

Building Successful Partnerships

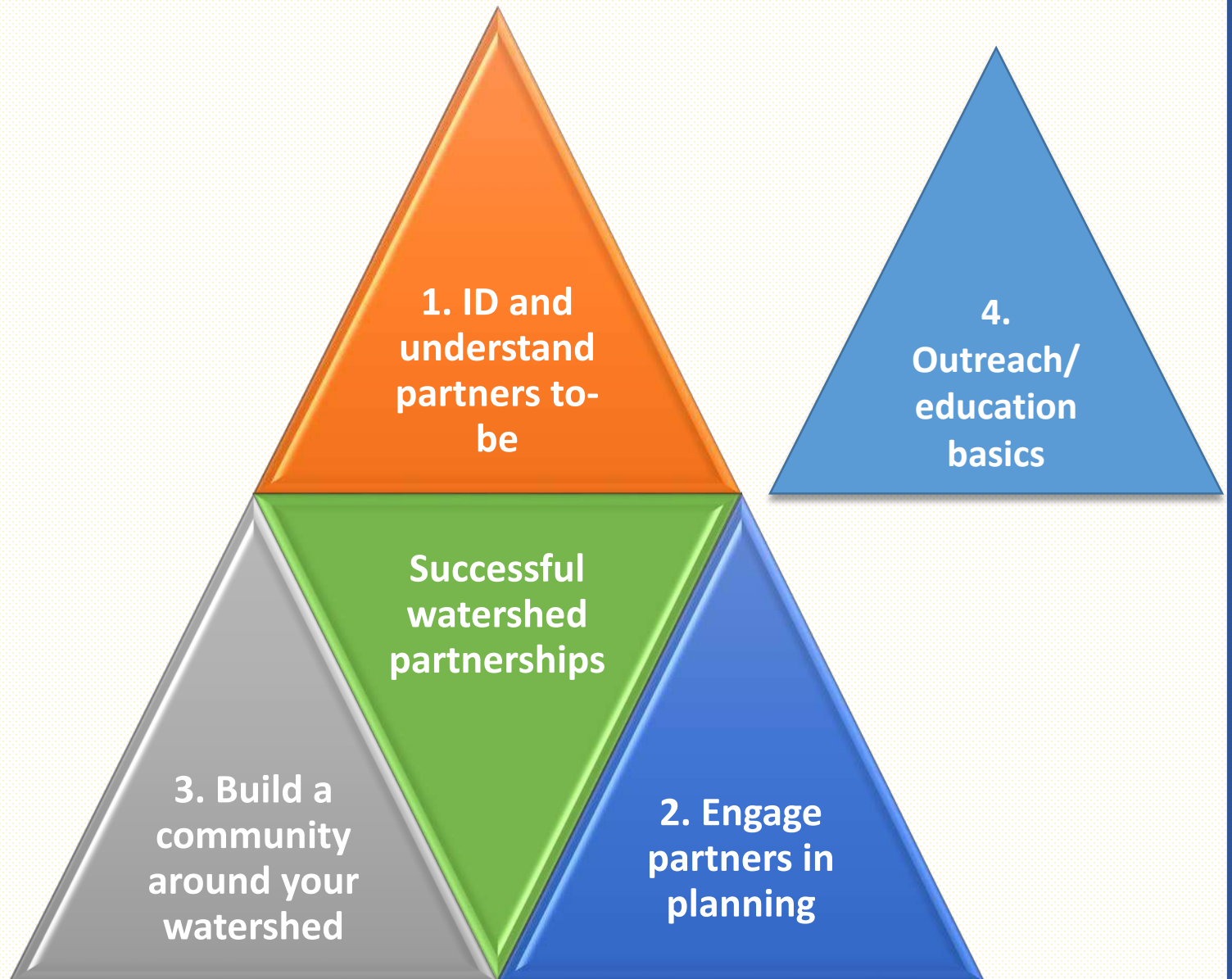
Christy Perrin, Co-Coordinator, NC Watershed Stewardship Network
Sustainable Waters and Communities Coordinator, WRRRI

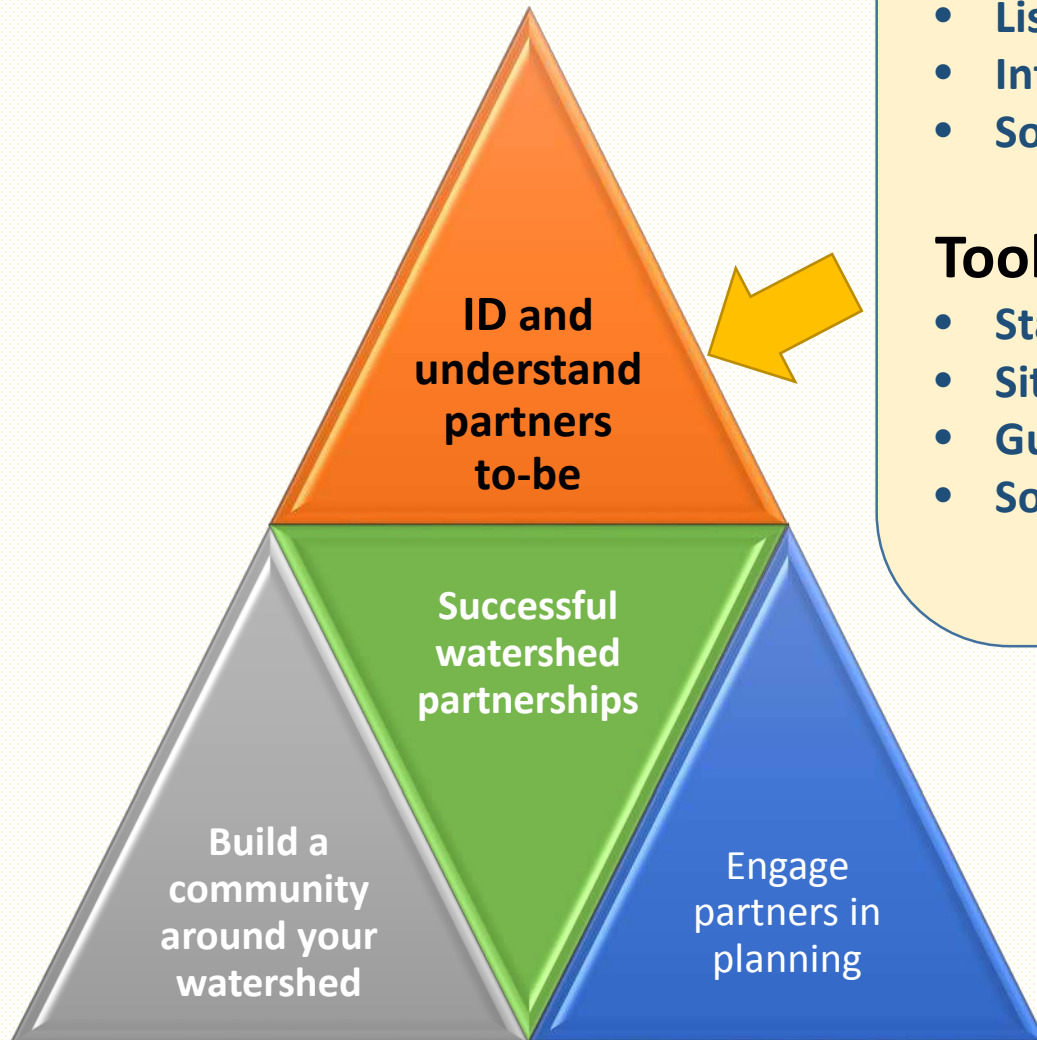


- Broad membership
- Local knowledge
- Effective communication
- Common vision
- Collaborative decision making
- Pooled resources



Characteristics of successful partnerships





Skills:

- **Listening**
- **Interviewing**
- **Social science**

Tools:

- **Stakeholder matrix**
- **Situation assessment**
- **Guide to Getting Citizens Involved**
- **Social scientist**



Identify and understand your partners-to-be

Why take time to learn about stakeholders?

- **include and address** their interests in your process
- **educate** about your watershed
- **generate** interest in your process
- **build trust** in your organization



Exercise:

www.charmeck.org/stormwater/whatsmywatershed/

- What interest groups might have a stake here?
- What organizations could you contact?

How to learn about your potential partners

- **Use basic language, be clear** about your purpose
- **Meet them where they're at**
- Bring a watershed **map, with roads, govt lines**
- Ask **who else** should be included

Listen!

Use their feedback to design
your planning process!



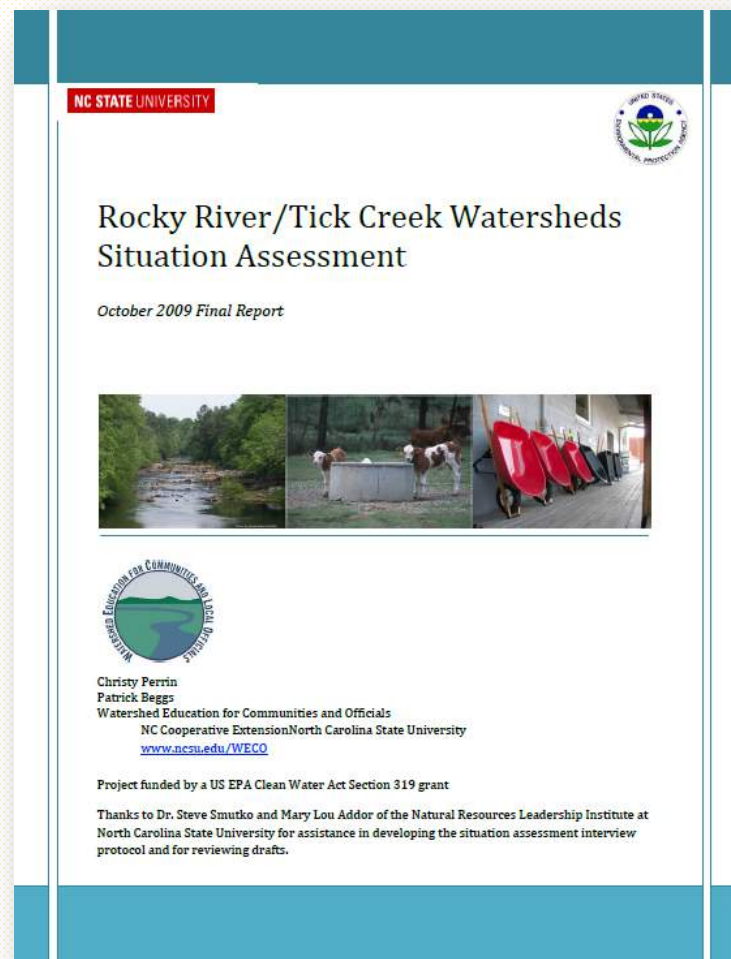
Some sample questions:



- What do you think of when you hear “Black Creek”?
- What issues (environmental or other) in your community are important to you?
- Who/what organizations are involved in these issues?
- What information should be used to plan for “Black Creek”?
- **How would you like to be involved?**

The Cadillac version: learning about your stakeholders

- situation assessment
- community assessment
- needs assessment
- conflict assessment



Learn what will drive people to participate (and stay involved...)

- Aligns with values and/or self interest
- Good information
- Social recognition
- Technical assistance
- Trusted relationships
- Financial incentives





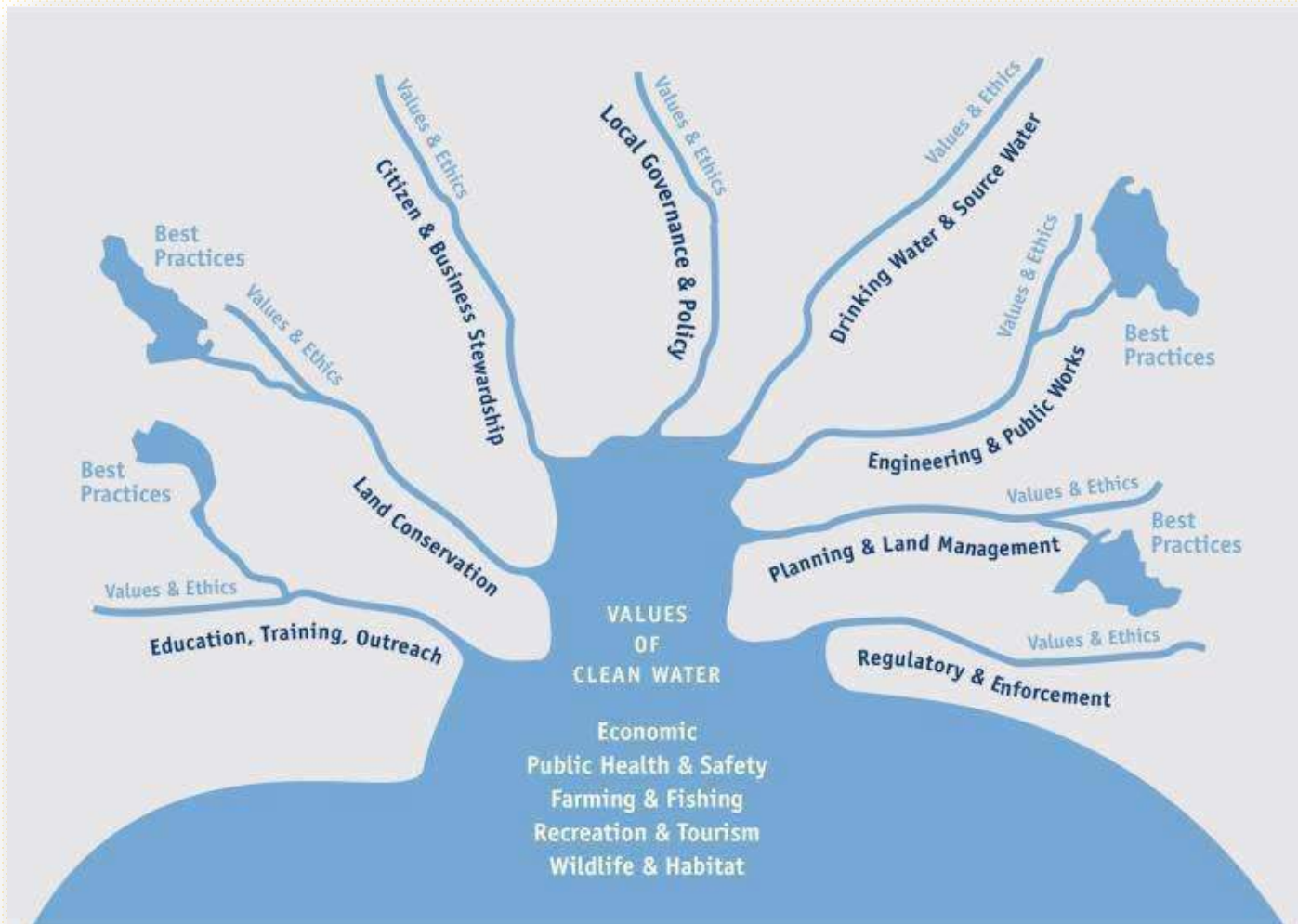
Skills:

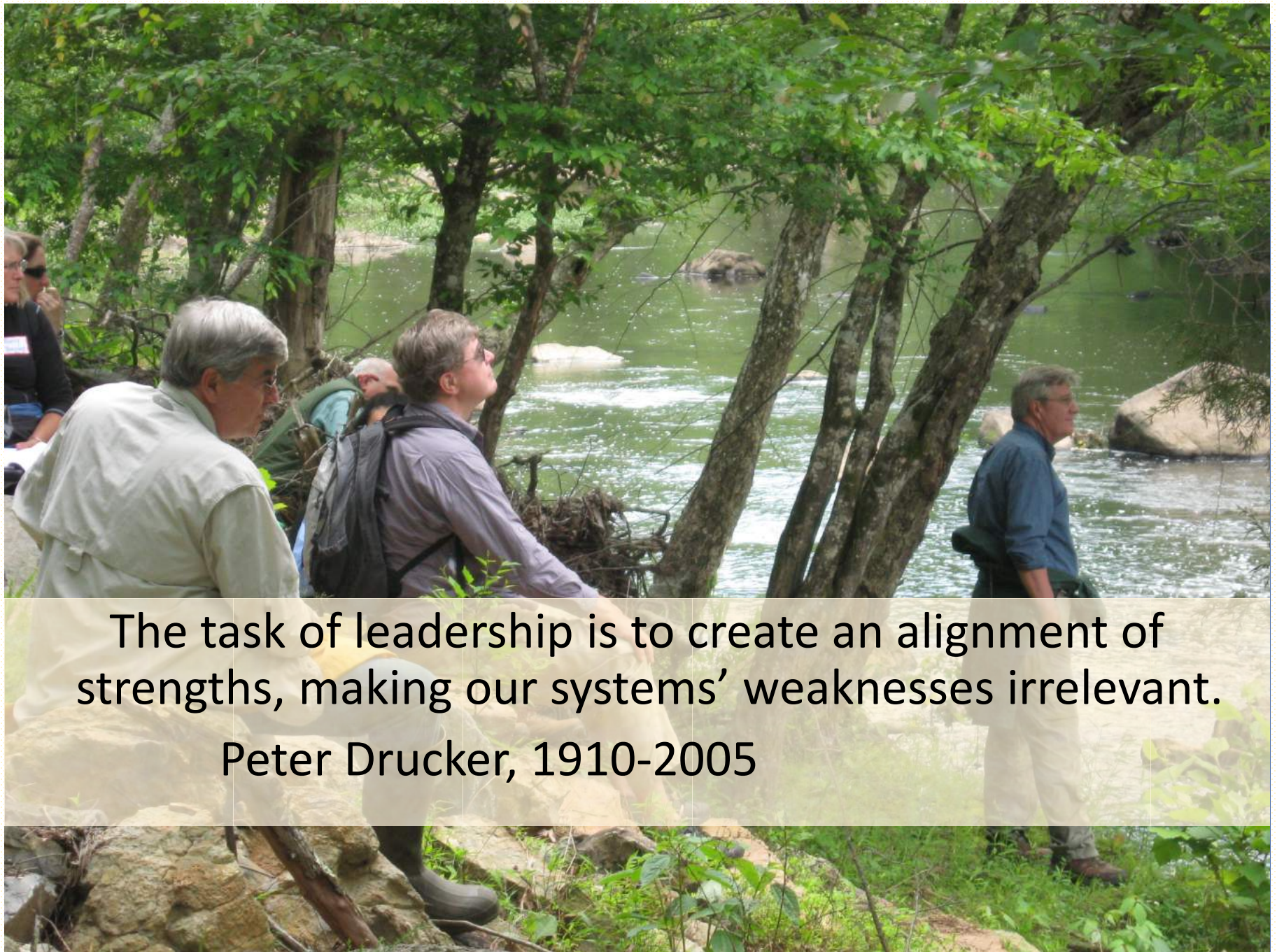
- Communication
- Consensus decision making
- Group facilitation

Tools:

- 5 finger scale of consensus
- Collaborative watershed fact sheets
- Getting to Yes
- Guide to getting people involved
- Trained facilitator

People come to table with their values

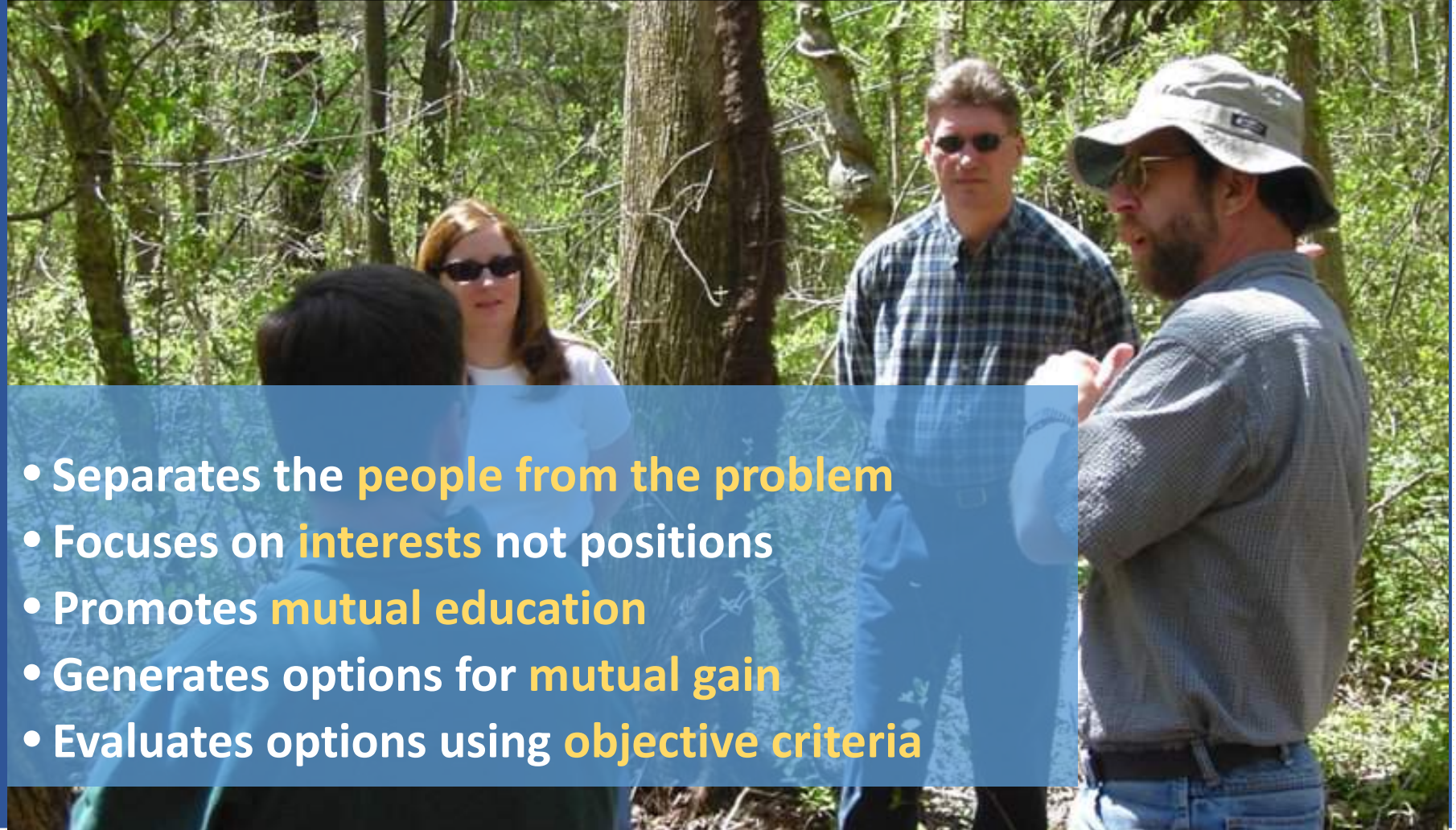




The task of leadership is to create an alignment of strengths, making our systems' weaknesses irrelevant.

Peter Drucker, 1910-2005

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**

Consensus does not focus on positions

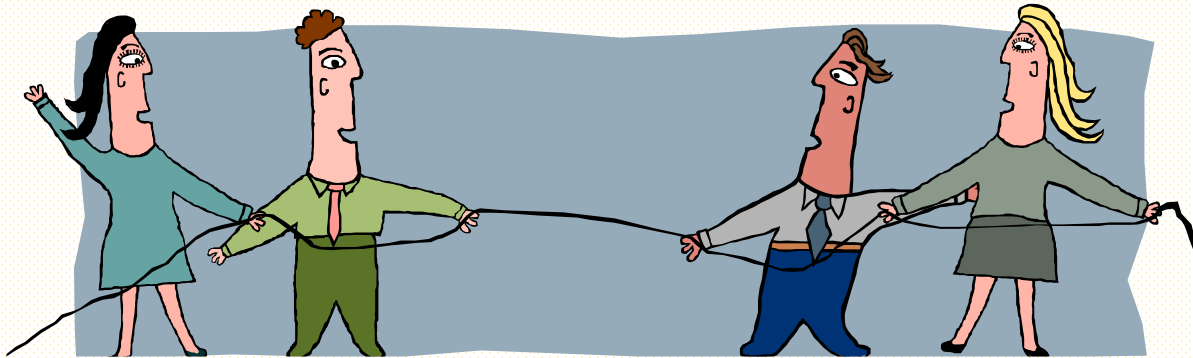


Consensus focuses on interests



Positions

- *“I won’t fence off my streams”*
- *“Farmers must install fences around streams!”*



Skill: Focusing on Interests

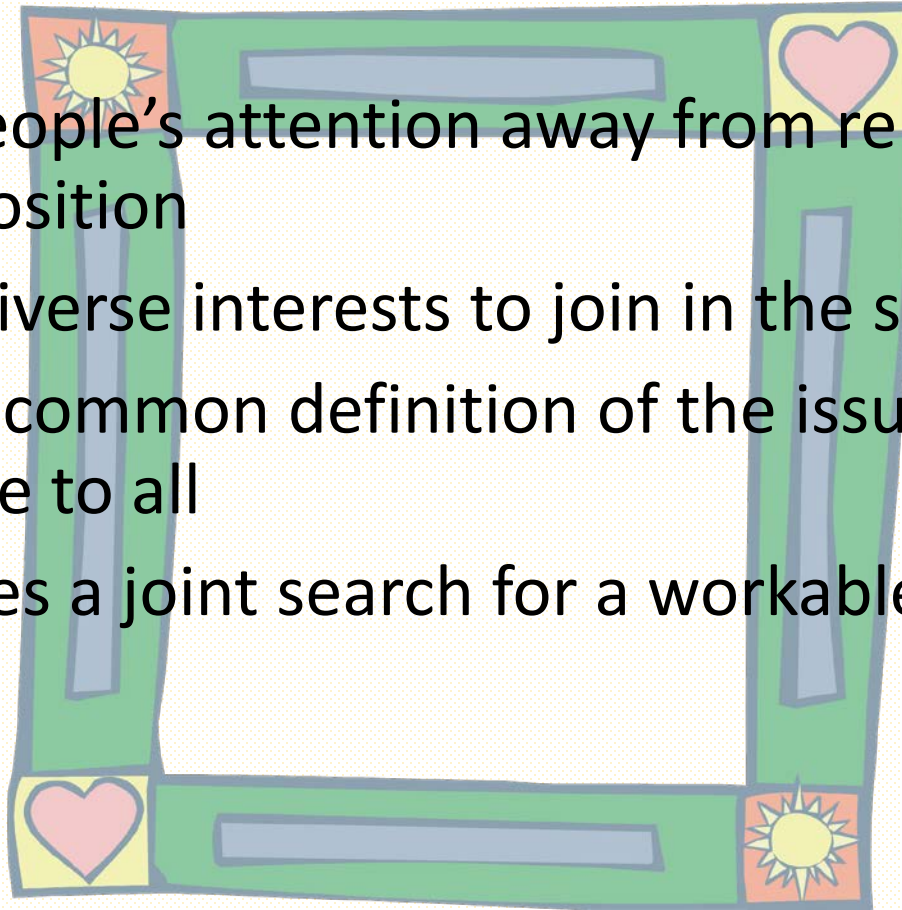


- Gets to the heart of the issue
- Moves people away from positions
- Promotes mutual understanding and cooperation
- Sets the stage for issue re-framing
- Permits the search for a creative solution



Skill: Re-framing An Issue

- Directs people's attention away from relative merits of each position
- Enables diverse interests to join in the solution
- Creates a common definition of the issue that is acceptable to all
- Encourages a joint search for a workable solution



From:

“Should farmers in the watershed have to fence off their streams?”

To:

“How can we..., while at the same time...?”

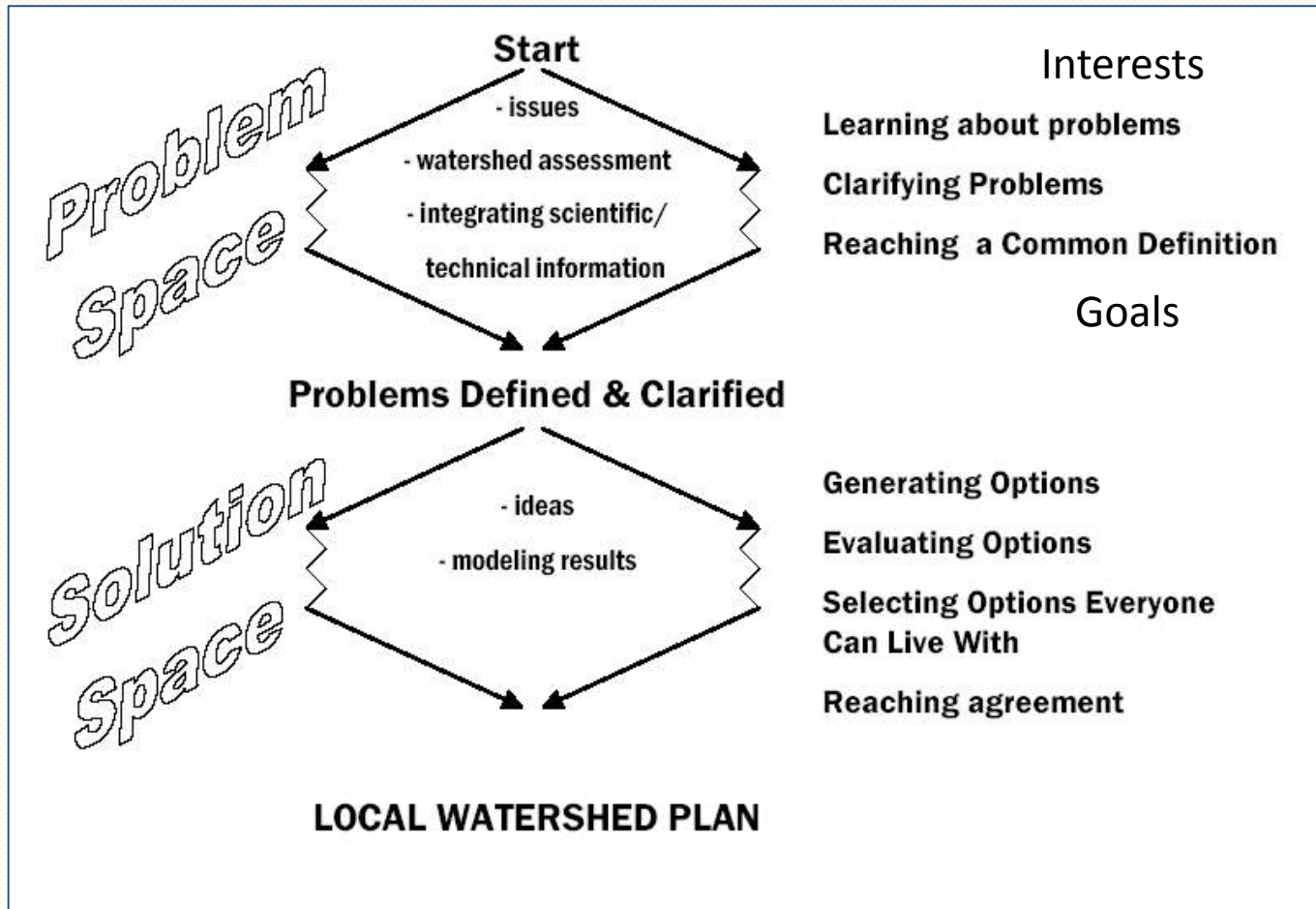
“How can we help farmers provide a reliable, safe watering source for their cattle while also improving our community’s stream?”



Principled Listening Skills

- Paraphrasing- *rewording to show I'm listening*
- Drawing people out-*tell me more about...*
- Mirroring- *what I'm hearing is...*
- Encouraging- *nodding, go on*
- Balancing- *we haven't heard from...*
- Making space- *go round robin around table*
- Stacking- *count off and remember your number*

watershed planning decision-making process



Tool to assess consensus: 5- Finger scale



1. Endorsement – I like it
2. Endorsement with Minor Point of Contention –
Basically, I like it.
3. Agreement with Minor Reservations – I can live with it.
4. Stand aside with major reservations – I don't like this, but don't want to hold up the group
5. Block – I won't support the proposal, and will try to prevent it.

Local Watershed Planning: Getting Citizens Involved

Building a community

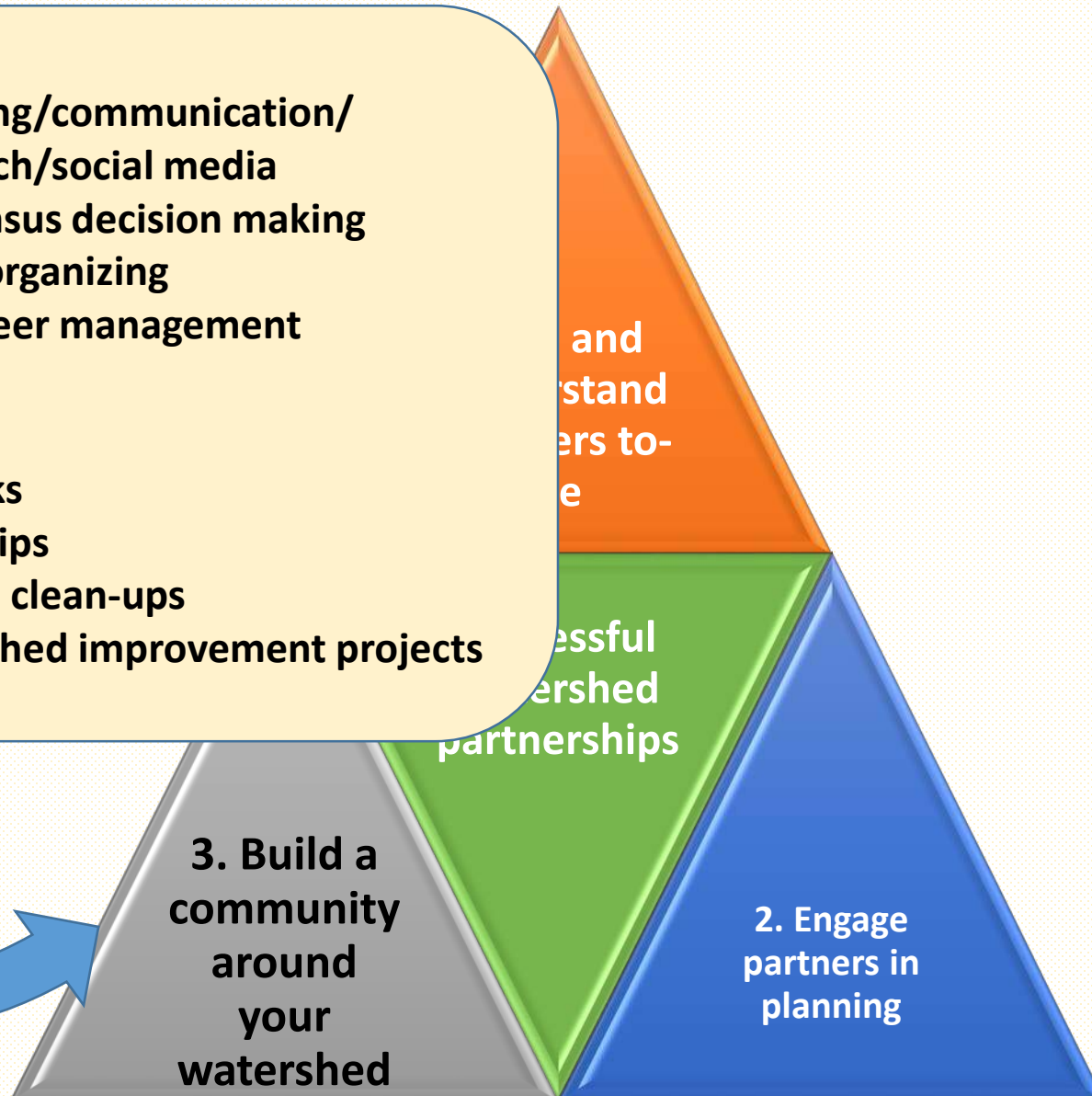
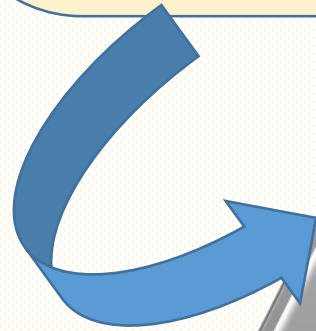


Skills:

- **Listening/communication/
outreach/social media**
- **Consensus decision making**
- **Event organizing**
- **Volunteer management**

Tools:

- **Potlucks**
- **Field trips**
- **Stream clean-ups**
- **Watershed improvement projects**









Black Creek Watershed Association



Tips to keep ball rolling forward

1. Involve stakeholders as soon as possible
2. Listen
3. Communicate early and often
4. Recognize differences early on
5. Don't leave stakeholders out because they're difficult

Tips to keep ball rolling forward

6. Establish mini-milestones (and celebrate!!)
7. Call a meeting only when necessary (and when you have an agenda!)
8. Give feedback and praise
9. Make it fun!

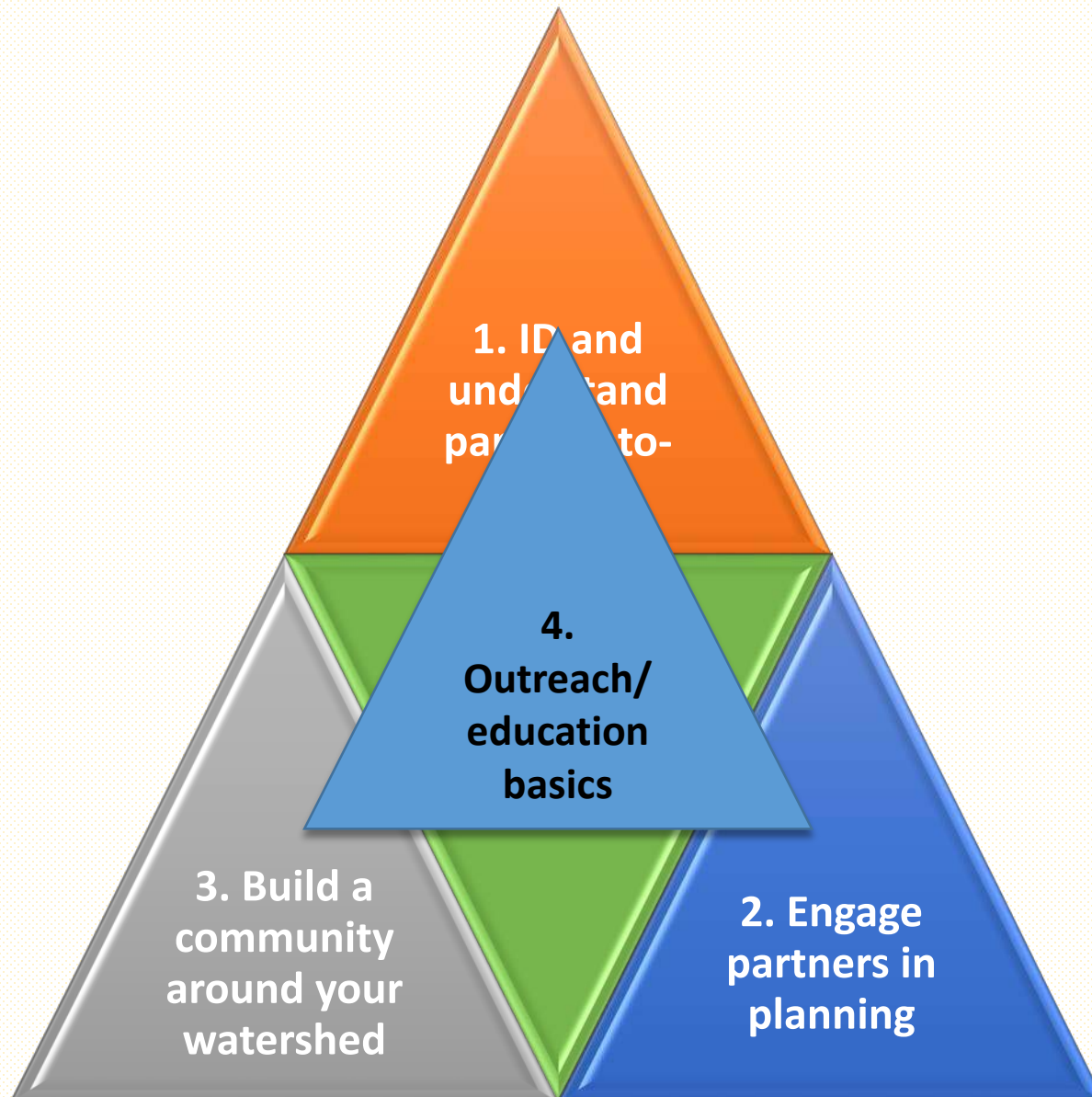


Getting in Step: Engaging & Involving Stakeholders in your Watershed

Your most important asset for implementing a plan is....



PARTNERSHIPS!



Effective Watershed Outreach



Choosing effective outreach techniques

1. Describe management goal, why it's important to the community
2. Identify your primary target audience
3. Determine specific actions citizens need to take to accomplish the goal
4. Collect audience information that is relevant to the environmental practice and behaviors desired
 - ID potential obstacles
 - Incentives
5. Apply what you've learned to design a strategy

Outreach example

Outreach campaign:

Bottom Neighborhood Empowerment Association

- Meetings w/ community informed messages & methods
- Door to door fliers, word of mouth advertisement

FREE RAIN BARRELS!

BEAUTIFUL YARD, STRONG COMMUNITY & A CLEAN ENVIRONMENT WORKSHOP

ONE YARD AT A TIME! LEARN HOW ON SATURDAY, MARCH 1

Call **Jennifer Butler**, City of Wilmington Stormwater Services, at **343-4777** or Jennifer.butler@wilmingtonnc.gov and ask to reserve a Bottom neighborhood rain barrel.



Workshop Participants will:

- Learn how storm water pollutes streams & contributes to flooding and health problems
- Learn how to use rainwater to beautify your home, church, school, or business
- Help identify places in the community that may be good sites for these projects
- A limited number of **free** rain barrels will be available- to qualify you must have or be willing to install a gutter, have plants to water, and live in the Bottom Neighborhood
- Enjoy snacks and lunch together

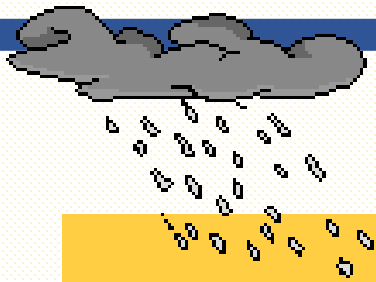
Sponsored by:

- The Bottom Neighborhood Empowerment Association
- North Carolina State University
- City of Wilmington
- New Hanover Soil & Water Conservation District
- Rainwater Solutions, Inc.
- Cape Fear River Watch
- Funded by the US Environmental Protection Agency (EPA)

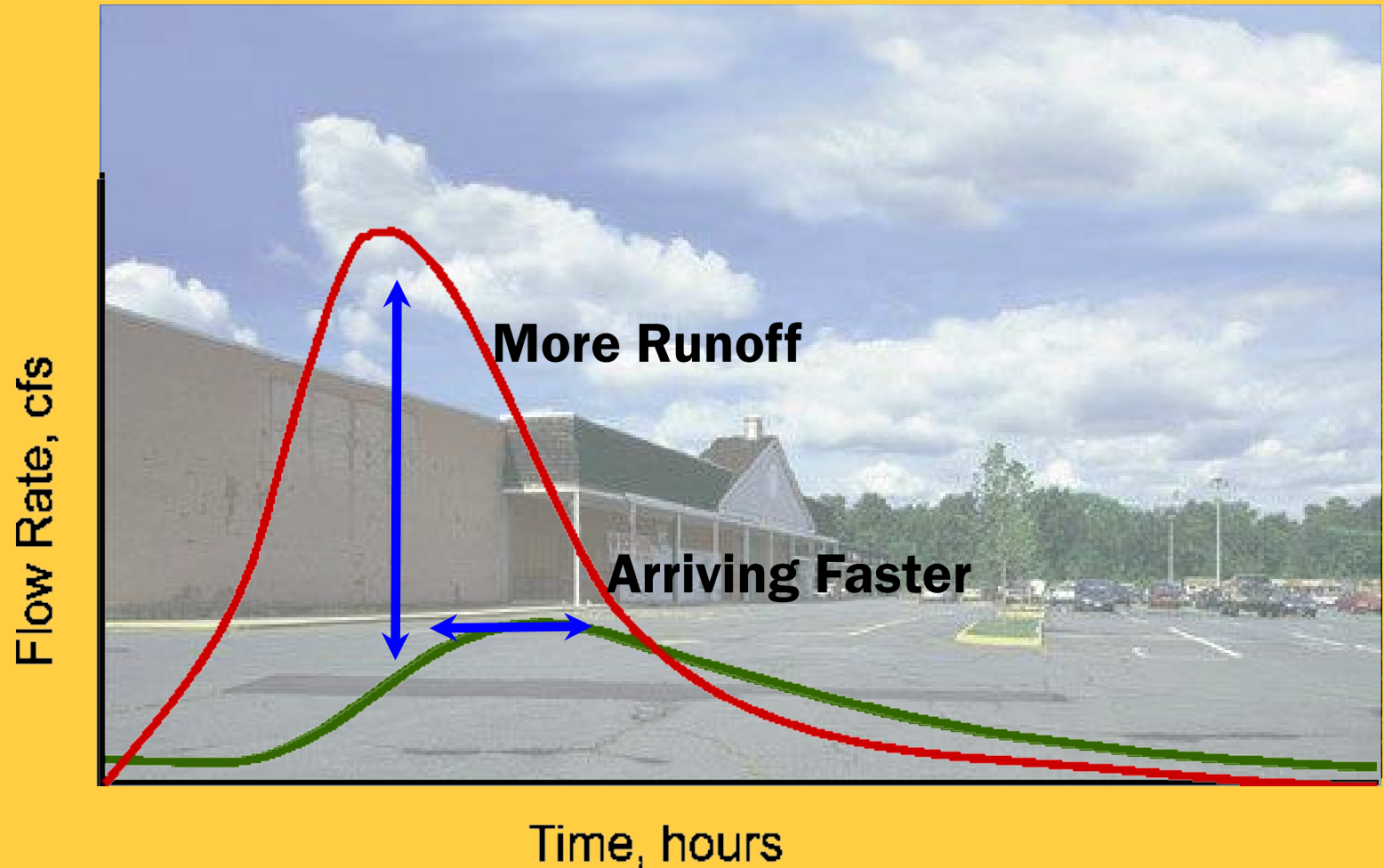
SATURDAY, MARCH 1

**At the Williston Middle School
Cafeteria, 10th Street**

**9:30 AM – 12:30 P.M.
SNACKS & LUNCH
PROVIDED**



Simplify the science..



Use photos of
people's faces



Excessive stormwater runoff in the creek OR



SHOW how they can help! Make it look fun!



Use words that grandma & grandpa get

Protect nature

Clean water

Prevent pollution

Make a difference



What motivates people to take action on watershed issues?

I felt a connection to the land and waterways (>80%)





How do you spark connections?





Success factors: Sparking connections between people & water resources

- Visible results are empowering
- Harness the power of fun!
- Outdoor recreational groups specialize in helping people have fun
- Sneak in some science
- Partner with target audience groups to get the word out
- Provide food- simple is okay



Your thoughts about building partnerships in your watershed?

