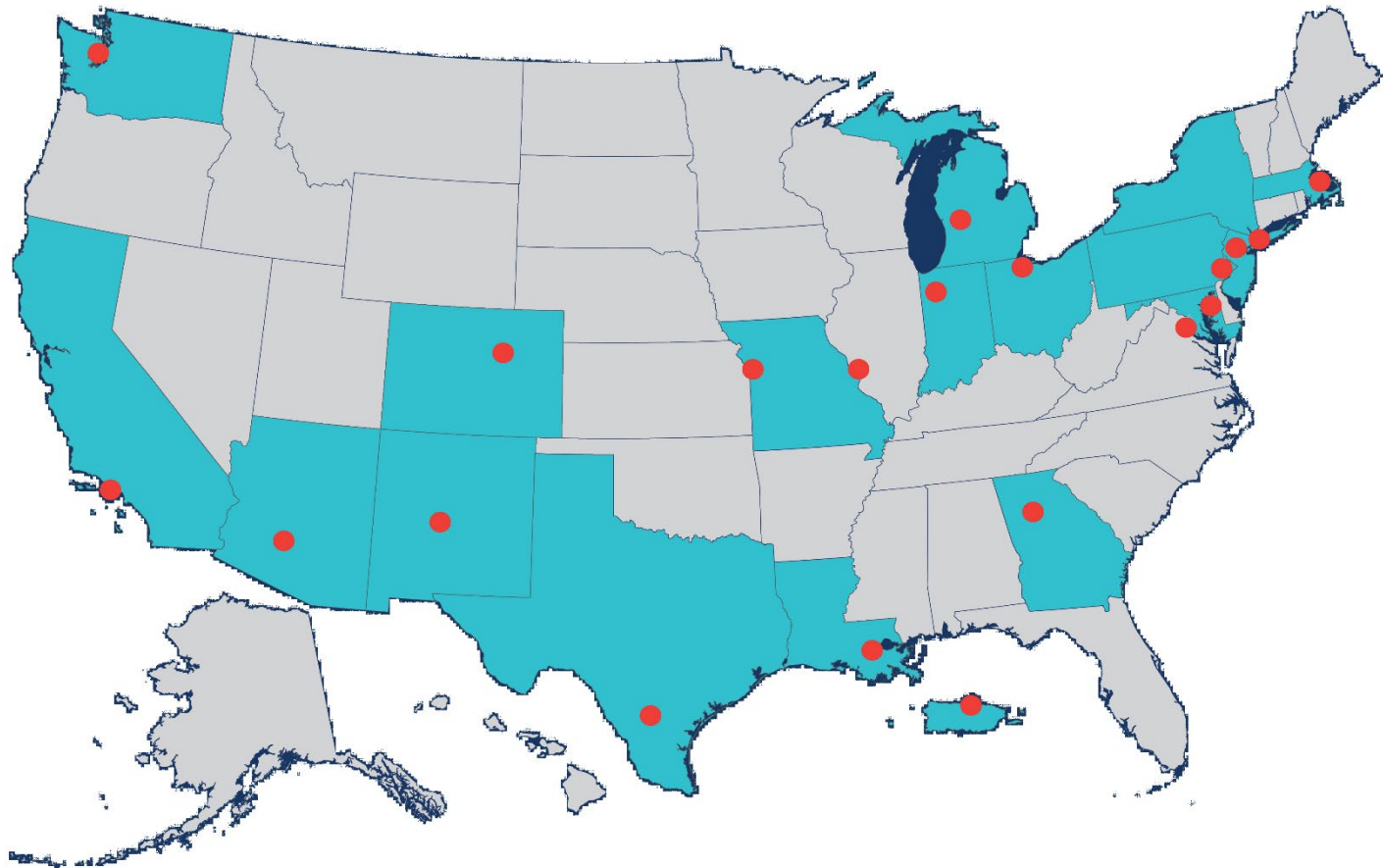


# Urban Waters Ambassadors

Rio-Reimagined Workshop

October 8, 2020

# 20 Urban Water Federal Partnership Locations



# What does an Ambassador Do?

**Urban Waters Federal Partnership's approach is to:**

- coordinate with local partners;
- connect locations with federal tools & resources; and
- share learnings to multiply results across the country

**Ambassadors are the mechanism to make this happen on the ground. Ambassadors have three key roles:**

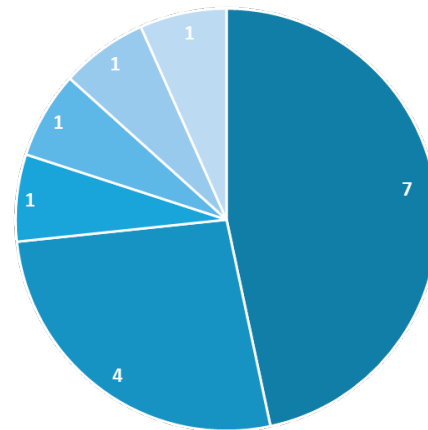
- ***Coordinate, Navigate and Communicate***

# What is the Current Status ?

## 20 Locations:

- 16 Ambassadors on board.
- 4 of the 16 are full-time

## WHICH AGENCIES SPONSOR AMBASSADORS?



■ EPA ■ USDA-FS ■ CDC ■ Local funds ■ EPA/DOI ■ EPA/USACE

# Examples of Models Used?

- **IPA** (Interagency Personnel Action) with NGO or local government (New Orleans, Los Angeles)
- **IA** (inter-agency agreement) cost-sharing staff (St. Louis)
- **RFP/Grant** (DC via NGO, Passaic & Puerto Rico via NEP)
- **CDC Health Intern** (San Antonio)
- **Shared Staff - Private/Nonprofit** (Grand Rapids)
- **Contract with Private Company** (Baltimore, Philadelphia)
- **Contract with Non-profit Academic** (NW Indiana - Purdue University, Green-Duwamish - watershed group)

# Benefits of Ambassadors

- Results on the ground (including early wins)
- Make results visible (attracts additional support)
- Overcome barriers (sustained focus)
- Trusted neutral convener (overcome “cooperetition”)
- Collective impact (“backbone organization”)
- Courting new resources (requires relationships, focus)
  - Authentic community engagement
- Sustained action

# Environmental Snapshot

## In the past year alone, Urban Waters Locations:

### Reached

**164,349**

community members through education outreach events and campaigns

### Removed

**258,000**

cubic yards of contaminated sediment and soil from rivers and sites

### Engaged

**3,550**

volunteers and participants at Urban Waters events

**~40**

new local partners in Urban Waters partners

### Identified

**~75**

watershed-wide management recommendations

### Installed

**50,000**

square feet of bioswale and rain gard

### Hosted

**69**

community workshops

### Collected

**23,139**

pounds of trash and 106 pounds of recycling

**150**

water quality samples

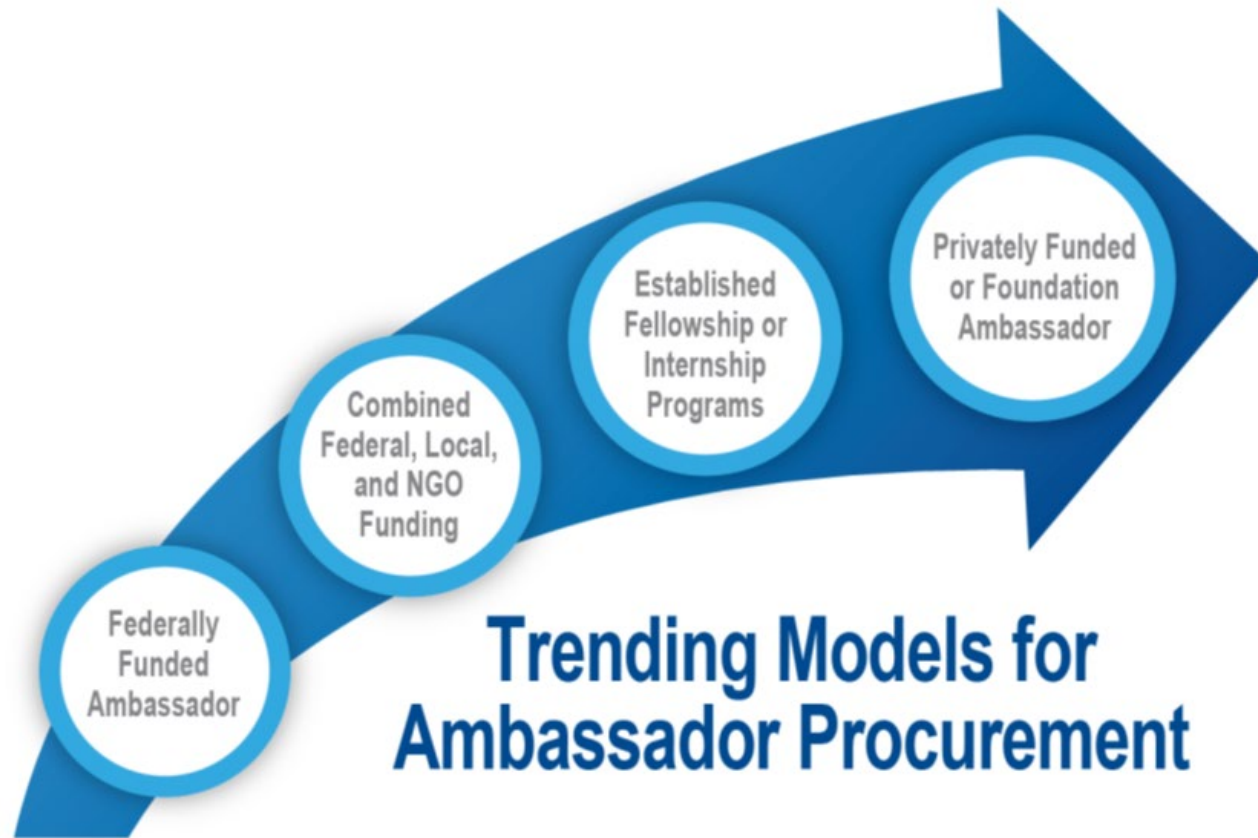
### Restored

**155**

acres of marshes, wetlands and fields



# Ambassador Sustainability





# Federal Resources

- **Ambassador Toolkit**
- **Urban Waters Technical Assistance Guide**
- **Accessing Non-federal Resources for the Urban Waters Program**
- **Contractor support**
- **Urban Waters Learning Network (Basecamp, Impact Stories, 1-on-1 support)**
- **EPA [urbanwaters.gov](https://www.epa.gov/urbanwaters) website**
- **EPA Grants (NFWF, EJ, Brownfields, SRF, Regions Choice)**
- **UW Locations Calls**
- **Federal Partnership Meetings**

# Long-Term Impact

- An ambassador has a direct, hands-on impact on **multiple projects** which build momentum and commitment.
- They do this work in a way that **builds relationships and capacity.**
- As a result, they **build a foundation** for sustained results at their location, **beyond their term of assistance.**

