

**Raritan Basin Education & Outreach Committee
Strategy Worksheet RBEO-S1A3**

<p>Strategy: Tool Kits for Target Groups RBEO-S1A3: Develop tool kits for target groups (e.g., educators, farmers, businesses) that contain materials specific to the needs of each group that will build community awareness, appreciation and understanding of the watershed and its importance with stakeholders.</p>	<p>Strategy Priority: H (H/M/L)</p>
<p>Objectives Addressed by Strategy: RBEO-01A: By 2010, 50% of Raritan Basin residents understand the critical water resources and watershed issues in the Basin.</p>	<p>Strategy Schedule: (Begin/End) Ongoing</p>
<p>Narrative Description of Strategy: The Raritan Basin contains a wide variety of stakeholders who may be categorized into various target groups as identified in RBEO-S1A1. This strategy will identify and develop specific different tools for target groups of the Raritan Basin so that they have an awareness and understanding of the critical issues of the Basin. Materials in the tool kit will be specific to each target group.</p>	
<p>Areawide WQM Plan Consistency Determination Issues: NA</p>	

Action Plan (Steps or Tasks)	Responsible Parties for Planning, Design & Implementation	Responsible Parties for Oversight	Resource Needs (L,M,H,VH)	Committed or Recommended Resources	Major Challenges and Opportunities	Evaluation Method & Indicators	Schedule and Milestones for Implementation
1. Using list of target groups identified in and materials from Action Step 5 of RBEO-S1A1, identify or develop materials about critical issues suitable for each target group and how the watershed management plan may affect them and how they can implement the plan strategies.	C: R: RBEO, NSEO, LREO, MEO, Raritan Project subcommittees, URWA, SBWA, SBMWA, LBWP, LRMC-WRA, NJDEP for materials of statewide benefit	C: R: RBEO	L	C: NSEO work group publications list (2002) R: Existing resources, foundation grants, EPA envl ed grants	Challenge: Identifying or developing suitable materials for all target groups	Identification of materials for each target group	

C = Committed; R = Recommended

General Estimates: Low = \$5,000 - \$50,000; Moderate = \$50,000 - \$250,000; High = \$250,000 - \$1 million; Very High = over \$1 million

Acronyms: ANJEC=Association of NJ Environmental Commissions; ANJEE=Association of NJ Environmental Educators; BMP=Best Management Practices; CBT=Corporate Business Tax; NJDA=NJ Dept. of Agriculture; NJDEP-DWM=NJ Department of Environmental Protection-Div. of Watershed Management; NJEA=NJ Education Association; NJFB=NJ Farm Bureau; NJPGA=NJ Professional Golf Association; NPS=Nonpoint Source Pollution; NJPO=NJ Planning Officials; NJWSA=NJ Water Supply Authority; NRCS-Natural Resources Conservation Service; PSA=Public Service Announcement; RC&D=No. Jersey Resources Conservation & Development Council; RCE=Rutgers Cooperative Extension; Rutgers CEC=Rutgers Center for Environmental Communication; SBMWA=Stony Brook-Millstone Watershed Association; SBWA=South Branch Watershed Association; SCD=Soil Conservation District; TMDL=Total Maximum Daily Load; WPNJ=Watershed Partnership of NJ; USDA=US Dept. of Agriculture; URWA=Upper Raritan Watershed Association; USEPA=US Environmental Protection Agency; WMA=Watershed Management Area. **Committee Abbreviations:** NSEO = North & South Branch Raritan Education & Outreach Work Group; LREO=Lower Raritan Education & Outreach Subcommittee; LBWP=Lawrence Brook Watershed Partnership; LRMC-WRA=Lower Raritan Middlesex County-Water Resources Association; MEO=Millstone Education & Outreach Subcommittee; RBEO = Raritan Basin Education & Outreach Committee; RBC = Raritan Basin Council; TAC = Technical Advisory Committee

Strategy Name: Tool Kits for Target Groups

Page 2 of 2

Action Plan (Steps or Tasks)	Responsible Parties for Planning, Design & Implementation	Responsible Parties for Oversight	Resource Needs (L,M,H,VH)	Committed or Recommended Resources	Major Challenges and Opportunities	Evaluation Method & Indicators	Schedule and Milestones for Implementation
2. Using materials from Step 1 above, develop and compile tool kits or information packets for each target group.	C: R: RBEO, NSEO, LREO, MEO, Raritan Project subcommittees, URWA, SBWA, SBMWA, LBWP, LRMC-WRA	C: R: RBEO	L-M	C: NSEO work group publications list (2002) R: Existing resources, foundation grants, EPA envl ed grants	Challenge: Time consuming process and cost of putting together tool kits	Completion of tool kits for each target group	
3. Using the variety of outreach methods for target groups developed in RBEO-S1A1, disseminate tool kits (info packets) to target groups at public events, workshops, conferences, business meetings, etc.	C: R: RBEO, NSEO, LREO, MEO, ANJEE, WPNJ, SBWA, URWA, SBMWA, LBWP	C: R: RBEO	L-M	C: R: Existing resources, foundation grants, EPA envl ed grants	Challenge: Getting the information to the right people and making sure they do something with it	Number of tool kits disseminated Use surveys developed in RBEO-S2A2 & S2B1 and track number of watershed management plan strategies implemented by various target groups	