

**Raritan Basin Education & Outreach Committee
Strategy Worksheet RBEO-S3B1 & S3B2**

<p>Strategy: Stakeholder Participation and Incentive-Based Involvement in Implementation Projects</p> <p>RBEO-S3B1: Coordinate and promote participation in implementation projects that will interest a larger variety of stakeholders, resulting in their active involvement.</p> <p>RBEO-S3B2: Expand opportunities for incentive-based involvement (e.g., college credits, high school service requirements, AmeriCorps, internships, corporate service days, corporate sponsorship)</p>	<p>Strategy Priority: (H/M/L) S3B1 = L S3B2 = H</p>
<p>Objectives Addressed by Strategy:</p> <p>RBEO-O3B: Sufficient public involvement exists to support a steady annual increase in the number of successful stakeholder-driven implementation projects.</p>	<p>Strategy Schedule: Ongoing (Begin/End)</p>
<p>Narrative Description of Strategy: Organizations such as watershed associations that conduct implementation projects with volunteer assistance often find themselves in one of two situations – with too many volunteers at one time or not enough to complete the planned tasks. The intent of this strategy is to coordinate volunteer participation in and increase the number of stakeholder-driven implementation projects such as restoration projects, stream cleanups, etc. so that volunteers are distributed throughout projects. An outreach coordinator and/or an existing organization involved in Plan implementation will be identified to oversee the tasks of this strategy. Target groups that may provide volunteers will be identified and contacted. Their information will be maintained in a database. In addition, volunteers will be solicited through the Raritan Project web page. Project managers will then be able to contact the outreach coordinator (or existing organization) to arrange for the participation of volunteers in a particular project. A list of volunteer opportunities will also be maintained on the web site.</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. Identify an outreach coordinator or use an existing organization involved in Raritan Plan implementation to coordinate volunteers for the Raritan Basin. The coordinator could be a staff member from a watershed association or other organization involved in Raritan Plan implementation.	C: R: RBEO	C: R: RBC or replacement	L-M per year	C: R: Existing resources, foundation grant, 319 or CBT grant	Challenge: Funding the coordinator's time, and achieving coordination Opportunity: An existing organization could host quarterly meetings to increase	Identification of coordinator or existing organization	

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

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					communication/ promote idea sharing among involved groups		
2. Identify types of incentives that would encourage involvement in stakeholder-driven implementation projects.	C: R: RBEO, outreach coordinator or existing organization, NSEO, LREO, MEO, Raritan Project subcommittees, URWA, SBWA, SBMWA, LBWP, RCE, County 4H, college and university co-op education programs	C: R: RBEO	L	C: R: Existing resources		List of incentives for each group	
3. Identify different target groups (such as watershed associations, environmental commissions, scout troops, environmental clubs, etc.) that could provide volunteers for implementation projects or provide incentive based involvement for individuals. Identify a contact person at each target group.	C: R: RBEO, outreach coordinator or existing organization, NSEO, LREO, MEO, Raritan Project subcommittees, URWA, SBWA, SBMWA, LBWP, RCE, County 4H, college and university co-op education programs	C: R: RBEO	L	C: R: Existing resources	Challenge: Reaching out to all appropriate target groups Opportunities: ♦ Identify new avenues for involvement; help reduce current staff time; capacity building within the Basin ♦ AmeriCorps, College/High School programs, currently involved	Identification of target groups and contact people A well-documented list of resources and the potential for involvement	2 months

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					corporation etc.		
4. Determine types of involvement for which the identified organization can provide incentives.	C: R: RBEO, outreach coordinator or existing organization, NSEO, LREO, MEO, Raritan Project subcommittees, URWA, SBWA, SBMWA, LBWP, RCE, County 4H	C: R: RBEO	L	C: R: Existing resources	Challenge: Identification of the programs developed for the Raritan Basin Action Steps	Cross-indexing of organizations to opportunities	

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<p>5. Develop and populate a Raritan Volunteer Corps database of volunteers willing to participate in implementation projects. This database shall be linked to the efforts currently maintained by existing organizations such as the Watershed Associations, WPNJ and ANJEE in the Basin so that it complements rather than duplicates their efforts.</p>	<p>C: R: RBEO, outreach coordinator or existing organization from Action Step 1</p>	<p>C: R: RBEO, Outreach coordinator or existing organization from Action Step 1</p>	<p>L</p>	<p>C: R: Existing resources, foundation grant, 319 or CBT grant</p>	<p>Opportunities: -Complementing the current efforts by the watershed associations to maintain a list of volunteers -Reaching a wider variety of participants for each project Challenges: -Keeping the database populated and up to date -Freeing up the outreach coordinator's time from other duties to maintain the database</p>	<p>Number of volunteers registered in the database</p>	
<p>6. Establish a sign-up page on the Raritan Project web page or use other venues (i.e., other media sources that will advertise for volunteers) for volunteers to register with the database. Establish links from other appropriate websites or venues in the Raritan Basin.</p>	<p>C: R: RBEO, web master</p>	<p>C: R: RBEO</p>	<p>L</p>	<p>C: R: Existing resources</p>	<p>Opportunity: Work with existing media sources that already recruit volunteers for organizations</p>	<p>Number of volunteers that register through the web page Identification of other media sources</p>	

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7. When implementation projects are planned, the project manager shall contact the outreach coordinator or existing organization (Action Step 1) to obtain a list of volunteers for the projects.	C: R: RBEO, Outreach coordinator or existing organization from Action Step 1, URWA, SBWA, SBMWA, LBWP	C: R: RBEO	L	C: R: Existing resources	Challenge: -Allocating volunteers to projects that meet their interests Opportunities: -Giving volunteers a chance to participate in a wider variety of projects -Giving organizations a larger volunteer base -Ensuring that each project has volunteers appropriate to project -Complement current efforts by the watershed associations to assign volunteers among projects	Projects have adequate numbers of volunteers	
8. Develop and implement an award/appreciation program for participants.	C: R: RBEO, outreach coordinator or existing organization	C: R: RBEO	L	C: R: Existing resources	Challenges: Location, logistics for the day (i.e. picnic) Opportunity: appreciation can help further participation	Participants providing verbal feedback and recommending the provided opportunities to others	Once a year

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9. Create and maintain a list of available volunteer opportunities in the Basin to be posted on the Raritan Basin website, handed out at meetings and periodically distributed to the target groups identified in Action Step 3.	C: R: RBEO, Outreach coordinator or existing organization from Action Step 1, Watershed Associations	C: R: RBEO	L	C: R: Existing resources	Challenge: Keeping the list current. Cost of reproducing list for meetings.	Up to date list of volunteer opportunities	