

ACTION PLAN TO IMPLEMENT RECOMMENDATIONS

EXPANDING EXISTING EFFORTS

Create a Collection of Municipal Outreach Materials

Identify a regional Delaware River Watershed organization to create and maintain an online collection of municipal outreach materials from all of the Delaware River Watershed Initiative municipalities/clusters for all municipalities to access and use.

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Introduction

Many municipalities create outreach materials for their residents related to stormwater in order to satisfy the “public education and outreach” minimum control measure for Municipal Separate Storm Sewer Systems. Municipal staff members and consultants often spend hours creating, publishing, and distributing these materials. With over 800 municipalities in the Delaware River Watershed and Kirkwood-Cohansey aquifer, this results in a great deal of duplication and wasted effort. A regional organization should create and maintain an online collection of municipal outreach materials from municipalities and clusters.

Examples of materials that could be housed in an online repository include: brochures, flyers, newsletter articles, social media posts, videos, door hangers, and posters. The materials would ideally be stored both as editable files (e.g., Microsoft Word, Adobe InDesign, etc.) and PDFs, allowing municipalities to either modify the materials for their own purposes or browse the finished products. There would also be search capabilities on the website so that municipal officials, committee members, educators, and others can search for materials by topic, intended audience, file type, date created, or geographic area. Ideally, the outreach materials will follow the lessons learned by Resource Media in their Public Opinion Research Synthesis for the Delaware River Watershed Initiative, in order to be especially effective.

Anticipated Outcomes

A short-term outcome will be that as more municipalities and nonprofits share outreach materials, they will spend less time creating materials from scratch and be able to devote more time to other activities that protect and improve water quality.

A long-term outcome will be that municipalities and nonprofits standardize their stormwater outreach materials, and local residents learn more about stormwater because they will have received consistent messaging from multiple sources.

Anticipated Outcomes

Creating an online collection of effective municipal outreach materials will help municipalities and other organizations use their resources (time and money) more efficiently, produce more consistent and effective messaging, and ultimately yield more information to the general public.