

Raritan Basin Education & Outreach Committee Strategy Worksheet RBEO-S4A1, S3A1 & S3A3

<p>Strategy: Educate & Develop Support from Influential Persons for Management Plan Implementation</p> <p>RBEO-S4A1: Organizations and individuals that work with municipal officials will develop and implement a program to engage governments at all levels to implement all appropriate strategies and actions in their regulations, programs and activities.</p> <p>RBEO-S3A1: Implement campaign targeted to all key stakeholder interest groups that can influence plan implementation, to develop support and address concerns.</p> <p>RBEO-S3A3: Develop a support network for plan implementation through 1:1 contact with key decision makers and influential leaders in the community.</p>	<p>Strategy Priority: (H/M/L)</p> <p>S4A1 = L</p> <p>S3A1 = L</p> <p>S3A3 = L</p>
<p>Objectives Addressed by Strategy:</p> <p>RBEO-O4A: Municipal and county officials receive background training/education to support municipal and county planning and management actions that support the implementation of the watershed management plan. In addition, officials are knowledgeable regarding available tools and ordinances to implement the plan recommendations in their communities.</p> <p>RBEO-O3A: Public support for watershed management activities is sufficient to ensure implementation of the Raritan Basin Watershed Management Plan</p>	<p>Strategy Schedule:</p> <p>2003/2008 and beyond</p>
<p>Narrative Description of Strategy: Public support for any plan is critical for its success. Despite the active participation of hundreds of stakeholders, many decision makers do not yet know about the Raritan Basin Watershed Management Plan and its potential effects and opportunities. This strategy will educate potential supporters, opinion leaders and influential persons (i.e., municipal officials, key stakeholders and key decision makers) about the effects, opportunities and benefits of the Raritan Basin Watershed Management Plan. The RBC replacement will determine what the opinion leaders can do to support the plan and ask them to become involved, through 1 on 1 meetings and other venues. Several presentations will be generated from the Raritan Basin Overall Presentation to target specific influential persons about the importance of their involvement in Plan implementation. Volunteers from the Project will be solicited to give the presentation at organizational meetings where they have connections. Other volunteers will be called upon to make presentations to influential persons. Both the Plan supporters and the RBC replacement will work with other entities to increase the potential for implementation of Raritan Plan projects.</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
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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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<p>1. Identify:</p> <ul style="list-style-type: none"> Types of opinion leaders, influential persons (e.g. municipal officials, key stakeholders, key decision makers) and stakeholder groups whose support is necessary for Plan implementation Specific contacts for each type of opinion leader/influential person and/or influential target group What types of assistance is needed from each type of group or person <p>Periodically review and update the list.</p>	<p>C: NJWSA, RBC or replacement, WMA Committees</p> <p>R:</p>	<p>C: RBEO, RBC</p> <p>R:</p>	<p>L</p>	<p>C: Existing Resources; One-minute survey</p> <p>R:</p>	<p>Challenges: Creating a list of persons influential for Plan implementation at all levels</p> <p>Identifying new opinion leaders as time goes by</p> <p>Realistic expectations</p>	<p>List, updated periodically</p>	<p>Fall 2001- One-minute survey</p>
<p>2. Prepare a fact sheet or FAQ on the Plan's effects on and potential opportunities for municipalities, counties and the key stakeholder groups and influential persons identified in Action Step 1. Adapt the FAQ as necessary for each group.</p>	<p>C: RBC or replacement, RBEO</p> <p>R: NJDEP, League of Municipalities</p>	<p>C: RBEO</p> <p>R:</p>	<p>L</p>	<p>C:</p> <p>R: Existing resources; foundation grants; EPA watershed initiative</p>	<p>Challenges: Presenting the Plan as an opportunity rather than a burden</p> <p>Identify Plan components important to municipalities</p>	<p>Fact Sheet or FAQ; Feedback on Fact Sheet or FAQ;</p>	<p>No later than mid-2003</p>

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<p>3. Meet 1 on 1 with the contacts identified in Step 1 to educate them about the Raritan Plan and solicit their help with implementation. Provide appropriate background materials to those persons prior to the meetings.</p>	<p>C: RBC or replacement, RBEO, Opinion leaders from Action Step 1. R: Stakeholders</p>	<p>C: RBEO R:</p>	<p>L</p>	<p>C: R: Existing resources; Volunteered time</p>	<p>Challenges: 1 on 1 meetings should be specific about how and what the opinion leader is supporting Possibly focus meetings around implementation projects</p>	<p>1:1 Meetings for opinion leader education; Advocacy and support from opinion leaders; Interest in plan and action</p>	
<p>4. Enlist the assistance of the contact persons from Action Steps 1 and 3 to either:</p> <ul style="list-style-type: none"> • Act as a liaison to set up meetings between target groups and those responsible for plan implementation, or • Present the Plan and related information to the target group. 	<p>C: RBC or replacement R: Opinion leaders, RBEO</p>	<p>C: RBEO, RBC or replacement R:</p>	<p>L</p>	<p>C: H: Existing resources</p>	<p>Challenges: Focusing the right person(s) to sell the big picture to the appropriate targets Focusing the right person(s) to target the right entities for implementation projects</p>	<p>Contact made; Interest in plan and action from target entities; Resolutions of support.</p>	
<p>5. Using the Raritan Plan presentation and the FAQ from Action Step 2 as a base, prepare presentations.</p>	<p>C: NJWSA, RBEO R: Raritan Project Stakeholders, RBC or replacement, Watershed Associations</p>	<p>C: RBEO, RBC or replacement R:</p>	<p>L</p>	<p>C: RBEO existing resources R: Existing resources</p>	<p>Challenge: Preparing a “canned” presentation that different volunteers can give.</p>	<p>Presentation</p>	<p>Presentation draft Nov 02</p>

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<p>6. Identify and schedule a list of events/locations for presentations. Appropriate locations and events include, but should not be limited to:</p> <ul style="list-style-type: none"> • League of Municipalities convention • County Mayor's Breakfasts • State Planning Commission Meetings • Association of Counties • Professional association meetings <p>Presentations shall be given by plan implementation participants and, where possible, the individuals identified in Action Step 4.</p>	<p>C: NJWSA, RBEO R: Raritan Project Stakeholders, RBC or replacement, Watershed Associations</p>	<p>C: RBEO, RBC or replacement R:</p>	<p>L</p>	<p>C: RBEO existing resources R: Existing resources</p>	<p>Challenges: Getting local interests to see the regional "big picture". Time commitments from plan implementers and volunteers Finding volunteers that can give a good presentation</p>	<p>Number of scheduled and completed presentations</p>	
<p>7. Incorporate appropriate materials developed through this strategy, e.g the FAQ, into the Raritan Basin web page.</p>	<p>C: NJWSA, RBEO R: Raritan Project Stakeholders</p>	<p>C: RBEO R:</p>	<p>L</p>	<p>C: R: Existing resources</p>		<p>Number of hits to materials on web site</p>	

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8. Work with NJDEP and other organizations to incorporate the Raritan Basin Plan presentation into the education and outreach performed as part of the proposal process for the new storm water regulations.	C: RBC or replacement, RBEO R: NJDEP, Raritan Project Stakeholders (esp. those on committees for rules)	C: RBEO R:	L	C: R: Existing resources	Challenge: Convincing NJDEP to put Raritan Project on agenda Timing	Number of agendas the presentation is incorporated into	
9. Develop and implement a campaign through the Action Step 1 individuals and entities that encourages them to incorporate Plan implementation into their budgets and activities and to show them how to do so.	C: RBEO, RBC or replacement, WMA Committees R: Opinion Leaders	C: RBEO, RBC or replacement R:	L	C: R: Existing resources	Raising profile of Raritan Plan so that it competes effectively for funding with other priorities	Number of budgets Plan implementation is a line item in Number of activities by target groups that Plan projects are coordinated with and through	