Mid-Atlantic Regional Watershed Roundtable Report 2001 Gathering

December 3-5, 2001

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In Association With
US Environmental Protection Agency
Regions 2 & 3

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Proceedings

Mid-Atlantic Regional Watershed Roundtable 2001 Gathering

December 3, 4 & 5, 2001 Doylestown, Pennsylvania

I. Executive Summary

The Mid-Atlantic Regional Watershed Roundtable (MAWRT) convened for three days in December, 2001 at Aldie Mansion in Doylestown, Pa. The roundtable was attended by a total of 115 individuals representing federal, state and county agencies, municipal officials, representatives of business and industry and leaders of non-profit environmental conservation organizations. The attendance was truly representational of the region, with agency and non-governmental groups from all seven Mid-Atlantic states.

Overall, the roundtable successfully met most of its goals, although the participants noted that there is much work yet to be done.

Accomplishments of the Mid-Atlantic Regional Watershed Roundtable 2001 Gathering include:

- 1. Obtained participation and sponsorship of all seven Mid-Atlantic state governments.
- 2. Obtained participation and sponsorship of the non-profit coalition acting as a statewide umbrella for grassroots watershed groups in Pennsylvania, New Jersey, Virginia and West Virginia.
- 3. Successfully involved business and industry to a greater extent by hosting a "Leadership Breakfast" and a panel presentation featuring representatives of Sunoco, Waste Management and Birdsong Gardens.
- 4. Presented "state of the region" and "state of the states" information which highlighted the programs that the states are prioritizing and recent state progress.
- 5. Presented specific training sessions on topics requested by participants in prior roundtable gatherings.
- 6. Created a prioritized list of projects and products and identified the needed tools that will enhance the capacity of Mid-Atlantic stakeholders to achieve their individual and collective mission.
- 7. Created outlines that will be the basis of grant proposals to fund the projects and products.
- 8. Agreed to develop a Steering Committee and create a plan to support the growth of the MAWRT and to further define its mission.

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II. Purpose of the Roundtable

Regional watershed roundtables are convening across the nation. The watershed roundtables are regional networks of diverse stakeholders that engage in dialogue and information exchange to support collaboration on community-based watershed protection and restoration efforts. The MAWRT covers the states of New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia and West Virginia and the District of Colombia. It was first convened in October, 2000 and caucused together at the National Watershed Forum in June, 2001.

The purpose of the roundtable is to improve coordination and to explore and strengthen the connections among grassroots river/watershed leaders, representatives of state and federal agencies, municipal government officials, tribal governments, planners and representatives of the business community with an interest in watersheds.

To date, the MAWRT has discussed goals common to watershed interests throughout the region and set a long-range vision to improve coordination of efforts in the Mid-Atlantic states that could result in minimizing fragmentation and duplicated effort.

During the National Watershed Forum, June 30 to July 2, 2001 in Crystal City, Va., the delegates from the Mid-Atlantic Region caucused to create a charge and identified issues of concern to be addressed at the 2001 Roundtable Gathering. Specific content areas included:

1. Best Practices and Lessons Learned

- a. Success stories of collaborative efforts that get the public involved.
- b. Case studies of collaborative watershed efforts in the region.
- c. What are models of successful watershed planning efforts.
- d. How is evaluation handled for successful watershed planning efforts.
- e. How local efforts use or need data case studies on methods and uses.
- f. Factors that limit local watershed efforts.
- g. What local groups need to expand organizational capacity and sustainability.
- h. How local efforts secure funding.
- i. How local efforts connect to cultural and aesthetic issues.
- j. How local efforts can link to environmental justice issues.
- k. How local efforts can work with municipal officials.

2. Specific Training

- a. Water monitoring programs how to and what is happening and by whom.
- b. Stream restoration techniques.
- c. Ordinance language and uses.
- d. NEMO (Non-Point Source Education for Municipal Officials) training.
- e. Public education and outreach.
- f. Board development and organizational training.

3. Integrate and Strengthen

- a. How federal agencies can help local watershed efforts.
- b. Coordinate efforts on legislation and funding.
- c. How federal and state activities relate or interact.
- d. How to build and nurture federal/state/local partnerships that are multi-jurisdictional.

- e. Poster session on related activities of agencies, governments or other organizations.
- f. How to promote the American Heritage Rivers program.
- g. How to create a bottom-up "hub" between local efforts and regional, state and federal advocacy.
- h. How to facilitate and lead local/regional/basin-wide watershed efforts.

4. Sustain the Mid-Atlantic Effort

- a. What are the next steps?
- b. What is unique about our region that deserves support?
- c. What should be our presence at the World Watershed Conference?
- d. Organizational needs: Mission statement, charter, goals, structure, bylaws, etc.
- e. For outreach, what efforts exist and how can the Mid-Atlantic effort connect with them?

To move MAWRT's vision ahead, the December, 2001 gathering focused on three specific goals that were generated in previous roundtable gatherings.

Goals of the Gathering

- 1. To disseminate best practices and lessons learned for watershed associations and local planning efforts.
- 2. To strengthen and integrate the watershed movement by focusing on the links between and across agency, governmental and watershed boundaries.
- 3. To further organize and sustain the Mid-Atlantic Roundtable effort and to create a mechanism to disseminate information.

III. Sponsors of 2001 Gathering Sponsors of this gathering included:

Delaware Department of Natural Resources and Environmental Control	www.dnrec.state.de.us/dnrec2000/
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Environmental Finance Center	www.mdsg.umd.edu/EFC
Friends of the Rivers of Virginia	
Heritage Conservancy	www.heritageconservancy.org
Maryland Department of Natural Resources	www.dnr.state.md.us
National Oceanic and Atmospheric	www.noaa.gov
Administration	
New Jersey Council of Watershed	dmans@thewatershed.org
Associations	
New Jersey Department of Environmental	www.state.nj.us/dep
Protection	
New York State Department of	www.dec.state.ny.us
Environmental Conservation	
Pennsylvania Department of Conservation	www.dcnr.state.pa.us
and Natural Resources	
Pennsylvania Department of Environmental	www.dep.state.pa.us
Protection	
Pennsylvania Organization of Watersheds	www.pawatersheds.org
and Rivers	
United States Department of Agriculture	www.nrcs.usda.gov
Natural Resources Conservation Service	
United States Geological Survey	http://water.usgs.gov
US Department of the Interior - Natural	www.nrcs.usda.gov
Resources Conservation Service	<u> </u>
US EPA Region 2	www.epa.gov/region02
US EPA Region 3	www.epa.gov/region03
Virginia Department of Conservation and	www.dcr.state.va.us
Recreation	
Watershed Partnership for New Jersey	www.wpnj.org/Home.asp
West Virginia Department of	www.dep.state.wv.us
Environmental Protection	
West Virginia Rivers Coalition	www.wvrivers.org
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IV. Preliminary Tasks

Through a competitive process, Heritage Conservancy, of Doylestown, Pa., was selected as the convener for the 2nd Mid-Atlantic Roundtable meeting. Preliminary tasks included compiling a database of the previous gatherings. Added to that were nearly 1,200 names and addresses researched from umbrella organizations and state conservation agencies in all seven states. Environmental conservation organizations from each state in the Mid-Atlantic Region - Pennsylvania, West Virginia, Virginia, Delaware, New Jersey, New York, Maryland - and the District of Columbia (DC) were approached and all agreed to co-sponsor the event. Federal agencies were recruited as partners through the Mid-Atlantic Federal Partners for the Environment (MAFPE).

All watershed coalitions acting as statewide umbrella groups supporting grassroots watershed associations were invited to be co-sponsors. Maryland, Delaware and DC do not have such umbrella organizations, but all others except New York Rivers United agreed to participate and co-sponsor.

To bring a national perspective, the Northeast Regional Watershed Roundtable and the Coal Region Watershed Roundtable representatives were invited to participate. Some states in the Mid-Atlantic Region overlap into these regions, as they contain watersheds that flow into neighboring states.

A general agenda was carefully constructed to address each of the goals of the roundtable and content areas suggested. Members of the steering committee and the sponsors later recruited specific speakers, panelists and presenters via personal communication from recommendations.

A brochure was drafted and sent out for comment by the sponsors. PA DEP offered to print the brochures as an in-kind service. A re-printing was necessary and arranged by the conservancy after additional co-sponsors came on board. Brochures to some areas of the country were delayed due to anthrax investigation and decontamination at mail handling facilities. Despite the short notice, the response was quite good as 115 people attended.

Meanwhile, the gathering was further advertised by circulating the brochure electronically. All sponsors reported forwarding the brochure or conference announcement through their list servers or printed newsletters.

To make the gathering accessible to small, all-volunteer watershed conservation organizations, scholarships were offered that covered room, board and travel. Canaan Valley Institute and the New Jersey Council of Watershed Associations offered scholarships, as did the convener from general conference funds. Approximately half of the non-profit groups attending requested and received full or partial scholarship assistance.

V. Roundtable Highlights

The roundtable opened with a Corporate Executive Leadership Breakfast hosted by Heritage Conservancy and facilitated by EPA Region 3 Senior Management. Fifteen individuals attended representing Mid-Atlantic and nationally-based corporations.

Highlights:

- Several corporate leaders agreed that "quality of life" was very important but the real challenge was to convince the employees to live by that philosophy.
- Sunoco Corporation has been a model company for forming partnerships for years.
- Sprawl was identified as a concern.
- The Director of Environmental Services at Sunoco Corporation, Mr. Tomlinson Fort, highlighted the value of partnerships. Mr. Fort mentioned, "we can not afford to do things separately." He also said that, from a watershed perspective, this partnership is important.
- Risk analysis was another issue of concern to the corporations.
- Corporate leaders suggested that additional flexibility when working with the federal government is necessary from both parties.
- Corporate America wants recognition.
- Corporations struggle with following state and EPA rules.
- Extensions are valuable, especially those that apply to the smaller groups (county departments, soil and water conservation districts, etc.).
- Securing adequate funding to support new ideas is important.
- Credit and trading programs are important.

Day One

Day One was devoted to a series of panels giving brief reports starting at the national level then zooming in to the region, the states and the local watershed level. Summaries of lessons learned from the EPA Mid-Atlantic Integrated Assessment (MAIA), Highlands Forest Assessment Study, Mid-Atlantic Highlands Streams Assessment and the National Water-Quality Assessment Program (NAWQA) were included. Participants representing grassroots watershed associations were invited to share their local success stories.

An additional panel and discussion focused on the role of business and industry. There was a presentation about the accomplishments of other regional roundtables from the conveners of those roundtables and later the group discussed the possibility of adopting some of the strategies and tools that other regional watershed roundtables are creating to benefit their constituents.

Day Two

Day Two focused on "scoping" activities to create definable and fundable tasks that will move the National Watershed Forum action items forward within our region in these key areas identified at the last Mid-Atlantic gathering:

- Communicating success stories and increasing public involvement.
- Developing and using data, indicators and evaluation.
- Building capacity and providing training opportunities.
- Fundraising and other factors limiting local watershed efforts.
- Creating links between local, regional, state and federal efforts.

In each of these tracks, breakout groups identified projects, products and some of the necessary tools that can be created to support participants' individual and collaborative efforts in our region. Going even further, the groups identified specific tasks in order to implement each product or project. Some of these outlines can be worked up as grant proposals, endorsed by the steering committee on behalf of the roundtable and submitted by partnering agencies and organizations willing to take the initiative to the next level.

Day Three

Day Three was given to consideration of a model charter to formalize the Mid-Atlantic Watershed Roundtable and to position it to continue to strengthen communications and the capabilities of the watershed community. The charter currently used by the Northeast Roundtable was provided as a starting point. The roundtable participants considered several models of organization from completely disbanding, through loose affiliation, to structuring an independent non-profit organization. The group did not feel ready to move on a charter at this time and went through a consensus process to better define a structure and work plan that fit the goals of the group.

During the afternoon, a series of "Short Courses" in which participants honed their skills and learned about cutting edge techniques were presented. Topics for the short courses were those requested at previous gatherings.

Also on Day Three, the Environmental Finance Center at the University of Maryland offered a well-attended, day-long special workshop on "Financing Watershed Strategies." Also presented was the concept of "community quilt." This is a great principle of identifying numerous funding sources and how to bring them all into a process so that the project is done with consensus of the community. The "Financing Watershed Strategies" workshop will develop the capacity of local governments, citizen groups, the business community and others to think about, and plan for, financing in an integrated, watershed-based way. One participant commented, "I found it very useful for my work." Similar workshops will be planned into future gatherings as needed.

VI. Results of the 2001 Gathering

Reports and Panels

The "State of the Region Panel" included a representative from the US Geological Survey, US EPA and US Forest Service. They reported on the large-scale assessments underway in the Mid-Atlantic region. They described their study methods, data collected to date, and some lessons learned. All commented that the data needs to be included in an overall plan as indicators of the health of the entire region. Further, they noted a distinction between issues pressing in the forested headwater areas versus the populated industrial and agricultural piedmont and coastal plains. Material summarized and presented by the "State of the Region Panel" can be found in such reports as the National Water Quality Assessment, Mid-Atlantic Highlands Stream Assessment, etc. This material is available from the websites listed in the appendix.

Similarly, many states have produced "State of the Rivers" reports. It should be noted, however, that the participants unanimously requested that more time be given to these sessions in the future. Talking point for the state panel included:

- Describe how your state is organizing its overall whole-watershed approach.
- Describe how this involves non-governmental organizations and other state and local governmental agencies.
- Describe the overall condition of your watersheds and give a report on your progress.
- Indicate any challenges and note any special problems unique to your state.

The "Business and Industry Panel" noted that large industries with staff devoted to community relations and environmental, health and safety are very conscious of their environmental impacts and often perform above what is required in the letter of the law. Collaborative opportunities are sought and businesses are beginning to look at their overall role in maintaining sustainable communities. Businesses are looking more and more at selling services to meet need rather than "marketing a product" and this includes looking at life-cycle analysis from natural resource to production to consumer and back.

In the "Successes and Challenges of Local Watershed Associations Session" each non-profit conservation group was asked to present briefly on their activities and to highlight one success and one challenge derived from the discussions.

Success Highlights

- Opportunity to work with an organization and local groups to make changes.
- Able to leverage \$1 million plus \$600,000 to support work.
- Leveraging funding to support on-the-ground work.
- Fish are coming back, convincing people of realities that are happening.
- Forming broad-based and successful partnerships.
- Pennsylvania putting \$30-40 million/year to local watershed efforts.
- Delaware septic system regulation.
- Tributary action teams' strategy in Delaware.
- Acid mine drainage projects.
- Land trust established, 800 acres acquired. Have seen water quality improvements.
- NJ Farm Bureau success in basin project with farmers.
- New monitoring program for erosion and sediment control.
- Working on area creek with lots of people who really care.
- Gathering many resources in the Chesapeake Bay for community watershed planning.
- Virginia's State of the Rivers Report.
- Willingness of organizations to provide information and share insight on the effectiveness of trans-boundary agreements.
- Beginning to finally implement plans.
- Storm water recharge standard.
- Over four years of efforts by volunteer monitoring group starting out with only \$4,000 are now paying off. The group connected and networked to educate the community and neighbors about the poor quality of their streams.
- One million dollar grant for sewage system repairs and maintenance.
- Pennsylvania Act II Brownfields redevelopment program in Philadelphia and suburbs helped in watershed restoration.

Challenges

- Paying attention to the flow of communication.
- Getting measurable results and benefits of the projects so that we can continue to leverage resources and communicating the results of partnerships.

- Getting continued support and funding.
- Restoring streams impacted by acid mine drainage; changing people's attitudes.
- Sustaining successes.
- Getting the public to understand that the watersheds are all related and need to be seen as one.
- Figuring out how we get people to value lands for their critical habitats and wetlands and why they should hold on to them as investments.
- Getting Delaware to implement tributary action teams' strategy.
- Time needed to do more.
- Sustaining the momentum in Pennsylvania when Growing Greener funds begin to decline.
- Better understanding of funding and granting for local governments and private companies for implementing watershed plans and assessments.
- Funding for paid staff members.
- Determining whether trans-boundary agreements have been successful.
- Getting agencies to look at whole systems and to work with variations within those systems.
- Getting people to think creatively to recharge basins.
- Managing and sustaining groups and their work.
- Keeping track of grant paperwork.
- Getting rid of very anoxic sources impairing the creek we are working on. Acid mine drainage coats three miles of the creek. How to get and engage people and their resources to continue work on the problems.
- Focusing goals and coordinated efforts of jurisdictions to move forward in watershed planning for the Chesapeake Bay.

Priority Projects

Much time was devoted to identifying priority areas of concern to Mid-Atlantic stakeholders at the 2000 Gathering and at the National Forum. The original plan for Day Two of the roundtable was to proceed to creating work plans to implement the priority projects previously identified. However, since nearly 90% of the participants at the 2001 Gathering were new to the roundtable, a number of participants expressed concern with jumping into creating action items from the priorities without revisiting the problem identification step and including their input. Therefore, it was decided to invest additional time in creating a new list of priorities. The list generated did not deviate much from the lists generated in prior meetings.

- More money is needed from EPA and other Federal sources for local watersheds.
- Greater flexibility in how funds can be used to meet local priorities should be allowed.
- Less red tape should be attached to Federal and state money.
- Watershed education for the general public is needed.
- Watershed education for non-traditional students such as urban students and tribal students is needed.
- Funding for innovative technology is needed and more technical expertise from the American Society for Testing and Materials (ASTM) should be provided.
- Water quality must be made a prominent social issue.
- Coordination of efforts is needed.
- There should be a greater EPA presence in setting priorities nationwide.
- A national watershed direction (articulation of importance) is needed.
- A national PR campaign on water quality is needed and EPA should be the lead.
- A national campaign should have space to insert local information on the mailings, posters and brochures.

- Data collected by grassroots monitoring organizations should be seen as valid and used by states and EPA.
- Clear avenues for enforcement and dealing with problems should be provided, observant members of the public cannot find out who should really deal with a problem when they call governmental agencies.
- Business partnerships are needed and important.
- There is a need to identify regional contacts and make them accessible from EPA.
- Agencies should make their organizational structure known so people can contact the correct authority.
- Grassroots groups should receive feedback on grant proposals from agencies, especially on grants that are declined.
- Technical assistance on grant writing should be provided.
- A list server should provide regular announcements about grants.
- One-on-one technical assistance is needed.
- Assistance on getting non-profit status is needed for fledgling grassroots groups.
- Meetings should be held on nights and weekends to accommodate citizen volunteers who
 have day jobs; agencies must be flexible about letting staff take comp days for attending
 weekend events, not blindly stick to a weekday schedule.
- Technical assistance on how to manage grants (project management, paperwork, supervising consultants) should be provided to grassroots groups.
- Grants must provide some administrative costs for non-governmental groups on low budgets.
- A directory ("Yellow Pages") is needed to identify people in agencies.
- There is a need for leaders and policy makers to be educated first as this will provide more sensible policies and additional funding.
- More public participation should be included in the TMDL process; more grassroots solutions should be incorporated in remediation plans.
- More dialogue is needed.
- Less talk and more action are needed.
- Using the information and not just putting it aside is essential.
- More money is needed for volunteer monitoring.
- The watershed movement needs to effectively communicate "Why" people should care about their watersheds; "Got Water?" is a possible slogan and a national campaign is needed.
- There is a lack of business participation.
- There is a need of a strategy to motivate business to engage in discussions; awards and publicity were suggested as incentives.
- Public accountability is needed and transparency from EPA and state regulatory actions will help call polluters into account.
- A strong support network is needed to involve local governmental officials and provide them with training and programs.
- Support should be offered to sustain actions after they are innovated by a grant; partnerships with corporations, EPA and states should disseminate and implement more once a project is successful.
- Rank companies according to their environmental performance and make the list public.

Prioritization Groupings

After the list of issues and needs was generated, participants were asked to select the theme they were most interested in following for the remainder of the day. The groups were arranged as follows:

- Communication, Networking and Partnership
- Education and Public Outreach
- Grants and Finance
- Information Dissemination
- Technical Assistance

Workgroup Outlines of Selected Projects

The charge to each breakout group was to select a priority or two and come up with a work plan outline to make a tangible, fundable program to address the need. Some groups were able to establish goals and objectives for several projects; others were able to take one project through to the identification of implementation steps. The report-out of each working group follows.

Communications/Networking/Partnerships Work Group

Goal 1. Establish an identity for this roundtable: Who we are? What do we offer? Objectives

- Have a process to determine leadership and structure.
- Create a uniqueness for this roundtable group.

Goal 2. Develop strategies and timeline for intra-regional networking Objectives

- Have a non-profit umbrella group in each state who will be members of MAWRT within two years.
- Have state agency leaders meet annually to match and compare watershed strategies.
- Have a central resource bank for community watershed organizations (CWO) within one year.
- Have a CWO mentoring program active within one year.

Goal 3. Partnership building / recruitment into MAWRT Objectives

- Develop a corporate outreach program within six months to integrate them into MAWRT.
- Identify sectors that need to be brought up to speed on watershed issues (two specific issues per year).
- Incorporate philanthropic interests into MAWRT.

Education and Outreach Work Group

National Recommendation

Charge the National Forum Media Workshop to hold a national contest to develop a media slogan to educate the general citizenry and engage them to act as informed stewards of the Mid-Atlantic watersheds.

Explanation: "Branding" imprints the basic watershed message so it's recognizable in the manner of Maxwell House coffee. People remember the slogan and the message long afterward.

Regional Goals

- 1. EDUCATE general citizenry on what a "watershed" is.
- 2. ENGAGE public as informed stewards of the Mid-Atlantic watersheds. Convey basic message: "What is a watershed?" and "Where is your watershed?"

Objectives (crossover between both goals)

- What's in it for the particular audience personal stake, "Why should WE care?"
- Develop Methods of Delivery
 - 1. Pamphlet can use pre-existing from other sources or develop one should have customizable portion for local watershed or conservation group contact information tie in to local sources.
 - 2. Regional Sponsorship [national contest?] through local groups for slogan and artwork contest for students.
 - a. Judged at the local preliminary level by watershed groups to create connections and educational opportunities.
 - b. Top tier judged by business or corporate sponsors who would sponsor/fund/publish calendar of 12 finalists at local level, with art slogans of winning entries, as well as award prizes creates business connections to watershed groups, MAWRT.
 - 3. Adult Art/Slogan contest sponsored by local groups results to be used at their discretion not calendar could be library, storefront, municipal or other exhibits.
 - 4. Our own entry to national contest as well as basis for regional campaign: "This is NOT a WATER SHED" 15 second (or shorter) clip produced by video production company (funded by grant, etc) depicting a metal shed, human opening the doors, overwhelmed by a flow of water washing over him/her "This is NOT a WATER SHED" followed by customizable spot for "This IS a WATER SHED" and local picture, comic, map, etc. and contact information for local group. To be featured on television as public service message.
 - a. Non-video extraction from this shoot: One frame of this to be used for "still" opportunities featuring two side-by-side frames: "This is NOT a WATERSHED" on left, and frame on right which is customizable to local watershed i.e. picture, generic picture, map of local watershed, etc. with name below and contact information.
 - b. "Still" frames to be featured in various spots vacant billboards, sides of buses, train/subway stations, storefronts, public service spots, other media such as local newspapers with local contact information.
- Evaluate effectiveness of efforts alter or enhance. Measure in a numbers way survey, number of calls to local associations, etc., dependent on audience.
- Education Committee to continue communicating with each other beyond the life of this meeting.

<u>All groups</u> assumed to be starting from a point of lack of familiarity with basic concepts of watersheds. There is a need for a basic core of watershed information to be communicated in a variety of ways to close that gap. From there, customization for particular audience or stakeholder group is possible.

- Local sponsorship of <u>River of Words</u> national contest (Rivers Network) of art and poetry entries.
- Targeted fact sheets tailored to audience: business, municipal officials, etc.

- Internet website (grant funded) for MAWRT with hyperlinks for various audiences, kids zone, downloadable information, etc.
- Radio spots with public service announcements.
- Weather broadcasts to feature watershed information, perhaps in Watershed Month.
- Inclusion of watershed educational material in water company bills, utility company bills, phone company bills.
- Second slogan discussed (takeoff on large group discussion): "It All Ends Up In Your Glass"

Grants & Finance Work Group

Goal: Secure sources of funding for groups and projects in the Mid-Atlantic by:

- 1. Creating a database for available grants.
- 2. Providing technical assistance and training in grant writing.

Objective 1. Create a grant funding clearing house specific to watershed activities with:

- Office
- Staff
- Catalogs
- On-line, searchable database
- Library
- Website
- 1-800 telephone number
- Location: one for each EPA Region or one for Mid-Atlantic.
- Information on grants: federal, state, private.
- Clearinghouse to be independent NGO.
- Funded by federal government with states' contributions.
- User fee for large watershed organizations, free to smaller ones.
- Focus on the database and website, not training or technical assistance, so that is it always up-to date.
- One year to start up. Fund in five -year cycles.
- Governed by Mid-Atlantic committee
- Track program results annually, reassess the program in five-year cycle.

Objective 2. Create an independent watershed grant assistance program (Water GAP) with

- Staff to provide technical assistance on grant writing once program goals and funding sources have been identified.
- Work with groups on site to mentor them through the grant-writing process.
- Conduct training sessions around the region (state-by-state on an equitable basis depending on distance and population).
- Provide scientific consulting for special projects.
- Provide pre-application review assistance (confidential).
- Focus on training and technical assistance to build groups' capacity.
- One year to start up, fund in five-year cycles.
- Governed by Mid-Atlantic Steering Committee.
- Track program results annually, reassess the program in five-year cycles.

Work-Plan (for both objectives)

- Develop proposal (MAWRT Steering Committee or volunteer lead agency).
- Secure funding.

- Convene governing committee
- Choose location (donated space)
- Equip office
- Hire staff person
- Develop and populate data base, create website
- · Public announcement and marketing
- Respond to inquiries
- Track, report and evaluate
- Continue to develop new listings
- Secure funding for second cycle

Information Dissemination Workgroup

Goal: To improve dissemination of information among MAWRT participants Objectives and Tasks

- 1. Establish a clearinghouse of information
 - Evaluate the need and scope of what needs to be in a clearinghouse.
 - Create a web-based clearinghouse.
 - Create or link to a sortable database of people and partners in MAWRT accessible by everyone.
 - Establish categories of information.
- 2. Review existing communication network and enhance as needed
 - Evaluate MAWRT group's method of networking.
 - Evaluate comparable groups' methods of information dissemination (i.e. Northeast Regional Roundtable).
- 3. Establish a system to determine who needs what information (link back to Objective 1)
 - Develop a survey instrument (professional).
 - Identify survey recipients.
 - Evaluate and report findings.
 - Implement findings.
- 4. Obtain dedicated staff and/or professional assistance to identify dissemination methods
 - Develop scope of work.
 - Obtain resources.
 - Report and prioritize findings.
 - Implement strategy.
- 5. Review existing membership network and enhance as needed
 - Categorize partners.
 - Develop outreach plan.
 - Provide incentives to targeted audience.
 - Recognize attendees of MAWRT 2000 and MAWRT 2001 and/or Mid-Atlantic members of National Forum as membership.
- 6. Evaluate performance of goals and objectives annually
 - Formalize an identification group to report annually.

Deliverables

- 1. Objective 5 is Priority 1
 - Formal Membership List 3 months EPA
 - Outreach Plan 18 months EPA or EPA Contractor
- 2. Objective 4 is Priority 2
 - Scope of work 1 month

Technical Assistance Work Group

Vision: Clarify and focus information and services available regarding all types of watershed technical assistance

Goal 1: One Stop-Shopping <u>Peer to peer list-serves (Year One)</u>

- NGO > NGO
- Business > Business
- Local government > Local government

Goal 2: Mid-Atlantic Watershed "Trade" Meeting

Gathering of service providers at all levels in the watershed arena (Year One)

- Similar to college career fair day or trade association meetings.
- "Trade" presenters = states/federal agencies, university, consultants, etc.
- Clients = individuals, local governments, and watershed organizations.
- Information exchange and networking takes place.

Goal 3: Institute Watershed Stewardship Exchange and local communities that host teams of watershed experts (Year Two)

- Two-day workshops that showcases the local watershed needs and vision.
- Enlightened community invites and hosts the exchange.
- Experts listen/learn and then offer ideas and resources to community.
- Modeled after Chesapeake Bay Communities and Countryside Stewardship Exchange (Glenwood Center).

Goal 4: Encourage integrative regional research (ongoing)

- Development of appropriate regional models (TMDLs, BMPs).
- Development of regionally appropriate watershed indicators (chemical, biological, physical).
- Long-term funding for basic regional watershed assessments.

VII. Discussion to Formalize MAWRT

The morning of the third day of the roundtable gathering was devoted to the ongoing issue of formalizing the roundtable to some level that would allow it to implement the desired goals. To prepare participants for this discussion, Peter Raabe, now with American Rivers but formerly a facilitator for the Northeast Regional Roundtable, and Janie French, Canaan Valley Institute and convener of the Anthracite Regional Roundtable, presented a variety of modes adopted by roundtables across the country. The Charter adopted by the Northeast Roundtable was provided to all participants and a description of the non-profit organization adopted by the Southeast Roundtable was highlighted.

The group was then asked to consider the full range of options from disbanding the roundtable through becoming a highly evolved organization. Options such as a council of citizen watershed organizations, caucuses along congressional lines, hierarchical groupings from local to basin to state to regional, appending a non-governmental advisory group to MAFPE, 501 (c) (3) and/or 501 (c) (4) status, and federally chartered institute were suggested.

The models that the group agreed to consider in more depth were:

- 1. Disband the roundtable.
- 2. Just continue with annual gathering.
- 3. Informal organization with charter and convener.
- 4. Formal non-governmental organization or federally chartered institute.

Breakout groups considered the pros and cons of each of these in depth, including examining the effectiveness, investment required and governance of each model. Each breakout group then reported back in the manner of advocates for "their" model. It should be noted that most of the people joining the null option group (disband the roundtable) either wished to play devil's advocate or felt that a decision at this time would be invalid as business and industry representatives, tribes, and some other potential stakeholder groups were not at the table.

After the breakout reports, the participants were taken through a dynamic consensus building process in which many arguments, concessions and compromises were made. Gradually, the advocates for each model of what the roundtable should be converged on a single model. In the end, there was a complete consensus except for a single dissenting vote.

VIII. Plan For Future Development Of Roundtable

The consensus agreement is as follows:

- 1. The vision of the roundtable is to facilitate watershed conservation through education, conservation, coordination and capacity building.
- 2. The goals of the roundtable are to promote:
 - Communication, Networking and Partnership
 - Education and Public Outreach
 - Grants and Finance
 - Information Dissemination
 - Technical Assistance
- 3. A diverse Steering Committee will be organized with several charges over the next year:
 - Prioritize the action items and begin an implementation process.
 - Bring additional stakeholders (business and industry, tribes, academia) to the table.
 - Coordinate partners to create grant proposals and initiate one or several projects outlined on Day Two.
 - Identify if acquiring 501(c) (3) status would be beneficial.
 - Work out the details of a charter or MOA, (charter to be adopted at a third annual roundtable gathering following input from MAWRT).
 - Convene a third annual gathering.

It was recognized that this would be a start that would enable the roundtable to meet its goals. It was further stipulated that, after a period of five years, an evaluation be conducted to see whether the organization should evolve. It was recommended that the Federal agencies and state agencies be asked to provide specific funding for a convener and facilitator to organize the steering committee and provide seed money for the next gathering. Consistency in convener was suggested so that the roundtable not loose ground by circulating back over matters decided in this or earlier gatherings. It was stipulated that the steering committee be opened to a diverse group.

On a final note, guidance was given for the content of the next annual gathering:

Day One should focus on dialogue with federal and state agencies.

Day Two should be formatted as a "watershed trade show" that serves non-governmental agencies, businesses, educators, etc.

Day Three should attend to organizational matters such as the charter.

IX. Evaluation

An evaluation form directly asked participants if each goal was met and asked for examples to substantiate the opinion.

For Goal 1, *Disseminate Best Practices and Lessons Learned*, several participants cited examples that they foresee applying to their own work.

For Goal 2, *Strengthen and Integrate The Watershed Movement*, several participants cited individuals or groups that they intend to collaborate more closely with as a result of the gathering.

For Goal 3, Further Organize and Sustain the Mid-Atlantic Roundtable Effort, many participants noted that the plan arrived at is good and the goal was met fully. A larger number said that the goal was met partially, but without exception they qualified with comments asking for greater grassroots involvement in the future.

On the question of overall gathering process and procedure, the great majority of responses indicated that the experience was excellent. A few felt the process was duplicative of previous gatherings. Notable comments that should be taken into consideration by future conveners include:

- Hold over a weekend to make accessible to grassroots participants.
- Get notices out earlier to increase attendance.
- More time for state reports.
- More time for all activities and less crowded schedule.

Appendices

Final Program
Attendance List

Final Program

Monday, December 3, 2001

9:30 AM Welcome: Adolph Everett, Chief, Freshwater Protection Section, US EPA Region 2 Joe Piotrowski, Director, Office of Watersheds, US EPA Region 3 Quick Review of Mid-Atlantic Watershed Roundtable Progress Cyndy Belz, Integration Program Coordinator, US EPA Region 2 10:00 AM Activity: "Partners in Success": Stan Laskowski, Institute for Environmental Studies, UPENN Terri White, US EPA Region 2 11:00 AM Panel: State of the Region Reports Tom Pheiffer, Senior Environmental Scientist, US EPA Martina Hoppe, Regional Planner, US Forest Service Bob Shedlock, Deputy Director, US Geologic Survey Lunch 12:00 Noon 1:00 PM Panel: State Level Integrated Watershed Initiatives Dick Sprenkle, Deputy Secretary for Conservation, PA DCNR Nick DiPasquale, Secretary, DE DNREC Mary Sheil, Director, Division of Water, NI DEP Lois New, Chief, Policy, Planning and Partnerships, NY DEC Mary Apostolico, Potomac Watershed Manager, VA DCR Tim Craddock, Monitoring Coordinator, WV DEP Danielle Lucid, Manager, Watershed Restoration, MD DNR 2:30 PM Break, Refreshments Panel: "Rivers of Commerce" 3:00 PM Gene Sirni, Vice President, Communications and Development, Heritage Conservancy J. Andy Smith, President, Earth Ethics Tomlinson Ford, Director, Environmental Services, Sonoco Chuck Peterson, Mid-Atlantic Regional Manager, American Water Services Christine Meket, Public Relations Manager, Wheelabrator Technologies Open Discussion: Successes and Challenges of Local Watershed Associations 4:00 PM Dick Coombe, Chairman, Watershed Agricultural Council 5:00 PM **Buffet Dinner** 6:30 PM Strategies of the Regional Roundtables across the U S Janie French, Pennsylvania Coordinator, Canaan Valley Institute Peter Raabe, American Rivers

7:00 PM	All: Discussion on Strategies Russ Johnson, Heritage Conservancy
8:00 PM	"A Taste of the Mid-Atlantic" Specialty Swap Mixer! Joe Hoffman, Berks Conservancy

Tuesday, December 4, 2001

9:30 AM	Review of Issues and Solutions from Prior Gatherings Cyndy Belz, US EPA Region 2
10:00 AM	"Critical Path" Model and Sample Scopes-of-Work Joe Hoffman, Berks Conservancy
10:30 AM	Breakout Groups for Scoping Activity

Priority topics to be selected in plenary session will be announced; then choose which group you would like to join.

12:00 Noon	Lunch
1:00 PM	Breakout Groups for Budget and Deliverables Same as above
2:30 PM	Break, Refreshments
3:00 PM	Breakout Groups Report
4:00 PM	Adoption of Action Priorities Russ Johnson, Heritage Conservancy
5:00 PM	Buffet Dinner
6:30 PM	"Network Café" Music, Desserts, Coffee, and Conversation Mike Miller: Folk and Blues Musician, Philadelphia Folksong Society, will present "River Songs"

Wednesday, December 5, 2001

*Participants may choose either the main gathering topic in the morning and short courses in the afternoon or the daylong special workshop on Environmental Financing for Watersheds.

9:30 AM	Frameworks for Continuity Russ Johnson, Heritage Conservancy
10:00 AM	All: Discussion of Roundtable Charter
11:30 AM	All: Provisional Adoption of Charter (if the group is willing)

12:00 Noon Lunch

Concluding Remarks:

Walter Andrews, Chief, Water Programs Branch, US EPA Region 2

1:00 PM Short Courses

A. Water monitoring programs

Tim Craddock, Citizens Water Quality Monitoring Coordinator, WV DEP

A. Ordinance language and uses

Sandy Batty, Assistant Executive Director, Association of New Jersey Environmental Commissions

C. Public education and outreach

Tanya Oznowich, Environmental Education Supervisor, NJ DEP

D. Board development and organizational training

Russ Johnson, Director, Delaware River Watershed Initiative, Heritage Conservancy

3:00 PM Departure

*OR: Join this daylong special workshop.

Please commit to the entire day.

9:30 AM Financing Watershed Strategies Workshop

Elizabeth Hickey, Director, Environmental Finance Center

12:00 Noon Lunch

12:30 PM Financing Watershed Strategies (continued)

3:00 PM Departure

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