

Delaware River Basin Commission

The State of the Basin: Our Shared Waters

Briefing For
Upper Delaware Council

Feb. 6, 2020



Delaware River Basin Commission

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

The State of the Basin From DRBC's Perspective

STATE OF THE BASIN 2019

DRBC
Delaware River Basin Commission
DELAWARE • NEW JERSEY
PENNSYLVANIA • NEW YORK
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The State of the Basin 2019

A LOOK AT OUR SHARED WATERS

What defines a "shared water"? Watersheds are the lands that drain to rivers, streams and creeks. A river basin is a combined regional group of watersheds that all drain and flow to a major river. The availability of water and the protection of water quality are shared responsibilities, since activities and impacts in any portion of a river basin can affect downstream waters and water users.

The Delaware River Basin covers 13,530 square miles in parts of Delaware, New Jersey, New York and Pennsylvania. The Delaware River is 330 miles long. It begins in New York State and flows to the Atlantic Ocean. From about Trenton, NJ downstream to where it opens to the Atlantic Ocean, the river is influenced each day by the movement of the tide. The Delaware River is fed by 216 smaller rivers, canals, creeks and streams that we know of as our local waterways. About 8.3 million people live within the Basin watershed shared by the four states,¹ and an even greater number, 13.3 million people, rely on the Delaware River Basin for their drinking water.

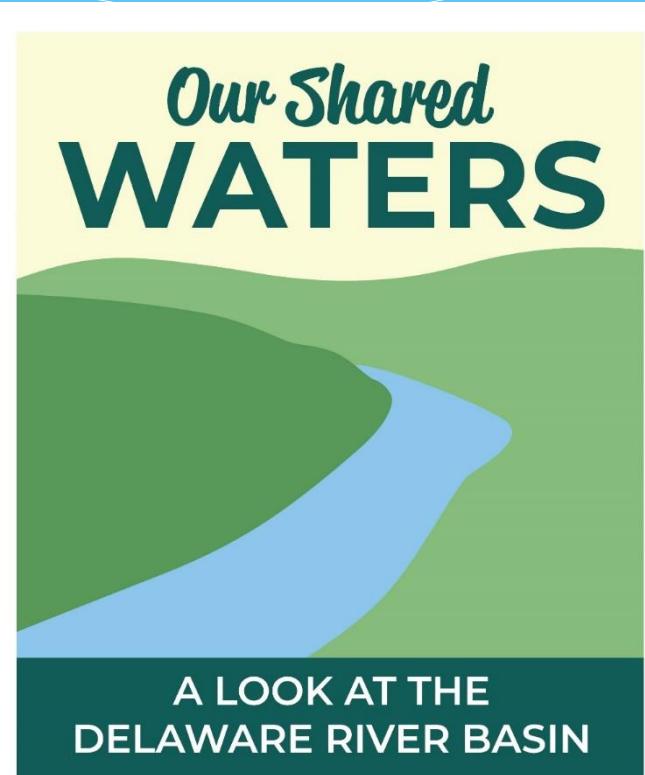
Beyond providing a source for drinking water and public water supply, the Delaware River Basin is a vital and valuable ecological, recreational and economic resource. The Basin is home to aquatic, animal and plant life balanced within a delicate ecosystem that is vulnerable to even small changes in water quality. Millions of people both local and from afar visit the Basin each year to fish, hunt, paddle, recreate and enjoy nature in many ways. The health of our Delaware River Basin waters plays a central role in the quality of life that all Basin residents are able to enjoy.

1 U.S. Census ACS data for 2016

THE STATE OF THE BASIN 2019: A LOOK AT OUR SHARED WATERS

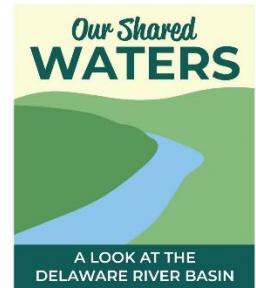
So...

- Research indicated that, of several brainstormed program names, **Our Shared Waters** had the most positive reaction.



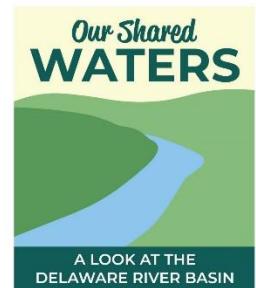
Our Shared Waters' Goals

1. 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.



Our Shared Waters' Goals

2. 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

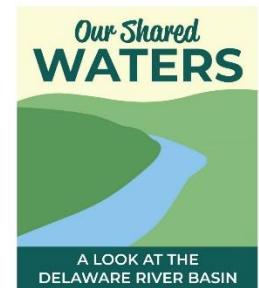
Online Discussion Group (17 participants from DE, NJ and PA)

- Measure familiarity with the Delaware River, as well as the Delaware River Basin.
- Analyze perceptions of the different threats to the basin's waters.
- Gauge interest in participation in efforts to protect the basin's waters.
- Evaluate different communications that may guide our outreach program.



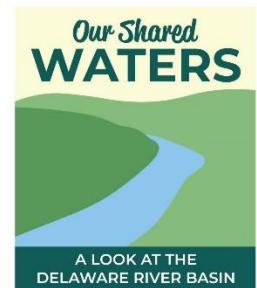
Phone Survey (602 respondents in DE, NJ and PA)

- 15 minutes (+/-) for each survey
- “Dig” deeper into what people think about the basin’s waters.
- Determine willingness to get involved in helping improve the waters, and why.



Program Research

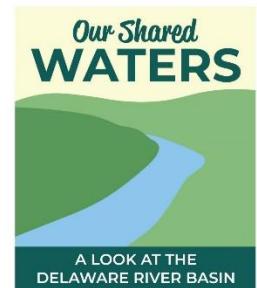
- 43% think the water in the DRB is dirtier than it was 50 years ago.
- Major sources of pollution:
 - Plastic trash like water bottles
 - Industrial waste (undefined) from local factories
 - Pesticides from local farms and residential lawns
- 70% see climate change as “Very Concerning”



Our Shared Waters Campaign

Major Components

- Online/Digital
 - Web-based Crowdsourced Basin Waters Evaluation Site
 - Facebook
 - 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 central image is a scenic view of a river flowing through a forested basin. Overlaid on the image is the text 'A LOOK AT THE DELAWARE RIVER BASIN'. Below the image, a green sidebar features the title 'These are Our Shared Waters-' followed by descriptive text and a call-to-action button.

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 216 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

The screenshot shows the homepage of the 'Our Shared Waters' website. At the top, there is a navigation bar with links for 'HOME', 'WATER QUALITY MAP', 'SHARE YOUR OBSERVATIONS' (which is circled in red), 'ABOUT THE BASIN', 'PARTNERS IN PROTECTION', and 'EVENTS IN THE BASIN'. Below the navigation bar is a large, scenic photograph of a river flowing through a forested basin. Overlaid on the photo is the text 'A LOOK AT THE DELAWARE RIVER BASIN'. In the bottom left corner of the main content area, there is a green box containing the text 'These are Our Shared Waters-' followed by a call-to-action about sharing water quality observations. A second red circle highlights the 'Share Your Observation' button at the bottom of this box. The bottom right corner contains descriptive text about the Delaware River Basin's size and characteristics.

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.

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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:

- Nevershink-Mongaup
- Lockawaxen
- 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, Cadesia Cr, City Bk, Read Cr (tribs to Delaware River)
- Faulkner Bk, Balls Cr, Shehawkens Cr, Sherman Cr
- Upper East Br Delaware River above Platte Kill
- Upper East Br Delaware River, trib to Peconac Reservoir
- Upper Beaver Kill
- Willowemoc Cr
- Middle East Br Delaware River (below Peconac)
- Lower Beaver Kill
- Lower East Br Delaware River
- Hankins Cr, Basket Cr, Koolahan Cr, Abe Lord Cr, Humphries Cr, Blue Mill Stream (tribs to Delaware River)
- Equinunk Cr, Lower Equinunk Cr
- East Br Callicoon Cr
- North Br Callicoon Cr
- Unnamed Tributaries to Delaware River
- Beaver Dam Cr, Caulkins Cr, Cooley Cr, Hollister Cr, Beavardam Cr, Peggy Run (tribs to Delaware River)
- Tan Mile River
- Most Hope Cr, Westcalona Cr (tributaries to Delaware River)

A 3D satellite map of the Delaware River Basin. The main river is shown in blue, winding through a green landscape. Three specific locations are marked with blue location pins: one near the headwaters, one further downstream, and one near the estuary. The map includes a legend in the top right corner with icons for search, home, globe, and help.

**Our Shared
WATERS**

A LOOK AT THE
DELAWARE RIVER BASIN

Crowdsourced Evaluation Site

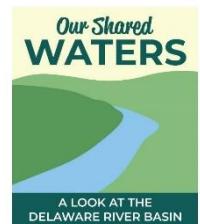
- Evaluation on 5-point scale
- Indicators evaluated include:
 - Water Supply
 - Water Quality
 - Aquatic Life
 - Recreation on/near the water
 - Watershed Stressors/Threats
 - Climate Change Impact
- Space for comments
- Attach studies, reports, photos



Crowdsourced Evaluation Site

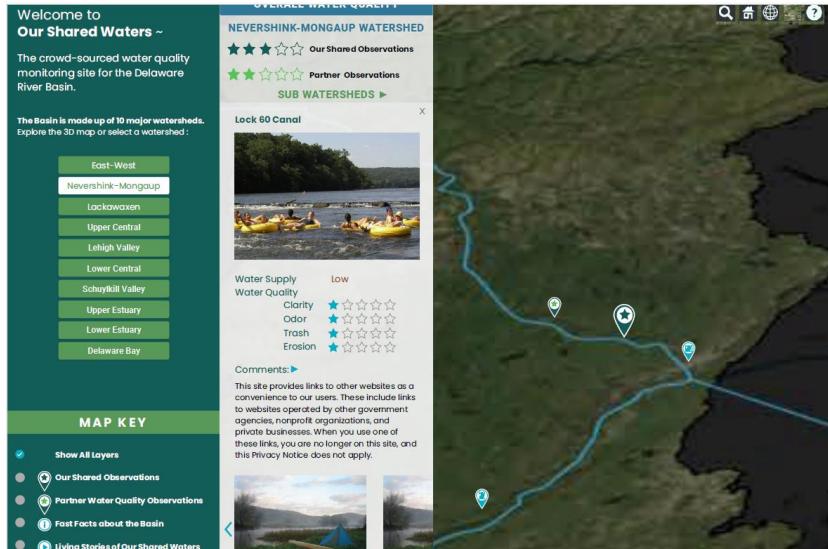


- Provides a comprehensive and diverse perspective of the Basin's water resources
- Permits web linkages to more detailed organizational information, data, reports etc.
- Provides more exposure to a wider (and growing) basin community



“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

Part of the Crowd in Crowdsourcing



The Nature Conservancy



School of
Environmental Design
TEMPLE UNIVERSITY®



MUSCONECONG
WATERSHED
ASSOCIATION

NEW JERSEY
CONSERVATION
FOUNDATION

NEW JERSEY
HIGHLANDS
COALITION

South Jersey
Resource Conservation
and Development
The Land Conservancy
of New Jersey



Brandywine
Red Clay Alliance

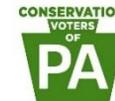
Watershed Conservation | Environmental Education



STROUD™
WATER RESEARCH CENTER



Department of
Environmental Conservation



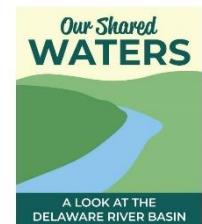
USGS
science for a changing world



Social Media: Facebook @OurSharedWaters

The screenshot shows the Facebook page for "Our Shared Waters: A Look at the Delaware River Basin". The page features a green and blue logo with a stylized river. The main post on the timeline is titled "Our Shared Waters: A LOOK AT THE DELAWARE RIVER BASIN" and includes a photo of a river flowing through a forested valley. Below the main post, there are several other posts, including one from INQUIRER.COM about birds disappearing due to climate change, and another about the Raritan Canal Chat with John Boltner.

- 2,720 Followers
 - Women 58%
 - Men 41%
- January Performance
 - Reach 56,398 up 40%





A LOOK AT THE
DELAWARE RIVER
BASIN

Home Partners Resources More



PROTECT, APPRECIATE, ENJOY THE DELAWARE RIVER BASIN

OUR PARTNERS

Is your organization interested in joining the Our Shared Waters initiative? Contact us for more information.



Audubon | PENNSYLVANIA



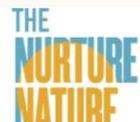
50+ Years
of Protecting
the Delaware River



Independence Seaport Museum



Riverfront North
Connecting Parks. Connecting People.



Tookany/Tacony-Frankford Watershed Partnership, Inc.

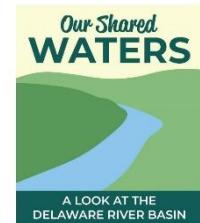


OurSharedWaters.Org

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... ...niversity	9 7:30am 201... ...niversity	10 5:00pm Ex... ...niversity	11	12 FLOW Exhib... Wine Tasti...	
13	14	15 7:30am 201... ...niversity	16 6:30pm Pu... ...niversity	17	18 Imagine a ... 6:30pm Ha... ...niversity	19 Saturday V... 9:00am Co...	
20	21	22	23 Imagine aniversity	24	25	26 4:15pm Gh... ...niversity	
27	28	29 Afternoonniversity	30	31	1	2 4:00pm Ba... ...niversity	
3	4	5	6 6:00pm Sci... ...niversity	7	8	9	



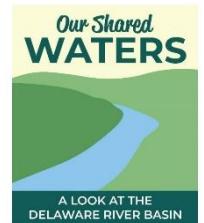
Community Events

- 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

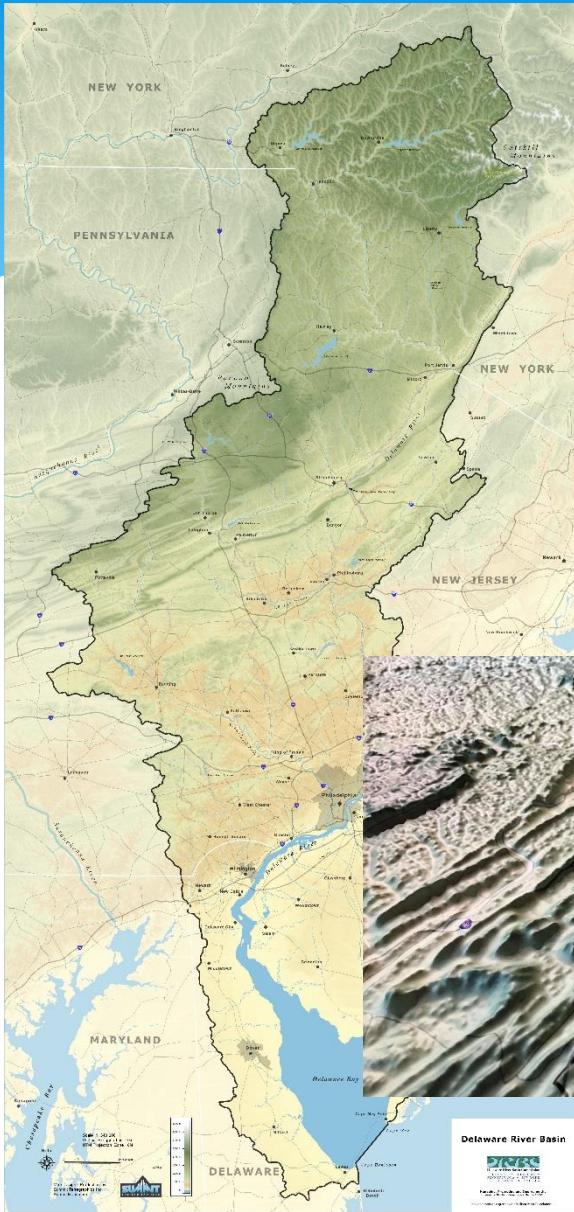


Experiential

- 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

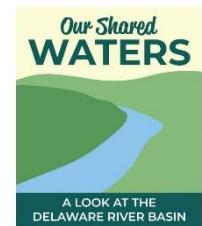


Collateral



❑ 3D Thermoplastic Basin Map

- * Size: 26.7"X53"
- * Scale: 1:340,000 (1" = 5 miles)
- * Municipal labels included
- * Easily transported
- * Additional maps from mold available
 - * Mounted/framed: \$400
 - * Unmounted/unframed: \$150



Thank You

QUESTIONS?

How may we work together?

