



# PREPARING FOR BEYOND 2025 PUBLIC FEEDBACK SESSION

MANAGEMENT BOARD  
JUNE 12, 2025



# OUTREACH EFFORT

- BUILD PRIMARY AUDIENCE AWARENESS AND SUPPORT OF THE EFFORTS TAKING PLACE AS PART OF BEYOND 2025: PHASE 2.
- ENSURE AUDIENCES UNDERSTAND THE PROCESS IN WHICH TO PROVIDE FEEDBACK.
- ESTABLISH A MECHANISM TO COLLECT AND INCORPORATE RECEIVED FEEDBACK INTO THE REVISED CHESAPEAKE BAY WATERSHED AGREEMENT.



# BUILD PRIMARY AUDIENCE AWARENESS AND SUPPORT

## **Develop Communications and Outreach Materials to Support Efforts**

- Talking Points.
- PPT Template.
- Database of collected feedback and questions.
- Summary of Management Board outcome review meetings (available on Planning for Beyond 2025 and Beyond website).

## **Network of Networks Approach**

- Outreach Specialist connected one-on-one with approximately 25 different Bay-adjacent organizations.
- Conference session at 2025 Choose Clean Water Coalition Conference.
- Presented or are scheduled to present at DOD Chesapeake Bay Accountability Team Meeting, Upper Susquehanna Coalition, Interstate Commission for the Potomac River Basin, Maryland Oyster Advisory Committee, Maryland Aquaculture Coordinating Council, STAC, Waterkeepers Chesapeake, Maryland League of Conservation Voters and Virginia, DC, Maryland and Pennsylvania CCWC workgroups.



# UNDERSTAND THE PROCESS FOR PROVIDING PUBLIC FEEDBACK

## Public Feedback Toolkit

- Email template.
- Webinar schedule.
- Sample social media posts.
- Photo album.
- Social media graphic.
- Blog.
- Press release.

## Miscellaneous Communications

- Heading on how to provide public feedback in every CBP newsletter.
- Updated [Planning for 2025 and Beyond](#) website.
- Cover letter to revised *Watershed Agreement* explaining how to submit public feedback.

# WEBINAR SCHEDULE

Date	Time	Subject	Presenters
July 2, 2025	12:00 – 1:00 p.m.	Overview of Beyond 2025 process Review revisions to Vision, Principles, Preamble, etc.	Leila Duman Anna Killis
July 8, 2025	11:30 a.m. – 1:00 p.m.	Goal One: Thriving Habitats and Wildlife and related outcomes	Pam Mason Daniel Goetz Brooke Landry Bruce Vogt Gina Hunt
July 15, 2025	12:00 – 1:00 p.m.	Goal Two: Clean Water	Jeremy Hanson Keith Bollt Breck Sullivan
July 24, 2025	12:00 - 1:00 p.m.	Goal Three: Healthy Landscapes	Katie Brownson Jeff Lerner Katie Ayers Julie Reichert-Nguyen
Week of July 28 TBD	TBD	Goal Four: Engaged Communities	Julie Lawson Rick Mittler Amy Handen Daniel Koval



## ESTABLISH MECHANISM TO COLLECT AND INCORPORATE PUBLIC FEEDBACK

- Feedback will only be collected through [comments@chesapeakebay.net](mailto:comments@chesapeakebay.net).
- The public feedback period will be open from **July 1 — September 1, 2025** (closing at 11:59 p.m.).
- You will receive an automated response when your email is received but feedback will not receive an individual response.
- All feedback and a high-level summary of received feedback will be posted to the Beyond 2025 webpage after the public feedback period closes.



# PUBLIC FEEDBACK REVIEWERS

Reviewer	Organization
Jess Blackburn	Stakeholders/Alliance for the Chesapeake Bay
Meg Cole	STAC/Chesapeake Research Consortium
Cassie Davis	New York DEC
Leila Duman	Maryland DNR
Amy Handen	EPA CBPO
Ken Hyer	USGS
Laura Cattell Noll	LGAC/Alliance for the Chesapeake Bay
Lucinda Power	EPA CBPO
Bailey Robertory	Maryland DNR
Grayson Shultz	Virginia
Scott Settle	West Virginia DEP
Peter Tango	USGS



# PROPOSED PUBLIC FEEDBACK REVIEW PROCESS

CBP Communications Office will enter comments into a master spreadsheet, similar to the Phase One process.

Comments will be grouped into the following:

- Goal One
- Goal Two
- Goal Three
- Goal Four
- Overview Watershed Agreement structure (e.g., Vision, Principles, Preamble)
- Editorial comments
- Out of scope
- Miscellaneous (requires full group review and discussion)

## **Divide and conquer!**

- Reviewers will split into five groups—one for each of the revised four agreement goals and the outcomes underneath them, and one for comments pertaining to the other portions of the Watershed Agreement.



- Feedback will be reviewed on a rolling basis.
- Small teams will meet in mid-July and end of July (as a start).
- Full group will meet the first week of August.
- Synopsis of public feedback will be presented at the August Management Board meeting.
- Reviewers encouraged to clear their schedules September 2-5 to devote to feedback review.
- Overview of feedback to be presented at September Management Board meeting.

\*\* Reviewers encouraged to work with Subject Matter Experts throughout the review process.

## PROPOSED PUBLIC FEEDBACK PROCESS CNT'D

QUESTIONS?

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