A Common Ground for Coes Pond

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Background:
There has been a decrease in the recreational use of Coes Pond in Worcester. This is due to the public’s negative perception of Coes Pond as polluted and a lack of collaboration among different restoration groups.

Problem:
The current public perception of the pond has a negative connotation. There is no common ground for restoration efforts which halts the Master Plan’s implementation.

Goals and Objectives:
Goal is to change the public perception of Coes Pond. Currently the public is not using Coes pond to its full potential. The public has a negative viewpoint of the pond because of the pollution in the past.

Solution:
• Create a website that will act as the central hub of information and collaboration on the restoration project.
• Use the social media campaign to provide the public with access to the contact information of those involved, events occurring at the pond, and general information.
• Provide a technological warehouse for data concerning the pond.

Research Plan:
1. Investigate the reasons for the reduction in the recreational use of Coes Pond through interviews
2. Cite visit of Coes Pond and meet with members of the Coes Pond Task Force to analyze potential solutions
3. Develop a venue for information sharing with the public and for collaboration among restoration groups

How You Can Get Involved:
Media Outreach

Coes Pond Common
• Projected URL: coesp Pond.org

Facebook
• Like our page: Coes Pond

Future Events:
• April 2015 - Work for Worcester
• Attend Task Force meetings
• Take pictures for a photo contest

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Citations:
Photos taken by Allison Holmes

Purple Loosestrife, an invasive species, on the pond

Water Chestnut, an invasive species, on the pond

Conducting our interview on the pond