

# Delaware River Watershed Initiative (DRWI)

## All Cluster Meeting Agenda

February 12, 2020: Normandy Farm Hotel and Conference Center, Blue Bell, PA

A pre-Winter Gathering meeting for members of the 8 DRWI clusters and the Leadership Council. The Winter Gathering begins at 3:30 PM.

### Wednesday, February 12

**9:00 – 10:00 AM Full Breakfast & Registration**

**10:00 AM – 12:00 PM Plenary: The Long Game - Building DRWI for Sustained Impact**

WELCOME: Dianne Russell, President, Institute for Conservation Leadership

A VIEW OF THE INITIATIVE: Andrew Johnson, Watershed Protection Program Director, William Penn Foundation  
*Impressions from Fall 2019 DRWI cluster site visits*

RECOMMENDATIONS FOR THE FUTURE: *Dialogue with the DRWI Initiative Stewards*  
The Delaware River Watershed Initiative gathers to take stock, reflect on the value of the Initiative, and look to the long-term future for water quality in the Delaware River. The Initiative Stewards will present their recommendations and engage DRWI cluster members in discussion to collect their feedback on a proposed approach to the DRWI's scale and structure for sustainability and impact. The recommendations are based on the Initiative Steward's findings from an extensive inquiry process with DRWI members, William Penn Foundation Watershed Protection Program grantees, and other stakeholders in the Delaware River Watershed.

**12:00 – 12:30 PM Cluster Huddle Time**

*Opportunity to connect, share reactions, and strategize for attending Phase 2+ breakouts and Winter Gathering workshops*

**12:30 – 1:30 PM Lunch**

**1:30 – 3:00 PM Breakouts: Preparing for Phase 2+ (2021-2024)**

#### COMPLEMENTARY STRATEGY DEVELOPMENT

Learn more about the complementary strategy metrics requirements for Phase 2+ and get a start on your proposals with guidance and hands-on assistance. This interactive session will use real cluster examples to work through the spreadsheet templates, including discussion about the development of different strategies and possible approaches. Please bring examples of your complementary strategy projects. There will be time to dialogue at tables and as a whole group on your questions and concerns.

*Carol Collier, Senior Advisor Watershed Management and Policy, Academy of Natural Sciences*  
*Sue Myerov, Pennsylvania Environmental Council and DRWI Complementary Strategy Steering Committee*

### CROSS-CLUSTER EXCHANGE: FOCUS AREA ADJUSTMENTS

In preparation for Phase 2+, clusters can propose adjustments and changes (additions/subtractions) to their focus areas. This session is designed based on suggestions from cluster coordinators for clusters to learn from each other while sharing their questions, strategies, and approaches to focus area adjustments. Bring your questions, challenges you're wrestling with, and ideas for an opportunity to engage with cluster members throughout the DRWI. Coordinating Committee members will be on hand to answer clarifying questions.

*Facilitator: Sarah Clark, Senior Associate, Institute for Conservation Leadership*

### DEMONSTRATING IMPACT: ASSESSMENT AND METRICS

Multiple approaches are used to understand and demonstrate the impact of the DRWI, including establishing and tracking cluster metrics and assessing the impact of projects. A scoping and feasibility analysis to produce a watershed needs assessment is also underway. Join this session to focus on establishing Phase 2+ Metrics and using opportunity metrics to inform your focus area development. Also, hear the latest and get your questions answered about the various assessments that are underway and connect with ANS about the available data – what it tells us so far about the geographies and projects and what communications resources are available. The session allows for engagement with facilitators and each other about all of the topics.

*Abby Weinberg, Director of Research, Open Space Institute*

*Ellen Kohler, Program Director of Water Resources, University of Maryland Environmental Finance Center*

*Stefanie Kroll, Watershed Ecology Section Leader, Academy of Natural Sciences*

*Hallie Schwab, Conservation Planning Coordinator, Open Space Institute*

*Lin Perez, Software Developer, Academy of Natural Sciences*

*Rachel Dawson, Program Director – Delaware River, National Fish and Wildlife Foundation*

### EFFECTIVE COMMUNICATIONS STRATEGIES

Consider opportunities and approaches to update your cluster's communications strategy. Learn from what other clusters are doing, get strategy tips from Resource Media, and get a start on assessing your current Phase 2 communications strategy. We'll conclude with you plotting your next steps.

*Adam Hymans, Senior Program Director - Philadelphia, Resource Media*

*Joy Jackson, Senior Associate, Institute for Conservation Leadership*

### THE DYNAMICS OF WORKING BETTER TOGETHER

Collaboration between cluster partners is a key driver of the DRWI's success. Looking ahead to Phase2+, consider how your cluster team is working and what can make it more effective. This session will pay particular attention to increasing the mutual benefits of cluster collaboration – understanding what each person and organization wants to contribute and how they want to benefit. Balancing this “give/get” ratio helps build trust and spur progress towards goals. You'll leave having identified actions you can take to bring this equation into greater balance for each cluster partner.

*Carol Hamilton, Consultant, Institute for Conservation Leadership*

**3:00 – 3:30 PM                      Break before Winter Gathering begins**

### **Delaware River Watershed Initiative Stewards**

Jennifer Adkins, Consultant • John Cecil, New Jersey Audubon • Carol Collier, Academy of Natural Sciences • Rachel Dawson, National Fish and Wildlife Foundation • Matt Ehrhart, Stroud Water Research Center • Bill Gladden, French and Pickering Creeks Conservation Trust • Ellen Kohler, University of Maryland Environmental Finance Center • Chris Obropta, Rutgers Cooperative Extension Water Resources Program • Stephanie Monahan, New Jersey Conservation Foundation • Patrick Starr, Pennsylvania Environmental Council • Laura Tessieri, North Jersey Resource Conservation & Development • David Shields, Brandywine Conservancy • Peter Williamson, Natural Lands