



Schuylkill Action Network (SAN) Education & Outreach 2016 Workplan

Strategic Goal: Improve public support for watershed protection actions.

Strategic Actions	Timing	Lead
<p>Strategy 1: Promote and maintain the SchuylkillWaters.org website to promote internal communication among SAN members, facilitate online sharing of information among watershed professionals, and support public advocacy for protecting and restoring Schuylkill Waters.</p>		
<p><i>Strategic Plan alignment: Objectives 1, 2, 4 and Strategies 1, 5, 7, 9, 14</i></p>		
<p><u>Actions:</u></p>		
<ul style="list-style-type: none"> Promote the website to water quality professionals consisting of government (federal, state, and local), businesses and corporations, nonprofit and environmental advocacy organizations, educational institutions, and chambers of commerce. 	Ongoing	All
<ul style="list-style-type: none"> Maintain and improve the website as a systematic way to contact these water quality professionals. 	Ongoing	All
<ul style="list-style-type: none"> Keep the website up to date and of value to target audiences. Update photo albums, news items and projects. 	Ongoing	PDE
<ul style="list-style-type: none"> Coordinate with the Philadelphia Water Department’s (PWD) Office of Watersheds to ensure integration of SAN website with their website. 	Ongoing	PWD/PDE
<ul style="list-style-type: none"> Continue to seek out and secure funding for website updates and new features when necessary. 	Ongoing	PDE
<ul style="list-style-type: none"> <ul style="list-style-type: none"> Hire consultant to assess and review website updates needs, and assist with the RFP process. 	June-Dec 2016	PDE
<ul style="list-style-type: none"> Continue to integrate social networks and multimedia methods of outreach and sharing into the website. Continue to update SAN Facebook, Instagram, and Twitter page with relevant information. 	Ongoing	PDE
<p>Strategy 2 Recognize, promote, and support schools/teachers/classes and other watershed education initiatives as they implement water quality restoration, protection, and awareness projects.</p>		
<p><i>Strategic Plan alignment: Objective 6 and Strategies 2, 6, 7, 13</i></p>		
<p><u>Actions:</u></p>		
<ul style="list-style-type: none"> Plan and implement annual Schuylkill Scholastic Drinking Water Awards program. 	March-May 2016	PWD, PDE, EPA
<ul style="list-style-type: none"> Assist as needed in the education and outreach aspects of the Schuylkill Action Students program, including signage and project updates on website and social media. 	Ongoing	All

Strategy 3

Explore and implement strategic ways to influence public perceptions/attitudes/behaviors utilizing proven and innovative new outreach/marketing techniques. Get watershed residents to think about the Schuylkill River as a resource for drinking water, recreation and commerce.

Strategic Plan alignment: Objectives 7, 8 and Strategies 3, 4, 7, 8

<u>Actions</u>		
<ul style="list-style-type: none"> • Identify and implement opportunities to promote the Schuylkill River and SAN’s source water protection projects, news, agendas, and strategies to new audiences utilizing social media tools and resources. <ul style="list-style-type: none"> ○ Research various options for doing an effective marketing campaign through social media tools and seek funding to implement projects when necessary. ○ Identify existing watershed promotional media resources (videos, pictures, blogs, etc.) from SAN partners and the greater watershed community and promote through SAN’s communication structure. • Assist SAN workgroups and partner organizations to improve their outreach messages to best reach their target audiences. <ul style="list-style-type: none"> ○ Use “Watershed Words that Work” (ex. “clean water” not “water quality”). ○ Identify and share metrics that will allow for better tracking of message effectiveness. • Explore opportunities for working with the Fairmount Water Works and/or other established educational centers to disseminate messages/information. • Promote and support watershed events to celebrate water as a resource, such as river sojourns, festivals, educational programs, etc. • Coordinate and promote the Schuylkill Scrub, encouraging SAN members to participate and register watershed cleanups. <ul style="list-style-type: none"> ○ Develop a litter sampling protocol for the Schuylkill Scrub volunteers to conduct and track types of litter found throughout the watershed. ○ Develop a Schuylkill Scrub end of the year report on cleanup statistics. • Assist with promoting opportunities for linking source water protection to businesses that rely on the river (such as Saucony Creek Brewing Company project). 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Jan-May 2016</p> <p>3Q2016</p> <p>3Q2016</p> <p>Ongoing</p>	<p>PDE</p> <p>PDE</p> <p>PWD/PDE</p> <p>All</p> <p>PDE</p> <p>SN/PDE</p> <p>PDE</p> <p>All</p>

Strategy 4

Work with the Delaware Riverkeeper Network and the SAN Planning Committee to maximize use of the Watershed Congress Along the Schuylkill to promote awareness of SAN’s activities and attract new members.

Strategic Plan alignment: Strategy 7

<u>Actions</u>		
<ul style="list-style-type: none"> • Secure, coordinate, and set up table/display space at the Watershed Congress and explore other leadership opportunities with the Delaware 	<p>Annual (by</p>	<p>PDE/PWD</p>

Riverkeeper Network (sponsorship, announcements, etc.).	March)	
<ul style="list-style-type: none"> Provide materials and other opportunities for Congress attendees (watershed activists and educators) to learn about SAN and its resources/services. <ul style="list-style-type: none"> Present on the Schuylkill Scrub and other trash initiatives. 	Annual (March)	PDE/EPA
	March 2016	PDE/PWD

Strategy 5
Work with the Philadelphia Water Department to model source water protection education and outreach projects in the City of Philadelphia and disseminate to upstream communities for replication and collaboration.

Strategic Plan alignment: Strategies 6, 7

<u>Actions:</u>		
<ul style="list-style-type: none"> Support stormwater outreach and education activities of the PWD’s “Green City, Clean Water” initiative and disseminate information to upstream communities. 	Ongoing	PDE/PWD
<ul style="list-style-type: none"> Replicate Philadelphia specific outreach publications for upstream communities 	Ongoing	PDE
<ul style="list-style-type: none"> Work with partners to link river recreational opportunities in Philadelphia with other initiatives throughout the watershed. 	Ongoing	PDE/PWD
<ul style="list-style-type: none"> Continue to work with the Schuylkill Project/Destination Schuylkill River to implement a Philadelphia-based Schuylkill Action Students program in the source water portion of the city. 	Ongoing	PDE/PWD/SP
<ul style="list-style-type: none"> Continue promoting the Agriculture BMP Guide linking drinking water protection to best practices on farms, and the Blue Guide, promoting water conservation practices. 	Ongoing	PWD/PDE
<ul style="list-style-type: none"> Assist the PWD with the promotion and advancement of urban stormwater BMPs on school campuses in the city of Philadelphia and disseminate information to upstream partners. 	Ongoing	All

Strategy 6
Provide a forum for communication and coordination on water resource education and outreach for the Schuylkill.

Strategic Plan alignment: Strategies 2, 3, 14

<u>Actions:</u>		
<ul style="list-style-type: none"> Convene quarterly meetings of the Education & Outreach workgroup, incorporating guest speakers and/or site-visit opportunities whenever appropriate or feasible. 	Quarterly	PDE
<ul style="list-style-type: none"> Collaborate with other SAN committees to help them with any outreach needs. <ul style="list-style-type: none"> Help promote the Watershed Land Collaborative Workgroup’s Land Prioritization Model. Assist with Schuylkill Action Student program. 	Ongoing	PWD/PDE

<ul style="list-style-type: none"> Support source water protection activities and events of other partners and disseminate the results. 	Ongoing	All
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Strategy 7

Communicate SAN current and past successes in the watershed to help build community, political, and corporate support for future SAN activities.

Strategic Plan alignment: Objective 5 and Strategies 7, 14

Actions:

<ul style="list-style-type: none"> Disseminate information on completed projects to targeted watershed stakeholders on the SAN website through project text, photo, and video documentation. 	Ongoing	PDE/ Workgroups
<ul style="list-style-type: none"> Develop and encourage use of a SAN interactive display, creating workgroup specific PowerPoint presentations for use at watershed wide event. 	Ongoing	PDE/Workgroups
<ul style="list-style-type: none"> Develop a tri-fold display about the SAN, including the main issues in the watershed and solutions to these issues (similar to the 2016 progress report). 	2016	PDE
<ul style="list-style-type: none"> Increase media coverage of completed project and SAN activities. Work with workgroups to disseminate information on watershed quality improvements resulting from past SAN projects. 	Ongoing	PDE/ Workgroups

Objectives: How will we measure success?

- Increase in use of SAN website by SAN members and the general public.
- Increase engagement of the watershed community (number of “followers”) through social media (Facebook, Twitter, and Instagram) by 50% in 5 years (500 new combined followers).
- Increase in media coverage on SAN activities, projects, and initiatives (10 media hits per year).
- New organizations actively engaged in the SAN Education and Outreach workgroup.
- Funding requests submitted for 2 education and outreach projects in the watershed.
- Increase in nominations for the annual Schuylkill Scholastic Drinking Water Awards program.
- Increase number of cleanups, volunteers, and trash removed from the watershed through the Schuylkill Scrub initiative (700 cleanups over 5 years).

Notes:

- BMP – best management practice
- EPA – Environmental Protection Agency
- PDE – Partnership for the Delaware Estuary
- PWD – Philadelphia Water Department
- RFP – request for proposal
- SN – Schuylkill Navy