

Best Education Practices (BEPs) for Water Outreach Professionals
Defining BEPs, Refining New Resources and Recommending Future Actions

POSTER PRESENTATION

Presenter(s): Jerry Kauffman, University Of Delaware

Title: SMARTYARDS and Other Watershed Outreach Programs Of The Christina Basin Clean Water Partnership In Delaware, Maryland And Pennsylvania

Abstract: The Christina Basin Clean Water Strategy is a cooperative interstate effort to protect and improve the water quality of streams in the Brandywine, Red Clay, and White Clay Creeks, and Christina River watersheds of Delaware, Maryland, and Pennsylvania. The streams in the 565-square mile Christina Basin drain areas of three states - Delaware, Maryland, and Pennsylvania - and are the sources of drinking water for over 0.5 million people in these states. The Christina Basin Partnership was one of 20 watersheds from throughout the USA (from a pool of 170 applications) that was the recipient of a \$1 million Watershed Initiative Grant from the USEPA.

This paper describes the watershed outreach and education programs of the CBCWP. These include continuing and enhancing the community participation and public education efforts to inform the watershed community and landowners about the need to implement BMP's and how to implement better watershed stewardship in their day-to-day activities and businesses. This program includes cooperative public outreach efforts regarding the ongoing development of the low flow and high flow TMDL load allocations. The watershed outreach programs include:

- Distribution of free native plants to homeowners through the SMARTYARD program.
- Annual bus tour of the watershed on the first Friday after Labor Day.
- Storm drain stenciling in coordination with Boy Scout and Girl Scout troops.
- Distribution of outreach publications and brochures at public events such as University of Delaware football (22,000 seats) and basketball games (5,000 seats).
- SMARTYARD program whereby homeowners are given up to \$250 of free native plants and a landscape design plan as incentive to replace water-and chemical dependent lawns.
- Rain barrel program where homeowners in eligible sub-watersheds are provided free rain barrels.

Target Audience(s): Homeowners

Educational Purpose: Capacity building

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