

Reedy River Water Quality Group: Public Outreach Committee

Strategic Planning Summary

Plan 2025-2028

1. Executive Summary

This plan outlines our strategic direction for increasing public engagement in the messages of Reedy River Water Quality Group over the next three years.

2. Mission and Vision

- **Mission:** Educate and engage our community in shared actions to improve water quality of the Reedy River.
 - **Vision:** A community where everyone values and actively participates in environmental stewardship of the Reedy River.
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3. Guiding Principles / Values

- Equity and inclusion
 - Collaboration and partnerships
 - Scientific integrity
 - Creativity and accessibility
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4. Environmental Focus Areas (Strategic Priorities)

These are broad themes the committee will focus on.

Priority Areas	Description
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General Stormwater	Awareness and understanding that stormwater is untreated.
Nutrients	Education and best practices for reducing or preventing nutrient pollution. Focuses include chemical fertilizer, the importance of buffers, proper car washing practices.
Bacteria	Education and best practices for reducing or preventing additional bacteria load. Focuses include FOG, dog waste, sewer laterals, unflushables

5. Target Audiences

Outreach will be tailored to these key groups:

- General public (residents, families)
 - Streamside landowners
 - Homeowners/renters
 - Underserved/underrepresented communities
 - Local businesses
 - Agricultural partners
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6. Goals & Objectives

Each goal supports at least one strategic priority.

Goal 1: Increase Community Awareness

- **Objective 1.1:** Launch 1 targeted public campaign per year across multiple platforms
- **Objective 1.2:** Participate in 2-3 interactive educational events annually

Goal 2: Increase Accessibility

- **Objective 2.1:** Establish committees for targeted social media and digital advertising work
- **Objective 2.2:** Expand bilingual outreach materials and share with community groups

Goal 3: Evaluate and Adapt

- **Objective 3.1:** Implement simple tracking for engagement and participation
 - **Objective 3.2:** Conduct annual reflection & update sessions
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7. Key Initiatives (Year 1–3 Roadmap)

Rotating, season-appropriate pollutant education will be repeated yearly in social media:

- Winter – Buffers
- Spring – Fertilizer
- Summer – Car Washing
- Fall (Nov/Dec) – Fats, Oils and Grease.

Surveys will cycle through all campaigns in order to maintain recent data.

Two key initiatives will be chosen per year. One targeting stormwater, and the other targeting wastewater. For now there is a two year rotation. Plans are tentative and can be adjusted as required by the RRWQG Executive Committee.

Year	Initiative	Lead	Status
Year 1	FOG Campaign	Co-Chair	In Progress
Year 1	General Stormwater (storm drain ed)	Kendall Juell	Started
Year 2	Sewer Laterals	xxxxx	xxxxx
Year 2	Agriculture (buffers)	Xxxxx	xxxxx
Year 3	FOG Campaign	Xxxxx	xxxxx
Year 3	General Stormwater (storm drain ed)	xxxxx	Xxxxx
Year 4	Sewer Laterals	Xxxxx	xxxxx
Year 4	Agriculture (buffers)	Xxxxx	xxxxx

8. Metrics & Evaluation

- Social media engagement (reach, shares)
- Website engagement
- Event attendance
- Survey feedback (knowledge change, behavior intent)
- Partner participation
- Representation of underserved groups

9. Resources & Capacity

Identify what's needed to be successful.

- Partner capacity
- Continued funding from Executive Committee
- Communication tools (email, social media, materials)

- Strategic partners (NGOs, schools, agencies)
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10. Review & Updates

- **Annual Review:** Evaluate goals, document successes, revise plan as needed
- **Next Strategic Planning Cycle:** Begin Year 3 Q4