

CHAPTER 9: INFORMATION AND EDUCATION STRATEGY

The successful implementation of the Land and Water Resource Management Plan will depend heavily on an aggressive information and education program. This program must be well coordinated and organized to effectively impact change in the way people use their land and other natural resources. To accomplish this task, it is important that the Land Conservation Department form strong alliances with those agencies, departments and individuals who have the knowledge and ability to educate and teach landowners.

The Land Conservation Department is neither trained nor well equipped to provide this level of effectiveness. We will rely heavily on the experience of the UW-Extension Service staff to accomplish this task.

Goals

The focus of the information and education program will be to:

- Create awareness among Wood County farmers and landowners regarding the agricultural performance standards and prohibitions.
- Create awareness among farmers and landowners regarding the services provided by the Wood County Land Conservation Department and other cooperating agencies.
- Create awareness among farmers and landowners regarding the availability of cost-share assistance programs and who to contact regarding those programs.
- Inform citizens about rural and urban sources of runoff pollution.
- Inform municipalities and contractors regarding construction site erosion control and stormwater runoff management.
- Advise farmers and landowners regarding the role and purpose of best management practices.

Actions

The following activities will be utilized as a means of creating public awareness and providing information to Wood County citizens:

<u>Activity</u>	<u>Number</u>
Personal Contacts	100 per year
Press Releases	6 per year
Newsletters	12 per year
Workshops	8 per year
Mailings	150 per year

Evaluation

The information and education program will be evaluated annually to determine the level of effectiveness achieved. As part of the Land Conservation Department's annual accomplishment report, all information and education activities will be summarized for each reporting year. The Land Conservation Department, Natural Resources Conservation Service and UW-Extension will evaluate levels of effectiveness for these activities. Effectiveness will be measured by:

- Citizen participation at meetings
- Number of cost-share agreements
- Transect survey results
- Assistance requested
- BMP adoption and maintenance

The evaluation of information and education activities will be reviewed annually. Adjustments in program delivery will be made accordingly based on the evaluation results.