

Urban Waters Flagship Update

FY2010 – 4th Quarter



Description of Flagship Effort

- The Urban Waters effort falls under the “Expanding the Environmental Conversation with Communities” Flagship Theme
- The goal is to help communities, especially underserved communities, access, restore and benefit from their surrounding waters
- EPA is leading an Urban Waters Federal Partnership including eleven agencies and support from the White House Domestic Policy Council to integrate federal support from communities
- EPA is working to develop new Web 2.0 tools for community-to-community information sharing, reach out to non-digital audiences, and provide technical assistance to communities
- Why this effort?
 - Urban waters throughout the country are substantially impaired, impact large populations, and are typically entangled in complex issues
 - When urban rivers, lakes, streams or wetlands are inaccessible or degraded, the surrounding communities miss the benefits of community stability and growth that clean urban waters bring
- There is a special emphasis on environmental justice

Stakeholders

- Public
- Non-Government Organizations (NGOs)
- State, Tribal and Local governments
- Centers of learning
- Other Federal Agencies
- Community-based organizations

Milestones/Status

- Held the International Coastal Cleanup (ICC) outreach event on September 25, 2010
- Posted Administrator Jackson’s Urban Waters Video message on www.epa.gov/urbanwaters

Highlights of Progress this Quarter

- Drafted Strategic Framework; developed outreach strategies
- Participated with the National Environmental Justice Advisory Council (NEJAC) (July 27-29)
- Held Urban Waters Federal Partners Work Group Meeting
- Convened Urban Waters Federal Partners Executive-Level Task Force Meeting to agree on partnership principles and pilot selection process (September 7)
- Developing Scorecard Measures to ensure Program success
- Held Urban Waters OneEPA Meeting (Sept 21-22)

Planned Activity for Next Quarter

- Launch design team to define UW Web Connect requirements (Oct 1)
- Develop the UW Microsite as a knowledge sharing resource (Dec-Jan)
- Public review of the draft UW Strategic Action Plan using Idea Scale (Oct-Nov)
- Develop WebConnect (New Web 2.0 Tool)

Metrics

- Number of events: 4
- Target audiences reached: All Stakeholder groups named above
- Number of partnerships: 3