

8. Public information and participation

The public information and education component of this plan is described in this section. Stakeholders and sources of information and influence in the watershed are identified. A watershed advisory group from those stakeholders identified to sponsor projects, review planning products, set priorities, gain landowner cooperation, and secure funding is designated. Finally, a strategy for informing citizens about watershed issues and soliciting their involvement in plan development and implementation (e.g., press releases, web site development, presentations, public meetings, etc.) is outlined.

8.1. Stakeholders and sources of information and influence in the watershed

Key stakeholder groups and the roles they may play in restoring the Codorus Creek watershed are listed in Table 8-1. These stakeholder groups were previously identified by the Conservation District during the organizing and forming phases of the Watershed Alliance of York, Inc. (WAY) in 2000 and 2001.

Table 8-1. Stakeholders and Their Roles in the Codorus Creek Watershed

Stakeholder Groups	Influence in Watershed
Media	<ul style="list-style-type: none"> • Coverage of watershed events • Human interest stories • Understanding of local information needs • Ability to get information out quickly
Landowners & Managers	<ul style="list-style-type: none"> • Trustworthy information sources • Role models • Peer pressure
Financial Institutions	<ul style="list-style-type: none"> • Influence over management decisions • Linkage with landowners • Prestige for partnerships • Funding for programs
Business & Industries	<ul style="list-style-type: none"> • Distribute information and influence decisions • Sponsor field days and demonstrations • Donate equipment and services • Funding for programs
Farmers & Farm Organizations	<ul style="list-style-type: none"> • Credibility and visibility for programs • Existing communication channels
Conservation & Environmental Organizations	<ul style="list-style-type: none"> • Knowledgeable of environmental constituencies • Awareness of problems and issues • Committed and knowledgeable memberships
Local Elected Officials	<ul style="list-style-type: none"> • Political leadership and credibility • Land use and resource management decisions • Financial support for projects
Local Governing Agencies	<ul style="list-style-type: none"> • Financial and technical support • Policies and decisions that affect watershed • Logistics, equipment and related support • Data collection and analysis expertise

Chamber of Commerce	<ul style="list-style-type: none"> • Compatible, broader goals for local economy • Concerns and interests of businesses
Students	<ul style="list-style-type: none"> • Influence over efforts in the future • Time and energy for action and tasks
Teachers	<ul style="list-style-type: none"> • Influence over values and beliefs • Ability to shape future generations • Source of information
Women's groups	<ul style="list-style-type: none"> • Influence over family decisions • Interest and concern for health issues • Ability to mobilize and motivate members
Retired Persons	<ul style="list-style-type: none"> • Time and talent for team work • Understanding of local conditions and trends • Credibility in community
Civic Organizations	<ul style="list-style-type: none"> • Ongoing program activities • Interest and concern for community • Fundraising skills
Religious Leaders	<ul style="list-style-type: none"> • Commitment to stewardship • Ability to appeal to higher values • Credibility and legitimacy

8.2. Designated watershed advisory group from those identified to sponsor project, review planning products, set priorities, gain landowner cooperation and secure funding for implementation

A watershed advisory group has been assembled from stakeholders identified above to sponsor projects, review planning products, set priorities, gain landowner cooperation, and secure funding for implementation. The organizations and individuals represented in this group are given in Table 8-2. Formally, it is known as the Codorus Implementation Committee.

Table 8-2. Designated Watershed Advisory Group

CODORUS IMPLEMENTATION COMMITTEE	
NAME	ORGANIZATION
James Gross	City of York, Dept. of Public Works
Matt Leisses	Codorus Creek Improvement Partnership
Jim Leaman	Codorus Creek Watershed Association
John Klunk	Codorus Monitoring Network
Tom Feninez	Codorus Chapter Trout Unlimited
Tom Foust	Codorus Watershed Endowment
Tim Fulton	Codorus Watershed Endowment
Linda Davidson	Conewago Canoe Club
Skip Missimer	Glatfelter
Daniel Meckley III	Independent Researcher
Lee Irwin	Izaak Walton League – York Chapter
Mark Platts	Lancaster-York Heritage Region
Michael Helfrich	Lower Susquehanna Riverkeeper
Dave Raver	Manchester Township

Stewart Graybill	North York Borough
Matt Hoch, PhD	Penn State York – Biology Dept.
Greg Maust	Spring Garden Township
John Holman	Springettsbury Township
Barbara Sweitzer	Springfield Township
Jake Romig	Watershed Alliance of York, Inc.
Carol Hill-Evans	York City Planning Commission
Michael Black	York City Redevelopment Authority
Joe Crosswhite	York County Community Foundation
Gary Peacock	York County Conservation District
Darrell Auterson	York County Economic Development Corp
Bruce Grove	York County Farm Bureau
Jackie Kramer	York County Farm & Natural Lands Trust
Tom Warman	York County Rail Trail Authority
Scott Depoe	York Township, Public Works Dept.
Jeff Hines	York Water Company
Louise Heckert	York County Senior Environment Corps
Tom Wolf	Codorus Watershed Endowment
Deb Busch	City of York
Judy Hilliard	Manchester Borough
Genevieve Ray	Codorus Watershed Project
Felicia Dell	York County Planning Commission
Bill Clifton	Natural Resource Conservation Service, USDA

8.3. Strategy outline for informing citizens about watershed issues and soliciting their involvement in plan development and implementation (e.g. press releases, web site presentations and public meetings)

Public relations include ongoing activities to ensure that the Codorus Watershed Restoration Project has a strong public image. Public relations activities include helping the public to understand the key players and the project. Effective public relations depend on designing and implementing a well-designed public relations plan.

The plan includes description of the following:

1. What we want to convey to whom – “The benefits of *landowner cooperation with stream bank and channel stabilization, riparian buffer restoration and habitat improvements.*”
2. How we plan to convey it:
 - a. Project brochures
 - b. Newsletters
 - c. News Releases

- d. Conferences & Workshops
- e. Web Sites
- f. Forming Partnerships
- g. Individual landowner contacts and public education and outreach through existing channels, local news media and other means.
- h. The Codorus Creek Watershed Association was approached by the Pennsylvania Department of Environmental Protection and offered a 319 Watershed Implementation Program grant to prepare the Codorus Watershed Implementation Plan. Responsibility for forming a Technical Advisory Team was deferred from CCWA to the Codorus Watershed Endowment, due to time and resource constraints. The watershed advisory team was formed in 2004 in support of the U.S. Army Corps of Engineers Water Resources Development Act (WRDA) Sections 206 and 1135 feasibility studies for restoring the watershed and flood control improvements. The Codorus Implementation Committee has agreed to initiate implementation of the Plan once approved by DEP and EPA-III, and will be responsible for managing implementation and evaluating progress annually from 2007 to 2010, and beyond.
- i. Anticipated annual costs for these public education and outreach activities include the following are summarized in Table 8-3.

Table 8-3. Anticipated Annual Costs for Information/Education Activities

Public Education & Outreach Activity	Estimated Cost
Advertising & promotion	\$2,500
Printing I/E materials	\$2,500
Newsletter (including printing & postage)	\$5,000
Web site operation & maintenance	\$150
Other (public meetings, programs, etc.)	\$2,500
Total	\$12,650.00