

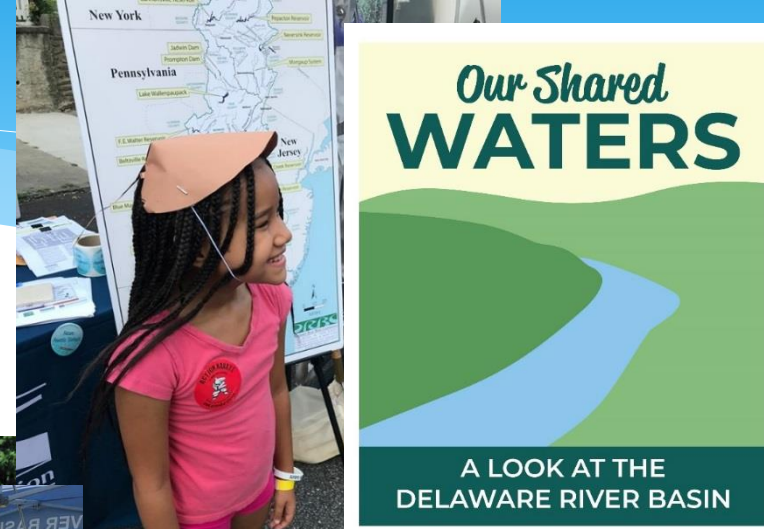
Delaware River Basin Commission

The State of the Basin - 2019 Our Shared Waters

*Peter Eschbach
Director, External Affairs
and Communications*

**WRA DRB
Fall Technical Symposium**

*November 6, 2019
Bordentown, NJ*



Our Shared Waters' Goal

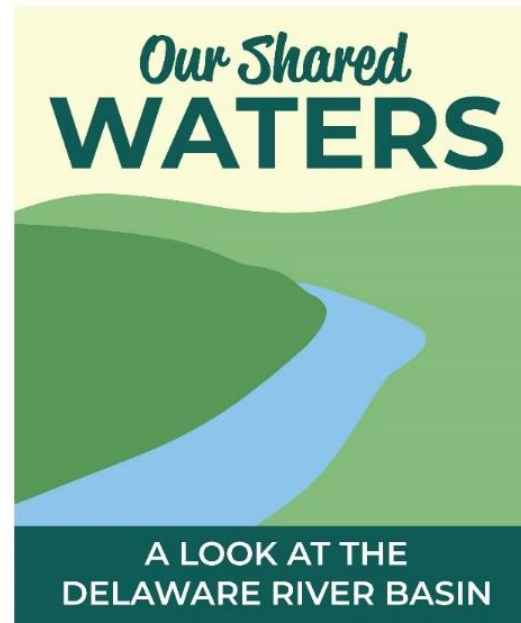
- Create a comprehensive look of the Basin's waters by including inputs from a wide range of stakeholders to include: public and private water purveyors, NGOs, non-profits, and residents.
- Increase public awareness about the Delaware River Basin's critical role in supporting their needs for drinking water, water supply, clean water, and encourage them to get involved in water efficiency, healthy watersheds, water-based economic activities and recreational opportunities within the four-state Basin region.

Program Research

- 43% think the water in the DRB is dirtier than it was 50 years ago.
- Major sources of pollution:
 - Plastic trash like water bottles
 - Industrial waste (undefined) from local factories
 - Pesticides from local farms and residential lawns
- 70% see climate change as “Very Concerning”

Our Shared Waters Campaign Major Components

- Online/Digital
 - Web-based Crowdsourced Basin Waters Evaluation Site
 - Social Media
 - OurSharedWaters.Org
- Community Events
- Experiential Opportunities



Crowdsourced Evaluation Site



The screenshot shows the homepage of the 'Our Shared Waters' website. The top navigation bar includes links for HOME, WATER QUALITY MAP, SHARE YOUR OBSERVATIONS, ABOUT THE BASIN, PARTNERS IN PROTECTION, and EVENTS IN THE BASIN. The main header features the 'Our Shared Waters' logo and a scenic photograph of a river flowing through a lush, green forest. Below the photo, the text 'A LOOK AT THE DELAWARE RIVER BASIN' is displayed in large, white, uppercase letters. The main content area is divided into two columns. The left column has a green background and contains the heading 'These are Our Shared Waters-' followed by two paragraphs of text and a 'Share Your Observation' button. The right column has a white background and contains three paragraphs of text. A small downward-pointing arrow is centered at the bottom of the page.

HOME WATER QUALITY MAP SHARE YOUR OBSERVATIONS **Our Shared WATERS** ABOUT THE BASIN PARTNERS IN PROTECTION EVENTS IN THE BASIN

A LOOK AT THE DELAWARE RIVER BASIN

These are **Our Shared Waters-**

Share your water quality observations. Add ratings, pictures and comments to the map for others to see how the Basin is doing.

Your observations, alongside our partners scientific readings, will help protect and improve the water quality of Our Shared Waters.

[Share Your Observation](#)

The Delaware is the longest un-dammed river in the United States east of the Mississippi, extending 330 miles from the confluence of its East and West branches at Hancock, N.Y. to the mouth of the Delaware Bay where it meets the Atlantic Ocean. The river is fed by 26 major tributaries, the largest being the Schuylkill and Lehigh Rivers in Pennsylvania. It is tidal from the Delaware Bay to Trenton, N.J.; from Trenton north to its headwaters in N.Y., the river is non-tidal.

In all, the basin contains 13,539 square miles, including the 782 square-mile Delaware Bay. It drains parts of Pennsylvania, New Jersey, New York and Delaware. The Delaware River Basin includes four states, 42 counties, and 838 municipalities. It is an interstate river its entire length; meaning whenever you are on its bank, you are looking across at another state.

Just over 13 million people rely on the waters of the Delaware River Basin for drinking, agricultural, and industrial use.

Crowdsourced Evaluation Site

HOME WATER QUALITY MAP **SHARE YOUR OBSERVATIONS** Our Shared WATERS ABOUT THE BASIN PARTNERS IN PROTECTION EVENTS IN THE BASIN

A LOOK AT THE DELAWARE RIVER BASIN

These are Our Shared Waters-

Share your water quality observations. Add ratings, pictures and comments to the map for others to see how the Basin is doing.

Your observations, alongside our partners' scientific readings, will help protect and improve the water quality of Our Shared Waters.

Share Your Observation

The Delaware is the longest un-dammed river in the United States east of the Mississippi, extending 330 miles from the confluence of its East and West branches at Hancock, N.Y. to the mouth of the Delaware Bay where it meets the Atlantic Ocean. The river is fed by 26 major tributaries, the largest being the Schuylkill and Lehigh Rivers in Pennsylvania. It is tidal from the Delaware Bay to Trenton, N.J.; from Trenton north to its headwaters in N.Y., the river is non-tidal.

In all, the basin contains 13,539 square miles, including the 782 square-mile Delaware Bay. It drains parts of Pennsylvania, New Jersey, New York and Delaware. The Delaware River Basin includes four states, 42 counties, and 838 municipalities. It is an interstate river its entire length; meaning whenever you are on its bank, you are looking across at another state.

Just over 13 million people rely on the waters of the Delaware River Basin for drinking, agricultural, and industrial use.

Crowdsourced Evaluation Site

Welcome to **Our Shared Waters** ~

The crowd-sourced water quality monitoring site for the Delaware River Basin.

The Basin is made up of 10 major watersheds. Explore the 3D map or select a watershed:

- East-West
- Nevershink-Mongaup**
- Lackawaxen
- Upper Central
- Lehigh Valley
- Lower Central
- Schuylkill Valley
- Upper Estuary
- Lower Estuary
- Delaware Bay

MAP KEY

- Show All Layers
- Our Shared Observations
- Partner Water Quality Observations
- Fast Facts about the Basin
- Living Stories of Our Shared Waters
- Events Around Our Shared Waters

OVERALL WATER QUALITY

NEVERSHINK-MONGAUP WATERSHED

★★★★☆ Our Shared Observations

★★☆☆☆ Partner Observations

SUB WATERSHEDS ▾

SHOW ALL TRIBUTARIES

- Upper West Br Delaware River
- Little Delaware River
- Middle West Br Delaware River
- Third Branch, West Branch, East Branch
- Lower West Br Delaware River
- Cold Spring Cr / Butler Bk / Bone Cr
- Oquaga Cr
- Whitaker Bk, Roads Cr, Cadosta Cr, City Bk, Read Cr (tribs to Delaware River)
- Faulkner Bk, Balls Cr, Shehawken Cr, Sherman Cr
- Upper East Br Delaware River above Platts Kill
- Upper East Br Delaware River, tribs to Pepacton Reservoir
- Upper Beaver Kill
- Willowemoc Cr
- Middle East Br Delaware River (below Pepacton)
- Lower Beaver Kill
- Lower East Br Delaware River
- Hanksin Cr, Basket Cr, Roolahan Cr, Abe Lord Cr, Humphries Cr, Blue Mill Stream (tribs to Delaware River)
- Equinunk Cr, Lower Equinunk Cr
- East Br Calliocon Cr
- North Br Calliocon Cr
- Unnamed Tributaries to Delaware River
- Beaver Dam Cr, Caulkins Cr, Cooley Cr, Hollister Cr, Beavertown Cr, Peggy Run (tribs to Delaware River)
- Ten Mile River
- Mast Hope Cr, Westcoona Cr (tributaries to Delaware River)

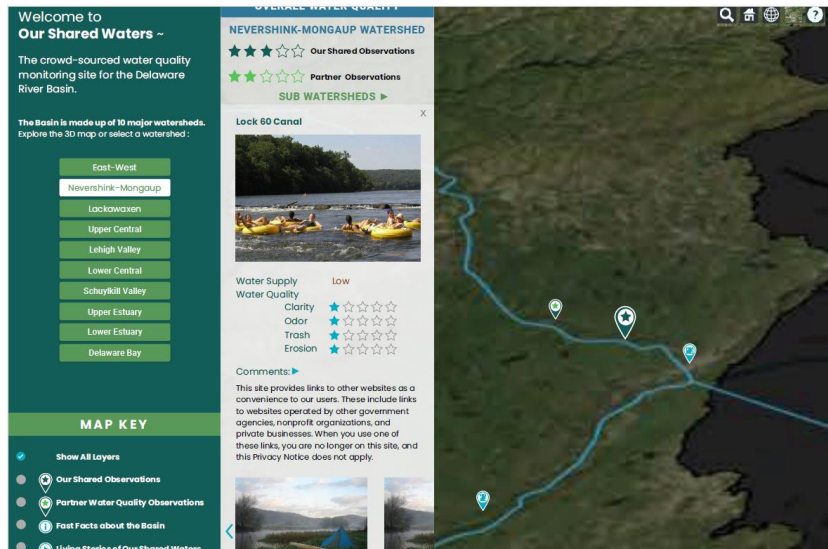
Crowdsourced Evaluation Site

- Evaluation on 5-point scale
- Indicators evaluated include:
 - Water Supply
 - Water Quality
 - Aquatic Life
 - Recreation on/near the water
 - Watershed Stressors/Threats
 - Climate Change Impact
- Space for comments
- Attach studies, reports, photos



“Like Yelp for the Basin!”

Involving public citizens



- Engages the public in providing more “lay” evaluation of the waters they interact with
- Provides simple and easy to use grading tool using a five-star standard
- Permits commentary and photos to be uploaded
- Introduces public to more detailed information from, and exposure to Basin organizations

Crowdsourced Evaluation Site



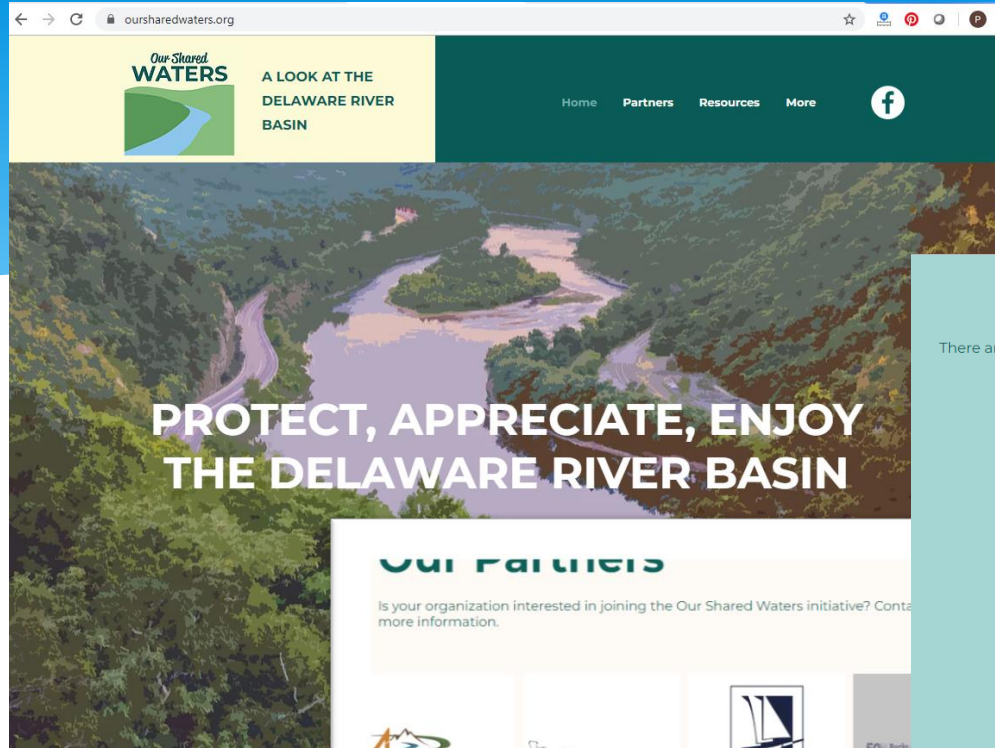
- Provides a comprehensive and diverse perspective of the Basin's water resources
- Permits web linkages to more detailed organizational information, data, reports etc.
- Provides more exposure to a wider (and growing) basin community

Social Media: Facebook

@OurSharedWaters

The screenshot shows the Facebook profile page for 'Our Shared Waters: A Look at the Delaware River Basin'. The profile picture is a circular logo with a green and blue river design. The cover photo is a scenic view of a river valley with the text 'Our Shared Waters' and 'A LOOK AT THE DELAWARE RIVER BASIN'. The page features a navigation menu on the left with options like Home, Posts, Videos, Photos, About, and Community. A recent post is visible, titled 'Our Shared Waters: A Look at the Delaware River Basin', published by Cmia Abby on October 16 at 2:52 PM. The post includes a photo of a hand holding a small bird and a video thumbnail showing a person in a red shirt. The post statistics show 1,688 People Reached and 205 Engagements. Below the post, there are options to Like, Comment, and Share. The video thumbnail is titled 'Raritan Canal Chat with John Boltner' and has 140 views as of August 21.

- 2,043 Followers
 - Women 56%
 - Men 43%
- October Performance
 - Impressions: 72,444 up 65.8%
 - Engagements: 4,489 up 291%



OurSharedWaters.Org

Community Events

There are great opportunities for education, recreation, and community clean-ups along our waterways. Find out more about upcoming events from our partners by scrolling through the calendar below.

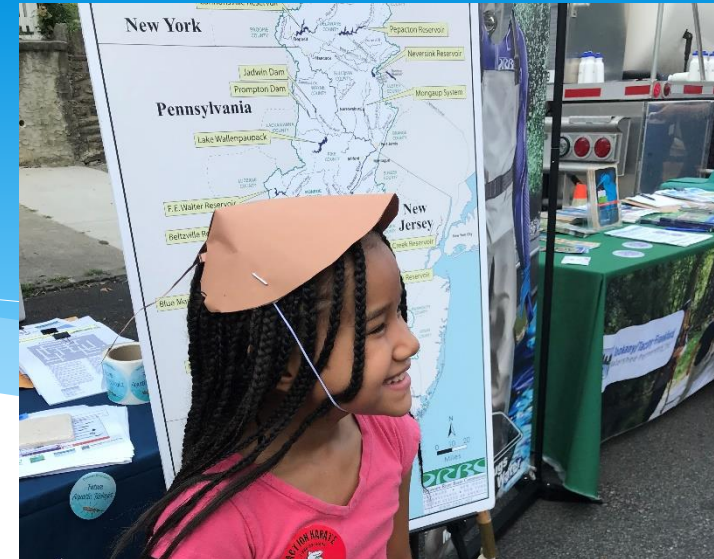
◀ OCTOBER 2019 ▶ Timezone: GMT -04:00

SUNDAY	MONDAY	TUESDAY	WEDNES...	THURSDAY	FRIDAY	SATURDAY
29	30	1	2	3	4	5
6	7	8 6:00pm Yo...	9	10 5:00pm Ex...	11	12 FLOW Exhi... Wine Tasti...
13	14	15 7:30am 20L...	16 6:30pm Pu...	17	18 Imagine a ... 6:30pm Ha...	19 Saturday V... 9:00am Co...
20	21	22	23 Imagine a ...	24	25	26 4:15pm Gh...
27 Afternoon ...	28	29	30	31	1	2 4:00pm Ba...
3	4	5	6 6:00pm Sci...	7	8	9



Community Events

- Collaborative partnering with other organizations
 - Example: PA Sen. Haywood's Back to School Block Party
 - PDE
 - Stroud
 - Tookany/Tacony-Frankford Watershed Partnership
 - DRBC
 - Iron Pigs Little League night
- Supported with social media and digital advertising



Experiential

- Opportunities for target audiences to experience the water
 - AJ Meerwald
 - Splash Floating Classroom
 - Delaware Sojourn Scholarships
 - Fishing Lessons
 - Shad Year of Young Seining
 - Flying with LightHawk



You Are Part of the “Ours” in Our Shared Waters



- Provide input to evaluation website (when it goes live)
- Follow us on Facebook @OurSharedWaters
 - Join and share the conversation
- Show your support by becoming a partner at www.OurSharedWaters.com



Peter Eschbach

Director, External Affairs & Communications

Peter.Eschbach@drbc.gov

www.drbc.gov



Delaware River Basin Commission

DELAWARE • NEW JERSEY
PENNSYLVANIA • NEW YORK
UNITED STATES OF AMERICA

***Managing, Protecting and Improving the Basin's
Water Resources since 1961***