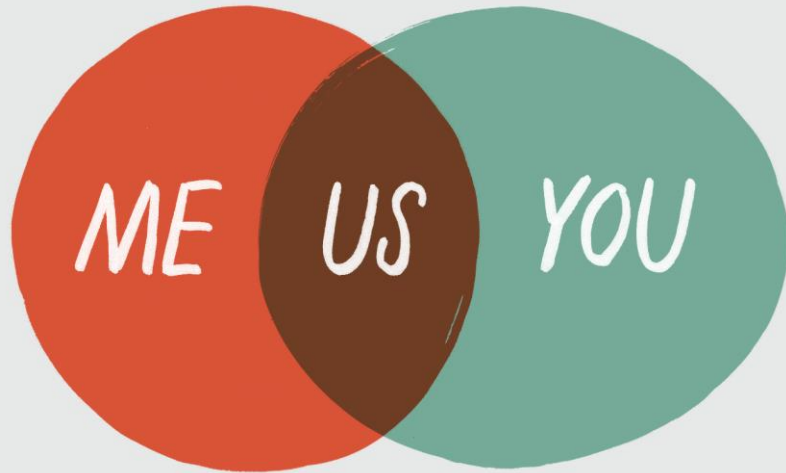# COMMON MESSAGES

" *Because partners don't bring their work – whether it's a single message, a standalone product or a campaign – to the Workgroup for feedback or discussion, there is a lack of cross-partner coordination.*

# WHAT IS IMPORTANT TO YOU?

# BAY PROGRAM PRIORITIES (next 3 months)

- Midpoint Assessment

- Phase III WIPs

- Citizen Stewardship

- Bay Barometer

## UMCES - IAN

- Chesapeake Monitoring Coooperative
- Incorporating citizen (volunteer and nontraditional) monitoring into the partnership
- Capacity to address everyone who is interested in the CMC
- Campaigns around the overall project
- CMC does social media through individual organizations, although there is a website

## Diversity Workgroup

- Reviewing work plan
- Workgroup meeting end January/early February
- Membership audit
- Promoting environmental justice
- Evaluate outreach for recruitment for entry-level positions

## Delaware

- Pollinators: importance for clean water, how to garden for pollinators, putting in rain gardens

# Pennsylvania

- Local government engagement around Phase III WIP targets
- Public participation
- Launch communications early January
- --Monthly DEP blogs focusing on Phase III; *How can I get involved in Phase III?*
- Ongoing theme: Phase III plan development is bottom-up
- Growing Greener grant projects: focus on Chesapeake waterhsed, almost half projects
- --Release this week
- --Ongoing look at the projects

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# Cross-GIT

- Chesapeake Conservation Partnership (land cons. outcomes): map five categories of priority land that speak to everyone
- Environmental Literacy: Meaningful Watershed Education Experience ambassadors in schools throughout watershed
- --MWEE guide available
- --Green Schools booklet coming out
- US ACE: draft plan release in December, combining priorities of jurisdictions and GITs; possible need to amplify
- Policy decisions in December: what to do with climate change and Conowingo, new leadership in VA
- Incorporate multiple outcomes (not just water quality) into WIP development process
- Budgets, funding

# Habitat GIT

- SAV citizen monitoring

- Personal involvement in multiple areas/themes

- LGAC
- --Local elected official educational video
- --Overview of Bay issues, why the watershed is important