

CBP's Basinwide BMP Verification Framework – Communications Strategy

**Margaret Enloe, CBP Communications Director
Alliance for the Chesapeake Bay**

**Management Board
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BMP Verification Communications Strategy (1 - 2 Years)

GOALS



- **Build support**
for BMP V as watershed-wide, partnership effort
- **Ensure consistent messaging**
from/by targeted audiences*
- **Manage expectations**
w/in partnership
- **Increase understanding**
of framework implementation

BMP-V Framework

3-Year Implementation Timeline (*Oct 2014 – 2018*)

October 2014
– June 2015

Jurisdictions **begin to develop/enhance** BMP tracking, verification, reporting programs



October
2015

- BMP-V Panel provides **feedback and recommendations** across CBP leadership/partners on each jurisdiction's verification program
- Historic **data clean up**



January
2016
& beyond

- BMP Verification review Panel & EPA **report findings and approval results** to the MB & PSC
- All **continue to develop/enhance** their programs



TWO YEARS:
July 2016 -
Oct 2018

- Jurisdictions **update** their Implementation Grant QA plans to **document** BMP-V program enhancements
- **Develop 2018-2019 Milestones** (BMPs in 2018 progress run)
- Jurisdictions update their Implementation Grant QA plans to **document BMP-V program consistent w/ principles**
- **Develop Phase III WIPs**



December
2018

Full Verification Implementation!

Communications Strategy – 1-2 Years

AUDIENCE(s)

Everyone in/connected to the CBP partnership

- CBP Leaders (EC, PSC, MB – members and alternates)
- Advisory Committees (leaders/members)
- GITs (leaders/members)
- Workgroups & Action Teams (leaders/members)
- Jurisdictional/federal *leads* for various sectors
- Jurisdictional/federal *staff* for various sectors
- Primary oversight groups



Communications Strategy – 1-2 Years

MESSAGES

- **Accuracy**
 - Know things are working as they should
 - Show us what's working and where changes are needed
- **Rewarding Efforts**
 - Ensures that everyone making an effort is being accurately credited for their work
 - Helping ppl know that their actions do count
- **Collaboration**
 - All CBP partners working together for common goal
 - Consistent tracking can help in sharing info on what works
 - With better info, everyone's work can be more accurate/easier

Communications Strategy – 1-2 Years

TIMELINE / PRODUCTS

Upon approval	<ul style="list-style-type: none">● Formal letter or similar from leadership to all in CBP
1 st & 2 nd Quarters after approval	<ul style="list-style-type: none">● Print Materials Examples: BMP V Framework Exec Sum, Rack card, one-pager or similar● Presentations for use by partners/staff/leadership● “Road Show” plan
3 rd & 4 th Quarters after approval	<ul style="list-style-type: none">● Begin 1 year “Road show” to promote, engage, inform Examples: Webinars, presentations at events, articles in professional/agency/association publications● Additional CBP Products for potential development Examples: BMP Verification webpage(s), Videos/New Stories
5 th – 6 th Quarters after approval	<ul style="list-style-type: none">● Creation of Targeted Outreach Strategies – plans for reaching and engaging next levels of audiences beyond those defined here, including more local source sectors and practice implementers (CBP to support; created by jurisdictions/federal staff)
Ongoing	<ul style="list-style-type: none">● Use of existing CBP Communications channels/products – ie: videos/photos, news/features, articles, editorials, social media

Communications Strategy – 1-2 Years

- Adaptive management, adaptive communications....

Axbom Innovation
Lifecycle of successful ideas

