

SAN Recreation 2019 Workplan

Workgroup Goal: Engage recreational users of the watershed in activities that lead to increased awareness and advancement of watershed protection and restoration strategies.						
Strategy/Action #	Action	Lead	Timing	Status	Progress Tracking	Notes
Strategy 1	Develop/strengthen partnerships with recreational communities in the watershed.			Strategic Plan Alignment: Objectives 2, 4		
Action 1.a	Incorporate feedback from the 2018 Schuylkill River Recreation Summit into the 2019 workplan and development of the new strategic plan (2021-2026).	PDE, SRG	Ongoing	Ongoing		
Action 1.b	Continue to expand and enhance partnerships.	All	Ongoing	Ongoing		
Action 1.c	Develop partnerships with Fish and Boat Commission, Trout Unlimited Chapters, and other fishing partners.	All	Spring 2019	On track	Partnership letter sent to PA Fish & Boat, need to continue to build relationship	
Action 1.d	Identify and begin planning to engage another target audience in 2020 (i.e., paddlers, hikers, rowers, etc.).	All	Fall 2019	On track		Boat or Paddle the Schuylkill
Strategy 2	Improve public perception of the Schuylkill River watershed as a safe, clean, and fun place to recreate, and educate recreational users about ways to protect the watershed.			Strategic Plan Alignment: Objectives 3, 6 and Strategies 2, 3, 4, 6, 7		
Action 2.a	Develop key common messages to use when communicating with recreational users, and in outreach pieces.	All	Spring 2019	Ongoing		Messaging discussed and used in online campaigns and print material. Not a formal messaging document.
Action 2.b	Develop a simple outreach material (brochure, one page flyer, rack card, etc.) to explain the SAN Recreation workgroup and how recreational users can help protect water quality.	All, PDE	Spring 2019	Completed		Delayed to fall 2019
Action 2.c	Promote existing recreational events on the SAN's Recreation workgroup webpage and on social media sites.	PDE	Ongoing	Ongoing		
Action 2.d	Plan and develop the "Fish the Schuylkill" initiative.	PDE, SRG, PWD, SHA	Spring 2019	Completed		Subcommittee: Bill, Chris, Tim, Virginia
Action 2.e	Launch the pilot "Fish the Schuylkill" initiative.	All	TBD	Completed		

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Action 2.f	Promote and help to recruit participants for Schuylkill Acts & Impacts and the Schuylkill River Sojourn.	All	Spring 2019	Completed		
Strategy 3	Implement water quality improvement projects and educational signage in close proximity to high traffic recreational sites.	Strategic Plan Alignment: Objective 5 and Strategies 5, 8, 9, 10				
Action 3.a	Identify grant and funding opportunities that connect recreation and water quality together.	All	Ongoing	Ongoing		
Action 3.b	Develop a toolkit for installing water refill stations, including implementation, and operation and maintenance, in order to share with water suppliers and potential funders	PWD, PDE	Summer 2019	Not completed		No longer a priority, due to maintenance costs