Better Ground

Better Ground is an engaging way to communicate the new environmental stewardship social norms that have been developing within the conservation district community of Puget Sound residents and to raise awareness about how conservation districts provide solutions that benefit people and the environment.

Project outcomes

Collaboration between several Puget Sound region conservation districts and other partners resulted in:

- Connecting thousands of Puget Sound residents to information about environmental stewardship and protecting water quality, and to their conservation districts who can provide hands-on guidance.
- The engagement of thousands of Orca Recovery Day participants from across the region.
- An inspirational Better Ground website for the region that highlights how conservation districts work with individuals and each other to improve water quality and soil, forest, and shoreline health (“Working Together for Better Ground”).

Success stories

During the October – November 2019 digital media campaign, over 14,000 people found the Better Ground website, its stories of environmental stewardship, and how to find their local conservation district that can help them with their stewardship goals.

The 2019 Orca Recovery Day was hosted on the Better Ground website and was featured in the digital media campaign. Over 500 eager volunteers registered for events on Better Ground and joined over 1,000 other volunteers to participate in habitat restoration and cleanup that October.

FUTURE OPPORTUNITIES

Better Ground is poised to diversify its audience and expand its topical content. The foundation of inspiring stories and ways to participate in environmental stewardship is built and can be grown to engage those who are looking for partners in their stewardship activities, but don’t yet know that conservation districts are able to serve them. We can create Better Ground, together.

LINKS

www.betterground.org