



Stormwater Education and Outreach

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Hello! Meet the Team



Kelsey Crane



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Outreach Best Practices



Social Marketing



- Behavior change for social good.
- Audience research.
- User testing.
- Barriers & benefits.
- Focus on one audience/behavior.
- Nudge!
- Long term evaluation.

Plain Talk



- Know your audience.
- Only relevant information.
- No jargon.
- Short paragraphs & sentences.
- Active voice.
- Clear, simple design.

Toolkit

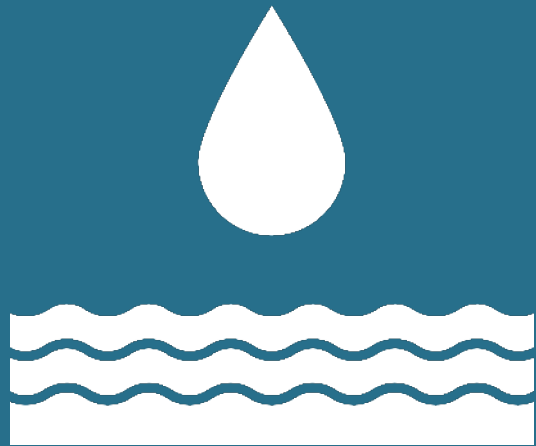


- Newsletters.
- Emails.
- Flyers.
- Website.
- Social Media.
- Events.
- Equity Index.



Partners





Outreach



Marine Creature Monday



Stream Bug Monitoring

*Stream
Team* 
EDUCATE • PROTECT • RESTORE



Salmon Stewards



Lectures & Field Trips



Puget Sound Starts Here



Go Green Yard Care



Pet Waste



Drainage Manual



THURSTON COUNTY



DRAINAGE DESIGN & EROSION CONTROL MANUAL

June 2022 Edition
Effective June 30, 2022



Capital Projects



Trainings



- IDDE & Spill Response.
- Stormwater Systems Inspection & Maintenance.
- Erosion & Sediment Control.
- Go Green Natural Yard Care.
- Salmon Docents.

Community Planning



- Shoreline Master Program.
- Habitat Conservation Program.
- Healthy Forests.
- Agriculture.
- Comprehensive Plan.

Upcoming Community Events



- Thurston County Fair.
- McLane Trail Maintenance.
- Harvest Festival.
- Healthy Yard Demo Days.
- Nisqually Watershed Festival.



SSWAB



How Can We Help?



- Provide outreach updates.
- Work with subcommittee.
- Provide SSWAB outreach toolkit.
- Provide speaking notes for events.
- What else?



How Can You Help?



- Talk to your network.
- Share community insights.
- Suggest outreach content.
- Join us at events!
- Boost our BMP messaging.
- What else?



Follow Thurston Stream Team on social media!



Questions & Comments?

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