

## CONSERVATION EDUCATION AND COMMUNITY OUTREACH

**Expand conservation education, integrating it as a component of all District conservation programs. Market the District as a recognized leader in natural resource protection in Pike County by utilizing branding techniques in promotion of the District to all audiences.**

- Create a rebranding of the District's image establishing the District as a recognized leader in natural resource protection in Pike County.
- Develop an annual education and outreach campaign for explaining the District's role and the benefits of implementing Chapter 102 and Chapter 105.
- Develop an annual multi-faceted education campaign for targeted audiences highlighting the value of natural resource management. Foster stewardship with a better understanding of the links between conservation, community well-being and economic benefits of ecosystems services.
- Support and partner with organizations to provide educational outreach on land use best management practices, growth and sustainable development.
- Develop and provide educational outreach on promoting best management practices which help reduce flooding, manage stormwater, and promote water quality protection to all audiences.
- Enhance opportunities for promotion of District programming and natural resource issues of concern through multimedia platforms with a focus on practical information the general public can utilize.
- Work with Pike/Wayne Conservation Partnership and other partners to maximize education and outreach opportunities, to avoid duplication of efforts, and to better coordinate delivery of conservation services.
- Expand the District's working relationships with cooperating agencies and organizations as well as with groups outside the *environmental* realm (businesses, tourism) to promote the District's mission.
- Facilitate the formation and goals of sustainable Source Water Protection Groups by providing support and training to enable these groups to effectively work with local officials on issues of land use planning and the importance of long-term groundwater quality and quantity protection.
- Work with watershed organizations by providing support and training to enable water quality monitoring and develop assessments.

