

Management Strategy Development: Stakeholder Outreach Planning

From the Watershed Agreement:

“Management Strategies Development and Implementation:

- *Where appropriate, Management Strategies should describe how local governments, nonprofit and private partners will be engaged; where actions, tools or technical support are needed to empower local governments and others to do their part; and what steps will be taken to facilitate greater local participation in achieving the Outcome. “*
- *...Management Strategies will be developed in consultation with stakeholders, organizations and other agencies and will include a period for public input and review prior to final adoption.”*
- *...make these strategies... available to the public in a transparent manner on its websites and through public meetings of the appropriate Goal Implementation Teams and Management Board.”*

“Principles: The Partnership will engage citizens to increase the number and diversity of people who support and carry out the conservation and restoration activities necessary to achieve the Goals and Outcomes of the Agreement.”

“Diversity Outcome: Identify minority stakeholder groups that are not currently represented in the leadership, decision-making and implementation of conservation and restoration activities and create meaningful opportunities and programs to recruit and engage them in the Partnership’s efforts.”

Key points from the GIT Chairs Meeting:

MS Development - Participation – Public/Stakeholder, and Partnership

- *Agreed: need to be open and transparent; GITs should seek advisory committee input and solutions; need to do more than just announce GIT meetings discussed **three tiers of audiences for engagement/ participation:***
 - *1st Tier: Those who may want to participate in the development of management strategies and therefore be members of GITs/workgroup developing the strategies*
 - *2nd Tier: Those who may want to attend meetings and be alerted about meeting dates/materials.*
 - *3rd Tier: Those who only want to receive information/may want to comment on strategies.*

Advance Planning for Increased Outreach (to Tier 1)

- Gather information and determine what is needed:
 - Complete “Needs Assessment” (see p. 4) to determine various stakeholders or groups to be targeted and establish unified GIT messaging/agreement on audiences in order of priority for outreach efforts. *NOTE: Even if a GIT thinks they have everyone they need/want, this assessment may help in identifying minority stakeholders*
 - Develop categories and lists of possible stakeholders to actively engage (e.g. desired new GIT/workgroup members, currently underrepresented organizations, minority interests, etc.). Collect information about stakeholders engaged in Agreement development or who indicated interest in Management Strategy development.
 - Susquehanna Greenway Partnership, WE ACT, DMV Metro Environmental Justice Coalition, University of Maryland School of Public Health, Metro Wash COG, Trout Unlimited
 - Seek assistance from CAC, LGAC, STAR, STAC, Comm Workgroup, current GIT members, others outside of regular network to identify stakeholders or stakeholder groups that are underrepresented and who need to be engaged
 - Develop centralized location for information about Management Strategy development

Outreach Activities (primarily directed toward Tier 1 Audience)

POSSIBLE TACTICS & SUPPORTING TOOLS

- Development of supporting materials for each GIT-specific outcome. Materials should be written in a CBP style that meets targeted stakeholder group/person. They can be print, online or other formats but should fit with how the GIT operates. Content can/should include:
 - be specific to GITs work/outcomes
 - clearly illustrate connection of CBP work to targeting stakeholder interests
 - clearly state why engagement by the targeted group is vital
 - outline CBP (GIT) expectations AND what stakeholder can expect from CBP
 - the ask to become involved
- Personal invitations from designated GIT reps (CBP director, GIT Chair or similar) to targeted stakeholders or stakeholder groups asking them to be involved
 - can be offered via letter or email with phone follow up
 - if needed, in person meeting with stakeholders to discuss
- CBP leaders offer to attend/speak to/meet with targeted stakeholders or stakeholder groups
- After stakeholder attends meetings (or becomes otherwise involved), GIT follow up with them in form of check in calls or emails will be essential to maintaining the relationship and involvement
- Workgroups outreach
 - GITs can employ the above techniques to also better engage existing Workgroups within their team structure

Information Sharing (primarily directed toward Tier 2&3 Audiences)

- Share information on Management Strategy development/involvement via existing CBP Communications tools/outlets including: CBP websites (chesapeakebay.net, ChesStat), weekly Bay Brief newsletter, social media outlets
 - All messages will direct readers to relevant online resources that should include:
 - Agreement/outcomes info
 - Relevant meeting information ie: GIT point of contact for involvement; meeting dates; meeting materials; sign-up capabilities for appropriate CBP newsletters; any public comment opportunities
- Leverage distribution via other, non-CBP communications outlets – ie: Chesapeake Network postings, Bay Journal articles or calendar postings
- Strategic use of all currently used tools to announce specific public input opportunities

Communications/Outreach - Needs Assessment Template

DESCRIPTION - Describe what you are seeking to do.

AUDIENCE

Define your audience or proposed audience? Who are the stakeholders you'd like to engage?

- Core audience:
 - Examples:
- Other audiences:
 - Examples:

How did you determine these are the 'right' people?

AUDIENCE NEEDS

What are your audience's needs?

How will communications and/or outreach efforts meet those needs?

List any specific outreach strategies or communications products that you imagine will be required to meet them?

ORGANIZATIONAL NEEDS

Why should our organization (or agency or group) pursue this communications/outreach effort? What do we hope to gain?

MEASURING SUCCESS

What are your goals (quantifiable or other) for this communications/outreach effort?

How will you know you have been successful? What are the criteria for success?

RESOURCES

Will this be a one-time effort, or will it be ongoing and require maintenance?

What kind of resources (staff, time, people) are needed to:

- 1) Develop/Create
- 2) Disseminate
- 3) Maintain
- 4) Ensure success

Describe your ideal project timeline.

RESEARCH

List similar projects that you know to exist and that could be used as resources in development of your efforts.

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