools, and data needed to make informed decisions, the Chesapeake Bay Program (CBP) Partnership is dedicated to fostering meaningful engagement at the local level.

While every community is unique, this infographic maps out the networks, key groups, and strategies that empower effective engagement with local governments

This framework also champions the vital need for two-way communication, ensuring that resources, tools, and data are directly aligned with the needs and priorities of local governments.

Communication Network & Roles



Engagement Contacts

Key contacts for engaging stakeholders in communications for local decision makers

	Organization / Contact	Contact Person / Role	Phone	Email	Notes	Preferred Communication	Next Steps / Action Item	Last Contact	Notes
4	SUBJECT MATTER EXPERTS								
5	U.S. Forest Service (USFS)								
6	United States Geological Survey (USGS)								
7	Chesapeake Bay Program								
8	Chesapeake Conservancy								
9	State Forestry / Environmental Agencies								
10	TRANSLATORS								
11	County Associations								
12	Municipal Leagues								
13	Local Government Leadership Workgroup								
14	State Agencies								
15	Professional Associations								
16	TRUSTED SOURCES								
17	Local Government Staff & Managers								
18	Planning Commissions								
19	Department Heads (Planning, Parks, Public Works)								
20	County Associations								
21	Local Government Advisory Committees								
22	REINFORCERS								
23	Community Organizations								
24	Environmental Nonprofits								
25	Business Groups								
26	Tree Planting Groups								
27	Local Coalitions								
28	Watershed Organizations								
29									

How to Use

Use the QR code to access the Engagement Contacts spreadsheet, then simply make a copy of the spreadsheet, and share it with your CBP partners asking them to add in specific contact information. It can be helpful to identify a point of contact(s) charged with sharing and updating the contact sheet. The CBP Partnership coordination group may need to help create customized messaging and/or meet with the subject matter experts, translators, trusted sources, and reinforces to help support messaging and delivery.

