



# Partnerships for Watersheds

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# Our mission is to

**empower** more effective watershed stewardship  
because water is critical to economic, environmental, and  
community health.



# How do we work?

- **connect people** with info and organizations online
- **foster partnerships** among public, private and nonprofit watershed stakeholders
- **maximize skills** of watershed professionals and volunteers through training and networking
- **share local water successes** so others can learn and copy
- **help leverage limited resources**



# Our web life

[NCWatershedNetwork.org](http://NCWatershedNetwork.org)



@NCWSN



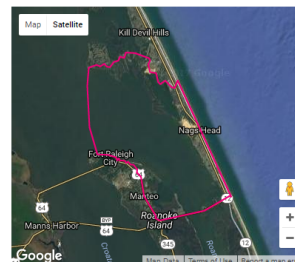
## FIND YOUR WATERSHED!

A watershed is an area of land where all of the waters that drains off of or flows underneath it collects to the same place (such as a river). We all live in a watershed. Learn about yours by visiting our interactive map.

## Buzzard Bay-Roanoke Sound

A watershed report generated by the WSN Webtool

All data on watersheds and watershed conditions has been provided by the North Carolina Dept. of Environmental Quality (NC DEQ) unless otherwise noted on our [Data Resources Page](#).



### Quick Facts

Population	5,118
Area (sq miles)	37.3
Miles of stream	44.8
Impaired streams*	77%
Dominant landuse	Open water
# Monitoring Stations	58
# Registered Groups	7
County	Dare

The **hydrologic unit code (HUC)** is a numbering system for watersheds. Each watershed in the U.S. is identified by a unique HUC. HUCs are nested within each other, from largest (6 digits for a river basin) to smallest (12 digits for a subwatershed).



**Buzzard Bay-Roanoke Sound** subwatershed (HUC12: 030102051404) is in the **Albemarle Sound-Croatan Sound** watershed (HUC10: 0301020514) within the **Albemarle Sound** subbasin (HUC8: 03010205) which is a part of the **Pasquotank River Basin** (HUC6: 030102)

# Skill building and references

[ncwatershednetwork.org](http://ncwatershednetwork.org)

*Under "Resources" tab*

Download **this** if you like  
what I'm dishing out

## Local Watershed Planning:



## Getting Citizens Involved





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Why are partnerships necessary for watershed planning?

# My story: Black Creek Watershed Association





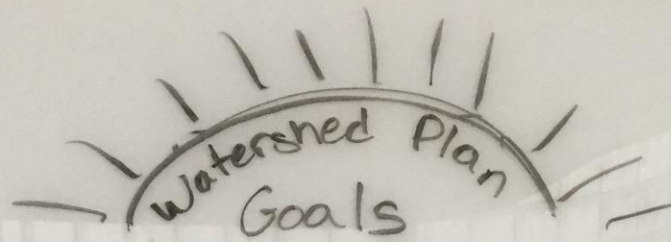
# Community-led stormwater sleuthing







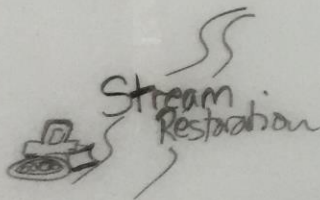




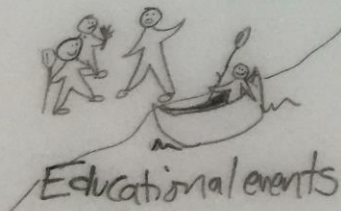
↑ Salamanders • Enjoyable Recreation • ↓ Sediment

Who should you engage?

• How can you engage them?



Stormwater  
Retrofits







Who should you engage?

• How can you engage them?

# How can stakeholders be engaged in determining goals and objectives?

## Processes to engage

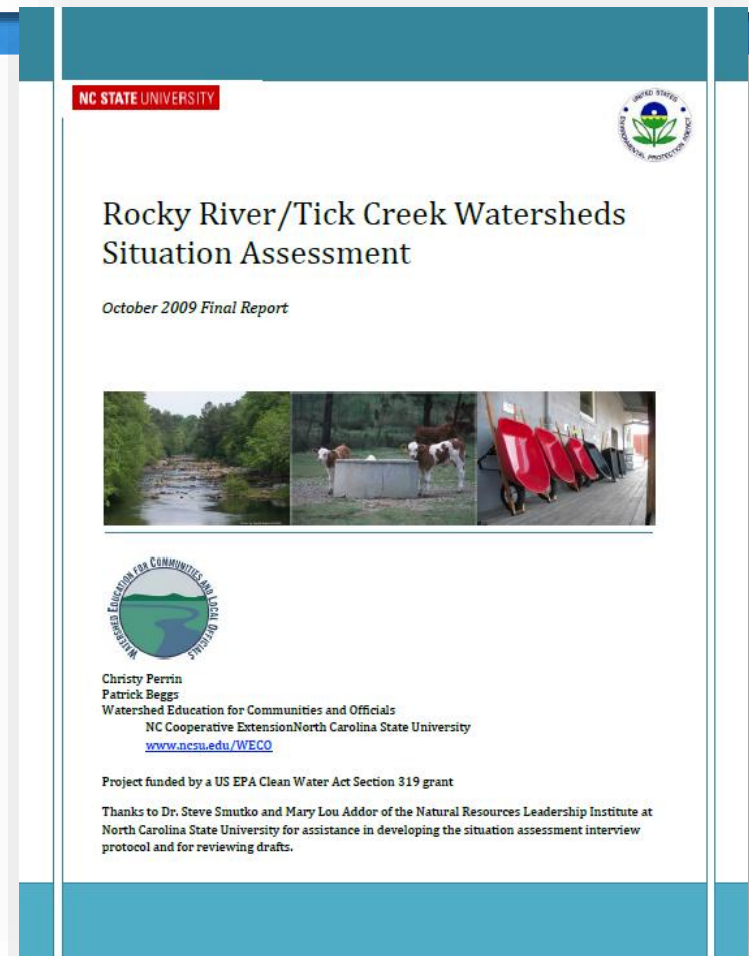
- + Identify & interview people representing stakeholder groups
- + Hold focus groups
- + Go where they are to ask questions- their meetings
- + Host community meetings
- + Form a watershed or advisory group





# Learning about your stakeholders

- + situation assessment
- + community assessment
- + conflict assessment

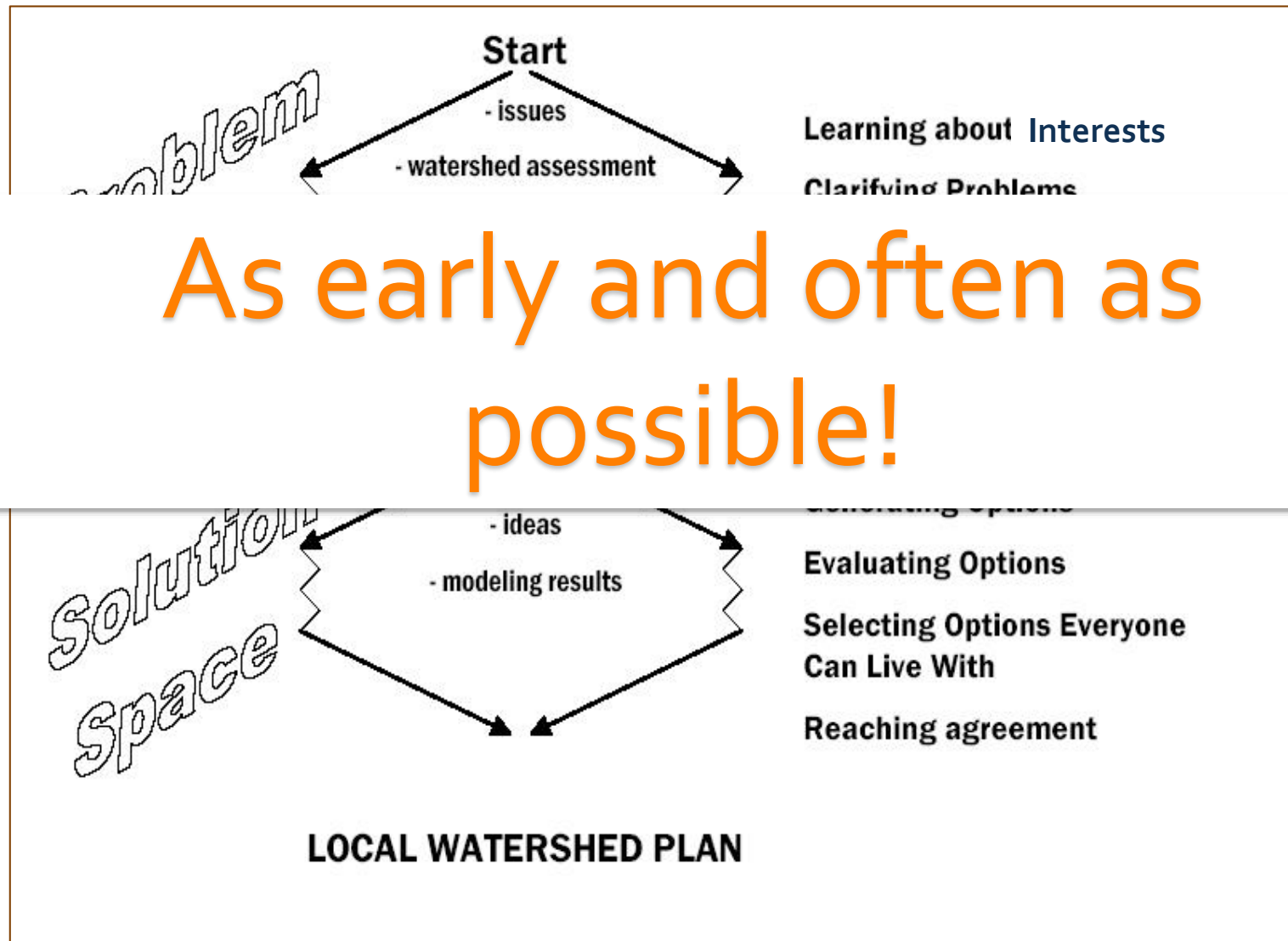


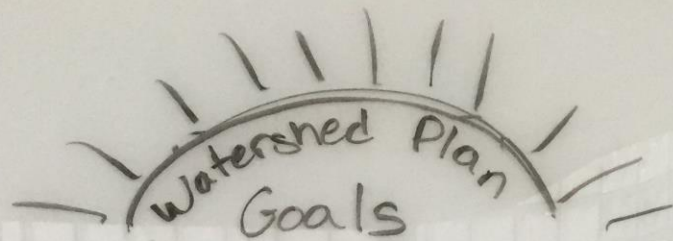
## Activities for stakeholders to help determine goals and objectives

- + Share their vision for their community
- + Provide data or “ground-truth” data
- + Share plans for land use and development projects
- + ID communities that could benefit from resources
- + ID likely partners to implement projects in the plan
- + Develop criteria for prioritizing projects
- + ID Locations for focusing restoration efforts



# When to engage people in decision-making?

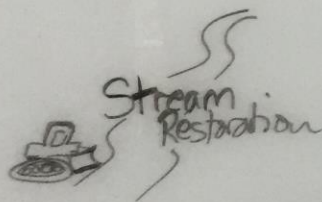




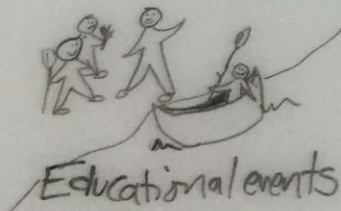
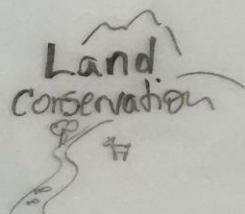
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Who should you engage?

• How can you engage them?

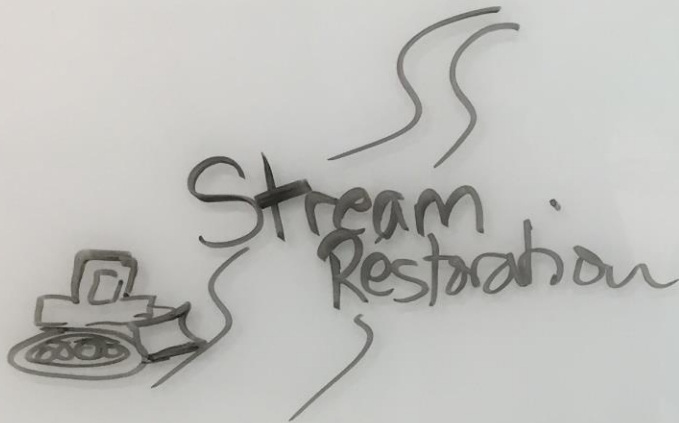


Stormwater  
Retrofits

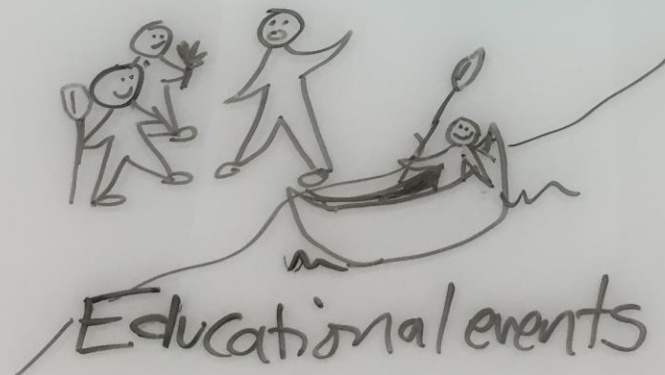
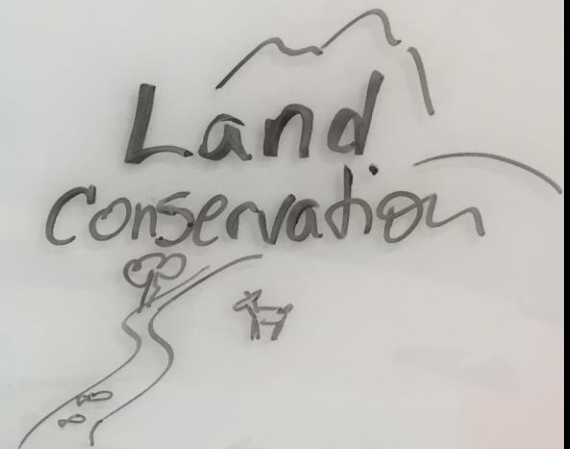




# Getting down to on the ground



Storm  
water  
Retrofits



# How can you engage community in project ID, design, and implementation?



# How can you engage community in **project id, design, and implementation?**

## Techniques to find project sites and partners

- + Ask “**trusted brokers**” to make introductions to landowners
- + **Go where they are at**
  - + Ex-neighborhood centers, homeowners associations, civic groups, Cattlemen’s Association
  - + Share about your goals, potential opportunities
  - + ask **how** to work with them
- + Invite targeted groups to fun events







# How can you engage community in project **design, and implementation?**

- + Hold a charrette to identify potential design features that matter
- + Share draft designs for their feedback
- + Host planting/mulching events
- + Celebrate completed projects to



# What do you need to be able to engage community members effectively?

## Skills or partners with skills

- + Principled listening

*Sometimes you have to put your agenda in the backseat and **listen***

- + Public engagement

- + Collaborative decision-making

- + Group facilitation

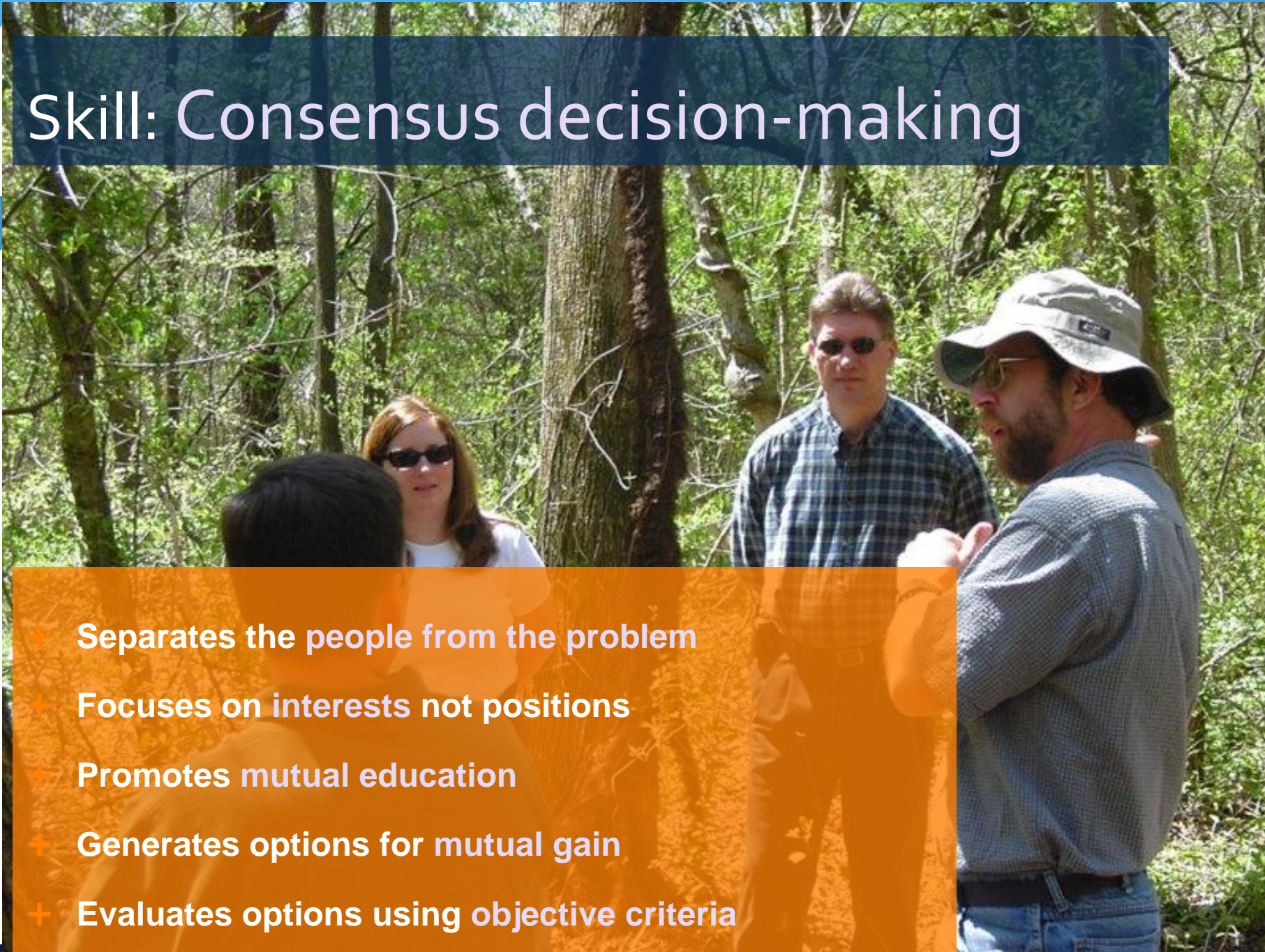


# Skill: Principled Listening

- + Paraphrasing *rewording to show I'm listening*
- + D
- + M
- + E
- + B
- + M
- + Stacking- *count off and remember your number*

The most  
important aspect to  
listening is  
authenticity

# Skill: Consensus decision-making

- 
- + Separates the people from the problem
  - + Focuses on interests not positions
  - + Promotes mutual education
  - + Generates options for mutual gain
  - + Evaluates options using objective criteria



# Skill building and references

[ncwatershednetwork.org](http://ncwatershednetwork.org)

*Under "Resources" tab*

## Local Watershed Planning:



## Getting Citizens Involved





# Skill building: conflict resolution, group facilitation, public involvement

## + NC Natural Resources Leadership Institute



[www.ncsu.edu/NRLI/](http://www.ncsu.edu/NRLI/)

## + IAP2- International Association of Public Participation

[iap2usa.org/](http://iap2usa.org/)

## + Dispute Settlement Center (in Carrboro) –facilitation training & svcs

[www.disputesettlement.org/](http://www.disputesettlement.org/)

## + Mediation Network of North Carolina – Mediation Centers are resources for training and services, some have community dialogue/facilitation training <http://www.mnnc.org/>

# If you need key points to remember

1. **Process** is as important as the final plan (watershed, site)
2. **Engage a broad array** of stakeholders, in various ways
3. **Start early** in the process
4. **Invest time upfront** in building your network to yield long-term dividends
5. **Build your skills** in communication, public participation, facilitation
6. **Partner with/employ professionals** in these fields



The task of leadership is to create an alignment of strengths, making our systems' weaknesses irrelevant.

Peter Drucker, 1910-2005