If you are reading this, then you are successfully seeing the webinar video. In addition to audio on the webinar, we have opened a phone conference line to allow attendees to listen and ask questions directly: **866-823-7699**. Please use either the webinar audio or conference line, but not both (will produce feedback).

Audio also available via phone: 866-823-7699
For assistance, call: 814-865-5355
Participant phone lines will be muted until after initial presentation.

Use Chat box to ask Questions

Thanks to Bradford, Crawford, and Jefferson Conservation Districts. Some of this is from their 2016 workshop presentation.

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Purpose:
Share knowledge and experience from other CDs on education and outreach activities you can do to improve the Program in your County.

- Participate in existing events
- Host your own events
- Improving communications

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• Participate in existing events

• Host your own events

• Improving communications
Municipal Events

• Townships
  – 47 Counties have Conventions (mostly fall)
    • Mostly one day, equipment demos, talks, vendors
    • Many have **booth space** available
  – PSATS State Convention (Hershey in April)
  – PA State Assn. of Twp. Supervisors: [www.psats.org](http://www.psats.org)

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Municipal Events

• Boroughs
  – PASB State Convention (Hershey in May)
  – PA State Assn. of Boroughs [http://boroughs.org](http://boroughs.org)

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Regional Events

• Council of Governments (COGs)
  – COG: group of municipalities coordinating to act as one unit for common benefit
  – 52 COGs exist in PA in various forms
  – PA Assn. of COGs: www.pacog.com
Regional Events

• Contractor Workshops
  – Various sizes and sponsors
  – Typically focused on municipalities and contractors

Example: NEPA
“Government Contracting Showcase” draws ~200 attendees every year. Includes vendors, presentations, demos, etc.

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Regional Events

- “Other” Applicants
  - Consider outreach to other potential applicants based on conditions in your county
    - PennDOT
    - PA Game Commission
    - PA Fish and Boat Commission
    - County Agencies
Legislative Breakfasts or Tours

• Breakfasts
  – Typically short sessions with local legislators and municipalities
  – Excellent opportunities for presentations and project showcases

• Tours
  – Many areas have occasional tours to allow legislators and municipalities to see activities in their region
  – Consider adding a DGLVR stop

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Participate in Existing Events

- Municipal Events
  - County conventions (twps, boroughs)
  - PSATS/PASB State Conventions (April and May)

- Regional Events
  - COGs
  - Contractor Workshops
  - “Other” applicants (Game Commission, County, etc.)

- Legislative Breakfasts or Tours

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• Participate in existing events

• **Host your own events**

• Improving communications
The most important thing to remember when planning to host your own event:
The most important thing to remember when planning to host your own event:

If you feed them...they will come.

(can be as simple as coffee and doughnuts)
Demo Days

- Typically ½ day sessions with food on site
  - Keep it short, to the point, and hands-on
  - May include presentation indoors
  - Typically on active project site
  - Could do before / during / after demo days

Possibilities are endless:
French mattress, underdrain, shallow pipe, headwalls, grading, equipment, road fill...

Crawford County
Pipe installation demo

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Tailgate Sessions

• Less structured than a demo day
• Invite potential applicants to “stop by”
• Example:

  “On ________date______, we will be installing _______esm practice__________ on Smith Road in Jones Township. CD Staff will be on site from 7am to 3pm to talk and answer questions. Feel free to stop by. Coffee and doughnuts available”

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Program Update Sessions

- Invite potential applicants for short meeting
- Review application deadlines, policy changes, local priorities, etc.
- Review successful projects from last year
- Recognize participants?

Crawford County giving certificates for quality work completed

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Project Tours

• Consider ½ day annual tour of completed projects
• Provide transportation if needed
• Invite legislators, municipalities, contractors and others
• Could be DGLVR focused only, or part of a larger CD project tour.
Pre-project site visits

- HIGHLY ENCOURAGED
- Work out kinks before they invest the time on the application and plan
- Increases odds of a cooperative plan to address both environmental and maintenance concerns

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Other Ideas

• Municipal Breakfasts: focus on projects
• Municipal Secretary Breakfast: focus on admin
Host Your Own Events

- Demo Days
- Tailgate Sessions
- Program Update Sessions
- Project Tours
- Pre-application site visits
- Municipal breakfasts
- Municipal secretary breakfasts

Invite your neighboring CDs too!

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• Participate in existing events

• Host your own events

• **Improving communications**
Press Releases

• Announce funding and application deadline
• Announce grants awarded
• Highlight successful project
• Announce other outreach efforts
Newsletters

- DGLVR only, or as part of CD newsletter
- **Paper** or digital

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Newsletters

- DGLVR only, or as part of CD newsletter
- Paper or **digital**
  
  - Digital newsletter and e-mail services can help: MailChimp, Constant Contact, etc.
Social Media

• More municipalities are using, especially in more urban areas
• Also lets municipalities communicate with each other.
Project Signs

- Text
- Logo
- Contact Information

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Winter Visits

- Scheduled or “pop in” visits to municipalities during winter or other slow times
- Don’t need an agenda. Can talk application cycles, hunting stories, potential projects, etc.
- Consider providing maps of potential projects
- Don’t forget coffee and doughnuts

Bradford County twp project map

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Improving Communications

- Press Releases
- Newsletters – paper and digital
- Social Media
- Project Signs
- Winter Visits
Participate in Existing Events

- **Municipal Events**
  - County conventions (twps, boroughs)
  - PSATS/PASB State Convention (Hershey in April / May)

- **Regional Events**
  - COGs
  - Contractor Workshops
  - “Other” applicants (Game Commission, County, etc.)

- **Legislative Breakfasts or Tours**

Host Your Own Events

- Demo Days
- Tailgate Sessions
- Program Update Sessions
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- Municipal secretary breakfasts

Improving Communications

- Press Releases
- Newsletters – paper and digital
- Social Media
- Project Signs
- Winter Visits

QUESTIONS?
Webinars:
• January 17th — CD Education and Outreach Ideas
• January 31st — Worksite Assessment “dirty dozen” overview
• February 7th — CD Replenishments and Direct Deposit
• February 14th — 2016 Annual Summary Report Review
• March 17th — Project Sharing Session Highlights
• March 21st — Overview of Admin Manual Changes

Brief ~30 minute sessions like this one
Webinars:
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• March 21st — Overview of Admin Manual Changes

DGLVR Project Sharing Sessions:
• February 21st — SouthWest PA, Greensburg
• February 22nd — NorthWest PA, Clarion
• February 28th — SouthEast PA, Lancaster
• March 1st — NorthEast PA, Wilkes-Barre
• March 7th — Central, State College
• March 8&9 — “Snow days” reserved for rescheduling a session if canceled for snow

One-day sessions like last summer. Focus on DnG and LVR project sharing and discussion. Details and registration available soon.
Webinars:
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Admin/GIS/Field Day New-Hire Training:
- March 28 Admin, 29 GIS, 30 Field Day, in State College

Welcome to come to any or all days.
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Admin/GIS/Field Day New-Hire Training:
• March 28 Admin, 29 GIS, 30 Field Day, in State College

Bankfull / Stream Crossing Trainings:
• April 26th  Cumberland County (tentative location)
• May 10th  Cameron/Elk County (tentative location)
• May 11th  Indiana County (tentative location)
• June 6th  Pike County (tentative location)
• June 8th  Centre County
• June 13&14  “Flood days” reserved for rescheduling a session due to high stream flow

One-day sessions, mostly in field, focusing on bankfull and “common crossing installation issues”. Details and registration available soon. Space limited.
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- June 6th — Pike County (tentative location)
- June 8th — Centre County
- June 13&14 — “Flood days” reserved for rescheduling a session due to high stream flow
- June 27-28 — **NAACC Culvert Assessment Training:** [www.streamcontinuity.org](http://www.streamcontinuity.org)

Training on “culvert and bridge assessment for Aquatic Organism Passage”. Limited Space. Only attend if you plan to actively add to the inventory in the future.

Will discuss more details at project sharing sessions.

More info at [www.streamcontinuity.org](http://www.streamcontinuity.org)
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