

US EPA ARCHIVE DOCUMENT

Healthy Waters Flagship Update -

FY2011 – 4th Quarter



FLAGSHIP IS ONGOING – Benefits and Lessons Learned to Come

Description of Flagship Project

- The Healthy Waters Blog is a project that falls under the “Expanding Public Awareness and Involvement in the Development of Rules and Regulations” Flagship Theme
- This first internet blog of any EPA Region (and one of EPA’s Greenversations) is intended to bring new voices and perspectives to our work in restoring and protecting water resources in EPA’s Mid-Atlantic region
- It was established as a forum where dialog between the public and the government could take place, and where ideas gleaned from the discussion could help support EPA teams working on the next generation of water protection practices
- The goal of the Healthy Waters Blog is to educate the public and provide a participatory window for the public into EPA’s activities in the public domain
- Link to additional project information: <http://www.epa.gov/healthywaters>

Stakeholders

- Public
- Industry
- State and local government
- Federal government

Milestones/Status

- The blog continues to grow its readership and participation

Highlights of Progress this Quarter

- This Quarter, published 23 new blogs on various issues including water efficiency, rain gardens, beaches, Watersense and energy conservation
- Received positive feedback on multiple blog topics including water protection and Adopt-A-Beach programs

Planned Activity for Next Quarter

- Publish new blogs
- Continue expanding readership through marketing, including regional and national tweets; Blog posts are tweeted weekly by @EPAregion3, and retweets expand the blog’s reach and grow the number of people with access to the blog

Metrics

- Number of Page Views: Typical Monthly Average of 1900 page views/day
- Number of Unique visitors: Typical Monthly Average of 2600 unique visitors/month
- Number of Comments: Average of 208, typical 4-5 comments/blog post
- MyCommetrics Score: 23 (top score=100, average score= 25)