# Local Government Engagement Initiative

... a forum for the Jurisdictions, EPA, and other Key Messengers, to collaborate in the development of strategies and tools to 1) inform local governments about the Midpoint Assessment and 2) enhance local government engagement in the development and implementation of Phase III Watershed Implementation Plans (Phase III WIPs).



### Objectives

- Accurately and clearly inform local governments about progress
- Engage local governments, or their representatives, in developing Phase III WIPs
- Seek buy-in of local governments especially elected leaders in implementation



### Jurisdiction Participants

#### Delaware

Jim Sullivan & Phil Miller, DNREC

#### District of Columbia

• TBD

#### Maryland

Kathy Stecker & Adrienne Diaczok,
 MDE

#### New York

Sara Latessa & Leila Mitchel, DEC

#### Pennsylvania

Nicki Kasi & Deb Klenotic, DEP

#### Virginia

Joan Salvati & Bill Hayden, DEQ

#### West Virginia

 Alana Hartman, DEP & Matt Pennington, Region 9 PDC

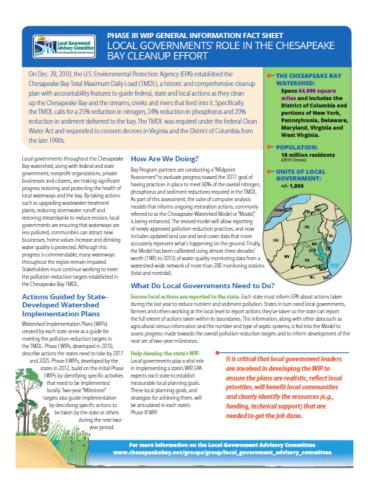


### Products Available to Jurisdictions

#### **Schedule Infographic**



#### **Fact Sheet for Local Elected Officials**



# Local Gov't Engagement and Communications Strategy Template

- Background
- Jurisdiction specific considerations, e.g.
  - Relative importance of local gov't in achieving pollutant reduction target
  - Role of local government in developing and implementing WIP
  - Information needed by local government
  - Timeline for communication and engagement
  - Jurisdiction contact info



# Local Gov't Engagement and Communications Strategy Template Con't

- Engagement and Communication Goals, e.g.
  - Satisfy EPA Expectations
  - Increase public dialogue about need to reduce pollution
  - Communicate key policy and technical decisions
  - Identify existing efforts
  - Identify gaps and strategies for filling gaps
- Target Audiences
- Key Messages
- Key Messengers / Trusted Sources



# Local Gov't Engagement and Communications Strategy Template Con't

- Roles, Resources and Capacity (from EPA Expectations)
  - Specific role of identified audience and/or partner
  - Geographic and/or source sector areas where local engagement is most needed to accelerate implementation
  - Funding and other resources available to aid in WIP planning and implementation; capacity and technical assistance needs of targeted local partners
- Planned Activities/Opportunities for Engagement & Communication
  - Target Audience; Tactic/Approach; Messenger/Channel; Measurable Goals/Evaluation Metric



### Questions

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