

Carson River Watershed-Literacy Action Plan and Program

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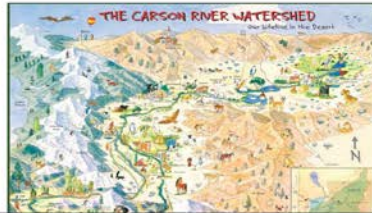
Who's the Carson River Coalition?

- The Carson River Coalition (CRC) is a watershed-wide citizen and stakeholder group that serves as the steering committee for the Integrated Watershed Planning Process.
- Carson River Coalition's Education Working Group (EWG) is a sub-group of the CRC that meets monthly to share, plan and discuss outreach efforts.

CRC Education Working Group Vision

“A Carson River Watershed community that believes their behavior impacts watershed-wellness and applies their knowledge to act in ways that benefit the Watershed as a whole.” (modified 2012 version).



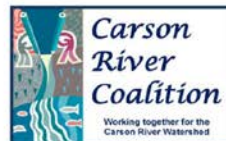


2015

Carson River Watershed-Literacy Action Plan



A Supplement to the Carson River
Adaptive Stewardship Plan 2007



Carson Water Subconservancy
District
777 E. William Street, Suite 110A
Carson City, NV 89701



Action Plan Outline

- Introduction/Background/Vision
- Driving Forces
- Existing Programs
- Goals and Objectives
- Audiences, Messages and Barriers
- Main Messages
- Media and Message Delivery
- Action/Implementation Timeline
- Evaluation Process
- Suggested Actions Table

Purpose and Goal of Watershed Literacy Action Plan

- ***Increase awareness that human behavior affects watershed health and to use education to promote changes in behavior that will ultimately improve habitat, water quality, water supply, and benefit the watershed as a whole.***

Objectives of the Action Plan

- **Determine how existing programs address main messaging and target audiences**
- **Develop an evaluation/reporting tool for individual programs and to assess collective messaging efforts.**
- **Conduct a watershed-wide baseline survey**
- **Conduct a program/audience gap analysis based on the watershed survey**
- **Conduct follow-up survey every five years**

Media and Message Delivery

Print Media

- Carson River Watershed Maps
- Watershed Connections Newsletter
- Article and Press Release

Programs

- River Work Days
- Citizen Monitoring
- EE Education
- Watershed Tours

Web Media

- Website
- Interactive Map
- Emailed Bulletin
- Online Watershed Connections
- Social Media
- Blog

Outreach

- Bill Boards
- Radio and Television Ads
- Demo Projects
- SWAG

Watershed-Literacy Action Timeline

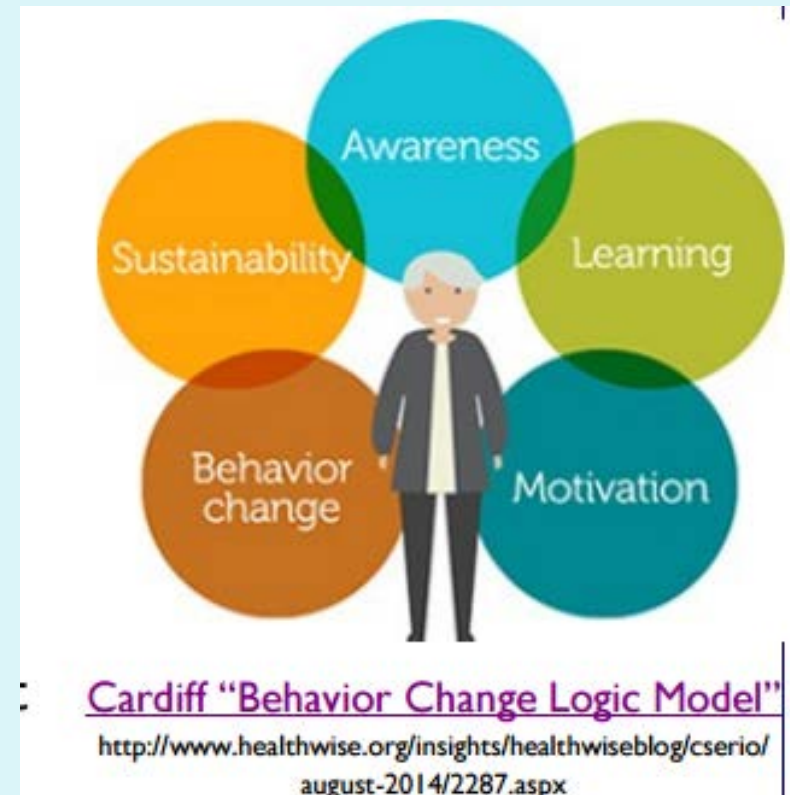


- ✓ Completed Baseline Survey June 2015
- ✓ Host 2nd Education Round Table April 2016
- ☐ Determine Marketing and Communications Strategies
- ☐ Determine Audience/Program Gaps
- ☐ Establish Program Reporting/Data Sheets
- ☐ Update Action Plan
- ☐ Determine and Conduct Media Campaigns
- ☐ Complete Online Stewardship Pledge
- ☐ Conduct Follow-Up Survey

Watershed-Literacy Action Program

Main aim:

Move our target audiences along the change continuum from awareness to action ultimately obtaining actual environmental benefits including water quality improvements in the long-term.



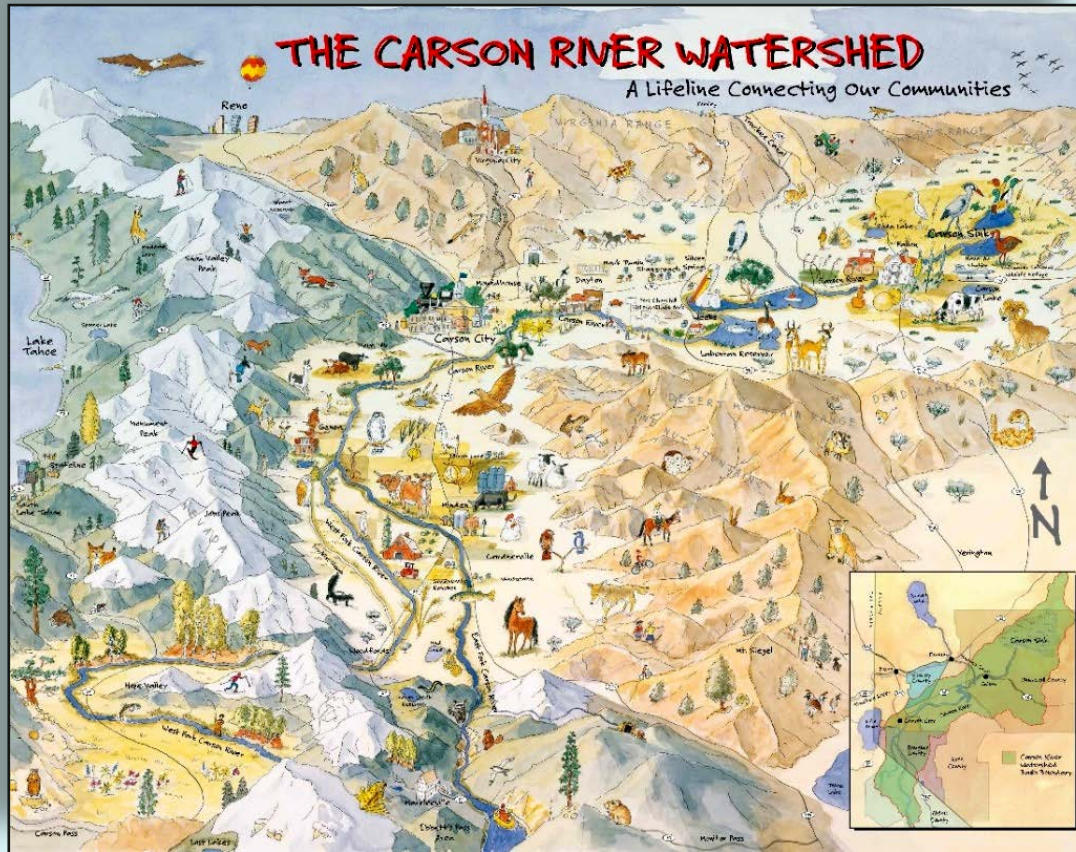
Completed Watershed-Literacy Actions



- ❑ Completed Action Plan
- ❑ Updated Physical Watershed Map
- ❑ Updated CC Children Museum's Watershed Display
- ❑ Revised Website (On going effort)

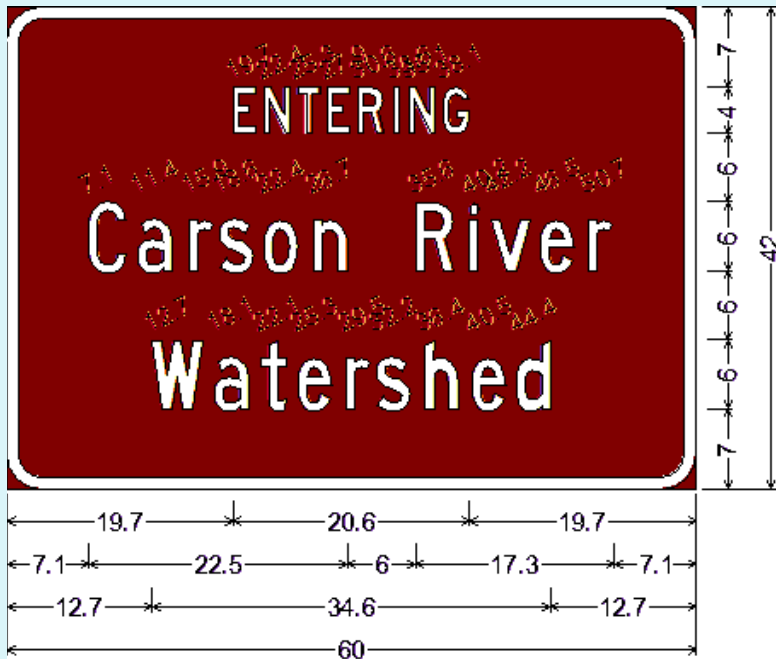
Carson Watershed Map

- Revised Watershed Map
- Spanish Translation
- On-line map revisions



Watershed Boundary Signage

- Partnership with NDOT and NDEP



3.0" Radius, 1.0" Border, White on Brown;
"ENTERING" C; "Carson River" C 80% spacing;
"Watershed" C 80% spacing;



3.0" Radius, 1.0" Border, White on Brown;
"LEAVING" C; "Carson River" C 80% spacing;
"Watershed" C 80% spacing;



Questions

Next Steps

11 SUGGESTED ACTIONS

Table 7: Suggested Actions to Achieve Plan Objectives

SA Number	Suggested Action	Responsible Party	Existing or Potential Funding
Objective 1: Determine how existing watershed outreach programs address main messages and reach target audiences.			
SA 1.1	Introduce WLAP to Carson River Watershed Environmental Educators (from CRC Environmental Education Roundtable Event) via workshop or event.	CRC EWG	NDEP, CWSD, Program Partners
SA 1.2	Determine whether Environmental Education and Outreach Program principals are committed to helping implement this plan via survey monkey, other poll or workshop feedback.		
SA 1.3	Monitor and maintain existing partnerships/Foster new partnership with Environmental Educators		
SA 1.4	Survey program principals about whether existing programs are consistent with WLAP target messages and audience(s).	CWSD, CRC EWG, All program implementers	
SA 1.5	Per program, select a random sample from the audience population and ask if they’re familiar with the message.		
Objective 2: Continue to conduct existing individual watershed outreach program evaluations.			
SA 2.1	Host an evaluation workshop for program principals to improve their evaluation tools and methodologies.	EPA, NDEP, CWSD, CRC EWG	NDEP, CWSD, Program Partners
SA 2.2	Collaboratively develop a system to track and analyze program evaluation summaries.	CWSD/CRC EWG	
SA 2.3	Work to establish a generic evaluation tool that program principals can use and continue to adapt	CWSD/CRC EWG, program funders and implementers	

Questions?



Photo by: Juan Guzman

Next Steps

SA Number	Suggested Action	Responsible Party	Existing or Potential Funding
Objective 3: Conduct a baseline watershed-literacy survey			
SA 3.1	Determine the baseline meaning of what makes a person watershed-literate in the Carson River Watershed.	CWSD/CRC EWG	NDEP 319,TNC, CWSD
SA 3.2	Secure funding to hire a consultant firm.		
SA 3.3	Create an RFP to hire a consultant group to work with CWSD and the EWG to develop and administer a survey.		
SA 3.4	Require a survey method that is easily repeatable and can be replicated in the future with ease and at low cost.		
SA 3.5	Conduct analysis of survey results to determine messages received, audiences reached, and overall program effectiveness.		
Objective 4: Conduct a gap analysis based on the existing program survey and watershed survey results			
SA 4.1	Determine whether consultant firm can conduct gap analysis, if not create a committee to interpret gaps.	CRC EWG	NDEP 319, CWSD, Program Implementers
SA 4.2	Develop alternatives by which the gaps may be addressed		
SA 4.3	Have CRC respond to gap analysis and select the best suited approach to address gaps.		
SA 4.4	Implement appropriate alternatives determined by CRC prior to the next survey.		
Objective 5: Conduct a watershed-wide media campaign			
SA 5.1	Work with CRC, Public Information Officers, etc. to determine succinct messaging to be used in media campaign (perhaps based on survey results).	Federal, State and local PIO's, CWSD, CRC EWG	CWSD, NDEP, ACOE, Program Implementers
SA 5.2	Develop a media campaign strategy to reach targeted audiences.		
SA 5.3	Secure funding to develop and conduct media campaign through various media outlets.		
SA 5.4	Identify ways in which CRC partners and program principals will commit to campaign involvement.		
SA 5.5	Conduct media campaign analysis to determine audiences reached.		

Next Steps

SA Number	Suggested Action	Responsible Party	Existing or Potential Funding
Objective 6: Implement an online interactive Stewardship Pledge to Track Behavior Change			
SA 6.1	Secure funding to develop and implement an online interactive Stewardship Pledge.	CWSD and CRC EWG	NDEP 319, CWSD, Program Implementers
SA 6.2	Investigate other stewardship pledge models for desirable characteristics.		
SA 6.3	Determine evaluation analysis schedule and conduct analysis to measure pledgee commitments/stewardship behaviors and track potential watershed health benefits. If pledgees follow through with their commitments, what will the resulting benefits be to our watershed?		
Objective 7: Conduct follow-up survey a minimum of every five years			
SA 7.1	Secure funding to conduct follow-up surveys.	CWSD and CRC EWG	NDEP 319, CWSD, Program Implementers
SA 7.2	Determine survey revisions and conduct survey		
SA 7.3	Analyze results by comparing to baseline data and change over time in watershed literacy.		
SA 7.4	Determine messages received, audiences reached, and overall program effectiveness and adjust action plan, media campaign and program focus accordingly.		