

Mystic River Watershed Association

Engaging Communities in Water Quality
Stewardship

Presentation to Urban Waters National Training Workshop

October 24, 2012

Engaging Communities

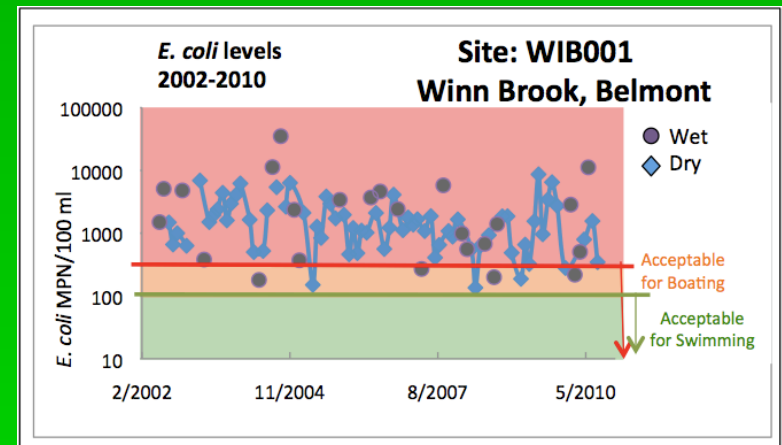
- With what
 - Data Gathering and Water Quality Monitoring
 - Recreation
 - Art and Music
- Through whom
 - Naturalists and Activists
 - Legacy Seekers
 - Decision Leaders

Water Quality Monitoring

Best Approach to creating a program

- Target specific goals.
- While gathering data is great - it can languish unloved.
- Set aside the time for all parts - planning, sampling, data management, outreach and advocacy.
- Time invested in interpreting and spreading the message on the data is as important as the data collection.
- Look to the future use of data.
- Honor the effort.

Volunteer base with professional support



Whom are you engaging and why?

- Communities in general weigh the benefits of stewardship based upon the outcomes of the work but
- Control of the outcomes can reside with a few decision leaders.
- Often you may be dealing with one person, one decision leader.
- There may be a difference between effective advocacy and community engagement.

Diversify Contacts to increase engagement

- Value of diversifying relationships.
- There is value in multiple levels of contact.
- Engineer not interested maybe the conservation commission will be responsive. Perhaps the Mayor's office supports the work.
- Establish appropriate points of contact. Match your organization to the hierarchy.
- Make your contacts comparable.
- Take credit all along the way.

Go big or go home

