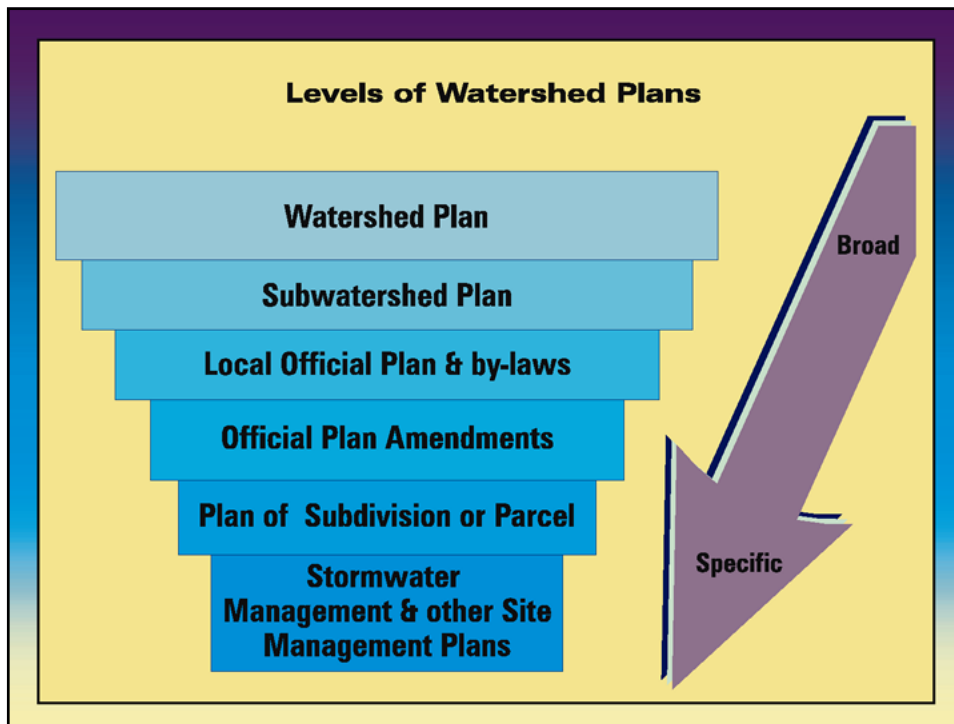


Develop Watershed Plans

- Develop comprehensive plans following:
 - a sound planning process
 - identifying measures to be implemented
 - period of time for implementation
 - operation and maintenance needed
 - supports monitoring and evaluation during the project life.



Can Include All Watershed Concerns

- Wetlands
- Degradation of fish and wildlife habitat
- Lack of riparian corridors
- Lowered water quantity
- Lowered air quality
- Carbon sequestration
- Others concerns should be considered where feasible

What is the overall message we want to convey?

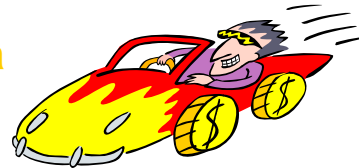
- Information, issues, ideas, and conclusions should be expressed in the context of the community's values.
- Direct connection or benefit to them (WIFM—what's in it for me)



Vehicles of Marketing

Indirect

- ☀ The Media
 - Print
 - Radio
 - Television



Direct

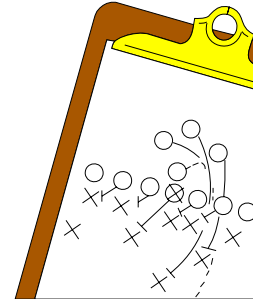
- ☀ Outreach Materials
- ☀ World Wide Web
- ☀ Face to face



Fundraising –
It's Inevitable ...
but it could be worse

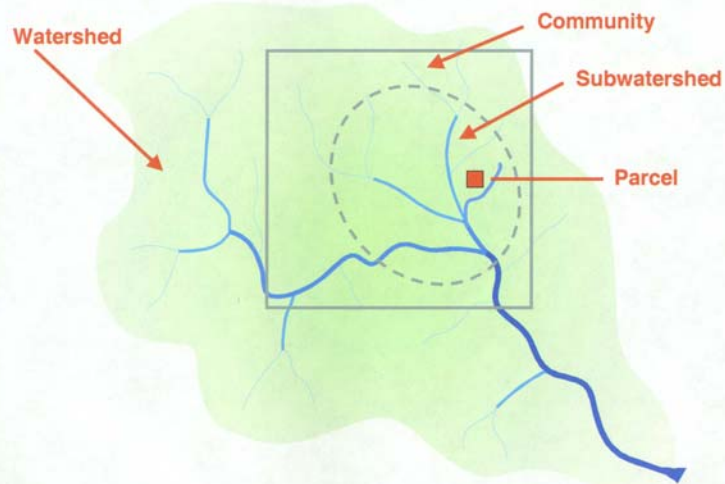
The Plan

- *What do we want to achieve (or avoid)?*
 - The answers to this question are **OBJECTIVES/GOALS.**
- *How will we go about achieving our desired results?*
 - The answers to this is question are **STRATEGIES.**

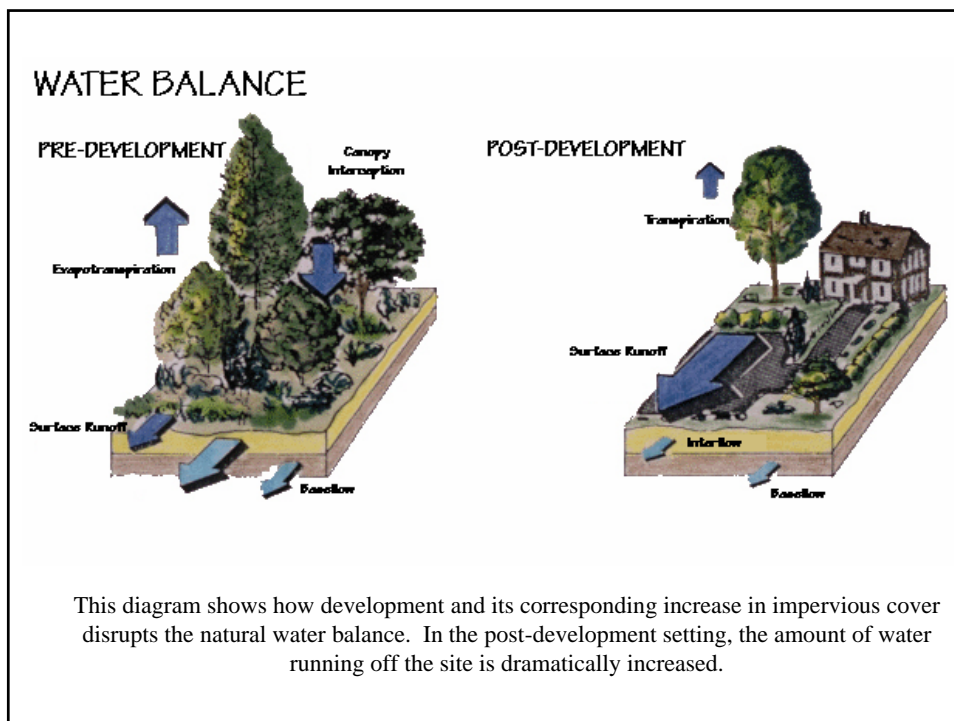
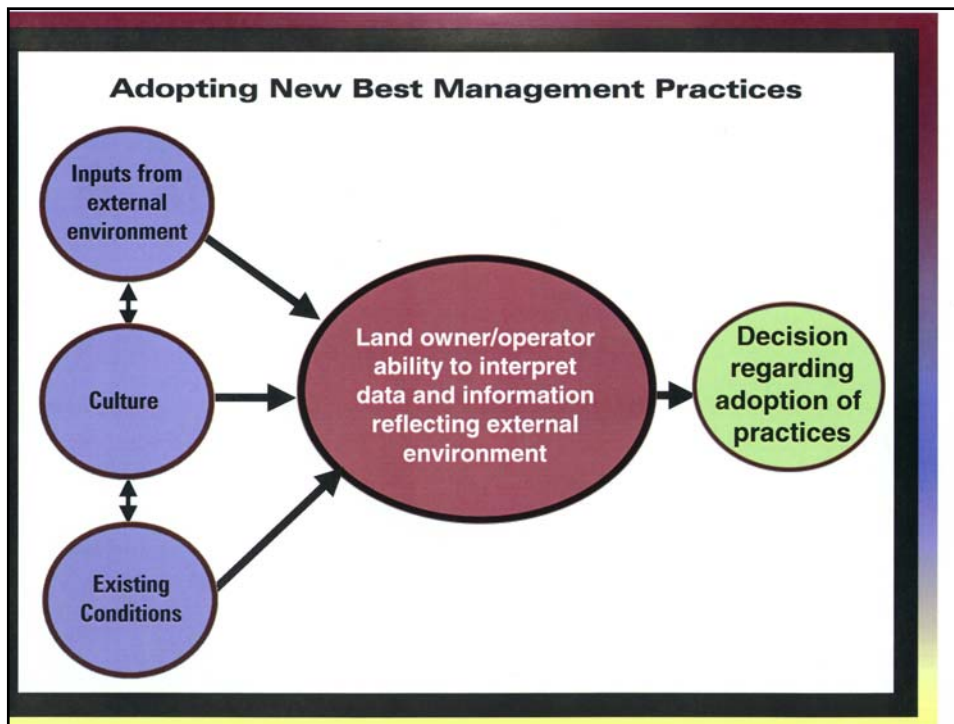


– (adapted from William Rothschild)

A Hierarchy of Implementation



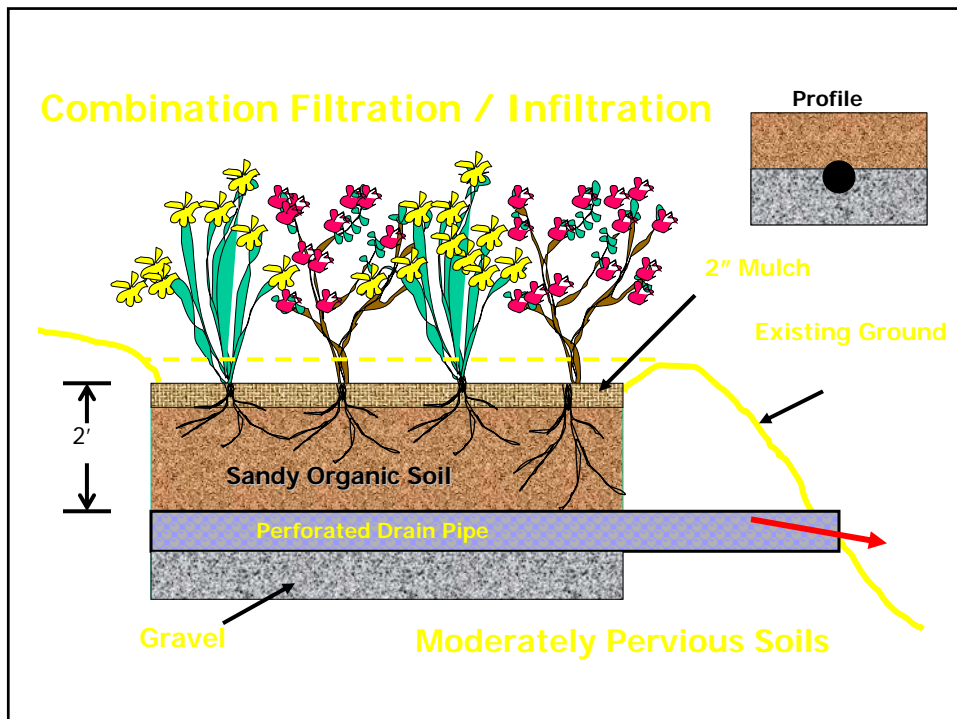
Source: EPA Office of Water, Protecting Natural Wetlands: A Guide to Stormwater Best Management Practices



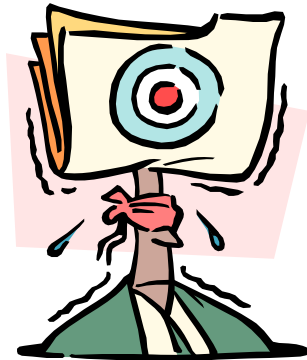
Bioretention:

A major tool to maximize the use of upland areas for stormwater management and treatment.

- Economically Sustainable Restores Hydrologic Functions
 - Efficient Use of Space / Reduced Infrastructure
 - Property Value
 - Scale of Maintenance Burdens
 - Reduces Development Costs
- Practical / Simple / Universally Applicable



Evaluation



Be specific

- A successful strategy requires both the
 - **WHAT** to do
 - AND the
 - **HOW** to do it

**You can't pull the HOW
out of a hat...**



Accounting for Results

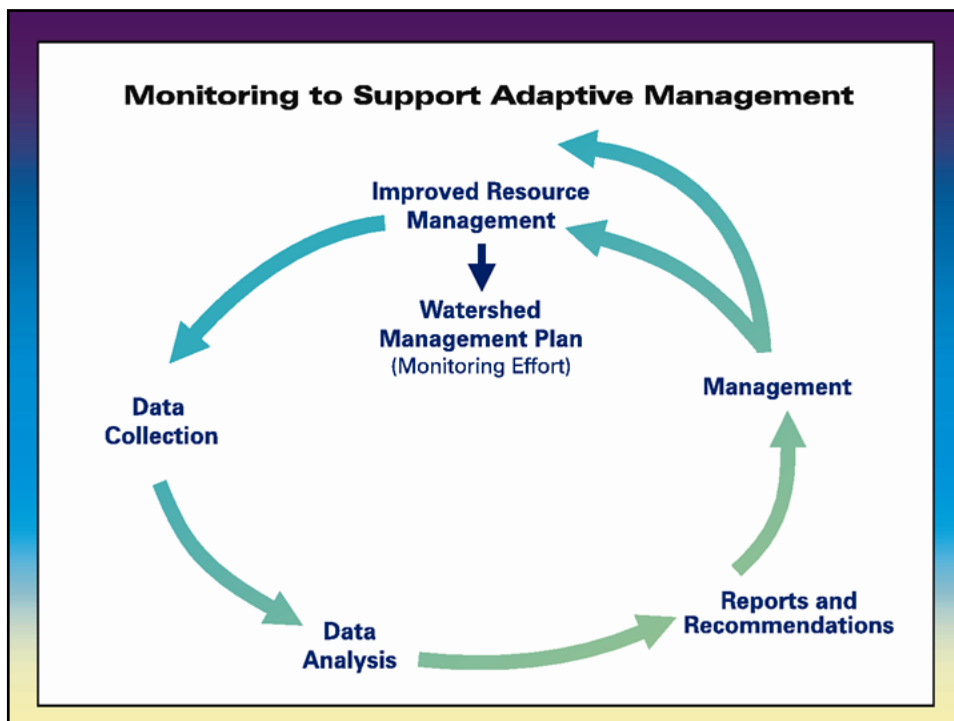
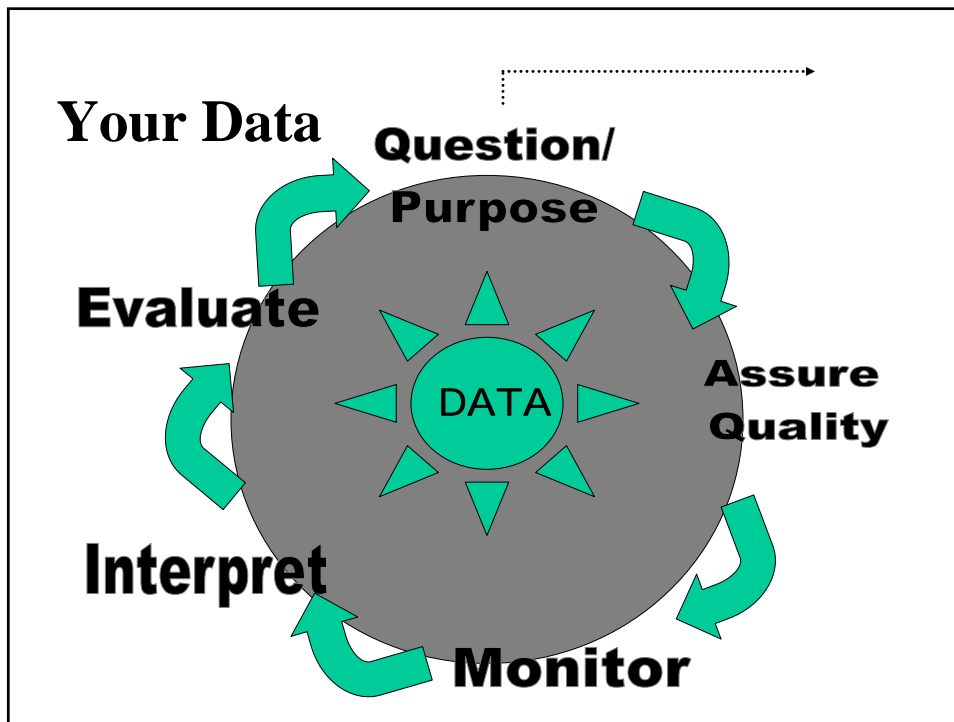
- **Short-term**
 - Specific activities
 - Resources expended
- **Long-term**
 - Changes in the environment
 - Effect of efforts on the actions of target audiences



Evaluation Should Be Ongoing

- Formative Evaluation
- Process Evaluation (During)
- Outcome Evaluation (Afterward)
- Impact Evaluation (Much later)





How will we use information?

- Outreach to audiences
 - Awareness – problem with drinking water
 - Education – how water become impaired
 - Engage – take action to reduce pollution to water

*“There will come a time
when you believe everything
is finished. That will be the
beginning.”*

Louis L'Amour

- If you further questions please contact me at:
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Conclusion

That's All Folks

