

Communicating the Midpoint Assessment and Phase III WIPs

1.

Overview

Overview



- Midpoint Assessment
 - Celebrating watershed successes and signs of resiliency
 - Outcomes

- Phase III WIP Planning
 - Policy decisions

2.

Anticipated Risks/Challenges

Anticipated Risks/Challenges



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

3.

Audiences

Audiences

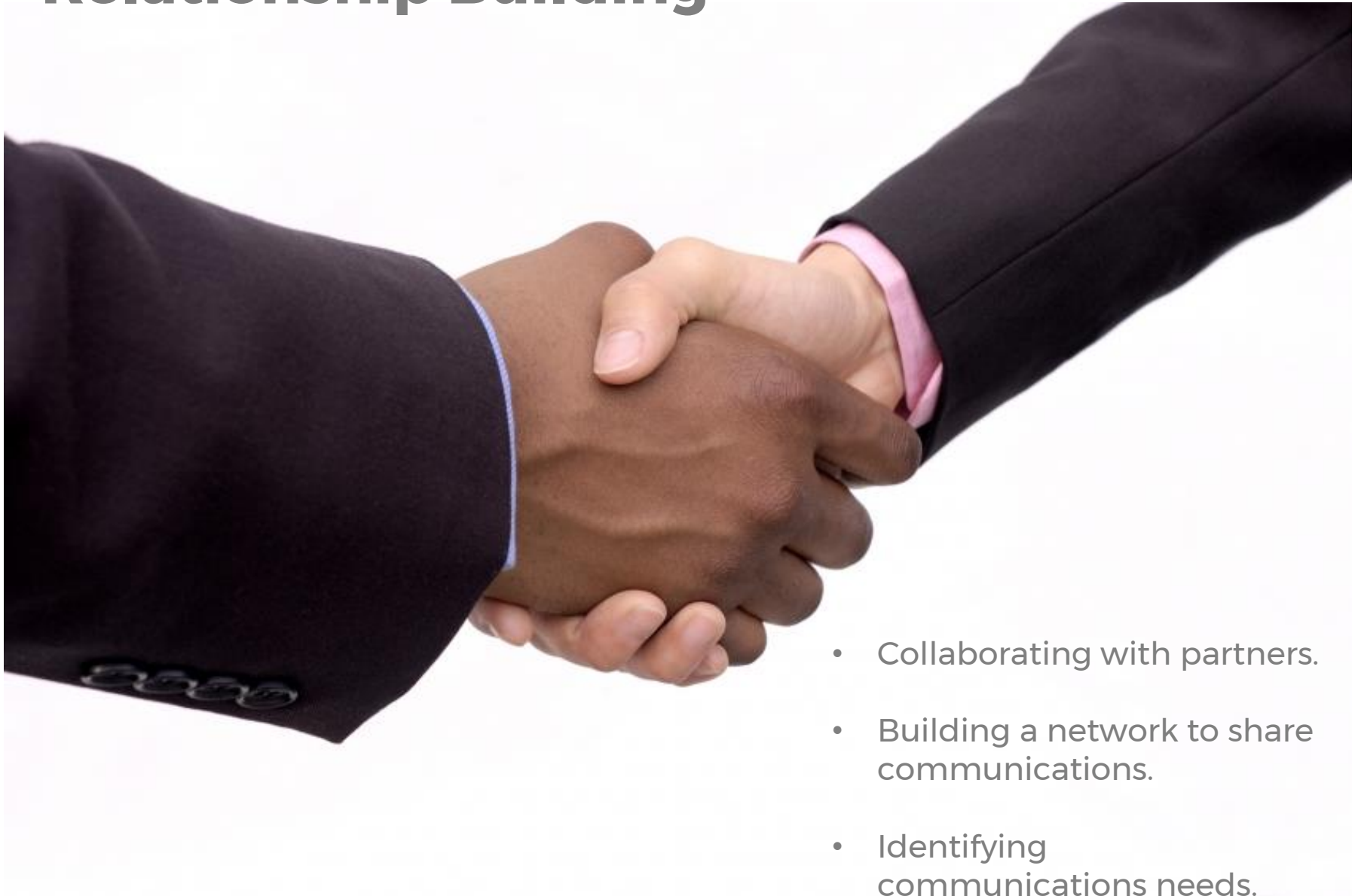


- **Principals' Staff Committee**
- **Management Board**
- **Goal Implementation Teams, Workgroups, Advisory Committees**
- **Interested public**
- **State and regional associations of conservation districts**
- **Local governments**
- **Local elected officials**
- **Jurisdictions**
- **Federal and state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

4.

Relationship Building

Relationship Building



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

5.

Midpoint Assessment

Midpoint Assessment



- Celebrating successes and signs of resiliency.
 - Case Studies
 - Media
 - Op-eds
 - Social Media campaigns
 - Information packets
 - Webinars/training
 - Multimedia projects

Midpoint Assessment



■ Outcomes

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

6.

Phase III WIPs


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



Work with SMEs
to craft
messages

Test messages
with LGEI and
other groups

Disseminate
messages with
communications
network/build
into products

Thanks!

Any questions?



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