

**Raritan Basin Education & Outreach Committee  
Strategy Worksheet RBEO-S1C2**

<b>Strategy:</b> Coordination Among Education Groups <b>RBEO-S1C2:</b> Develop and implement a mechanism to ensure communication and coordination among all groups involved in watershed education in the WMA.	Strategy Priority: M (H/M/L)
<b>Objectives Addressed by Strategy:</b> <b>RBEO-01C:</b> During plan implementation, organizations providing watershed-related education programs shall be aware of opportunities to coordinate their efforts to maximize educational benefits.	Strategy Schedule: (Begin/End)
<b>Narrative Description of Strategy:</b> This strategy will improve coordination and communication among organizations involved in environmental education in the WMA by providing information across organizational boundaries, and periodically meeting to coordinate Raritan Basin educational efforts. Results of the public opinion survey conducted by TechnoMetrica in Fall 2001 indicated that residents are only somewhat knowledgeable about water issues. More than half of residents fall into the Low Knowledge group (57%)--although a sizeable segment can be classified as High Knowledge (43%). According to TechnoMetrica, although knowledge levels about water issues are moderate, interest by the public is fairly high, and there is a consensus that media coverage of water-related issues is inadequate. Efforts to educate and inform the public about water-related issues would not only help satisfy this unmet need, but would also serve to increase public awareness and interest in this area. In Central Jersey, TV and newspapers are the leading sources for local news. Therefore, these are the media that would be most effective in reaching the largest number of Central Jersey residents with water-related communications. The general perception is that a better job needs to be done protecting water resources in Central Jersey. A public awareness campaign that focuses on the role individuals play in the process could help change behaviors in a way that ultimately has a positive impact on the quality of water.	
<b>Areawide WQM Plan Consistency Determination Issues:</b> NA	

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. Identify existing groups such as the WPNJ and ANJEE, that bring together educators to network and share ideas.	C:  R: RBEO, SBMWA, SBWA, URWA, LBWP	C:  R: RBEO	L	C:  R: Existing resources	Opportunity to bring groups together and open dialogue/make connections	Complete list	

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:** Coordination Among Education Groups

Page 2 of 2

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2. Identify and implement methods to increase communication among groups conducting watershed education in the Raritan Basin. Such methods may include use of the Raritan Basin website, the Basin Bulletin and networking sessions.	C:  R: RBEO, SBMWA, SBWA, URWA, LBWP, NJDEP, ANJEE, WPNJ, Watershed Institute, Council of Watershed Associations	C:  R: RBEO	L	C: NJWSA Web site maintenance  R: Existing programs	Challenges: Funding and staff to support these efforts.	Meetings held and evaluations received  Quality of Web site  Increased communication	
3. Identify and implement opportunities to coordinate existing programs to minimize duplication of effort.	C:  R: RBEO, SBMWA, SBWA, URWA, LBWP, NJDEP, ANJEE, WPNJ, Watershed Institute, Council of Watershed Associations	C:  R: RBEO	L	C:  R: Existing resources	Challenges: Similar programs may have different audiences or be important for membership development  Loss of ownership	Cost savings and improved programs  Coordination of existing programs	
4. Encourage all interested parties to create a Basin-wide awareness celebration such as a festival or other annual event so that groups will have an opportunity to communicate with each other and share new ideas, suggestions, etc.	C:  R: RBEO, SBMWA, SBWA, URWA, LBWP, ANJEE, WPNJ, Watershed Institute, Council of Watershed Associations	C:  R: RBEO	L	C:  R: Grants, existing resources	Challenge: Coordinating among involved parties	Collaborative efforts to create a program that is satisfactory  Good evaluations and positive feedback	