

Friends of the Nescopeck
Introducing the Nescopeck Creek Watershed: It's Where You Live

Final Report: July 13, 2009

Project Accomplishments

The primary accomplishment of this project was the design, development, production and distribution of an eight-page newspaper insert introducing the Nescopeck Creek Watershed and providing detailed information and a map. This was accomplished in spite of some unexpected complications including loss of primary graphics designer, sale of the newspaper to be used for distribution, and a radical change by the newspaper in format and size after layout had been finalized.

A secondary accomplishment has been the enhancement of our outreach activities which resulted from an increased interest in the watershed by readers of the insert and increased opportunities to use the content of the insert as a basis for discussion. Having extra copies available for distribution at our table display has allowed us to reach those in the watershed who do not read newspapers regularly, a growing percentage of the population.

Project Continuation

Project continuation will be accomplished primarily through the use of the extra copies of the insert in our outreach activities. In addition to making copies available at our table display, we will be able to use copies in environmental education activities conducted by us and by our partners such as Nescopeck State Park. The availability of a detailed, visual and portable source of information about our watershed will allow for more effective and flexible presentations with a wide variety of audiences. Extra copies can also be provided to newly-elected municipal officials who might be unaware of watershed issues and activities.

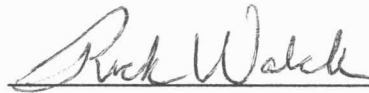
Meeting of Project Objectives and Lesson Learned

It has been difficult to quantify the extent to which our project met its objectives since our assessment measures did not yield significant results. However, based upon the experiences of those members who interacted with watershed residents at various outreach activities, there was a higher level of awareness and understanding with respect to watershed issues. While it was common in the past to encounter large numbers of residents with little or no knowledge of our watershed, we are beginning to find more people who were aware of watershed issues and concerned about their impact. We are also speaking with a greater number of people who asked what can be done to address watershed issues and even what they can do to help. Virtually all who mentioned our insert noted the amount of information and the detail of the map. Discussing the information contained in the insert seemed to put people at ease and give them a starting point for expressing their own ideas about the watershed.

The primary lesson we learned was the difficulty of accurately assessing the impact of our insert. Most people were hesitant to attend a public meeting or to complete a simple survey even when offered an incentive such as a chance to win a free rain barrel. Although we noticed some increased awareness and interest, it was not always accompanied by an increase in action and participation. We have concluded that a definitive assessment of the impact of distributing 23,000 copies of a newspaper insert requires an extensive and expensive followup survey. We have further concluded that the most effective assessment method was face-to-face conversation with residents attending outreach and education activities in which we participate...an activity in which the insert can serve as an effective catalyst. We will also be interested in the long-term effect of adding a dozen new members who responded to a Friends of the Nescopeck membership form in the insert.



Tim Ference
Project Leader



Rick Walck
FoN President

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Expense Documentation

<u>Date</u>	<u>Vendor</u>	<u>Documentation</u>	<u>Amount</u>
1/17/09	Conyngham PO	Postage, report to WREN	\$ 5.45
2/18/09	Hazleton Standard-Speaker	Insert layout, printing	\$ 3270.00
2/27/09	Conyngham PO	Postage, inserts to WREN & VISTA	\$ 2.00
3/30/09	Conyngham PO	Postage, inserts to legislators	\$ 2.00
3/30/09	Staples	Paper	\$ 12.70
4/1/09	Conyngham PO	Stamps	\$ 16.80
4/20/09	Staples	Mailing envelopes	\$ 9.53
4/20/09	UPS Store	Color Copies, meeting flyer	\$ 29.68
4/21/09	Conyngham PO	Postage, municipal notices	\$ 20.00
4/23/09	Conyngham PO	Mailing to legislators	\$ 2.00
5/8/09	Staples	Posterboard & pencils	\$ 16.20
6/12/09	Hazleton Standard-Speaker	Meeting ads	\$ 295.68
7/7/09	UPS Store	Color copies, map	\$ 24.81
7/8/09	Staples	Ink cartridges, paper, folders	\$ 106.80
7/8/09	UPS Store	Color copies, map	\$ 41.34
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		TOTAL	\$ 3824.99

Tim Ference

Tim Ference
Project Leader

Betsy Doan

Betsy Doan
FoN Secretary/Treasurer

Note: Copies of receipts attached
Copies of reimbursement requests to Friends of Nescopeck attached.

July 1, 2008 - June 30, 2009 Budget Worksheet

Approved Budget, July 1, 2008

Lead Organization: Friends of the Nescopeck

Project Leader: Tim Ference
Friends of the Nescopeck
PO Box 495

Project ID #14

**Interim Report
Due Dec. 7, 2008**

Organization with fiscal responsibility: Conyngham, PA 18219

13-Jul-09

Project Title: Introducing the Nescopeck Creek Watershed: It's Where You Live

Expenditure Categories for Water Resources Education Network Funded Grant				
	Total Approved LWVPA CEF Grant Amounts:	APPROVED EXPENSES UP TO INTERIM REPORT 2nd disbursement (40%) to be paid after interim report (due Dec. 7, 2008) is submitted (Attach expense documentation)	APPROVED EXPENSES FROM INTERIM REPORT TO FINAL REPORT Final Disbursement (10%) to be paid after final report (due July 15, 2009) and all grant requirements have been met (Attach expense documentation)	RECORD OF IN-KIND SERVICES (If Available)
Printing/copying	\$ 2,975.00		\$ 2,885.83	\$ 62.00
Travel	\$ 126.00			\$ 160.00
Office supplies	\$ 345.00	\$ 151.33	\$ 145.23	\$ 33.00
Postage/Distribution	\$ 76.00		\$ 48.25	
Advertising/Promotional items (including website)	\$ 310.00		\$ 295.68	
Workshops/Meetings	\$ -			
Administrative Personnel	\$ -			
Program Outreach Personnel	\$ -			
Professional Services	\$ 480.00		\$ 480.00	
Educational Equipment or Materials	\$ -			
Signs	\$ -			
Others (list below)				
Volunteer Time				\$ 2,880.00
TOTAL BUDGET:	\$ 4,312.00	\$ 151.33	\$ 3,854.99	\$ 3,135.00

1st 25% Disbursement \$ 1,078.00 check sent:

2nd 25% Disbursement \$ 1,078.00 check sent:

3rd Disbursement (40%) \$ 1,724.80

Final Disbursement (10%): \$ 431.20

\$ 305.68 amount left to be spent
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Partner Consensus

I have read the Final Report and concur with its contents.



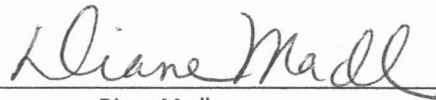
Rose Hart
Conyngham Borough Council President



Michael A. Hewitt
EPCAMR



Tim Ference
Conyngham Borough Planning Commission



Diane Madl
Nescopeck State Park