



**Chesapeake  
Bay Trust**

Empowering people. Restoring nature.

# Community Engagement

**Outreach and Restoration  
Grant Program**

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# Agenda

1. Why Community Engagement
2. Principals of Community-Based Participatory Research
3. How to incorporate engagement in any project

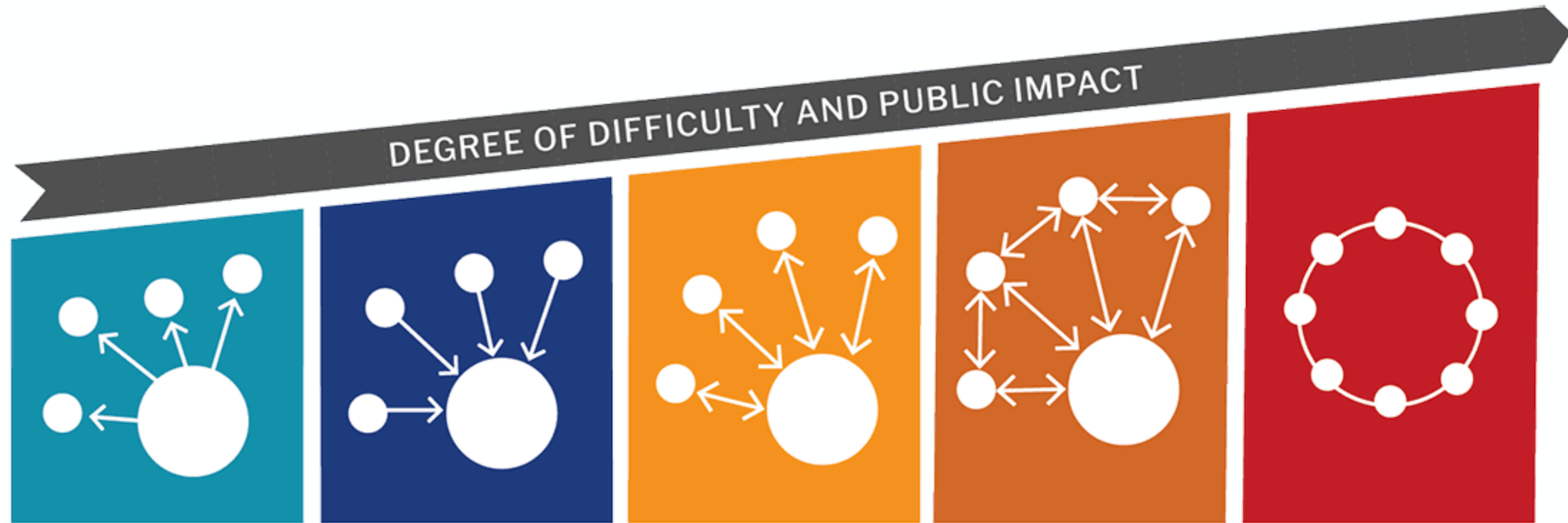
# Why Community Engagement

- We need informed and engaged residents to contribute to, vote for, and support environmental efforts
- Expands the impact of your work
- Advances diversity, equity, and inclusion goals
- Allows for continuity and sustainability of the project

# Example Engagement Activities

- **Knowledge Building:** Workshops, tours, classes, educational events
- **Skill Building:** Trainings, workforce development, ambassadors, mentorship
- **Involvement:** Trash clean ups, community science events, water quality testing
- **Broad Reach:** Signage, videos, online resources, flyers, social media

# Continuum of Engagement



DEGREE OF DIFFICULTY AND PUBLIC IMPACT

## INFORM

provide balanced, objective info that the public should know and act on

## CONSULT

obtain and consider feedback or input on issues, ideas, and decisions

## INVOLVE

work with the public to understand the issues and problems and include in identifying options for moving forward

## COLLABORATE

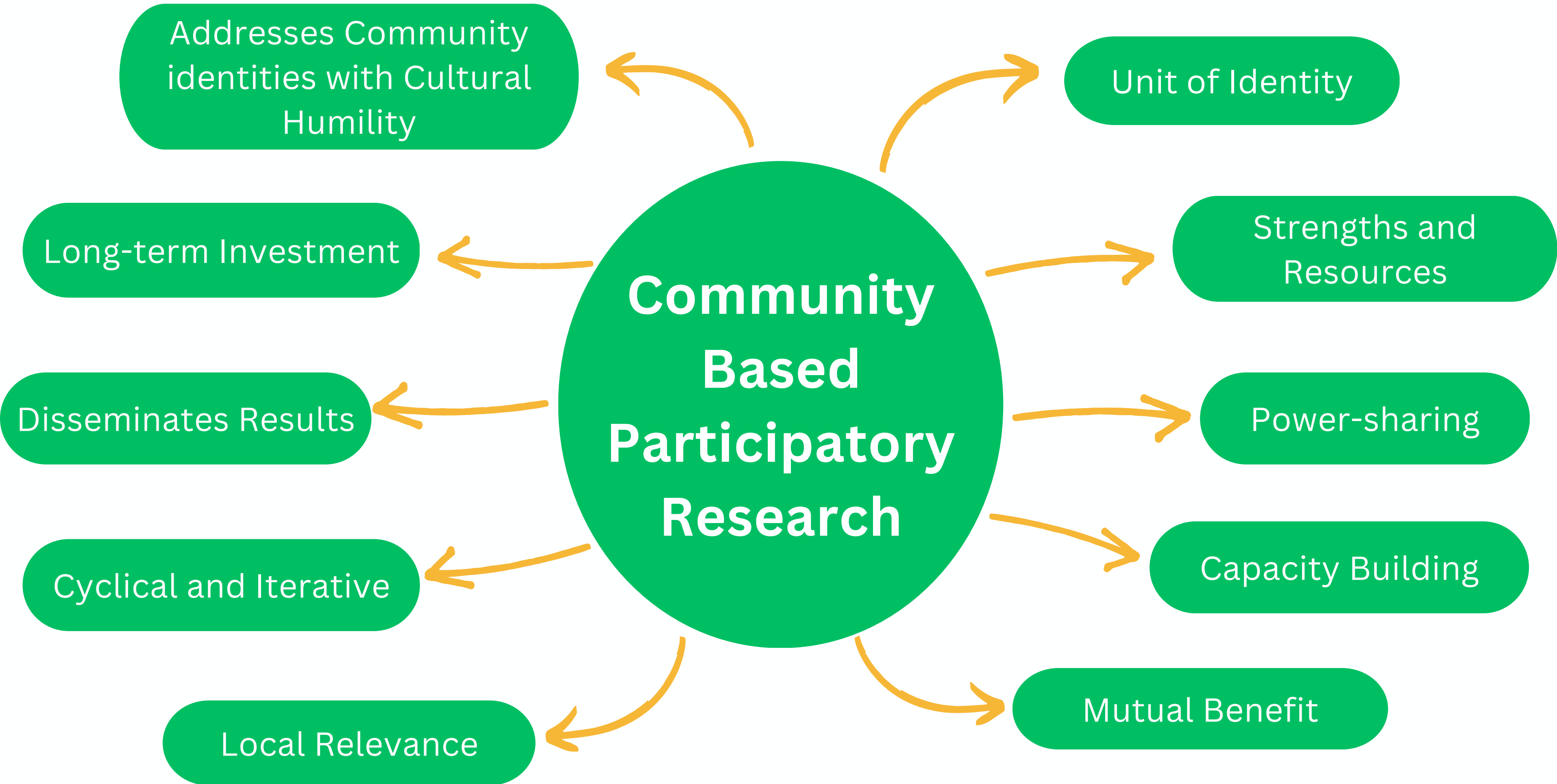
partner with the public, seeking advice and innovations that become embedded as much as possible in decisions made

## EMPOWER

final decisions are made by the public and are one of the players implementing them

# The Principles

1. Define a shared goal
2. Know the community
3. Go to the community
4. Help identify issues and action areas
5. Equitable partnerships
6. Respect diversity and culture
7. Mobilize assets and develop capacity
8. Maintain flexibility
9. Commitment to collaboration





# Resources

**01** Chesapeake Bay Trust Website



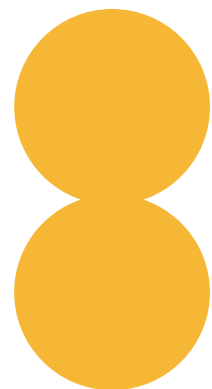
**02** Principals of Community Engagement



**03** Community Based Participatory Research







# GOT QUESTIONS?

Reach out.



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