

# Pennsylvania's Chesapeake Bay Watershed Plan, Phase 3

## Communications Plan: Summary

**Project goals:** Local awareness of economic and environmental benefits of healthy local waterways. Local engagement and action to build a plan that is implementable.

**Target audiences:** Public, governments, farmers, business leaders, community organizations, schools, and others.

### Messages:

- Pennsylvania communities benefit economically and environmentally when their local rivers, streams, and lakes are clean and healthy.
- Support and action with local focus and from ground up are key to creating an implementable plan.
- The challenge is great, but we've already made some progress, and we can build momentum on this.

### Summary:

1. Primary focus: Improving the health of local streams, rivers, and lakes. Secondary: The Bay.
2. Project internal communications planning:
  - a. Committed Partners will be identified by Work Groups. Will play instrumental role in local engagement and action efforts, working in coordination with Work Groups.
  - b. Communications team to meet with Local Area Goals Work Group to begin to define local planning goals and create local outreach strategies.
  - c. Communications team will coordinate efforts with DCNR, Department of Agriculture, DEP regional office local government liaisons and community relations coordinators, and other participants.
3. Public outreach - examples:
  - a. We'll get citizens' input on the planning process EARLY ON at public listening event, June 5.
  - b. Focus on telling on-the-ground success stories around the PA watershed counties. Build momentum.
  - c. Build events calendar at sites around watershed counties, bringing three secretaries and many other partners and stakeholders together.
  - d. Committed partners will help amplify communications.
  - e. Promotional video, working with Commonwealth Media Services; to be promoted extensively.
  - f. Building out PA Chesapeake Bay Watershed GIS map web site to incorporate storytelling.
  - g. Create graphic identity for visual consistency among project communications by many participants.