

Project Objectives

Help member centers better understand surrounding residents.

Develop messages and approaches to help centers engage a more diverse constituency.

Provide support so these findings can be applied.



Pi	lot Center
Pairing	Center
Α	Center for Aquatic Sciences
	NJ Conservation Foundation
В	DEEC
	TNC-DE
С	John Heinz
	Cobbs Creek
D	Watershed Institute
	Tulpehaking
E	Schuylkill Center
F	Berks Nature
G	PEEC

Methodology

1. Project Planning & Demographic Analysis

2. Basinwide Survey

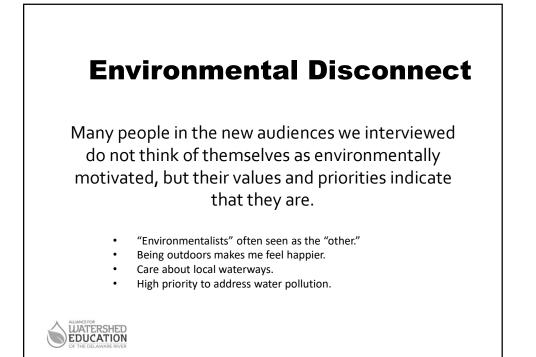
- 2756 interviews across the watershed
- Catchment area oversamples
- Feb, Sep 2020

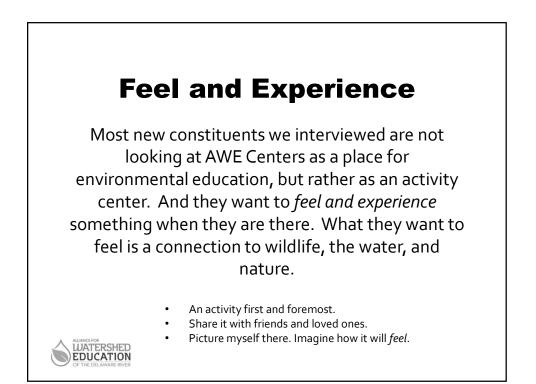
3. Focus Groups

- 12 virtual groups reflecting new audiences of interest
- English & Spanish
- Oct-Dec 2020

ALLIANCE FOR WATERSHED EDUCATION OF THE DELAWARE RIVER







A Sense of Welcome

Beyond the typical barriers to spending time in nature – lack of time, health limitations, and inhospitable weather – the new audiences in this study raised a specific and important concerns centered on insensitivity and discrimination in ways large and small.

- Lack of people who look like me.
- Lack of role models and specifiers in the community.
- Gentrification and a sense that opportunities are being kept from me.



