



Schuylkill Action Network (SAN) Planning Committee 2016 Workplan

Strategic Goals:

Focus effort on improving watershed management, especially activities that will enhance the quality and flow of the Schuylkill waters for protection of public health and aquatic resources.

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Create and maintain an effective and sustainable network that maximizes the resources of its membership to protect and restore the Schuylkill watershed.

Strategies / Actions	Timing	Lead
<p>Strategy 1: Facilitate/foster communication, information exchange, and collegial relationships between various SAN workgroups, teams, and members.</p>		
<p><i>Strategic plan alignment: Objectives 7, 8 and Strategy 1</i></p>		
<p><u>Actions:</u></p> <ul style="list-style-type: none"> • Convene monthly SAN planning committee meetings for lead agency/organization coordination and communication. • Convene bi-annual SAN Executive Steering Committee meetings/calls for executive-level decision-making and discussion of issues. <ul style="list-style-type: none"> ○ Schedule/Plan/Implement Spring 2016 call/mtg ○ Schedule/Plan/Implement Fall 2016 call/mtg • Convene annual SAN Annual Meeting to provide workgroup updates and information exchange between SAN members and on key issues. <ul style="list-style-type: none"> ○ Confirm date for 2016 workshop ○ Location and save-date announcement ○ Program/registration ○ Workshop • Seek opportunities to foster collegial relationships between SAN members. <i>(Cross referenced with Strategy 2 below.)</i> <ul style="list-style-type: none"> ○ SAN picnic 	<p>Ongoing</p> <p>March/Sept 2016</p> <p>Fall 2016</p> <p>Spring 2016</p> <p>July 2016</p> <p>Sept 2016</p> <p>Nov 2016</p> <p>June 2016</p>	<p>EPA/SAN Coordinator</p> <p>EPA/SAN Coordinator</p> <p>SAN Coordinator & Specialist</p> <p>SAN Coordinator</p>

Strategy 2:

Promote awareness of SAN activities and attract new SAN members from the practitioner community to foster collaboration and partnerships within the larger community.

Strategic plan alignment: Objectives 4, 5 and Strategy 1

Actions:

<ul style="list-style-type: none"> • Work with Delaware Riverkeeper and the SAN Education/Outreach Committee to maximize use of the Watershed Congress along the Schuylkill to promote awareness of SAN’s activities and attract new member to SAN. <ul style="list-style-type: none"> ○ Coordinate/prompt submission of key proposals ○ Secure, coordinate, and set up table/display space at Congress and explore other leadership opportunities with Riverkeeper (sponsorship, scholarships, announcements, etc.) ○ Encourage/promote SAN attendance. • Maximize use of the SAN website as a clearinghouse of information and resources, web-based service delivery, internal SAN communication, and outreach to key audiences (practitioner community) <ul style="list-style-type: none"> ○ Create and disseminate quarterly <i>SAN CONNECTIONS</i> eNewsletters. ○ Solicit input from workgroups/committees to identify key resources/linkages/needs of nonprofits, municipalities, educators, DRWI team and other practitioners. ○ Expand social media presence for SAN, increasing the number of people following it on various platforms (Facebook, Twitter, Instagram, etc) • Announce and evaluate requests for proposals for redesigning the SAN website. • Seek opportunities to foster collegial relationships between SAN members. (<i>Cross referenced with Strategy 1 above.</i>) • Explore opportunities to collaborate with other partnerships with interests in watershed protection and/or key audiences, including (but not limited to): <ul style="list-style-type: none"> ○ The tourism and/or healthcare industries (around shared support for a healthy watershed; e.g. Schuylkill Trails Town Conference) ○ Professional associations and/or service providers for municipalities (such as the Center for Local Governments). • Provide support to SAN partners considering Pharmaceutical Take Back Programs, working closely with the PWD to promote their program and disseminate information on it to upstream communities. 	October 2016	PDE/PWD
	Winter 2016	PDE /PWD PDE/PWD
	Winter 2016	
	Ongoing	All
	Quarterly	SAN Specialist
	Ongoing	SAN Coordinator & Specialist
	Ongoing	SAN Specialist
	Summer 2016	PDE/PWD
	Ongoing	SAN Coordinator
	Ongoing	PDE/PWD
2016	DEP/PWD	

Strategy 3:

Foster a supportive environment for watershed protection by identifying and cultivating sustainable funding resources for SAN projects/priorities and removing/reducing policy barriers to watershed protection (*also see SAN fundraising plan*).

Strategic plan alignment: Objectives 1, 2, 3, Strategies 2, 10

Actions:

<ul style="list-style-type: none"> • Work collaboratively to grow the Schuylkill River Restoration Fund to an annual award amount of \$500,000. <ul style="list-style-type: none"> ○ Convene meetings with watershed business leaders to discuss strategy for increasing investments in watershed restoration and protection. ○ Investigate fundraising campaign funding from local foundations, as suggested during the 2016 fundraising planning effort. ○ Continue to meet internally to solidify strategy and track progress in meeting this goal. 	Spring 2016	SRHA/EPA/PWD/PDE
	Winter/Spring	All
	Spring 2016	PDE
	Ongoing	All
<ul style="list-style-type: none"> • Participate in review process for the Schuylkill River Restoration Fund grants. 	Spring 2016	SRRF Team
<ul style="list-style-type: none"> • Monitor and communicate progress/results of Schuylkill River Restoration Fund projects. <ul style="list-style-type: none"> ○ Develop information sheets for completed projects and make available on the SAN website. 	Ongoing	PDE/SRHA
	Summer 2016	PDE/SRHA
<ul style="list-style-type: none"> • Continue to investigate the development of an industry/business council to develop an investment strategy and program for source water protection activities in the Schuylkill Watershed. 	Ongoing	All
<ul style="list-style-type: none"> • Assess opportunities for creating sustainable funding for watershed restoration/protection based on ESC work, developing strategies for pursuing the most promising mechanisms to secure funds. <ul style="list-style-type: none"> ○ Develop a methodology for accounting and estimating investments in and needs for watershed protection work. 	Ongoing	All
<ul style="list-style-type: none"> • Work with SAN workgroups to understand and acquire funding for priority projects under the PENNVEST NPS Pollution Program (Green Infrastructure) <ul style="list-style-type: none"> ○ Work with state agencies (DEP, PENNVEST) to better understand funding guidelines/restrictions and identify opportunities to fund SAN workgroup priorities. ○ Assist SAN workgroups in meeting the requirements for grant funding and in identify eligible applicants. ○ Provide feedback and suggestions on the program (based on SAN workgroup experience) to PENNVEST and other partnering state agencies. (<i>cross reference with strategy 4</i>) 	Ongoing	All
	Ongoing	All
	Ongoing	All

<ul style="list-style-type: none"> • Develop/strengthen partnerships with foundations in the watershed. <ul style="list-style-type: none"> ○ Maintain active involvement in the William Penn Foundation Delaware Watershed initiative (Middle Schuylkill and Schuylkill Highlands clusters). ○ Explore opportunities to secure funding through the William Penn Foundation and work to understand their current fundraising priorities. ○ Stay abreast of other foundation funding opportunities in the watershed and share information with workgroups. • Seek/monitor funding opportunities and apply for other funding/grant opportunities as appropriate. <ul style="list-style-type: none"> ○ Take advantage of mitigation and other agency funding opportunities for work in 2016 and beyond. ○ Take advantage of grant funding opportunities for work in 2016 and beyond. 	Ongoing	All
	Ongoing	PDE
	Ongoing	PDE
	Ongoing	All
	2016	All

Strategy 4:

Take a leadership role in identifying and communicating opportunities for improving the processes that guide restoration and protection efforts in the Schuylkill River Watershed.

Strategic plan alignment: Objectives 6, 7, 8, Strategy 3

Actions:

<ul style="list-style-type: none"> • Facilitate the Watershed Practices Implementation Committee (WPIC) to examine the processes with the intent of identification of gaps and barriers that impede the improvement of watershed management. <ul style="list-style-type: none"> ○ Hold meetings/calls as needed to discuss issues and develop recommendations. ○ Present information and guidance to the SAN Planning Committee and ESC when warranted. 	Ongoing	PWD/DRBC/ PDE
	Ongoing	WPIC
	Ongoing	WPIC

Strategy 5:

Coordinate and update watershed-wide monitoring strategy.

Strategic plan alignment: Objectives and strategies of the Abandoned Mine Drainage, Agriculture, and Watershed Land Collaborative workgroups.

Actions:

<ul style="list-style-type: none"> • Provide guidance and support to workgroups for determining and measuring workgroup objectives. • Provide guidance and support to the Planning Committee for integrating watershed monitoring information into the SAN website and other outreach tools. 	Ongoing	PWD/DEP/ EPA
	Ongoing	PWD/DEP/ EPA

Strategy 6:

Maintain a multi-year strategic plan to guide and coordinate SAN's various activities toward common goals.

Strategic plan alignment: Entire 5 year strategic plan

Actions:

<ul style="list-style-type: none"> • Assist/guide workgroups in adding measurable goals to their objectives. 	Ongoing	All
<ul style="list-style-type: none"> • Review and update standard operating procedures (SOPs) as needed. <ul style="list-style-type: none"> ○ Letters of support (revise as needed for work groups) 	Jan/Feb 16	PDE
<ul style="list-style-type: none"> • Finalize and roll out strategic plan. 	Feb 2016	All
<ul style="list-style-type: none"> • Oversee and assist with the development of a Recreational workgroup and strategic plan element until it becomes established 	Spring 2016	All

Objectives: How will we measure success?

- Secure funding of \$500,000 per year or more to support watershed restoration/protection and partnerships, with at least 50% coming from sustainable sources.
- Increase the number of participants contributing to the SRRF from 2015.
- Expand and enhance the SAN website to continue to serve as a resource clearinghouse, while moving forward the website redesign process to be finalized by the end of 2017.
- Increase participation and diversity of SAN's membership, with a focus on strengthening industry partnerships.
- Serve as a facilitator for improving the processes that guide restoration and protection efforts in the Schuylkill River watershed.

Notes:

- DEP – Department of Environmental Protection
- DRWI – Delaware River Watershed Initiative
- EPA – Environmental Protection Agency
- ESC – Executive Steering Committee
- PDE – Partnership for the Delaware Estuary
- PWD – Philadelphia Water Department
- SRHA – Schuylkill River Heritage Area
- WPIC – Watershed Practices Implementation Committee