



**State Water Plan Update
Delaware Water Resources Regional Committee Meeting**

July 13, 2021
9:00 a.m. - 12:00 p.m.
Virtual Meeting via Microsoft Teams

Committee Members in Attendance:

Kelly Anderson	Gary Kribbs
Ed Boscola	James McCarthy
Mark Bowen	Mark Nemitz
Becky Bradley	Chad Pindar
Joe Buczynski	Bill Royer
Carol Collier	Peter Rykard
Patrice Dume	Elaine Paul Schaefer
Kate Harper	Nathan Walker
Irvil Kear	

Committee Members Not in Attendance:

Andrew Frankenfield	Jane Rowan
Susan S. Myerov	Christopher Uhland
Christopher J. Norris	Eliza Walbridge

Others in Attendance:

Kristina Peacock-Jones - DEP	Monica Gould - Strategic Consulting Partners
Mark Matlock - DEP	Bob Whitmore - Strategic Consulting Partners
Mike Hill - DEP	Shane Kleiner - DEP
James Horton - DEP	Karen Books - DEP

Visitors:

Carl Deluca	John Levitsky
Kristina Heaney	Gretchen Schatschneider

Welcome

Mark Matlock, DEP, welcomed everyone to the meeting, explained the meeting was being recorded, and provided helpful hints on the use of the technology. Chad Pindar, Committee Chair, welcomed all committee members to the meeting. Attendance was recorded through the online participants' log.

Minutes

The minutes of the April 13, 2021, meeting was approved on a Irvil Kear / Mark Bowen motion.

Public Comment

Chair Pindar opened the meeting for public comment. An opportunity to express comments verbally or in the chat box was offered. There was no public comment.

DEP Update

Kristina Peacock-Jones gave the committee an update of what DEP is working on regarding the State Water Plan Update. The USGS Water Use Data and Research (WUDR) grant data sharing projects are progressing well. The project for moving Chapter 110 water use registration forms from paper to online is nearly complete and will be deployed soon. The project involving data sharing between agencies (SRBC, DRBC, and USGS) is in the testing phase. The project should be fully operational by the end of this summer. The Power BI report summarizing water use data will be public on our website soon. The sixth Statewide Committee meeting is scheduled for July 21, 2021.

Story Map

DEP staff are preparing a story map of the state water plan update. Plans were to show the story map at this meeting, but internal technical problems are preventing the story map from being uploaded for showing. The story map will hopefully be revealed to the committees in October.

Regional Priorities

Mark Matlock, DEP staff, presented and briefly reviewed draft statements developed by all the regional committees. The draft priorities were shared with the Statewide Committee at their meeting in May. The State Committee asked each regional committee to review their draft priorities and provide more details or specifics if possible. The draft priorities developed by the Delaware Regional Committee are:

Strengthen the link between land use and water resources management

Linking land use decisions and water resources management to sustain and enhance the quality of life in the Delaware River basin is a top priority of the committee. The development and distribution of water resource information and data will help strengthen the link between land use, soil, and water resources management among multiple stakeholders. These educational initiatives would improve how water resources management, soil and vegetation conservation, flood controls, stormwater management, and sewage management relate to land use decisions, infrastructure funding, construction decisions, and grant decisions. The goal of these efforts is to preserve, protect, restore, and enhance the quality, quantity, and availability of clean, sustainable water supplies for the people, businesses, and ecological needs of the Commonwealth.

Regional planning and land use coordination and collaboration

“Think regionally and act locally” is a priority for the committee. The committee’s solutions to the region’s water issues focus on developing regional coordination and planning to address stormwater management, climate change, water quality, water availability, water diversion, aquifers, healthy soils, and vegetation, protecting fish and wildlife habitats, and protecting recreation areas. Solutions are developed through regional planning efforts, education and outreach with policy makers and the community, along with adequate funding. Water planning should be considered on a holistic watershed basis considering both droughts and floods. A One Water concept can further educate the community and increase collaboration among stakeholders for integrated water resources planning. Growth in rural and suburban areas continues to place stress on water infrastructure; replacement and retrofitting of existing infrastructure and development of new infrastructure can be a challenge in both urban and suburban communities; larger scale coordination efforts between local, state, and federal entities can help ensure more of the region’s needs are being accounted for during the planning phase and available resources can be maximized.

After a thoughtful review and discussion on the priorities, committee members agreed to retain the draft priorities as prepared.

Education and Outreach

Committee members have been given an opportunity to participate in an online survey to answer questions regarding how education and outreach of the state water plan should be achieved. Summary comments provided by survey participants were shared with the committee. A discussion followed on each survey question and committee members added additional comments. The summary survey data and additional comments provided by the committee members follow (committee’s additional comments are in red).

Survey Responses by Region

- Delaware – 8
- Great Lakes – 4
- Lower Susquehanna – 2
- Ohio – 4
- Potomac – 2
- Upper/Middle Susquehanna – 9

Total responses – 29

Why is it important to conduct education and outreach on the state water plan?

- People buy-in to a plan if they understand why their involvement is important
- To educate on the importance, value, and challenges facing our water resources
- To gain public long-term support and investment
- Why we need to plan for the allocation, protection, and future of water
- Awareness and knowledge of issues and remediation efforts
- Public is aware of the plan, initiatives, and goals
- Find local solutions
- Transparency

- Education and outreach prevent negative information being provided
- People do not understand the scope of the impairment in our watersheds
- To inform decision makers of water resource issues that need to be addressed
- Identifying local priorities
- Investment in water resources = wise economic strategy
- Get local representatives to implement initiatives as heard from local citizens
- Current clarity (data and proof) on the State's priorities so others can act
- More than just DEP permittees. Different information for different groups involved. (Landowners, conservation districts, local citizens, etc.)
- PA Associations of Conservation Districts

Who should we educate on the plan?

- Students and teachers
- Elected officials – local, counties, and state
- Public
- County Conservation Districts (CCDs)
- County and Regional Planning
- Developers
- Environmental groups
- Engineers
- Watershed organizations
- Farmers
- Industrial (aggregate, quarries, and mining), agricultural, recreation, commercial (bottled water, cranberry juice) users
- Landowners, local citizens, homeowners (how there is an impact)
- Water suppliers and users (power companies, etc.)
- Professional organizations (engineering, planners, etc.) spreads the word further faster
- Water, sewers and stormwater authorities and electric utilities (operators)
- Business leaders
- BAMR (aggregate and mining)
- NGO's doing non-point control and outreach. (Delaware River Watershed Initiative (DRWI), William Penn Foundation ~ 64 members) Coalition for the Delaware watershed
- Trout Unlimited
- State Agency coordination (PA Department of Community & Economic Development (DCED), DEP, DCNR, etc.)
- Coalition of the Delaware River Watershed - <https://www.delriverwatershed.org/>
- Chambers of Commerce
- PA associations of Boroughs, CCD, Regional Planning, PA State Association of Township Supervisors (PSATs)

How should the key messages of the state water plan be communicated to the public and to specific interest groups?

- Written materials for municipalities
- Go to the people, do not make them come to you
- Work through schools, colleges, conservancies, conservation districts and watershed organization. (Provide materials/information, webinars, clean water academy)
- Business and economic development organizations
- Educational materials for the public
- Targeted messages
- Easily understood, visually appealing elevator speeches
- Website; internet marketing with links to website; story map
- Social media (YouTube, Instagram, Twitter, etc.)
- Regional meetings, webinars, workshops
- Direct written correspondence to planning agencies, municipal governments
- One pager visual appealing marketing and information brochure with links that can be sent to everyone involved in water resources
- Series of newspaper articles and fact sheets
- **County Planning Commissions**
- **Tailor to the audience, more than one vehicle to distribute information**
- **Television, public broadcast (PSAs (Public Service Announcements) or "commercials"**
- **Annual meetings – ex. DRWI, Schuylkill Action Network, Coalition for the Delaware River Watershed Annual Forum is Sept. 29 - Oct. 1, etc.**
- **Communicate a sense of urgency – early engagement, frequent engagement**
- **Who communicates what?**
- **Lakefront restoration, invasive species, mowing practices, riparian buffers (impacts on the water)**
- **Use wording/language all can understand (non-industry terminology)**

What is DEP staff's role in education and outreach?

- Leadership role in all aspects of education and outreach
- Develop and fine tune the message
- Support the development and distribution of materials
- Develop a written strategy and campaign for education and training
- Manage the curriculum, presentation materials and keep it up to date
- Coordination and providing of resources
- Technical advisor
- Education and training to key stakeholders
- Coordinate the website
- **DEP/PSATs partnership**
(<https://na-admin.eventscld.com/eSites/618864/Homepage>)
- **Supporting the creation of Act 167 planning (legislative funding) DEP takes the lead**
- **DEP website to share information between stakeholders (resource library)**

- Involve CCDs
- Inventory education & outreach activities

What should the regional committee’s role be in education and outreach?

- Take the message to the people
- Identify key stakeholders within the region
- Be present at local presentations by DEP and provide input
- Support the development and distribution of messages
- Organize local / regional forums to bring key planners and the public together
- Provide technical expertise and local examples of adverse conditions or solutions to problems
- Write newspaper articles, meet with local and state elected officials
- Education & Outreach workgroup
 - Status updates on the efforts
- Work with the CCDs (education coordinator) to not duplicate efforts and inventory activities

What resources are needed to be able to deliver and facilitate an education workshop to the community?

- Local venues, media advertising
- Targeted messaging materials
- Fund a signature capital project in each watershed and promote it
- Funding to organize and deliver education and training programs
- Power point presentation
- Ability to conduct a virtual meeting
- Technical experts
- Local town hall meetings
- One page fact sheet, executive summary (easier to share)
- Facilitator training to have a uniform message
- Centralized point to gather resources
- Story Map
- Webinars, recordings

As a regional committee member, are you willing to participate in education and outreach within your region? (Scale of 1 (no) to 7 (absolutely))?

- Average score = 5.59

Should DEP prepare a comprehensive workshop presentation that can be used by regional committee members (Scale of 1 (no) to 7 (absolutely))?

- Average score = 6.17

Additional comments

- Publicity is essential
- Having a presentation available would provide an open invitation to view the work of the state water plan resources committees

- The Commonwealth should have legislative and executive support on this plan to be successful
- Keep educational material concise and to the point
- Plan needs to include what involvement we want from different stakeholder groups
- Need to convey the economic value and importance of investments and work to plan and protect our water resources
- **Envirothon program (teachers, etc.)**

Resources provided in the chat

- The Delaware River Watershed Initiative (DRWI). www.4states1source.org
- Coalition of the Delaware River Watershed. website - www.delriverwatershed.org
- PSATS call for Stormwater abstracts due 7/16. Can DEP make sure the Water Plan process is announced? <https://na-admin.eventscloud.com/eSites/618864/Homepage>
- [A Guide to Healthy Lakes Using Lakeshore Landscaping \(https://dec.vermont.gov/docs/lp_VTlakescape\)](https://dec.vermont.gov/docs/lp_VTlakescape)
- <https://www.cbf.org/how-we-save-the-bay/programs-initiatives/keystone-ten-million-trees-partnership.html>
- The Keystone 10 Million Trees Partnership is a collaborative effort of national, regional, state, and local agencies, conservation organizations, outdoors enthusiasts, businesses, and citizens comm...
- <https://dvrpcgis.maps.arcgis.com/apps/MapSeries/index.html?appid=8080c91a101d460a9a0246b90d4b4610>

Next Steps

Chair Pindar thanked all committee members for their attendance, participation, and ideas.

Mark Matlock, DEP staff, provided an overview of the committee's future work.

- Summary notes from today's discussion will be provided to committee members.
- Statewide Committee will be meeting on July 21, 2021. A presentation will be given on legacy issues.
- Committee members terms expire on a rotating basis with 1/3 of the members' terms ending in September. Mark will begin the reappointment process and committee members whose terms are expiring should let him know if they do not want to be reappointed.
- The next Delaware Regional Committee meeting will be held on October 12, 2021. The meeting will be a virtual meeting on Microsoft Teams.
- Committee members should decide in October if they want meetings in 2022 to be in-person or virtual meetings.

The meeting was adjourned at 11:15 am on a Becky Bradley / Irvil Kear motion.