

Coordinating Messaging and Communications for 2025 Progress

Background: The release of 2025 Progress will mark a landmark year of data for the Chesapeake Bay Program and jurisdictions' work on reducing nitrogen, phosphorus and sediment loads. To aid jurisdictions' communications and messaging around this during 2026, the WQGIT will facilitate discussions on how best to approach this in a unified way across the watershed. This will be the start of discussions, with potential suggestions for recommendations to the Management Board and other areas of the Bay Program. Please come prepared to share how your jurisdiction is thinking about messaging around 2025 Progress and any concerns, hopes, and suggestions for ways CBPO can help.

Discussion Questions:

- What is the foundational message that we want to resonate throughout the partnership and what we provide to the public about meeting 2025 targets and what the partnership plans to do beyond?
 - Who will be coordinating that message?
- How does that foundational message weave into each jurisdictions outreach plans?
 - What are the individual jurisdictions' plans for communication?
- What additional messages should we be focusing on outside of water quality and TMDL goals?
- How will the revised *Watershed Agreement* and new CBP structure impact our messages about Beyond 2025?
- What do you see as the successes achieved vs. the challenges ahead that we might want to communicate?