



Initiative #4: Outreach & Engagement via K-12 Events

The last major initiative focuses on engaging K-12 educators/students through school presentations, primarily at the elementary school level. A total of four presentation days reaching 521 students (plus teachers) were completed during 2018. The presentations included an interactive discussion/lesson about stormwater and often incorporated the Enviroscope models to demonstrate the impact of stormwater runoff. Due to the rescheduling of a few school visits, we will be hosting more of these events in the spring 2019 semester. Additionally, the group created an online educational program with lesson plans. These were put on our website to allow educators to access them to use as additional activities in their science classes. This is an excellent way to reach educators and students who are not able to schedule presentations with during the school year.



Date: February 27th, 2018

Location: Fort Atkinson

School: Purdy Elementary

Grade: 1st, 2nd, 3rd, 4th and 5th Grade

Number of Students: ~248

Length: 45 minutes - 1 hour per shift

Style: Classroom presentation

Number of Protect Wisconsin Waterways Representatives: Eight

On February 27, 2018, we had the opportunity to visit Purdy Elementary School in Fort Atkinson, Wisconsin. We presented our Protect Wisconsin Waterways PowerPoint and demonstrated the Enviroscape model to 1st through 5th grade classes. We reached over 248 students during our visit. Students were very engaged with the presentation, especially when speaking about their favorite waterway activities such as fishing, swimming, boating. In addition, the children were engaged during brainstorming sessions about how they can help around their house. During the Enviroscape presentation, children took turns squirting water on the model and explaining how "weather town" was similar to the rural area of Wisconsin around Fort Atkinson. At the end of our visit, the students continued with their regular lesson about runoff in science class.





Date: April 11th, 2018

Location: Whitewater (UW-Whitewater University Center)

School: Lincoln Elementary (4th and 5th grade)

Number of Students: 120+

Length: 10:00am – 2:00pm

Style: Enviroscape presentation and PowerPoint

Number of Protect Wisconsin Waterways Representatives: 10

On April 11th, 2018, the Protect Wisconsin Waterways crew presented to children at the annual UW-Whitewater Science Outreach Fair. The event included 120+ children from Lincoln Elementary School in Whitewater. Our presentation included stormwater videos and facts. After the presentation, we separated the students into groups and gave a demonstration using the Enviroscape model. The children engaged with both the presentation and the Enviroscape. They asked many questions about how to help which we were happy to answer. By the end of our presentation, all students were given some Protect Wisconsin Waterways swag.





Date: November 16th, 2018

Location: Whitewater

School: Lincoln Elementary

Grade: 4th

Number of Students: 115

Length: 45 minutes - 1 hour shift

Style: Classroom presentation

Number of Protect Wisconsin Waterways Representatives: Three

On November 16th, Protect Wisconsin Waterways was able to visit Lincoln Elementary school in Whitewater, Wisconsin. The crew had a question filled time presenting to the entire fourth grade class at Lincoln. We presented our Protect Wisconsin Waterways PowerPoint and demonstrated the Enviroscape model. There were approximately 115 students present that day during our visit. The children were very engaged with brainstorming ideas about how they can help around their house, and had a lot of questions for Splash when he paid a visit. The kids even asked about Splash's parents and what they were doing to help out. At the end of our visit, the students continued with their lesson about runoff.





Date: December 7th, 2018

Location: St. Joseph's Catholic School

Grade: 6th-8th grade

Number of Students: 38

Length: 1:00pm - 1:30pm

Style: Educational Outreach

Number of Protect Wisconsin Waterways Representatives: Three

On December 7th, three representatives from the Protect Wisconsin Waterways crew presented in front of 38 students ranging from grades 6th to 8th. To begin the presentation, the team displayed our interactive overview PowerPoint about Protect Wisconsin Waterways and a basic overview of stormwater as well as the various ways it can be polluted. As we progressed through the PowerPoint, students were able to answer questions regarding stormwater and give their perspectives on what can pollute our freshwater resources. After the kids were able to provide their perspective and answer the various questions on the PowerPoint, the team was able to inform them about how they can help to prevent these various forms of pollution in their everyday lives. Once the PowerPoint concluded, the kids gathered around the Enviroscape where we demonstrated the various forms of pollution. After the Enviroscape, we had a short question and answer session with the kids to clarify any ideas we presented within the Enviroscape or PowerPoint. To conclude the school visit, we gave all the kids pens.





2018 Activities & RRSB's Public Education & Outreach Goals

The following section outlines the relationship of RRSB's specific activities and accomplishments to the group's public education and outreach goals.

Goal 1: Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal storm sewer systems.

1. We created an illicit discharge infographic that highlighted three different categories of illicit discharge: residential, commercial, and industrial to include in the illicit discharge monthly e-newsletter.
2. A "Report a Violation" tab was added to the website that allows website users to report illicit discharge violations in 2017. No violations were reported via the website in 2018.
3. The Stormwater 101 video that simplified the definition of illicit discharge received 38 views in 2018.

Goal 2: Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including automobiles, pet waste, household hazardous waste, and household practices.

1. Content was developed for the website and sharing on social media that educated the general public through newsletter articles, "Stormwater Fact Fridays" shared on social media, infographics to visually convey messaging, and pictures from our events.
2. New monthly themes were developed to provide consistent messaging and a focused topic for educating the public each month.
3. Our informational brochures were updated. These include basics of stormwater, a map of the watershed basins, links to website and social media, and tips for keeping our waterways clean. These brochures were distributed at all events in 2018.
4. RRSB had an increased community outreach presence at events across the area starting in February 2018. During each event, team members interacted with the general public, distributed brochures, and used activities to engage children/their families.
5. Clean up events were held in six different communities (City of Beloit, Town of Beloit, City of Beaver Dam, City of Milton, City of Whitewater, and City of Waupun).

Goal 3: Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

1. Our monthly newsletter theme for October focused on leaf collection and mulching with the promotion of leaf collection dates in all RRSB municipalities.
2. We launched a YouTube video of Splash, our mascot helping clean up leaves in the City of Beaver Dam. This helped us to promote leaf collection in all municipalities.
3. We created a new infographic for how to utilize fallen leaves.
4. An updated grass clippings brochure was developed in 2018.
5. We created a new infographic for how to utilize grass clippings in the spring and summer.



Goal 4: Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.

1. We went door-to-door in the community of Whitewater to hand out brochures to homeowners who live along the waterways about the benefits of keeping their waterways clean.
2. Six clean-up locations were conducted on September 9th as part of the Rock River Clean-up event. The group cleaned up two locations in Beloit, one in the City of Beaver Dam, one in the City of Waupun, one in the City of Whitewater, and one in the City of Milton. Plans were made to do a clean up in the City of Janesville and City of Fort Atkinson, but due to high water levels these locations were not safe to traverse.
3. Infographics and other newsletter content was developed regarding erosion for inclusion on the website and promoted via social media.

Goal 5: Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways, and sidewalks.

1. Issues related to educating citizens on their impact on residential stormwater were explained in the #WhyIProtectWiWaterways videos, infographics, and social media content.
2. Informational brochures distributed at clean ups and other community events were created that included tips for keeping our waterways clean.
3. Event signage highlighted what stormwater runoff is and its impact.

Goal 6: Identify business and activities that may pose a stormwater contamination concern, and where appropriate, educate specific audiences on methods of stormwater pollution prevention.

1. Education efforts focused on K-12 discussed business and household activities that pose a stormwater contamination concern.
2. An Enviroscape interactive video was developed to educate the public on different stormwater contamination issues.
3. An online educational program was developed to allow K-12 educators to access our presentations and show them to their classes.
4. Initial conversations were had with select businesses to gauge interest in a business waterway protector program.