



USDA-CSREES 2007 National Water Quality Conference

[Developing and Implementing a Comprehensive Surface Water Education Plan for a Rural County](#)

WSU Jefferson County Extension designed a comprehensive Surface Water Education Plan as a requirement for the Surface Water Management Plan for Jefferson County, WA. Successful surface water and storm water management are critical to protecting water quality. In order to be successful, the public must understand the importance of water quality and natural processes and be willing to support activities and behaviors that protect the environment. WSU administered an initial community survey to assess community awareness and needs, designed a county-wide campaign titled “Water Matters”, and developed new surface water education programs to reach targeted audiences and the general public. Watershed education newspaper inserts were distributed to 20,000 residents. A new program titled “Welcome to Your Watershed” was created to reach new home and property owners through partnerships with local realtors and county departments. We created a folder with local information on watershed processes, answers to water/on-site septic/ building related issues, and a list of “Who Can Help” contacts that we distribute through realtors and permitting departments. The “Green Gardening Nursery Project” provides garden nursery staffs and customers with up to date handouts, trainings, and workshops on fertilizer and pesticide reduction and natural lawn care.

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