

# Reaching Out: Relevancy in the Age of Social Media

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Science & Environmental Summit  
Cape May, NJ

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# Re/Defining Outreach

- Why is public outreach important
- Who is the “public”
- Tools for the “message”
- Getting with the (new) paradigm

*Government innovation is not an oxymoron*



# Perception



# Why aim for the “public”?

With thanks to Lisa Wool and PDE -

- Reach a broader audience
- Ensure key messages are conveyed
- Provide scientific basis for behavior changes
- Build affinity for the resource
- Demonstration of responsiveness

# The Public



Enthusiastic

Interested

Disconnected/ Skeptical

# Key Messages

- Who we are

- What we do

- When

- Where

- Why it matters

Reports, Journal Articles,  
Web pages, News items

**Digital & Social Media**



# Interstate Water Resources Agency

## Programs

- Water Quality
- Water Supply
- Project Review
- Flood Loss Reduction
- Flow & Drought Mgmt
- Basinwide Planning

## Actions

- Monitoring & analysis
- Review projects, issue permits
- Negotiations, modeling
- Condition assessments
- Define a future, set a path

## Products

- Assessments
- Reports
- Rules/regulations
- Agreements
- Committee minutes
- Permits
- Plans
  - ❖ Flickr
  - ❖ YouTube
  - ❖ Tweets

## Media Timeline

- 1971 - 1<sup>st</sup> email delivered
- 1985 – AOL
- 1993 – WWW
- 1997 – 1 million websites
- 1998 – Google
- 2000 – 70 million computers connected to the internet
- 2001 – Wikipedia; iPods
- 2004 – Facebook; Flickr; podcasting
- 2006 - Twitter

## DRBC Timeline

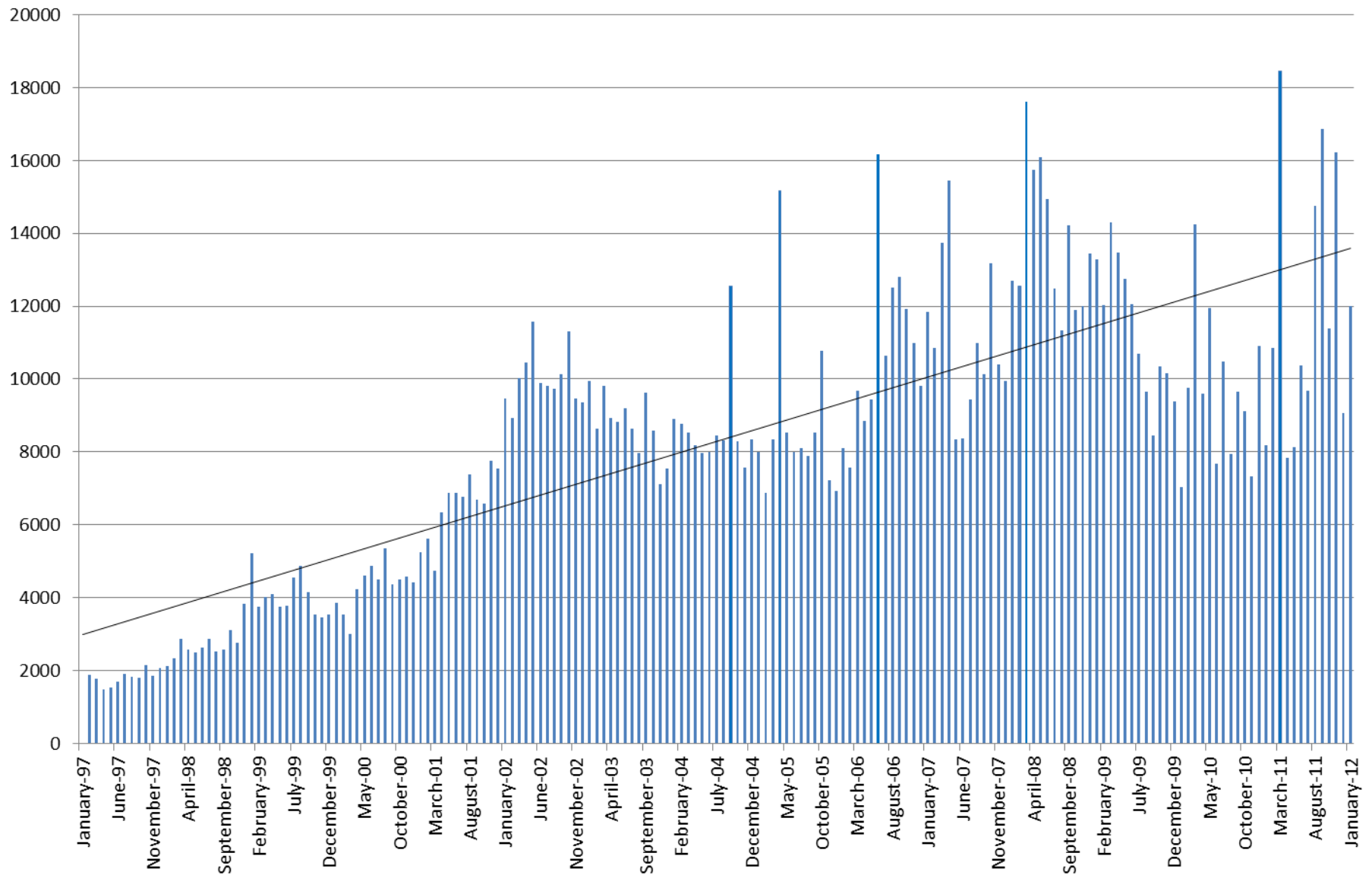
- 1996 – computer network, internet access & 1<sup>st</sup> website
- 1998 – 2010
  - Internal systems:
    - GIS capacity
    - database
    - archives, etc.
- 2012 - Website redesign
- 2013 - Web-based reporting
- 2013 - Flickr & Twitter accts
- 2013 - Interactive maps
- 2014 – Web-based applications

# What We've Done

- Text: Language sensitivity
- Website: Increased links & info
- Website: Interactive Maps
- Interest Survey
- Social Media Tools

# DRBC Web Hits by MONTH

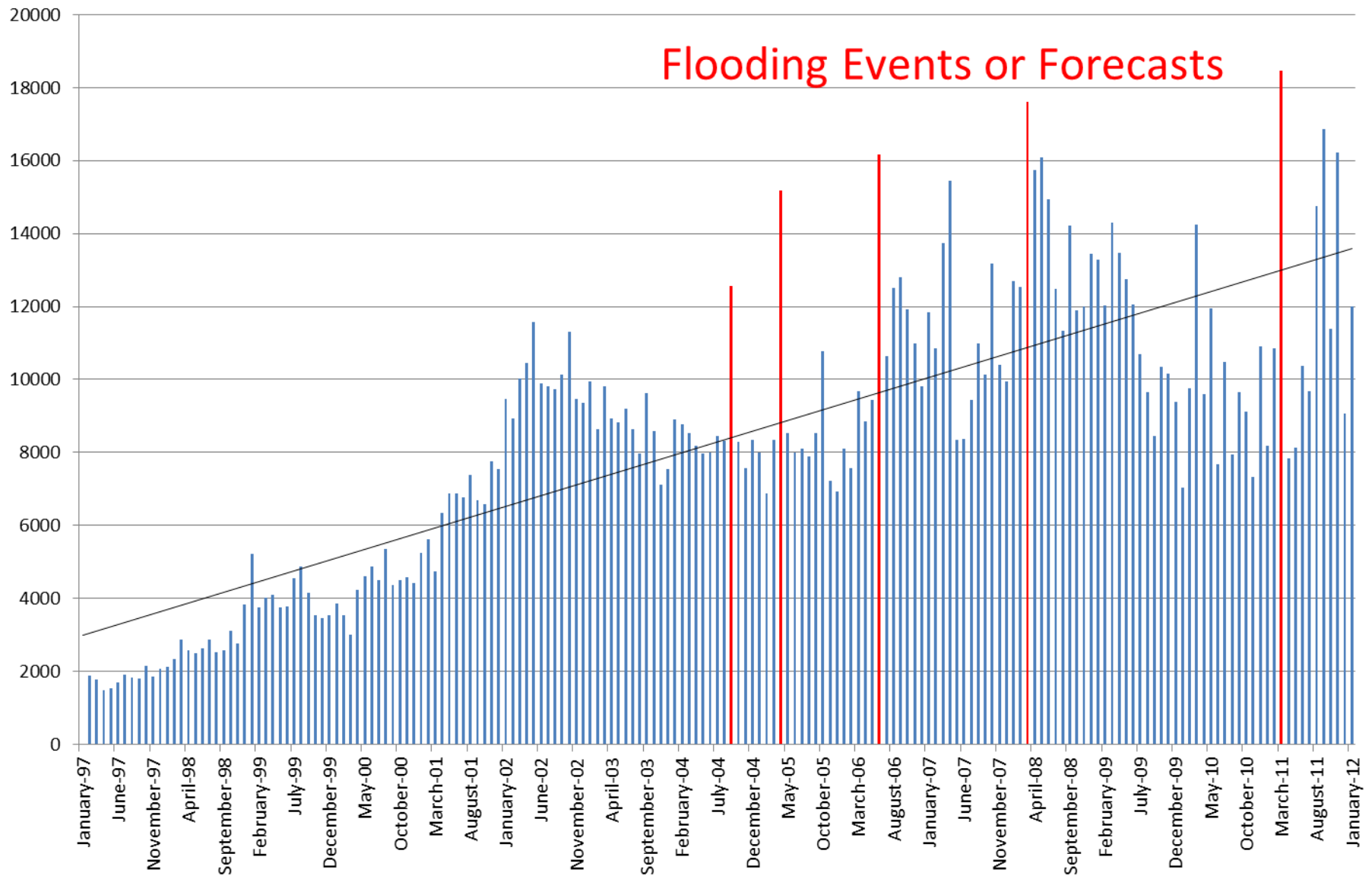
## 1997 - 2012





# DRBC Web Hits by MONTH

## 1997 - 2012



# Flood Forecast & Event Info

[River Conditions](#) | [Reservoirs](#) | [Weather](#) | [General Flood Info](#) | [General Drought Info](#) | [Climate Change](#) | [Reports](#)

[DRB Select Flow and Storage Data](#) | [Advanced Hydrologic Prediction Service \(AHPS\) River Rise Forecasts](#) | [National Weather Service Links](#) | [USGS Stream Gages and Stream Flow](#) | [High Flood Potential? Read This!](#) | [Tide Predictions](#) | [Salt Line](#)

[Home](#) > [Hydrological Information](#) > [River Conditions](#) > [Advanced Hydrologic Prediction Service \(AHPS\) River Rise Forecasts](#) > National Weather Service (NWS) Advanced Hydrologic Prediction Service (AHPS) River Rise Forecasts

## National Weather Service (NWS) Advanced Hydrologic Prediction Service (AHPS) River Rise Forecasts

### Upper Basin Forecast Points

[Interactive Map](#) (Includes locations on several tributaries as well as the following forecast points on the Main Stem Delaware: [Callicoon](#), [Barryville](#), [Matamoras/Port Jervis](#), and [Montague](#))

### Lower Basin Forecast Points

[Interactive Map](#) (Includes locations on several tributaries as well as the following points on the Main Stem Delaware: [Tocks Island](#), [Belvidere](#), [Easton](#), [Riegelsville](#), [Frenchtown](#), [Stockton](#), [New Hope-Lambertville Bridge](#), [Washington Crossing](#), and [Trenton](#))

- Forecast Services to Continue at Langhorne, Pa. (Neshaminy Creek) During Route 213 Bridge Construction - [Link to NWS Statement](#)

### Flood Inundation Maps

Inundation maps provide information on the spatial extent and depth of flood waters in the vicinity of NWS river forecast locations. Users are able to display flood inundation maps for various levels ranging from minor flooding through the largest observed flood. Flood inundation maps, combined with river observations and NWS forecasts, enhance the communication of flood risk and provide users additional information needed to better mitigate the impacts of flooding and plan for more resilient communities. Flood inundation maps are now available for the following nine flood forecast locations along the Delaware River main stem:

#### More Information

NWS AHPS Website Phase VII Enhancements (pdf 897 KB)

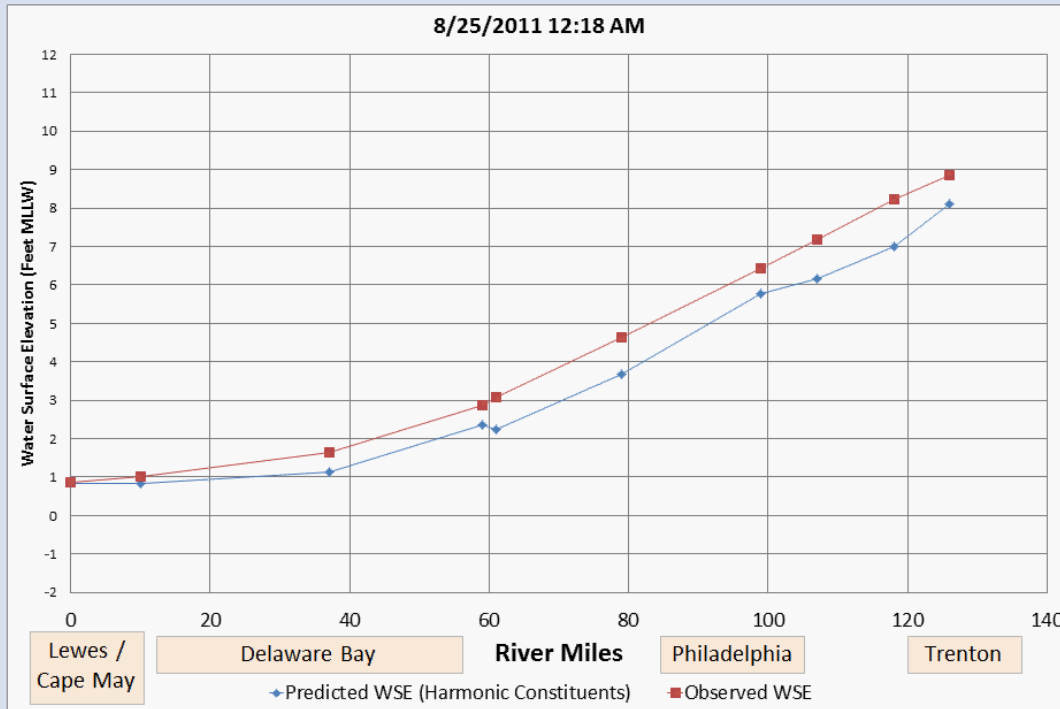
Understanding the River Forecast Process (MARFC fact sheet; pdf 940 KB)

Uncertainty in River Forecasts (MARFC fact sheet; pdf 1.9 MB)

NWS Inundation Mapping User Guide (pdf 25 MB)

# Effects of Hurricane Irene

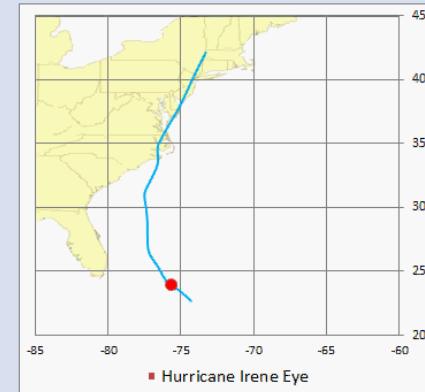
## Impact of Hurricane Irene on Delaware Estuary Water Surface Elevations



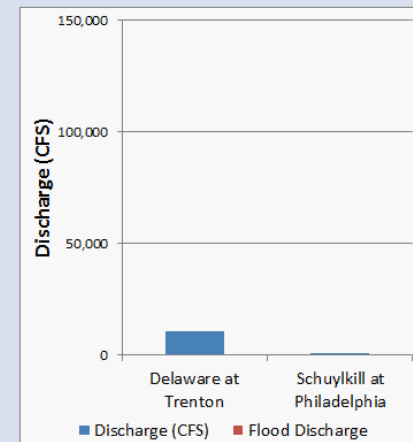
<http://tidesandcurrents.noaa.gov/ports/index.shtml?port=db>

## Hurricane Irene approaching US

Programmed by John Yagecic, P.E. in VBA Excel  
Delaware River Basin Commission



<http://www.nhc.noaa.gov/2011atlan.shtml>



<http://waterdata.usgs.gov/usa/nwis/uv?01463500>

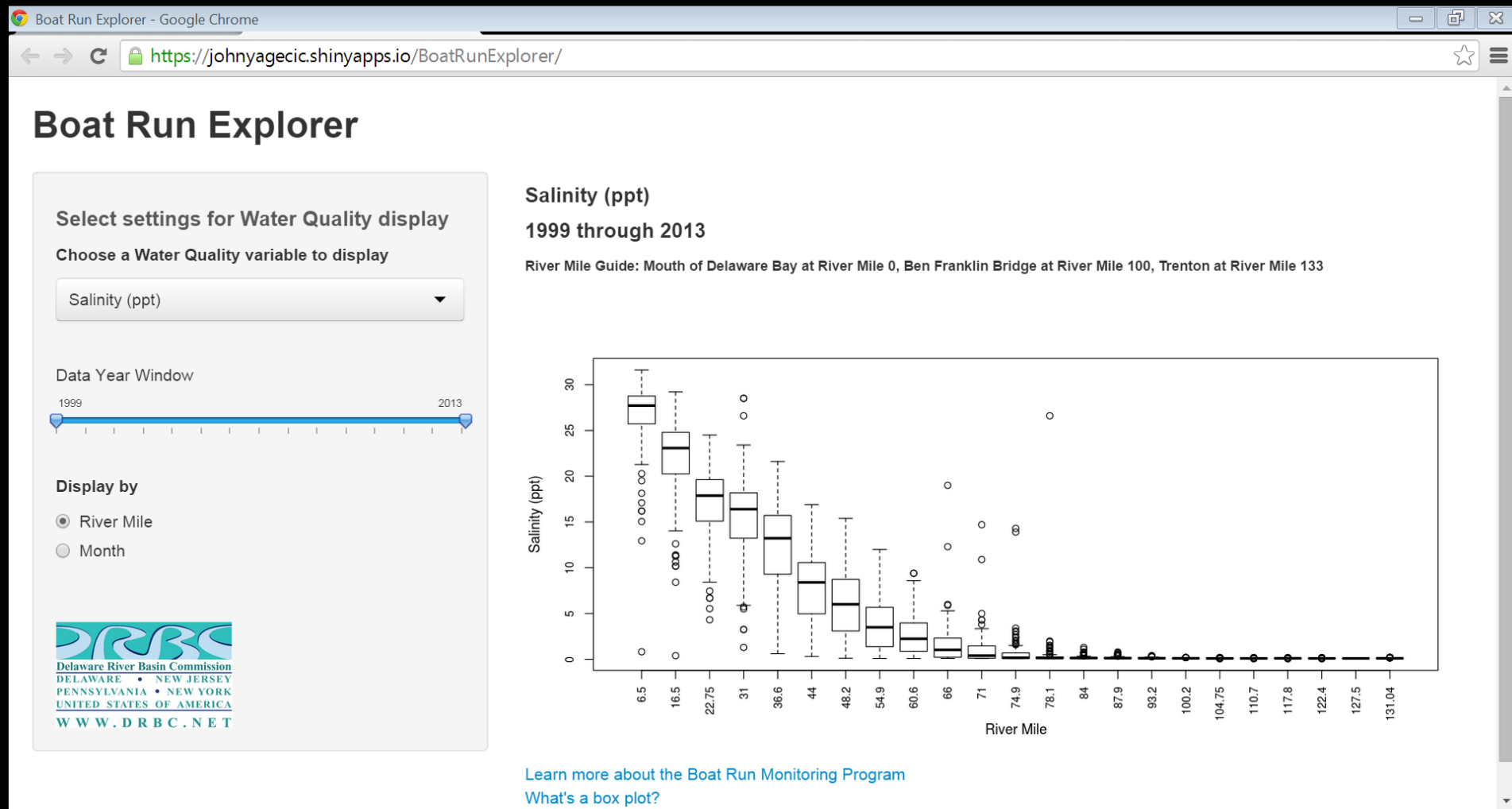
<http://waterdata.usgs.gov/usa/nwis/uv?01474500>

# WQ Interest Survey Results

N=71, June 2013

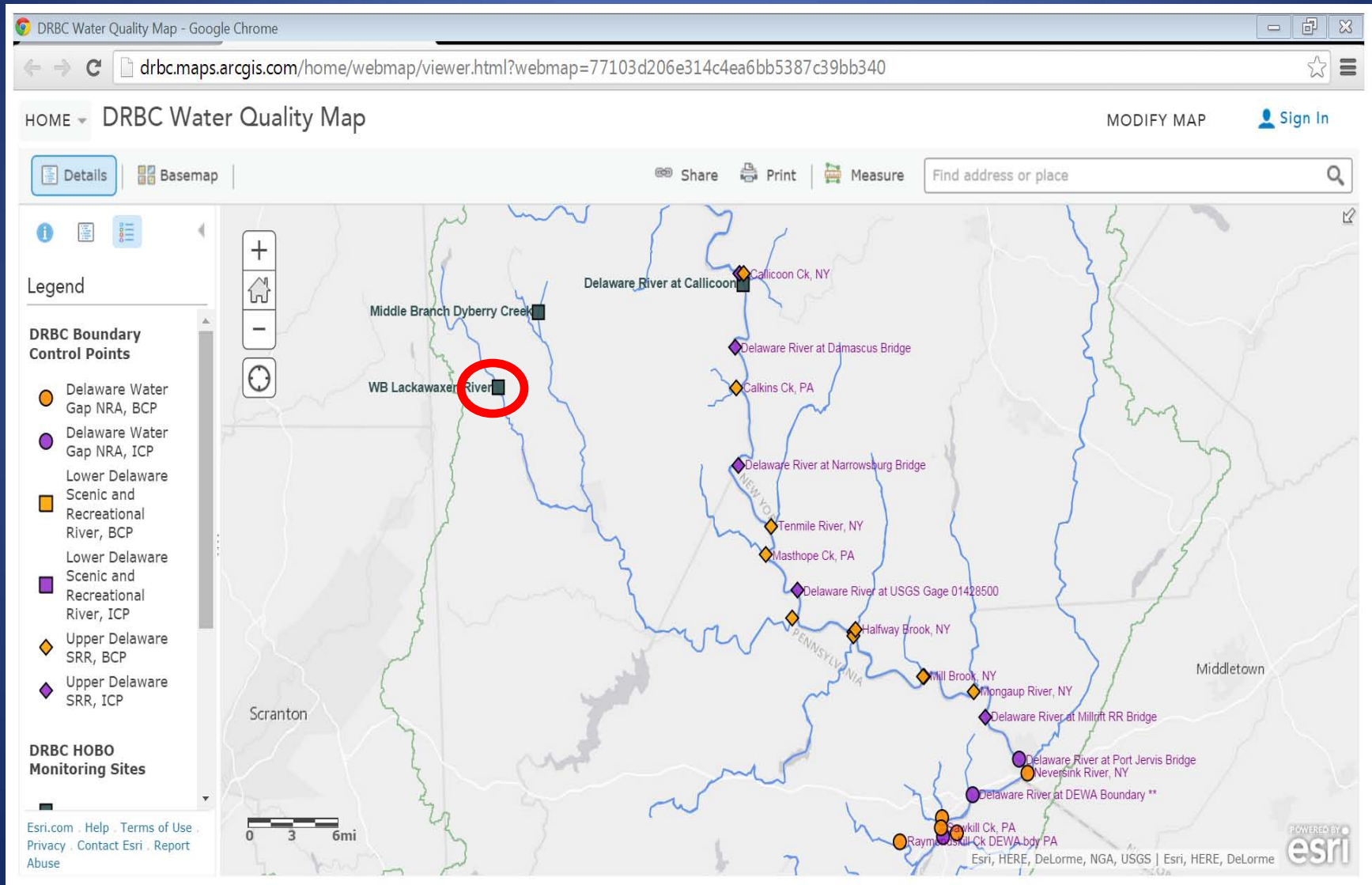
- 83% Very interested in River & Estuary WQ
- 43% wanted to receive info more frequently
- 68% want charts & graphs
- 70% want short condition statements
- 51% want reports

# Water Quality Data



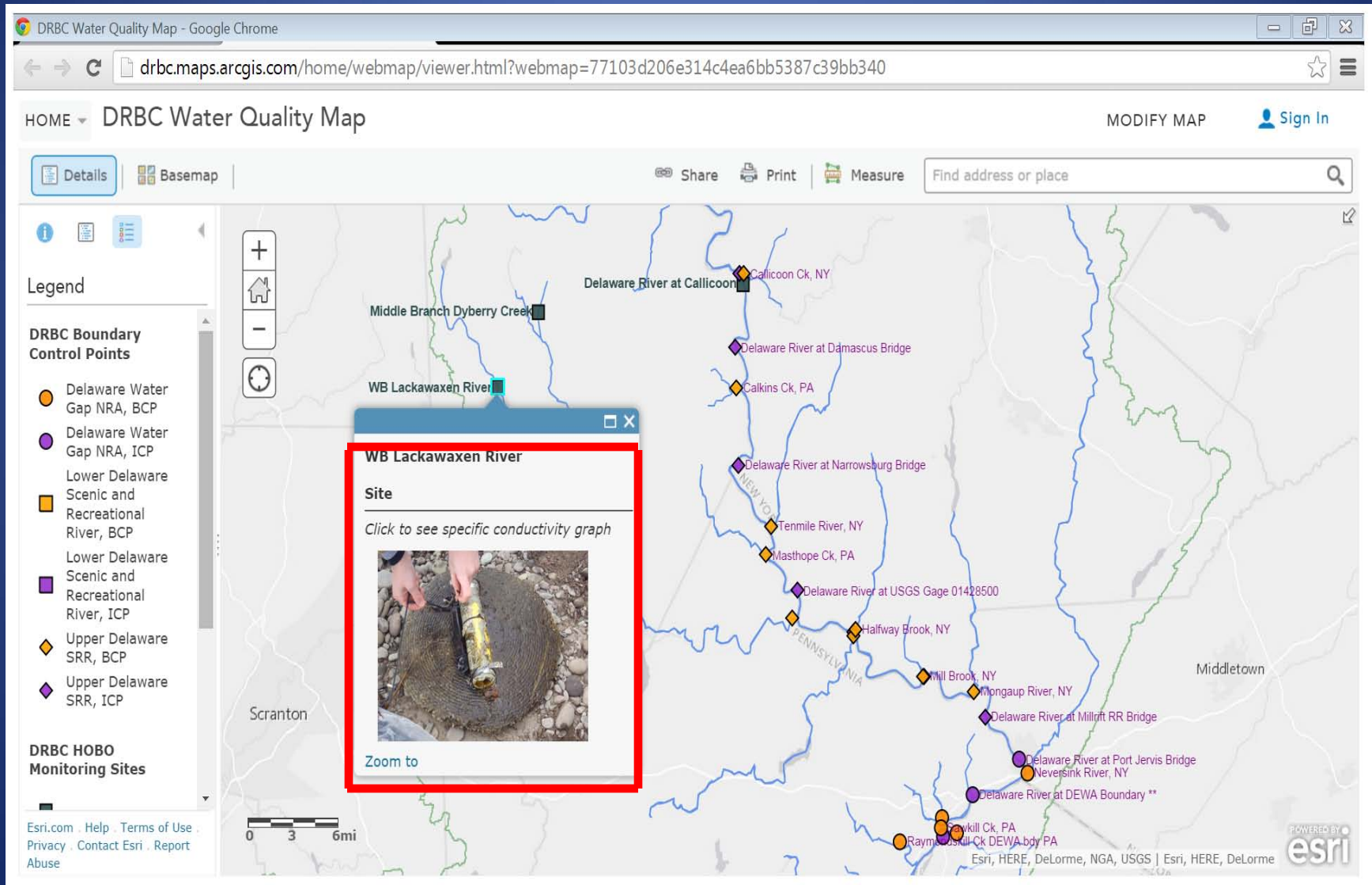
[Boat Run Explorer](#)

# Interactive Maps: Water Quality

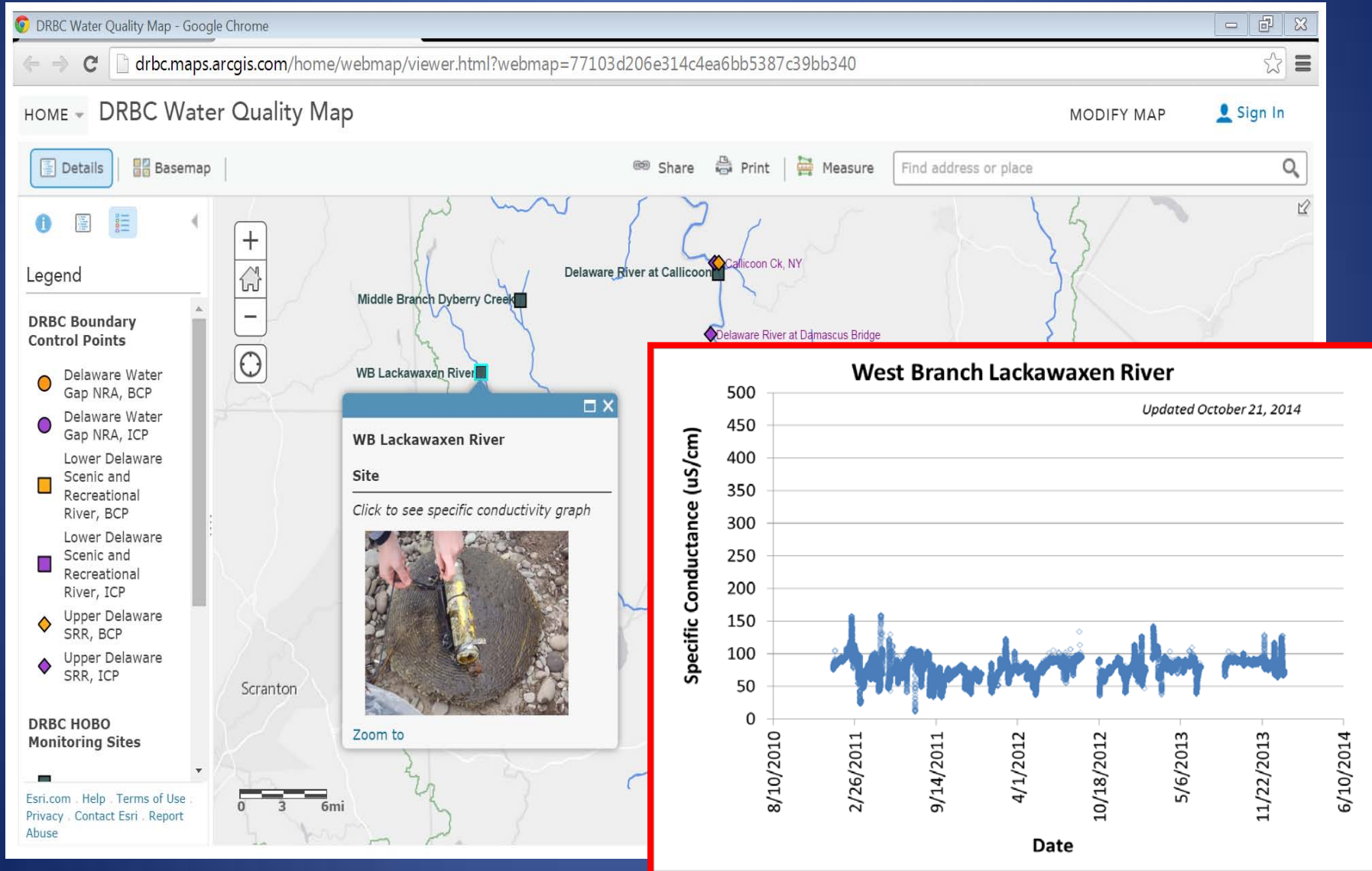




# Interactive Maps – Water Quality

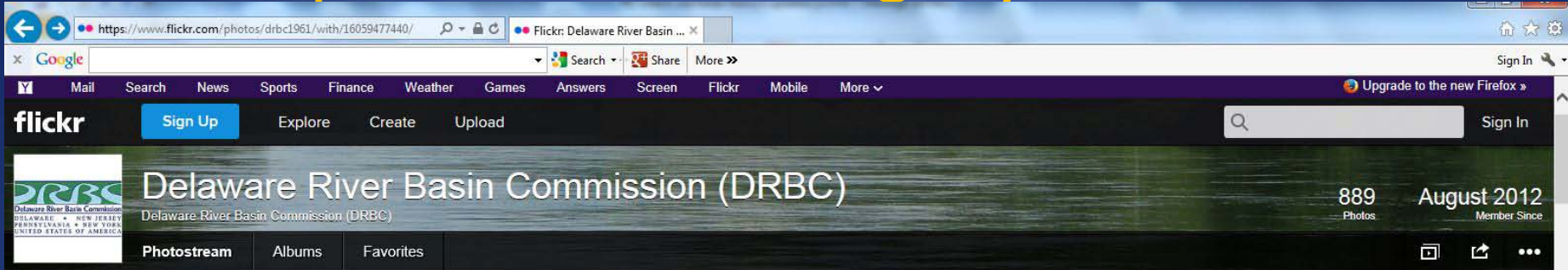


# Interactive Maps – Water Quality





# A pic is worth a megabyte of text



# Where we are

- Learning: what's important & what resonates  
Analyzing data: web hits, survey results, requests, Re-Tweets, "Likes"
- Re-visioning communications
- Re-packaging: technological opportunities/ learning curves
- Lessons learned: Tell "short stories"
- Goal: Enhanced messaging to all "publics"



# Thank you!

## Links



- [jessica.sanchez@drbc.state.nj.us](mailto:jessica.sanchez@drbc.state.nj.us)
- [john.yagecic@drbc.state.nj.us](mailto:john.yagecic@drbc.state.nj.us)
- Boat Run link:  
<https://johnyagecic.shinyapps.io/BoatRunExplorer/>
- DRBC on FLICKR:  
<https://www.flickr.com/photos/drbc1961/collections/>
- DRBC on YouTube:  
<https://www.youtube.com/user/delrivbasincomm/>
- DRBC: Interactive Maps:  
<http://www.nj.gov/drbc/basin/map/interactive-map.html>