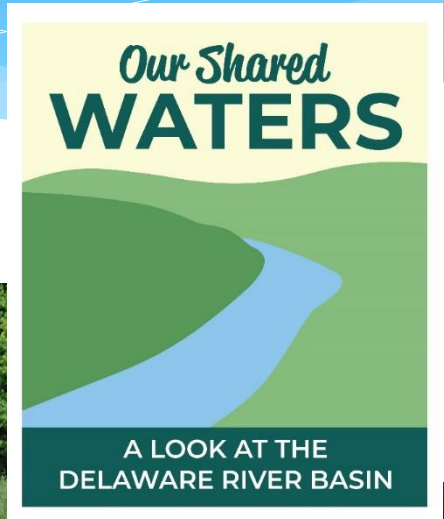


Delaware River Basin Commission

Our Shared Waters Campaign

Briefing to WMAC
October 22, 2019



Presented to an advisory committee of the DRBC on October 22, 2019. Contents should not be published or re-posted in whole or in part without permission of DRBC.

It all Started with...



“Hey. Isn’t about time for the State of the Basin Report? Would you like some help with that?”

Goal

- ❑ Educate the public about the Basin's role in supporting critical resource needs for drinking water, water supply, clean water, water efficiency, healthy watersheds, water-based economic activities and recreational opportunities for the four-state region.

Audiences

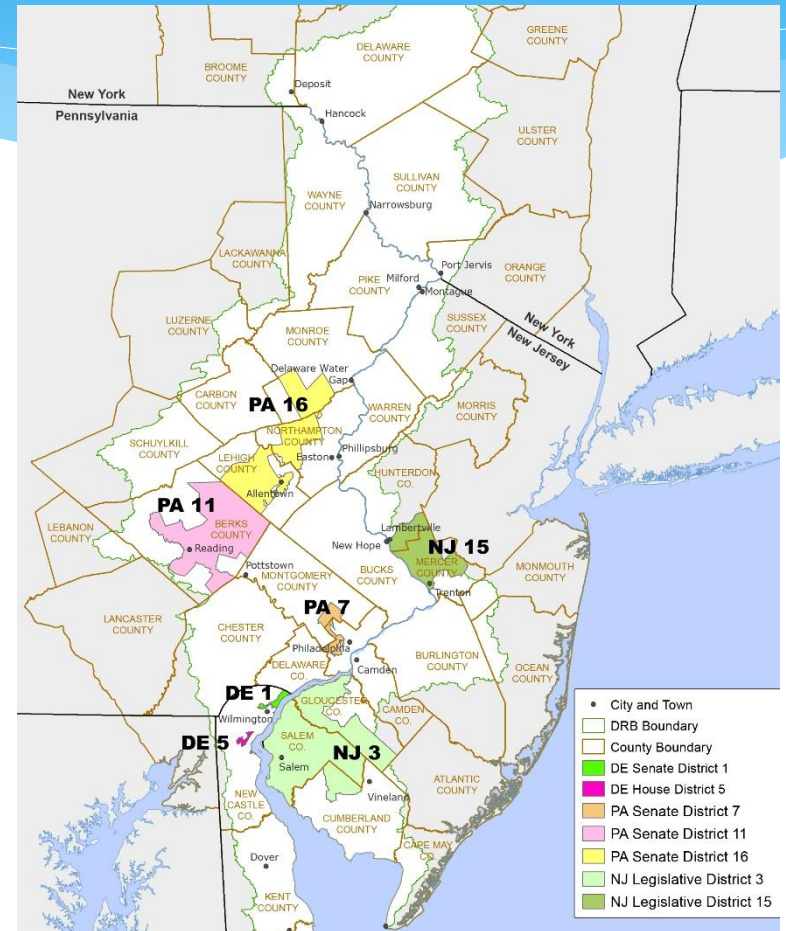
□ Primary Audiences

Residents of the Basin:

- 22 to 40+
- Have children through high school
- High school graduates with some college
- Vote
- Active on social media
- View web as regular source of media, online shopping and banking

And

- Communities of Color and Social Justice



Program Research

- ❑ Online Discussion Group (17 participants from DE, NJ and PA)
 - Measure familiarity with the Delaware River, as well as the Delaware River Basin
 - Analyze perceptions of the different threats to the basin's waters.
 - Gauge interest in participation in efforts to protect the basin's waters.
 - Evaluate different communications that may guide our outreach program.
- ❑ Phone Survey (602 respondents in DE, NJ and PA)
 - 15 minutes (+/-) for each survey
 - “Dig” deeper into what people think about the basin's waters.
 - Determine willingness to get involved in helping improve the waters, and why.



The State of the Basin From DRBC's Perspective

STATE OF THE BASIN 2019



The State of the Basin 2019

A LOOK AT OUR SHARED WATERS

What defines a "shared water"? Watersheds are the lands that drain to rivers, streams and creeks. A river basin is a combined regional group of watersheds that all drain and flow to a major river. **The availability of water and the protection of water quality are shared responsibilities, since activities and impacts in any portion of a river basin can affect downstream waters and water users.**

The Delaware River Basin covers 13,530 square miles in parts of Delaware, New Jersey, New York and Pennsylvania. The Delaware River is 330 miles long. It begins in New York State and flows to the Atlantic Ocean. From about Trenton, NJ downstream to where it opens to the Atlantic Ocean, the river is influenced each day by the movement of the tide. The Delaware River is fed by 216 smaller rivers, canals, creeks and streams that we know of as our local waterways. About 8.3 million people live within the Basin watershed shared by the four states, and an even greater number, **13.3 million people, rely on the Delaware River Basin for their drinking water.**

Beyond providing a source for drinking water and public water supply, **the Delaware River Basin is a vital and valuable ecological, recreational and economic resource.** The Basin is home to aquatic, animal and plant life balanced within a delicate ecosystem that is vulnerable to even small changes in water quality. Millions of people both local and from afar visit the Basin each year to fish, hunt, paddle, recreate and enjoy nature in many ways. The health of our Delaware River Basin waters plays a central role in the quality of life that all Basin residents are able to enjoy.

Every five years, the Delaware River Basin Commission (DRBC), supported by numerous stakeholders and partners, develops a report analyzing the "State of the Basin." This report is a look at the health of the Delaware River and the species within it that examines such key factors as: water availability, water quality, climate change, and land cover. The Delaware River is much cleaner than it has been in past decades, and DRBC with many others is invested in sustaining the improvements we have achieved. **But there is still work to be done if this critical resource is to be restored and preserved for future generations.**



U.S. Census ACS data for 2014

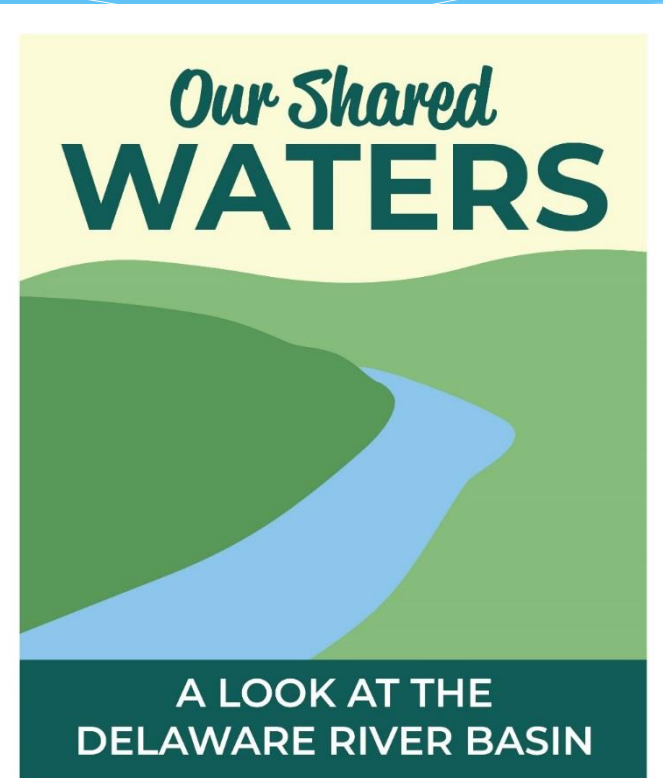
THE STATE OF THE BASIN 2019: A LOOK AT OUR SHARED WATERS

But...

- ❑ “State of Our Basin”
 - Is a mouthful
 - Abbreviates is SOOB, which just sounds strange
- ❑ We wanted the effort not to be seen as a DRBC program
 - Good thing, because the public doesn’t really know DRBC
 - Most people are unfamiliar with the term “basin”

So...

- ❑ Research indicated that, of several brainstormed program names, **Our Shared Waters** had the most positive reaction.



OSW Online – Overview Facebook

Our Shared Waters: A Look at the Delaware River Basin

Our Shared Waters:
A Look at the Delaware River Basin
@OurSharedWaters

Home Posts Videos Photos About Community Promote Manage

Our Shared Waters: A Look at the Delaware River Basin
Published by Cmia Abby [9] · October 16 at 2:52 PM · 🌐

A recent report from the National Audubon Society warns Pennsylvanians of losing their state bird due to Climate Change 🌱🌿

INQUIRER.COM
Some birds could disappear from Pennsylvania backyards because of climate change, report says

1,688 People Reached 205 Engagements Boost Post

👍❤️👍 26 4 Comments 25 Shares

Like Comment Share

Our Shared Waters: A Look at the Delaware River Basin
Published by LUZZ HERR [1] September 12

Cleaner waters are transforming the way that we use our rivers! Join the Upstream Alliance this weekend for their pilot "floatopia" in Camden!

179 People Reached 16 Engagements Social Post

👍❤️👍 3 1 Share

Like Comment Share

Write a comment.

YOU ARE INVITED TO THE DELAWARE RIVER'S PILOT FLOATOPIA SATURDAY, SEPTEMBER 14TH 1:30-4:30 PM PYNE POINT PARK BYO FLOATING DEVICE

We are contemplating a big public floatopia in 2020 in support of the Delaware River as a fishable and swimmable river. This pilot floatopia will test the idea in Camden's Back Channel. We will launch from Pyne Point and drift up the channel for 1.7 miles, then back down after the tide changes at 3 PM. The "mother ship" will be a floating dock, with bathroom, coolers and chairs and a small motor boat to guide the flotilla in the channel if needed--and a place you can store any personal items. You must bring a floating device which could be pretty much anything, and your own beverage for the coolers. Because there is no significant rain in this week's forecast, we anticipate water quality appropriate for in water recreation. Join the float! RSVP to capibaugh@gmail.com

❑ @OurSharedWaters

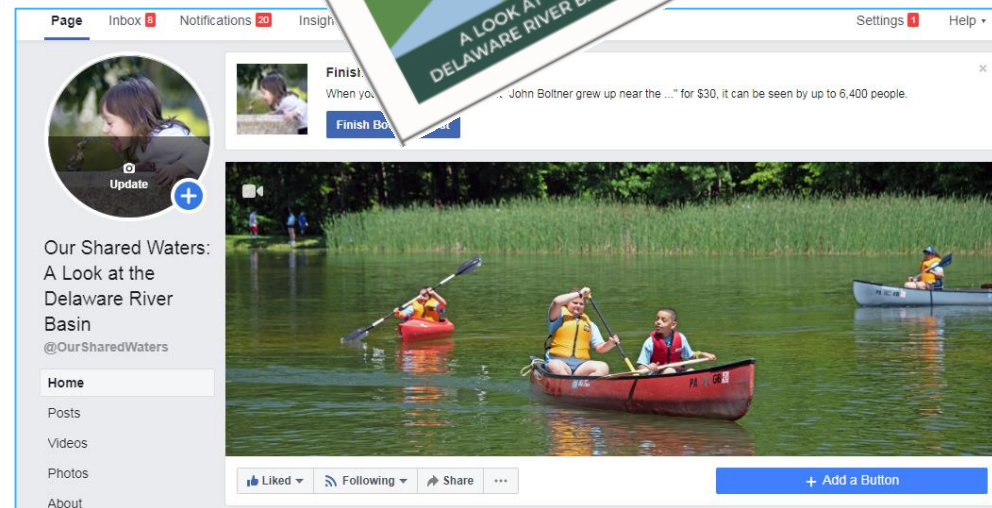
❑ 1,854 Followers

❑ Women 56%

❑ Men 43%

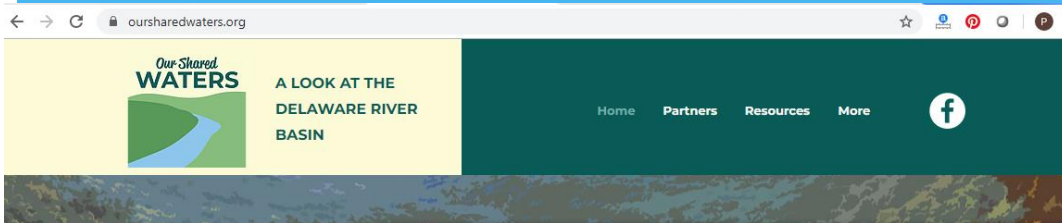
Our Shared Waters Tactical Components: Online

- Facebook page established (@OurSharedWaters)
 - 1,868 Followers (as of 10/22)
 - Content calendar developed.
 - Business cards to hand out at events.



OSW Online – Overview

OurShareWaters.org



Our Partners

Is your organization interested in joining the Our Shared Waters initiative? Contact Peter.Eschbach@drbc.gov for more information.



Community Events

There are great opportunities for education, recreation, and community clean-ups along our waterways. Find out more about upcoming events from our partners by scrolling through the calendar below.

◀ OCTOBER 2019 ▶ Timezone: GMT -04:00

SUNDAY	MONDAY	TUESDAY	WEDNES...	THURSDAY	FRIDAY	SATURDAY
29	30	1	2	3	4	5
6	7	8 6:00pm Yo...	9	10 5:00pm Ex...	11	12 FLOW Exhi... Wine Tasti...
13	14	15 7:30am 201...	16 6:30pm Pu...	17	18 Imagine a ... 6:30pm Ha...	19 Saturday V... 9:00am Co...
20	21	22	23 Imagine a ...	24	25	26 4:15pm Gh...
27 Afternoon ...	28	29	30	31	1	2 4:00pm Ba...
3	4	5	6 6:00pm Sci...	7	8	9

OSW Online - Overview

Welcome to **Our Shared Waters** ~

The crowd-sourced water quality monitoring site for the Delaware River Basin.

The Basin is made up of 10 major watersheds. Explore the 3D map or select a watershed :

- East-West
- Nevershink-Mongaup
- Lackawaxen
- Upper Central
- Lehigh Valley
- Lower Central
- Schuylkill Valley
- Upper Estuary
- Lower Estuary
- Delaware Bay

MAP KEY

- Show All Layers
- Our Shared Observations
- Partner Water Quality Observations
- Fast Facts about the Basin
- Living Stories of Our Shared Waters
- Events Around Our Shared Waters

OVERALL WATER QUALITY

DELAWARE RIVER BASIN

- ★★★★☆ Our Shared Observations
- ★★☆☆☆ Partner Observations

The highest point in the DRB is xxx feet above sea level

SAILOR Boatbuilding Program

The SAILOR STEM Boatbuilding initiative connects under-served middle and high school students in the Philadelphia area to the water.

- ❑ Online, interactive & 3D depiction of Basin
- ❑ Crowdsourced Grading on:
 - Water Supply
 - Water Quality
 - Aquatic Life
 - Recreation
- ❑ Participant input on:
 - Websites
 - Calendar Events
 - Social Media/Photos

“Like YELP for the Basin!”

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MAP KEY

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OVERALL WATER QUALITY


NEVERSHINK-MONGAUP WATERSHED

★★★★☆ Our Shared Observations

★★★☆☆ Partner Observations

SUB WATERSHEDS ►

Lock 60 Canal




Water Supply Low

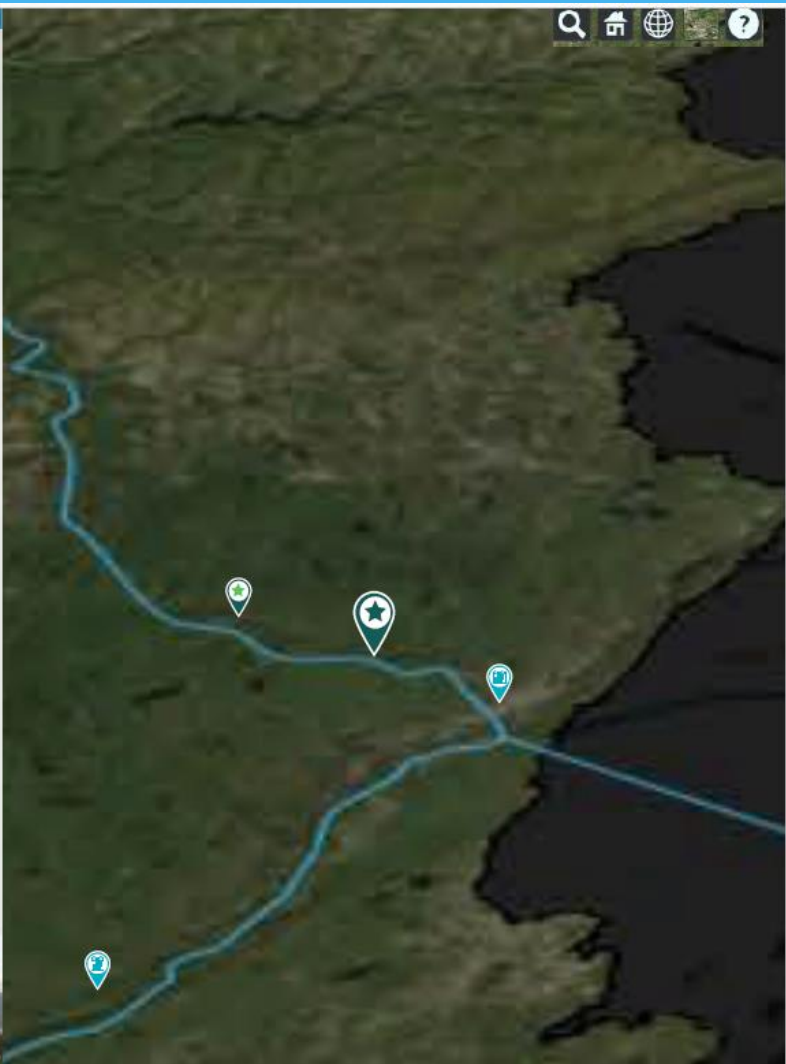
Water Quality

- Clarity ★☆☆☆☆
- Odor ★☆☆☆☆
- Trash ★☆☆☆☆
- Erosion ★☆☆☆☆

Comments: ►

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Part of the Crowd in Crowdsourcing



Community Events


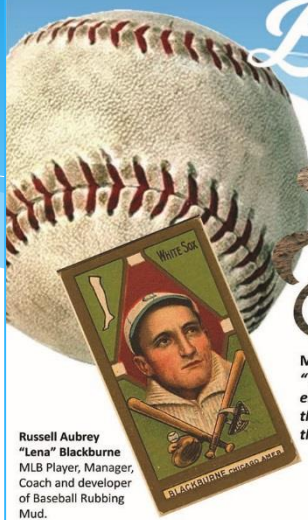
- ❑ Target Areas (usually)
- ❑ Standard 'Fests' (e.g., Coast Day)
- ❑ Organizational Events (e.g. PDE Walk in Wilmington)
- ❑ List to be developed by interns
- ❑ Booth
- ❑ Supported with social media and digital advertising

 Delaware River Basin Commission
Managing, Protecting and Improving
the Basin's Water Resources Since 1961


Baseball's Dirty Secret




Major League Baseball Rule 4.01(d)
"The umpire shall inspect the baseballs and ensure they are regulation baseballs and that they are properly rubbed so that the gloss is removed."


Russell Aubrey
"Lena" Blackburne
MLB Player, Manager,
Coach and developer
of Baseball Rubbing
Mud.



Brand new baseballs are shiny, glossy and SLIPPERY!
What gives major and minor league pitchers more control?
MUD! Rubbing mud takes off the shine, but doesn't soften the ball's cover. And it takes a special kind of mud. Specifically, mud from a secret location along the New Jersey side of the Delaware River.



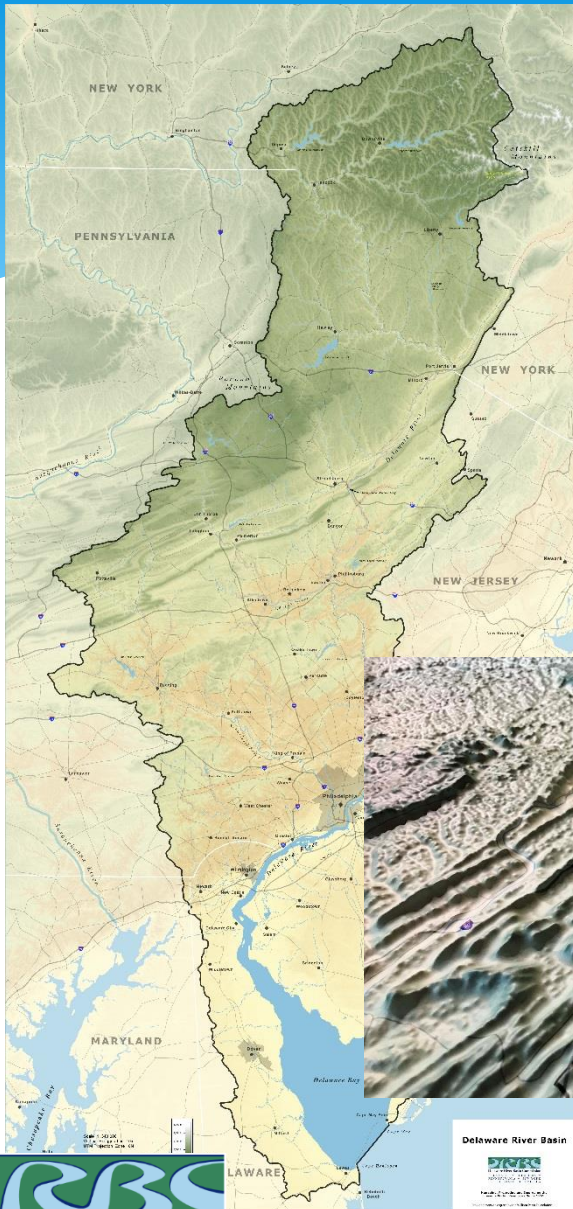
 WWW.DRBC.GOV
 @DRBC1961
 @DRBC1961



Community Events



Collateral



3D Thermoplastic Basin Map

- * Size: 26.7"X53"
- * Scale: 1:340,000 (1" = 5 miles)
- * Municipal labels included
- * Easily transported
- * Additional maps from mold available
 - * Mounted/framed: \$400
 - * Unmounted/unframed: \$150

Tactical Plan: Experiential

□ Opportunities for target audiences to experience the water

- AJ Meerwald
- Splash Floating Classroom
- Delaware Sojourn Scholarships
- Fishing Lessons
- Shad Year of Young Seining
- Flying with LightHawk
- Others?



Thank You

QUESTIONS?

How may we work together?