



Date: August 11th, 2018

Location: Fort Atkinson (Bark River - Highway N (Burnt-Village) to Haumerson's Pond)

Event Name: Family Fun Float

Amount of People Engaged: 34

Length: 9:30am - 12:30pm

Style: Kayaking

Number of Protect Wisconsin Waterways Representatives: 2

The Protect Wisconsin Waterways crew had a wonderful time at the Bark River Family Fun Float on Saturday, August 11th. Here, our representatives engaged with citizens and families that shared a common interest in our waterways, mainly the Bark River. We also used this event as a way to promote our Protect Wisconsin Waterways Sweep which was on September 8th and gave them Fort Atkinson specific flyers so they knew where to go for the event. Due to the nature of the event, we weren't able to give any sort of demonstration on proper stormwater practices, but we were able to promote our brand to the community members as well as hand out pamphlets and pens with the appropriate information highlighted on them. Overall, the event was an enjoyable time, and we were able to travel along the Bark River and put some of the things we've presented to other event attendees into perspective. Erosion could be seen along the shore and on a few trees from when the water was three feet higher.



Date: August 11th, 2018

Location: Waupun City Hall Parking Lot (201 E. Main Street)

Event Name: Waupun Farmers Market

Amount of People Engaged: 43

Length: 8:00am - 12:00pm

Style: Tabling Event and Enviroscope

Number of Protect Wisconsin Waterways Representatives: 4

The Protect Wisconsin Waterways crew visited with city residents at the Waupun Farmers Market on August 11th, 2018. Our representatives engaged with citizens and families that share a common interest in sustainable practices. We brought the Enviroscope demonstration to this event and emphasized the importance of properly disposing of grass clippings as this is a large contributor to stormwater runoff pollution during the summertime.

Attendees were supportive of our mission and several indicated they already practice some alternative actions around their home that we suggested. After families saw a short presentation on the Enviroscope, they received pamphlets with more information about protecting stormwater. We also encouraged everyone to sign up for our Rock River clean up event planned for September 8th.

Overall, there was a positive response to our brand and many citizens expressed their appreciation for our mission. We also encouraged individuals and families to sign our pledge to Protect Wisconsin's Waterways.





Date: August 14th, 2018

Location: Cafe Carpe in Fort Atkinson

Event Name: Sippin' on Science

Amount of People Engaged: 35

Length: 6:00pm - 8:30pm

Style: Tabling Event, Enviroscape

Number of Protect Wisconsin Waterways Representatives: 3

The Protect Wisconsin Waterways crew had a successful event at the Sippin' on Science event! The event was held at Cafe Carpe in Fort Atkinson, WI on Tuesday, August 14. Our representatives engaged with citizens and families who are interested in the environment and sustainable practices. We had a very positive response to our brand, while many individuals told us they were excited about our efforts. We were also approached by families who saw our demonstration at previous community events. We used the Enviroscape to show event attendees the factors that affect stormwater. After the presentation, attendees received pamphlets with more information about who we are and how to protect stormwater.



Date: September 29th, 2018

Location: Jefferson Elementary School

Event Name: Beaver Dam Street Cleanup

Amount of People Engaged: 10

Length: 9:00am – 10:00am

Style: Video Recording and Street Cleanup

Number of Protect Wisconsin Waterways Representatives: Two

On September 29, 2019, the Protect Wisconsin Waterways team helped the Beaver Dam Street Department clean leaves off the street. To ensure the fallen leaves do not end up in our waterways or clog our storm drains, the Beaver Dam Street Department requests that community members pile their leaves on the curb.

The Beaver Dam Street Department goes to the site with two Bobcats, a dump truck, and a street sweeper to clear the street of as many leaves as possible. We helped the Street Department push leaves into the street and Splash made an appearance to help clean up leaves. Pictures and videos of our event were posted on social media. The focus of our video is to inform our audience on the harm leaves can have on our rivers, lakes, and streams.



Date: October 13th, 2018

Location: UW-Rock County

Event Name: Super Science Saturday

Amount of People Engaged: 80

Length: 10:00am - 1:00pm

Style: Tabling Event and Enviroscope

Number of Protect Wisconsin Waterways Representatives: 4

The Protect Wisconsin Waterways team was at the Super Science Saturday event at UW-Whitewater at Rock County. The event primarily attracted families with grade-school aged children for a STEM educational event. We were excited to show people the adverse effects of stormwater and what they could do around their home to help prevent these effects. Like other events, the Enviroscope was used to show event attendees the many factors that can end up in stormwater runoff. We also engaged in conversations with individuals about how they were doing their part to protect our waterways. One of those individuals said he is always clearing the storm drain near his house. He said he has even gone outside during winter to chip ice away from the storm drains. We hope to capture more of these stories on video during future events to share on social media. After children and families were given a short presentation on the Enviroscope, they received pamphlets with more information about protecting stormwater as well as some promotional items.



Date: November 10th, 2018

Location: UW-Whitewater University Center - Old Main Ballroom

Event Name: Rock River Coalition 2018 Confluence

Amount of People Engaged: 40

Length: 8:30am - 2:00pm

Style: Tabling Event with Poster

Number of Protect Wisconsin Waterways Representatives: 3

Attending the Rock River Coalition's 2018 Confluence event on November 10 was a success for the Protect Wisconsin Waterways team! At the event, we talked to many Confluence attendees about our mission and educated attendees with our poster of 10 facts about stormwater. We connected with community members who are potential partners and advocates. Some also signed up to receive our monthly newsletter. During our time at the event, we handed out pamphlets with tips on how community members can prevent pollution along with other promotional items such as pens, pencils, stickers, and wristbands.





Date: September 8th, 2018

Location: 6 locations across municipalities

Event Name: 2018 Protect Wisconsin Waterways Sweep

Amount of People Engaged: 910 impressions/interactions

Length: 8:00am - 2:00pm

Style: Clean up/environmental protection

Total Volunteers: 130

Total Trash Collected: 37 bags

The Protect Wisconsin Waterways Sweep brought municipalities together to help clean up the Rock River. On the morning of the September 8th volunteers gathered to clean up trash and debris in the City of Whitewater, the City of Waupun, the City of Beaver Dam, the City of Milton, the Town of Beloit and the City of Beloit. Splash was on the move during the day and made appearances at multiple locations for photos and clean up help. Our crew was able to converse with the public about the group's mission, hand out informational brochures, and collect Waterway Protector pledges. This year the team drastically increased the number of volunteers (130), impressions/ interactions (910), and total trash collected (37 bags). This impact was due to an increase in the number of locations and an increase in the promotion of the event. The team worked to promote the Sweep via social media (Facebook, Twitter, and Instagram), email and the website, as well as, at community events. In 2019, we will aim for a grand total of 8 locations and increased promotion including boosted posts on social media, print media promotion, and earlier and more frequent promotion via digital channels.



Date: September 8th, 2018

Location: Cravath Lakefront Park 341 S Fremont St, Whitewater, WI

Event Name: 2018 Protect Wisconsin Waterways Sweep

Amount of People Engaged: 23 volunteers and 2 interactions

Length: 8:00am – 10:00am

Style: Clean up/environmental protection

Number of Protect Wisconsin Waterways Representatives: 2

The 2018 Protect Wisconsin Waterways Sweep in Whitewater was very successful in the City of Whitewater. There was a total of 23 volunteers, many of them University of Wisconsin-Whitewater students, with additional interactions with community members aside from the volunteers. Volunteers started at Cravath Lakefront Park, where they signed in and were given event t-shirts. At this initial location, the Protect Wisconsin Waterways backdrop was set up and Splash made an appearance to take photos with people. The clean-up effort in Whitewater moved to both Trippe Lake Park and the downtown area from its initial location. In all, 11 trash bags were filled by the volunteers. Overall, the 2018 Protect Wisconsin Waterways Sweep in Whitewater was highly beneficial for the community.





Date: September 8th, 2018

Location: West End Park Waupun, WI (initial location)

Event Name: 2018 Protect Wisconsin Waterways Sweep

Amount of People Engaged: 43 volunteers and 50+ impressions

Length: 8:00am - 10:00am

Style: Clean up/environmental protection

Number of Protect Wisconsin Waterways Representatives: 2

The 2018 Protect Wisconsin Waterways Sweep in the City of Waupun was highly successful. We had a total of 43 volunteers, from community members to students, cleaned clean up a total of 4 parks around the city. Over 50 impressions were made on community members. Due to the recent storms, volunteers were tasked with helping to clear brush from the parks and placed it near the street to be picked up by the city. At West End Park, the initial clean up location, volunteers signed in and then were offered event t-shirts. Volunteers could also take promotional items, such as pens and stickers. Overall, the 2018 Protect Wisconsin Waterways Sweep in Waupun was very beneficial to the community and had a great turnout.





Date: September 8th, 2018

Location: Preservation Park, 3444 Riverside Dr. Beloit WI

Event Name: Festival on the Rock (2018 Protect Wisconsin Waterways Sweep)

Amount of People Engaged: 15 volunteers and 285 interactions/impressions

Length: 8:00am - 10:00am

Style: Tabling/enviroscape presentation

Number of Protect Wisconsin Waterways Representatives: 2

At the Festival on the Rock, Protect Wisconsin Waterways representatives and volunteers talked with those who attended the festival. This particular part of the 2018 Protect Wisconsin Waterways Sweep was a tabling event where we demonstrated the mission and goals of Protect Wisconsin Waterways. The majority of those that engaged in watching the Enviroscape presentation were children and their parents. In addition, our mascot Splash made an appearance to meet and interact with the community. The Festival on the Rock acted as the celebration point for all of the hard work that our volunteers contributed throughout the entirety of the 2018 Protect Wisconsin Waterways Sweep.





Date: September 8th, 2018

Location: South Goodrich Park, on the corner of Parkview Dr. and High St.

Event Name: 2018 Protect Wisconsin Waterways Sweep

Amount of People Engaged: 8 volunteers and 549 engagements and impressions

Length: 8:00am – 10:00am

Style: Clean up/environmental protection

Number of Protect Wisconsin Waterways Representatives: 2

The 2018 Protect Wisconsin Waterways Sweep was a huge success in the City of Milton. The Protect Wisconsin Waterways team was able to go around Goodrich Park, as well as additional areas throughout Milton. A total of 8 volunteers were able to collect 9 garbage bags of trash and other materials. After the 8 volunteers collected trash, the event was to a local park where there were multiple youth football teams playing each other. At the football games, the Protect Wisconsin Waterways crew was able to inform over 500 people about the 2018 Protect Wisconsin Waterways Sweep and the overall mission. These conversations allow Protect Wisconsin Waterways to better tailor our message to the community.





Date: September 8th, 2018

Location: Rotary River Center, Riverside Park, 1160 S. Riverside Drive, Beloit, WI.

Event Name: 2018 Protect Wisconsin Waterways Sweep

Amount of People Engaged: 25 volunteers and 14 interactions/impressions

Length: 8:00am – 10:00am

Style: Clean up/environmental protection

Number of Protect Wisconsin Waterways Representatives: 2

The Protect Wisconsin Waterways Sweep in the City of Beloit was a success. At this location we had 25 volunteers helping to collect trash. In addition, the Protect Wisconsin Waterways crew was able to interact with 14 people. We were able to share a little bit about Protect Wisconsin Waterways. The 25 volunteers were able to collect 11 trash bags of garbage and debris that could harm our freshwater resources. Overall, the 2018 Protect Wisconsin Waterways Sweep made an impact at this location.





Date: September 8th, 2018

Location: Patrick Parker Conley Park 555 Fletcher Rd, Beaver Dam, WI

Event Name: 2018 Protect Wisconsin Waterways Sweep

Amount of People Engaged: 14 volunteers and 10 impressions

Length: 10:00am - 11:15am

Style: Clean up/environmental protection

Number of Protect Wisconsin Waterways Representatives: 2

The Protect Wisconsin Waterways Sweep in the City of Beaver Dam was a successful event. There were 14 volunteers at Patrick Parker Conley Park, where we cleaned up around the water and along the bike path next to the park. Clean up efforts filled 6 trash bags with the expected trash like candy wrappers and crushed cans, but also with the more exotic like a tire and a bike helmet. We were also able to make impressions upon community members using the dog park next to our clean up site, with Splash making an appearance there at the end of the event. At the event, volunteers were given event t-shirts and offered other promotional items, like pens and stickers. Refreshments were also offered to volunteers. Overall, the 2018 Protect Wisconsin Waterways Sweep in Beaver Dam was beneficial event.



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