



271 Oak Street, Uxbridge, MA 01569
508-278-5200 www.thebrwa.org

2010 – 2012 THREE-YEAR ACTION PLAN

The mission of the Blackstone River Watershed Association (BRWA) is to enhance and preserve the Blackstone River system and its watershed. To support this commitment, the BRWA conducts a variety of activities that promote the protection and enjoyment of our natural resources.

The purpose of this Three Year Action Plan is to provide a road map that prioritizes and guides the BRWA's activities for the current and future years. Global climate change, land development, and excessive water consumption increasingly threaten the health of our waterways. These pressures raise the urgency for the BRWA to leverage its strengths and focus its resources on providing education, recreational opportunities, and advocacy that result in watershed protection activities.

The targeted deliverables for the years 2010-2012 support three primary goals:

- Educate members, supporters, watershed residents on watershed protection strategies;
- Engage the public in watershed stewardship activities; and
- Improve the water quality and esthetics of the Blackstone River Watershed's water bodies.

The BRWA will continue their commitment to conducting the following activities that support the above goals:

- Host table at Blackstone Valley Chamber of Commerce's Blackstone Valley Home and Business Expo;
- Organize the Annual Canoe Race;
- Sponsor riverbank cleanups on Make A Difference Day;
- Provide stormwater education to residents, schools, town leaders, and businesses; and
- Participate in the Blackstone River Coalition's watershed-wide Volunteer Water Quality Monitoring Program.

This is a living document that should be routinely updated as events are planned, activities are conducted, and goals are met to track progress made. The Activities column can be used to track plans and actions; at the end of each year the content can easily be translated into an Annual Report for the BRWA members. Additionally, new goals must be added in January of each year to ensure that the organization remains focused on a core set of tasks to maximize the value and impact of its limited resources.

Blackstone River Watershed Association Deliverables For 2010, 2011, 2012

Educate supporters, residents on watershed protection strategies	Leader	Tasks	Budget Hours	Activities Conducted
<p>Publish monthly newsletter with watershed news, calendar, links to items of interest, tips, feature article.</p> <p>Use Constant Contact tool to enhance image, allow easy subscribe/unsubscribe.</p>	<p>Mike Maggie Rosemary Steve</p>	<ul style="list-style-type: none"> • Manage Constant Contact • Create messages 		
<p>Update website to reflect new focus, activities, incorporate newsletter postings</p>	<p>Maggie Rosemary Mike</p>	<ul style="list-style-type: none"> • 		
<p>Partner in at least four DCR events at River Bend Farm per year that provide a forum to raise the public's awareness of the BRWA and its mission.</p>	<p>Rosemary Michelle Tamara</p>	<ul style="list-style-type: none"> • Work w/ Catherine to determine appropriate can be educational or recreational events (paddles) • Coordinate board member coverage for events • 		
<p>Conduct three educational activities per year to share the watershed model with youth</p>	<p>Tammy Michelle Tamara</p>	<ul style="list-style-type: none"> • Schedule presentations • Conduct presentation or arrange for board member to present • 		
<p>Host three Saturday "Coffee and Conservation" events at River Bend (members free)</p>	<p>Dona Michelle</p>	<ul style="list-style-type: none"> • Schedule and decide on topic for each event • Handle all aspects of refreshments • 		
<p>Establish marketing exchange agreements with paddle groups, farmers market hosts, etc. Consider:</p> <ul style="list-style-type: none"> • Contact organizer for each farmers market. Attempt to be at each at least once during the season. • Continue to recruit the paddle clubs for the canoe race and Sunday paddles. 	<p>Rosemary Steve</p>	<ul style="list-style-type: none"> • Create list of potential groups for partnerships • Contact groups to arrange marketing materials exchange • 		
<p>Establish a communication channel (contact, electronic, verbal) with each Con Com. Meet as needed – when organization has activities and/or concerns in their community</p>	<p>Jim Maggie Michelle</p>	<ul style="list-style-type: none"> • Identify and establish key contact for each town. Put contact in database, ensure receive newsletters, updates so can send out BRWA happenings and info thru new communication system • Arrange to get on their agenda when an issue arises 		

concerns in their community				
Engage the public in watershed stewardship activities	Leader	Tasks	Budget Hours	Activities Conducted
Offer at least five “member paddle” events per year at River Bend. Consider: <ul style="list-style-type: none"> • Incorporate scavenger hunt for kids educ • Paddle club involvement to “teach” new members paddling skills. 	Rosemary	<ul style="list-style-type: none"> • Determine schedule with times/dates • Arrange Board Member Coverage schedule • Coordinate delivery of necessary materials, equipment, etc. for each paddle • Provide covering Board Member with description of duties and responsibilities 		
Organize annual educational hike that gets marketed as a “member appreciation” event	Tamara	<ul style="list-style-type: none"> • Work w/ board to determine specifics – date, time, location, etc. • Arrange for all related logistics • Publicize event • 		
Revamp annual meeting format to include activity that attracts participation	Dona Board	<ul style="list-style-type: none"> • Work w/ board to determine format and logistics – date, time, location, etc. • Arrange for all related logistics • Publicize event • Prepare and have annual report printed • Decide on election of officers • Reformat flow and timing of annual event 		
Improve the water quality and esthetics of area’s water bodies	Leader	Tasks	Budget Hours	Activities Conducted
Partner with towns for annual Clean Up activities to honor Earth Day	Michelle Coordinator	<ul style="list-style-type: none"> • Develop strategy for choosing, revolving towns • Help recruit and organize volunteers • Supply needed equipment • Coordinate w/ town on all logistic • 		
Each year, continue to address areas of concern and action items identified by stream team survey efforts	Michelle Coordinator Tammy	<ul style="list-style-type: none"> • Continually update action items as completed or added • Work w/ towns, or others as needed on action items • 		
Implement solutions to address “hot spots” identified from water quality monitoring trends. Develop project	Tammy Coordinator	<ul style="list-style-type: none"> • Work w/ BRC WQM Coordinator to prioritize “hot spots” • Determine schedule of area on which to focus 		

around one area of priority per year.		<ul style="list-style-type: none"> • Identify potential solutions • Decide on and create project plan to implement solution • 		
Organize annual event to eradicate an invasive species plant in one/two areas	Tamara Jim Steve Coordinator	<ul style="list-style-type: none"> • Develop procedure and protocol for all aspects of removal and disposal • Determine areas for eradication • Recruit and coordinate volunteers • Arrange for needed equipment and supplies • 		
Sponsor a Stream Team every other year; alternate small/large streams. to evaluate	Tammy Coordinator	<ul style="list-style-type: none"> • Pick stream for next study • Determine schedule of sub-watersheds to be surveyed • Coordinate all aspects of stream team survey 		
Internal goals to strengthen the Blackstone River Watershed Association	Leader	Tasks	Budget Hours	Activities Conducted
Formalize the budget and develop the necessary funding strategy annually as well as sponsorship strategy for main events	Rosemary Maggie Dona Tammy	<ul style="list-style-type: none"> • Create budget • Evaluate new software • Submit for approval of the board • Develop funding strategy, including potential funding sources and sponsors 		
Formalize the role of the outreach coordinator(s) to minimize volunteer burnout and ensure the organized execution of above deliverables	Michelle Tammy	<ul style="list-style-type: none"> • Determine budget/available funds for coordinator • Determine which tasks/responsibilities the board would like the coordinator responsible for • Create work plan with deliverables • Determine review process to evaluate what is or is not being accomplished 		
Create list of newspaper contacts and cable channels and formalize communication strategy to increase visibility. Document a media plan.	Shirley Rosemary	<ul style="list-style-type: none"> • Building on existing contacts formalize contact list • Designate central keeper, person responsible for updating list • Create formal communication strategy and media plan 		
Create an “elevator pitch” that quickly and succinctly captures the value of the BRWA	Dona	<ul style="list-style-type: none"> • Organize a small committee to brainstorm “elevator pitch” • Propose pitch to board for approval • Adopt pitch, make sure board members are comfortable saying 		

Build a contact database that can be easily used to track interests and involvements. Conduct outreach to ensure interests and solicit email addresses	Mike Maggie Rosemary Steve	<ul style="list-style-type: none"> • Research system options, incl. features, costs • Decide on best system, design for our needs • Populate database, obtain e-mail addresses 		
Design picture board, signage to demonstrate our presence and involvement	Tamara Michelle Maggie Coordinator	<ul style="list-style-type: none"> • Collect pictures of various organizational activities • Determine picture board to be used • Design and create picture board • Identify signage needs as needed • Produce needed signage • 		
Develop new member “welcome kit.” Include our 3-year plan (w/o internal goals)	Michelle Coordinator	<ul style="list-style-type: none"> • Identify and decide on materials to be included • Assemble “welcome kit” 		
Develop canned presentation for general use that can be “built on” for target audience/purpose. Include 3-year plan (w/o internal goals). Identify capable presenters. Organize presentation go-kit.	Michelle Tamara Coordinator	<ul style="list-style-type: none"> • Review existing PPT to determine what still works • Take what works and spruce up power point presentation • Create list of additional material to be included while giving presentations (handouts, visuals, etc.) • Identify list of potential presenters 		
Other opportunities for future consideration	Leader	Tasks	Budget Hours	Activities Conducted
Evaluate interest from educational community in collaborating to develop watershed education materials and curriculum.				
Identify sites within the watershed suitable for live classrooms.				
Develop fisherman/sportsman's education program to raise awareness of issues and address bad practices (litter, monofilament line, lead, diseases, invasives)				
Fish consumption advisory				

NOTES: _____
