

URBAN Waters

LEARNING NETWORK

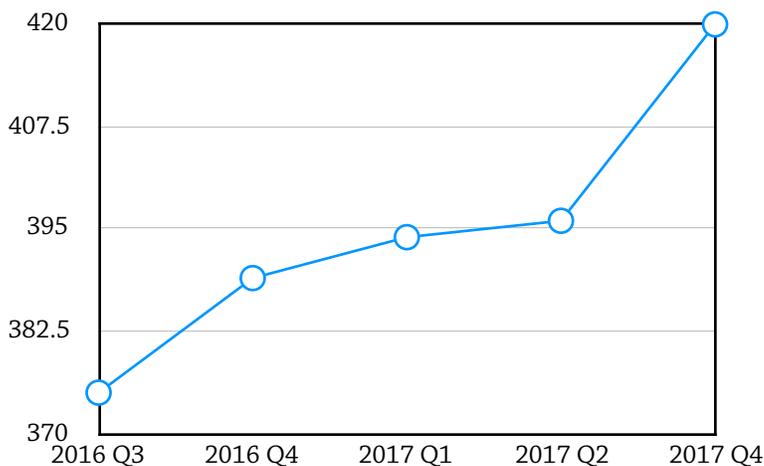


The Urban Waters Learning Network is a peer-to-peer network of people and organizations that share practical on-the-ground experiences in order to improve urban waterways and revitalize the neighborhoods around them. Groundwork USA and River Network are partners in coordinating the Learning Network, providing support and opportunities for members to share successes, challenges, and technical resources.

UWLN engages its members through workshops and activities at **the annual River Rally conference**, the **UWLN website** (urbanwaterslearningnetwork.org), a **quarterly newsletter**, and **webinars**.

ANNUAL REPORT: 2017

MEMBERSHIP and OUTREACH



- * UWLN comprised 420 members.
- * Basecamp participation included 117 posts and fourteen new files uploaded.
- * Each quarterly Newsletter reached 106-115 members (as of Dec 2017, 25% of 454 recipients).
- * The Newsletter mailing list comprised 201 NGOs; 173 government agencies (federal, state, municipal, county, and regional); nineteen academic contacts; seventeen businesses; and forty-four other/unknown, totaling 454 recipients.
- * UWLN hosted three webinars, two peer calls, and posted videos of past webinars, reaching a cumulative total of 1500+ people through webinars and YouTube viewings.

RIVER RALLY 2017 and 2018

- * At Rally 2017, UWLN hosted twenty workshops and open-table discussions, and held an Urban Waters Learning Forum for approximately 100 Urban Waters Small Grant recipients.
- * UWLN administered forty-five scholarships in the amount of \$14,876 to help grant recipients attend River Rally 2017.
- * UWLN issued four Expert and Signature Awards at the Urban Waters Learning Forum and launched the second annual Awards Program for 2018.
- * UW practitioners submitted over 70 proposals for Rally 2018 sessions.

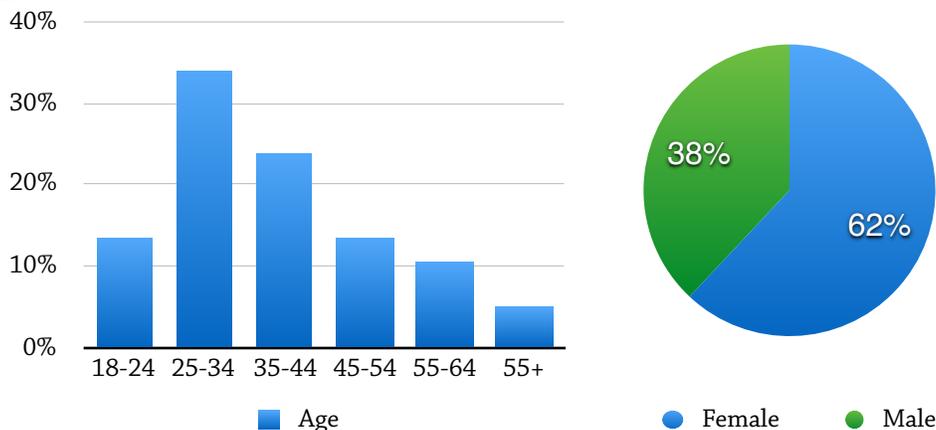
IMPACT STORIES AND BLOGS

- * UWLN published fourteen Impact Stories and eleven blog entries covering projects in all ten EPA regions.
- * Six blog posts were written by guest authors, including Laura Cattell Noll from the Alice Ferguson Foundation (AFF), and Gabrielle Roffe of the U.S. Fish and Wildlife Service (USFW).

WEBSITE



- * Throughout the year 2017, there were approximately 11,032 individual page views, accounting for 76% of the total since 2016.
- * Website traffic increased an average of 80% by month from 2016-2017, and a total of 187% since the website was founded, showing an overall trend of growth.
- * 47% of visitors arrived at the website through bookmarks or other direct means, while 42% found the site via a search engine.
- * While the website's bounce rate hovers between 50-62%, in-depth Google Analytics show that 60% of users that landed on the home page went on to read other pages, usually Impact Stories and Resources.



- * The UWLN website reaches approximately 300 people per month. Since its 2016 launch, over 3,600 people from 867 American cities viewed the website 14,882 times. Visitors are of all ages, and 62% women.

Impact Stories



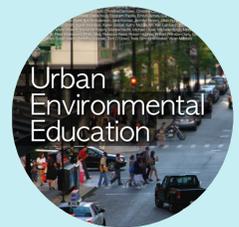
Forty-five stories highlight successful Urban Waters restoration projects and EPA-funded initiatives around the country. Each Impact Story is reviewed by the EPA Project Officer assigned to the EPA Region.

Network Blog



To encourage more consistent engagement among peers, the Urban Waters team recently started a blog where users can contribute their personal stories and experiences.

Resources



The UWLN team maintains an online searchable database of up-to-date reports, manuals, studies, and other informational and training resources. There are now 150 resources and growing.