Health Waters Flagship

FY2011 – 3rd Quarter

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
- The Healthy Waters Blog, the 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
- Federal government
- State and local governments

Milestones/Status

- The Healthy Waters Blog celebrated one year live on the internet on May 11, 2011
- The blog continues to grow its readership and participation, with the top 5 days of traffic to the blog all occurring in Q3 2011

Highlights of Progress this Quarter

- This Quarter, published 11 blogs on a variety of subjects, including trash in waterways, National Drinking Water Week, the Green Streets-Green Jobs-Green Towns Forum, energy efficiency in wastewater treatment plants, maintaining healthy waters in emergencies, and seasonal entries on beach advisories and recreational fishing

Planned Activity for Next Quarter

- Publish 12 new blogs, including a series on enforcement issues related to permit issuance and press releases, as well as a feature on life aboard the OSV BOLD
- Continue expanding readerships 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. Notably, a retweet by @EPAresearch on 6/10/11 to its 9,966 followers resulted in a spike in pageviews on the Healthy Waters Blog.

Metrics

- Number of Page Views: Monthly Average of 1900 page views/day (27% increase from Q2)
- Number of Unique visitors: Monthly Average of 2600 unique visitors/month (73% increase from Q2)
- Number of Comments: 208 total, average of 4-5 comments/blog post
- MyCommetrics Score: 23 (top score=100, average score= 25)