

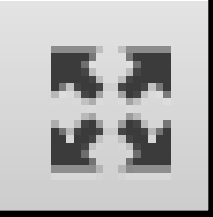
# CD Education and Outreach

date

Starts at 9am



Toggle Fullscreen mode with this button above



Use Chat box to ask Questions

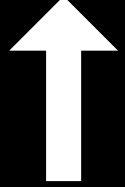
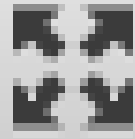
If you are reading this, then you are successfully seeing the webinar video. In addition to audio on the webinar, we have opened a phone conference line to allow attendees to listen and ask questions directly: **866-823-7699**. Please use either the webinar audio or conference line, but not both (will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

*Crawford CD*

**Audio also available via phone: 866-823-7699**  
For assistance, call: 814-865-5355

Participant phone lines will be muted until after initial presentation

Toggle Fullscreen mode with this button above



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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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*Crawford CD*

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## 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)

*Crawford County* →  
*Mixer at PSATS*  
*in Hershey*



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## Municipal Events

- **Boroughs**

- PASB State Convention (Hershey in May)
- PA State Assn. of Boroughs <http://boroughs.org>

## Regional Events

- **Council of Governments (COGs)**

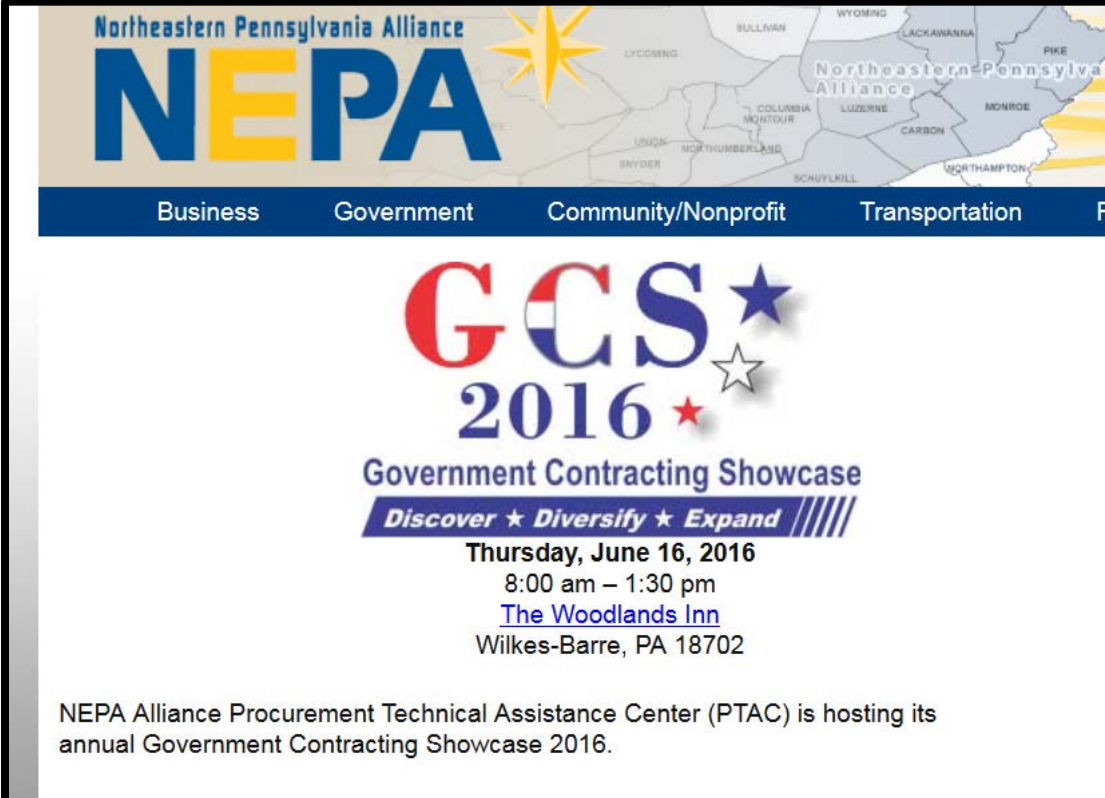
- COG: group of municipalities coordinating to act as one unit for common benefit
- 52 COGs exists in PA in various forms
- PA Assn. of COGs: [www.pacog.com](http://www.pacog.com)

## 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.



The poster features the NEPA logo at the top left, with a map of Northeastern Pennsylvania counties in the background. A blue banner below the logo lists categories: Business, Government, Community/Nonprofit, and Transportation. The main title 'GCS 2016' is in large, stylized letters with stars. Below it, the text reads 'Government Contracting Showcase' and 'Discover ★ Diversify ★ Expand' with a striped graphic. The event details are: Thursday, June 16, 2016, 8:00 am – 1:30 pm, at The Woodlands Inn, Wilkes-Barre, PA 18702. At the bottom, it states: 'NEPA Alliance Procurement Technical Assistance Center (PTAC) is hosting its annual Government Contracting Showcase 2016.'

Northeastern Pennsylvania Alliance  
**NEPA**

Business Government Community/Nonprofit Transportation

**GCS** ★  
**2016** ★

Government Contracting Showcase  
*Discover ★ Diversify ★ Expand*

Thursday, June 16, 2016  
8:00 am – 1:30 pm  
[The Woodlands Inn](#)  
Wilkes-Barre, PA 18702

NEPA Alliance Procurement Technical Assistance Center (PTAC) is hosting its annual Government Contracting Showcase 2016.

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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 (twtps, 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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*Crawford CD*

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

**The most important thing to remember when  
planning to host your own event:**

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**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)*

**Audio also available via phone: 866-823-7699**

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## 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”

## 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

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## 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!



*Crawford CD*

- 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

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## Newsletters

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

*Bradford County printed  
DGLVR newsletter* →



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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.

Campaigns   Templates   Lists   Reports   Automation

Maria  
Crawford County Conservator

### Campaigns

Create Campaign

  Folders ▾   Filter ▾   Download Sent Campaigns

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Sadsbury Twp Aldenia Road Demo Cancellation Notice District Staff</b> Regular · District Staff Sent on Tue, Sep 13, 2016 7:43 am	6 Subscribers	16.7% Opens	0.0% Clicks	View Report
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Sadsbury Twp Aldenia Road Demo Cancellation Notice County Commissioners</b> Regular · County Commissioners Sent on Tue, Sep 13, 2016 7:43 am	3 Subscribers	33.3% Opens	0.0% Clicks	View Report

## Social Media

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





## Project Signs

- Text
- Logo
- Contact Information

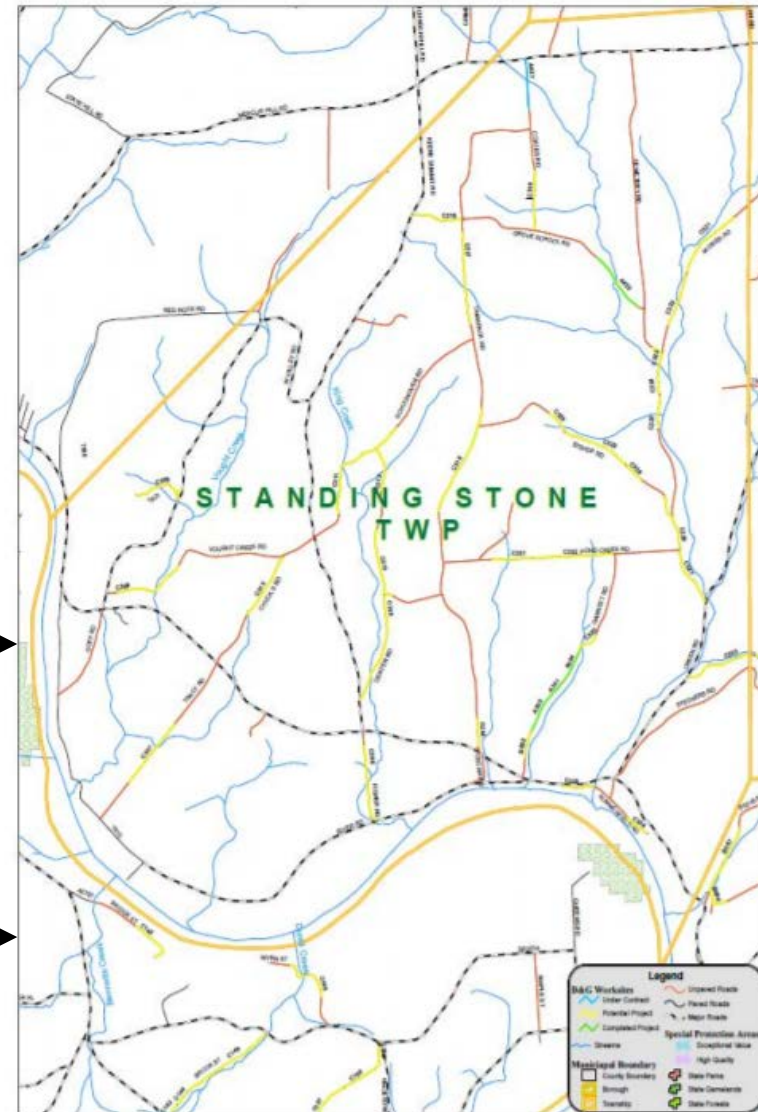


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# Winter Visits

- 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**

# QUESTIONS?

## Host Your Own Events

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

## Improving Communications

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

## Webinars:

- ~~January 17<sup>th</sup>~~ ~~CD Education and Outreach Ideas~~
- January 31<sup>st</sup> Worksite Assessment “dirty dozen” overview
- February 7<sup>th</sup> CD Replenishments and Direct Deposit
- February 14<sup>th</sup> 2016 Annual Summary Report Review
- March 17<sup>th</sup> Project Sharing Session Highlights
- March 21<sup>st</sup> Overview of Admin Manual Changes



**Brief ~30 minute  
sessions like this one**

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## DGLVR Project Sharing Sessions:

- February 21<sup>st</sup> SouthWest PA, Greensburg
- February 22<sup>nd</sup> NorthWest PA, Clarion
- February 28<sup>th</sup> SouthEast PA, Lancaster
- March 1<sup>st</sup> NorthEast PA, Wilkes-Barre
- March 7<sup>th</sup> 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.**



## Webinars:

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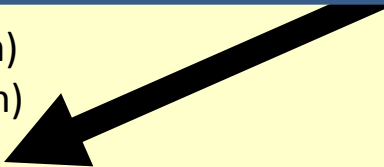
## Admin/GIS/Field Day New-Hire Training:

- March 28 Admin, 29 GIS, 30 Field Day, in State College

## Bankfull / Stream Crossing Trainings:

- April 26<sup>th</sup> Cumberland County (tentative location)
- May 10<sup>th</sup> Cameron/Elk County (tentative location)
- May 11<sup>th</sup> Indiana County (tentative location)
- June 6<sup>th</sup> Pike County (tentative location)
- June 8<sup>th</sup> 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 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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