



2022 Final Report

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2022 Highlights

Annual Report 2022 Metrics Highlight

Summary: In 2022, the Protect Wisconsin Waterways (Rock River Stormwater Group) focused on organic and partner-driven digital reach and had an **in-person active presence at 32 events**. Partner-driven digital outreach included establishing partnerships with chambers of commerce and other community-based organizations. Combined with Protect Wisconsin Waterways' digital outreach efforts (website, email, social media), the RRSg + partner outreach resulted in over **277,900+ digital impressions (+21.5% compared to 2021 efforts)**.

Attendance and tabling at in-person events helped **actively engage 1,697+ individuals** (does not include 13,000+ impressions based on UW-Whitewater homecoming football game attendance where we served as a parade sponsor). Our Protect Wisconsin Waterways annual cleanup was highly successful, resulting in a total of **201 volunteers**. There were a total of **nine cleanup locations along the Rock River** that volunteers had the option of attending. Plans for 2023 will continue to have volunteers attend in-person events and continue door-to-door visits to recruit additional Storm Drain Protectors (adopt-a-storm drain program). The group plans to expand outreach via existing and new community partnerships. RRSg also intends to continue offering mini-grants to local community groups to implement additional stormwater-related projects in RRSg member communities.

Total Digital Outreach Summary Statistics – Year Over Year

Combined Digital Outreach	2022	2021*	2020*	2019
Total Impressions	277,900+	228,733+	184,403+	161,016

**Note: Combined impressions include RRSg metrics + data provided by community partners related to specific Protect Wisconsin Waterways-related social media posts, email messages, etc. (i.e., chambers of commerce, partner alliances, and others)*

Website Summary Statistics – Year Over Year

Website Metrics	2022	2021	2020	2019
Total Visits	8,412	8,010	8,540	7,995
Storm Drain Protector Program	218	241	380	25*

**Note: 2020 and 2021 numbers reflect online-only efforts. 2020 efforts included paid ads on Google that resulted in additional visitors.*

Facebook Summary Statistics – Year Over Year

	2022** 1,007 Page Likes 104 Posts	2021 897 Page Likes 119 Posts	2020* 802 Page Likes 143 Posts	2019 561 Page Likes 144 Posts
Post (Content) Reach	10,937	n/a	n/a	n/a
Page Reach (# unique accounts reached)	3,201	n/a	n/a	n/a
Facebook Page Visits (# of times profile page visited)	652	n/a	n/a	n/a

** Meta changed available metrics for (Facebook) Business Accounts and content in 2022. Similar metrics are not available for direct comparison to previous years.*

Instagram Summary Statistics – Year Over Year

	2022 1,078 Followers 129 Posts	2021 1,019 Followers 89 Posts	2020 901 Followers 82 Posts	2019 438 Followers 113 Posts
Instagram Post/Stories (Content) Reach	12,425	n/a	n/a	n/a
Instagram Reach (# unique accounts reached)	1,890	n/a	n/a	n/a
Instagram Profile Visits (# of times profile page visited)	1,064	n/a	n/a	n/a
Instagram Content Interaction Rate (i.e., likes, reactions, replies, shares, comments)	9.5%	n/a	n/a	n/a

** Meta changed available metrics for (Facebook) Business Accounts and content in 2022. Similar metrics are not available for direct comparison to previous years.*

YouTube Summary Statistics

YouTube	2022	2021	2020	2019
Total Views on YouTube*	2,300+	4,400+	1,600+	1,500+

**Note: Additional views occur via distribution on other social platforms.*

Clean-Up Summary Statistics – Year Over Year

Clean-Up Metrics	2022	2021	2020*	2019	2018
Total Volunteers	201	187	-	196	130
Total Trash Collected	80+ bags + other items	200+ bags + other items	-	151+ bags + other items	37+ bags + other items

**Note: The 2020 clean-up was canceled due to COVID. Other items include tires, large pieces of metal, or other debris that is too large or heavy to fit inside a trash bag.*

Event Summary Statistics – Year Over Year

Event Metrics	2022	2021*	2020*	2019
Total Events	32	20	-	41
Total Event Reach/Impressions	1,697+	2,360+	-	3,595
Total Community Events	32	20	-	35
Total Community Event Reach	1,697+	2,360+	-	3,453
Total K-12 Educational Events	-	-	-	6
Total Educational Event Reach	-	-	-	142

**Note: All in-person events were canceled in 2020; in-person events resumed in May 2021. K-12 in-person visits remained on hold due to COVID. The total event reach/impressions in 2022 of 1,697 does not include the estimated 13,000+ potential impressions from our sponsorship of the UW-Whitewater homecoming football game.*

2022 Year-in-Review

Introduction

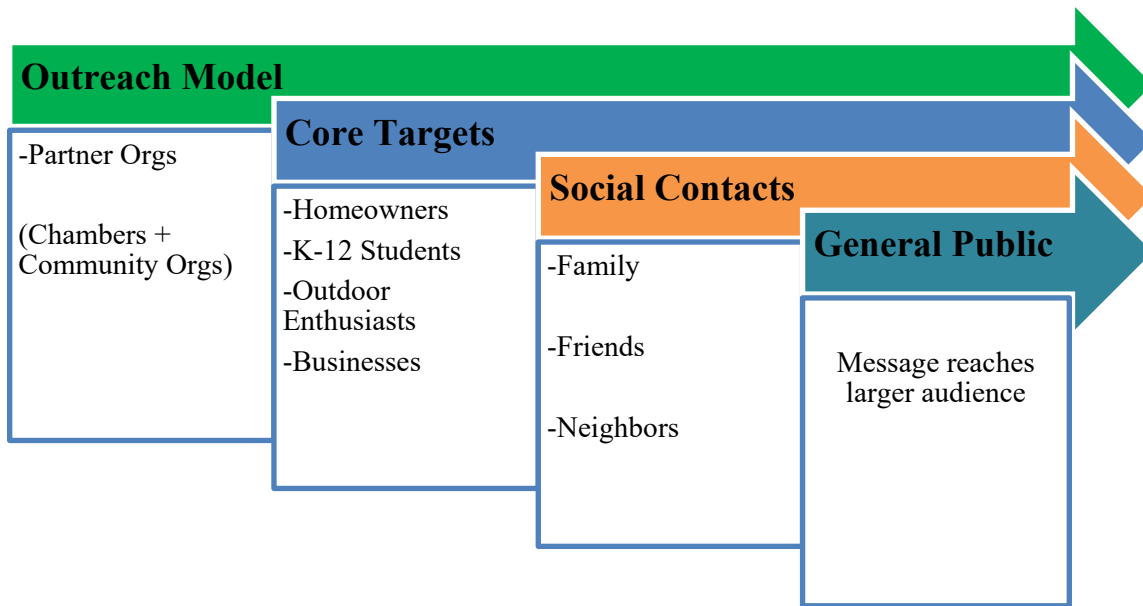
The following document provides an overview of the Rock River Stormwater Group's (RRSG) public education and outreach activities (branded as Protect Wisconsin Waterways) as part of regional stormwater public education and outreach during the 2022 calendar year.

The Protect Wisconsin Waterways regional stormwater public education efforts had a presence at 32 in-person events in 2022. Community-based events included farmer's markets, festivals near downtown areas or along waterways, and other events organized by community partners. Protect Wisconsin Waterways also sponsored **nine waterway clean-up events** on September, 17th 2022 that engaged **201 volunteers**. The events also created additional exposure among community residents in the same area and via media coverage. Each event contributed to active education efforts to the general public, and some also led to interactions with city officials in member communities. A consortium of townships from Rock County also joined the Rock River Stormwater Group in 2022. A key initiative with these townships included updating the direct mail information sent along with property taxes in December 2022. Two new initiatives in 2022 included (a) the launch of the RRSg mini-grant program that funded two projects with the Wisconsin EcoLatinos and Rock River Trail groups, and (b) initial creation of Stormwater Awareness Week on a local level and preliminary planning with other stormwater groups from around the state for a 2023 statewide proclamation and Stormwater Week. On a digital front, we maintained partnership efforts through a variety of community-based organizations. Stormwater-focused communications shared through these organizations, plus Protect Wisconsin Waterway's social media efforts resulted in over 277,900 digital impressions (+21.5% compared to 2021 efforts). In combination, the efforts helped the Protect Wisconsin Waterways brand increase public education efforts compared to 2021 efforts.



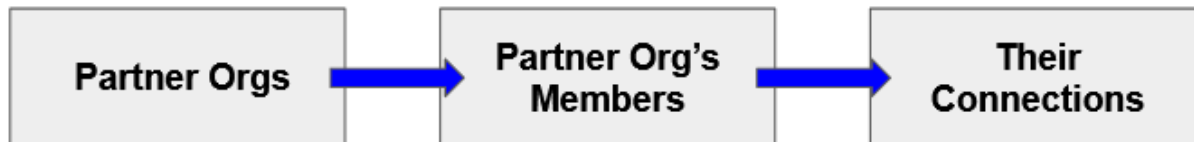
Target Audiences & Outreach Communication Model

Protect Wisconsin Waterways' outreach and communication plan in 2022 focused on leveraging partnerships with community-based organizations to help engage our core targets, their social contacts, and by extension, the general public. The addition of the mini-grant program created additional outreach to a variety of community organizations, and continue in 2023.



Initiative #1: Expand on Existing Brand Awareness via Establishing & Maintaining Community Partners

The RRSg continues to leverage social media and other digital marketing communications to expand on our existing brand awareness and promote our educational initiatives and programs through these partner organizations. We implemented new digital strategies to continue educating our current followers while engaging new audiences through various partner organizations and highlighting community members who were part of the storm drain protector program.



In addition to maintaining ongoing sponsorships/partnerships with WI SaltWise and the Rock River Coalition, RRSg digital outreach efforts occurred via chambers, community organizations, and other local groups. RRSg municipalities also regularly share city-specific content via social media posts, city websites, and other communication outlets. Digital outreach via these partnerships on behalf of Protect Wisconsin Waterways included social media posts, website details, emails to partner email lists, and other methods that contribute to ~277,900 digital impressions of RRSg-related messaging, including multiple posts/event sharing for our annual clean-up events or other Protect Wisconsin Waterways' messaging. Partnerships and other relationships were also established via the launch of the RRSg mini-grant program which will continue to increase engagement, education, and awareness within member communities. We also partnered with WI SaltWise to host an open house on salting equipment, rain barrel workshops with the Rock River Coalition, and other events not directly managed by RRSg. In combination, these partnerships also helped increase media exposure/coverage. Examples of new or expanded partnerships in 2022 include:




Example posts/media coverage from community partners/media outlets related to RRSg activities

Beloit Plogging
September 16, 2022 · 🌍

Tomorrow Morning, Riverside Park, 8AM 🌞🌿

City of Beloit, Wisconsin - Government
September 13, 2022 · 🌍


Get outside and help clean up the Rock River! We will be participating in this community cleanup on Saturday!



PROTECTWATERWAYS.ORG
Join the Protect Wisconsin Waterways 2022 Clean-Up - Protect Wisconsin Waterways

Rock River Coalition, Inc.
August 17, 2022 · 🌍

Register for the Fort Atkinson Waterway Clean-Up by THIS FRIDAY (8/19) to guarantee your free event t-shirt!
Join volunteers on Saturday, Sept 17th for a morning river clean-up and after party in the park with games, fun, and free lunch!




SAT, SEP 17, 2022
Fort Atkinson Waterway Clean-Up
Fort Atkinson, WI
22 people interested

Rotary Club of Beloit is at Rotary Club of Beloit.
September 17, 2022 · Beloit, WI · 🌍

Local Service Project Success: Rock River Cleanup, City of Beloit. 🌞🌿

Thank you to the awesome Rotaract Students from Beloit College, [Beloit College Men's Soccer team](#), [Rock River Coalition, Inc.](#), and [City of Beloit, Wisconsin - Government](#) for making this such a successful event! #ServiceAboveSelf




8

7 shares

City of Beloit, Wisconsin - Government
September 13, 2022 · 🌍

Get outside and help clean up the Rock River! We will be participating in this community cleanup on Saturday!



PROTECTWATERWAYS.ORG
Join the Protect Wisconsin Waterways 2022 Clean-Up - Protect Wisconsin Waterways

PROTECT WATERWAYS

City of Fort Atkinson, WI
September 7, 2022 · 🌐

We are officially only TWO weeks away from the #ProtectWIWaterways clean-up! 💧🌿
Check out the link below for more specific details!
<https://protectwiwaterways.org/2022cleanup/>



UNTIL THE ANNUAL PROTECT WISCONSIN WATERWAYS CLEAN-UP


PROTECT  WATERWAYS

Rotary Club of Beloit
September 16, 2022 · 🌐

Join us TOMORROW as Beloit Rotarians, Beloit College Rotaract Students, and members from the community come out and help clean up our waterways!
Taking care of the environment is Rotary's seventh main cause. Cheers to another local service project and living #ServiceAboveSelf.

City of Beloit, Wisconsin - Government
September 13, 2022 · 🌐


Get outside and help clean up the Rock River! We will be participating in this community cleanup on Saturday!



PROTECTWIWATERWAYS.ORG
Join the Protect Wisconsin Waterways 2022 Clean-Up - Protect Wisconsin Waterways

WI Salt Wise
October 20, 2022 · 🌐

It's getting to be that season again. 🌨️🧼
Check out a local event or virtual class and be a leader in smart winter maintenance. Help promote our events to your local school districts, contractors, property managers, and municipal staff.
#keepitfreshwi



WINTER EQUIPMENT OPEN HOUSES

- WAUSAU SCHOOLS - OCT 28
- WHITEWATER - NOV 1
- STOUGHTON - NOV 2


SMART SALTING CLASSES

- VIRTUAL SIDEWALKS/LOTS - OCT 26, DEC 8
- ROADS - OCT 25, NOV 29
- IN-PERSON STOUGHTON - NOV 2
- OSHKOSH - NOV 3

REGISTER ONLINE
WWW.WISALTWISE.COM

City of Watertown, WI - Government
September 15, 2022 · 🌐

This Saturday! It's clean-up time! Help us protect the Rock River and other area waterways by participating in this clean-up event on September 17th! Sign up here:
protectwiwaterways.org/2022cleanup
Image: protect our waterways text with the above information



volunteer at the link below to keep your city clean

September 17, 2022

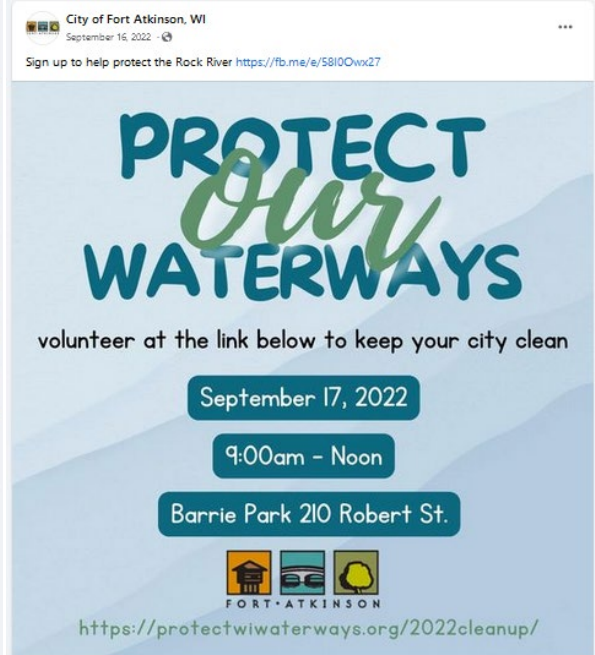
10:00am - Noon

Riverside Park 850 Labaree St.

THE CITY OF **WATERTOWN**

<https://protectwiwaterways.org/2022cleanup/>

PROTECT WATERWAYS



PROTECT WATERWAYS



Whitewater Waterway Clean-Up

Scott Peterson Sep 1, 2022

f t i s o


The City of Whitewater Department of Public Works is announcing a community cleanup event, sponsored by Protect Wisconsin Waterways, at Crawath Lakefront Park, 341 S. Fremont St., on Saturday, Sept. 17, from 8 to 10 a.m.

Residents of the City of Whitewater (a member of the Rock River Stormwater Group) are encouraged to take an active role to help better their community by joining the annual clean-up of the Rock River and its tributaries.

This event is part of the Protect Wisconsin Waterways campaign to spread awareness of what individuals can do to help protect their local lakes and rivers.




Protect Wisconsin Waterways has run this event since 2016, and each year the total effort can remove over 50 bags of trash and litter from and around local lakes and rivers. Objects as small as cans, bottles, and wrappers, as well as large items, traffic cones, and PVC pipes, have been removed from our local waterways. Our waterways are home not only to a bounty of wildlife, but are also the place where we fish, boat, kayak, and swim. Maintaining our waterways makes the area around us an even more enjoyable place for everyone.



[DONATE](#)

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[Events](#)
[Projects](#)
[About](#)
[Webinars](#)
[Story Map](#)
[Contact](#)
[FAQs](#)

Event



Rock River Basin Clean-Up

Date: September 17, 2022 9:00 am - 12:00 pm

Categories: RRC Events

Rock River Coalition is joining the Rock River Stormwater Group for our annual Rock River Clean-up on Saturday, September 17th! Protect Wisconsin Waterways Clean-Up is an annual event to help clean up litter and debris from the Rock River and connected waterways. From picking up basic trash like aluminum cans and wrappers to more unique items - children's bikes, plastic toys, shoes, a TV, bike



CITY OF BELOIT WATERWAY CLEAN UP

Sep 17, 2022
9:00 AM - 10:00 AM
Riverside Park
1960 Riverside Drive
Beloit, WI, United States
[Register Here](#)
Event Website
protectwiswaterways@gmail.com

On Saturday, September 17, residents of the City of Beloit, WI (a member of the Rock River Stormwater Group) are encouraged to take an active role to help better their community by joining the annual clean-up of the Rock River. This event is part of the Protect Wisconsin Waterways campaign to spread awareness of what individuals can do to help protect their local lakes and rivers.

Protect Wisconsin Waterways has run this event since 2016, and each year the total effort can remove over fifty bags of trash and litter from and around our lakes and rivers. Objects as small as cans, bottles, and wrappers, as well as large items, traffic cones, and PVC pipes, have been removed from our local waterways. Our waterways are home not only to a bounty of wildlife, but are also the place where we fish, boat, kayak, and swim. Maintaining our waterways makes the area around us an even more enjoyable place for everyone.

Click on the link below for more information!
<https://protectwiswaterways.org/2022/cleanup/>



ROCK RIVER CLEANUP EVENTS PLANNED FOR SEPTEMBER 17TH

September 4, 2022 Local News

[TWEET](#) [SHARE](#) [LINKEDIN](#) [EMAIL](#)



City of Janesville, WI
September 14, 2022 · 🌐

Don't miss the Janesville Waterway Clean-Up this Saturday, September 17, from 10 a.m. to noon in Monterey Park!

Join [Protect Wisconsin Waterways](#) and communities across the Rock River Basin as we come together to enhance one of our region's most incredible natural resources. Register to volunteer online at protectwiwaterways.org/2022cleanup/



JANESVILLE WATERWAY CLEAN-UP
Monterey Park
Saturday, Sept. 17
10 a.m. to Noon
PROTECT  WATERWAYS

City of Janesville, WI
September 19, 2022 · 🌐

Wisconsin's Park Place has no space for litter! 🌱💧🍃

Our volunteers brought energy and effort to Monterey Park on Saturday for the [Protect Wisconsin Waterways](#) Clean-Up! Janesville proudly joined communities across the Rock River Basin for this annual day of action for one of our region's most incredible natural resources. Thank you to all of this weekend's volunteers for your hard work!

Residents can learn more about keeping the Rock River clean at protectwiwaterways.org.



Waupun Municipal Government
November 3, 2022 · 🌐

City crews are in the middle of yard waste cleanup. With trees still dropping their leaves and rains projected on Friday through the weekend, we are asking for your assistance. Please make sure leaves are within the terrace area and away from the street and storm drains. When storm drains are blocked with debris, flooding can occur. Your help in keeping the storm drains cleared from yard waste will help to control and minimize flooding in neighborhoods. Yard waste pickup... [See more](#)



👍 5 4 shares

City of Watertown, WI - Government
November 3, 2022 · 🌐

A reminder before the rain comes pouring down tomorrow - please clean out your storm drains. And remember, leaves should not go into the storm drain! This can clog the drains, and overload the river with nutrients that will cause more algae than normal! Thanks for being [#stormdrainwise](#)


Image: storm drain clogged with leaves


Reminder

CLEAN OUT YOUR STORM DRAINS!

Leaves can clog your drain and disturb the proper drainage of water.

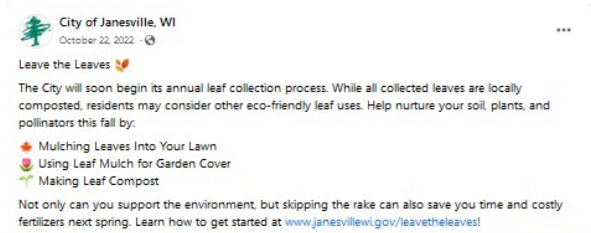
#StormDrainWise



PROTECT  WATERWAYS

👍 28 27 comments 10 shares

PROTECT WATERWAYS



1230am 92.7m

WCLO

news • talk • sports

JANESVILLE WEATHER

36°F overcast clouds

ON AIR NOW KEN COLEMAN LIVE

Tuesday	45°F	28°F
Wednesday	41°F	29°F
Thursday	34°F	32°F

LISTEN LIVE

HOME NEWS PROGRAMS PODCASTS SPORTS ON AIR PARTICIPATE INFORMATION ADVERTISE

search here...

What's up, Doc?
First and third Thursday each month at 11 am on WCLO!

Janesville to help clean Rock River Basin
SEPTEMBER 15, 2022 NEWS LOCAL

Janesville will be participating in the Protect Wisconsin Waterways project with a river cleanup at Monterey Park in Janesville on Saturday morning.

City Engineer Karissa Greer says people can register to volunteer online by visiting protectwi.org and filling out a form for the Janesville location.

Greer says the Protect Wisconsin Waterway groups works with local organizations to clean up areas like the Rock River Basin and they'll be cleaning mainly the shoreline along Monterey Park.

The cleanup will run Saturday morning from 10:00 until noon.

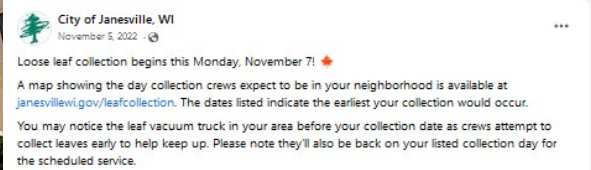
Mercyhealth

THE SERVICE YOU EXPECT, THE SOLUTIONS YOU NEED.

NOWLAN (808) 755-8100

OFFICES IN JANESVILLE AND BELOIT

Pulver's




57

18 comments 76 shares

PROTECT WATERWAYS

City of Beloit, Wisconsin - Government
October 31, 2022

Public Works has noticed leaves in the curb and gutter area. Please do not rake leaves into the street - this can block storm drains and negatively impact our waterways.




Please Keep Leaves Out of the Curb and Gutter Area!

CITY OF Beloit WISCONSIN

Waupun Municipal Government
August 31, 2022

Join us and help keep our waterways clean!



CITY OF WAUPUN
municipal government

SAT. SEP 17, 2022
2022 Rock River Waterways Clean-Up
Shaler Park, 451 E Spring Street, Waupun, WI 53963

Interested

City of Fort Atkinson, WI
October 13, 2022

Leaf pickup will begin in the City in November. If you have leaves before that consider mowing and mulching for the health of your grass.

FORT ATKINSON

City of Janesville, WI
August 17, 2022

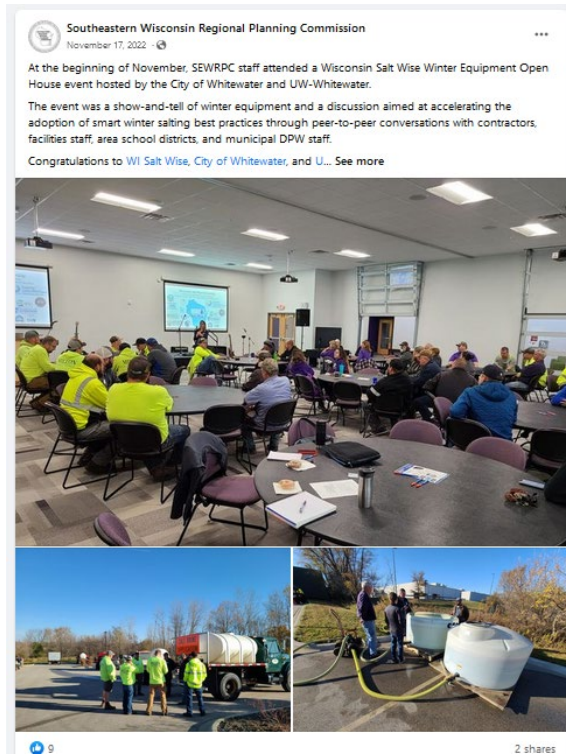
The City is joining the Rock River Stormwater Group (RRSG) in recognizing this week as Stormwater Awareness Week!

In partnership with the RRSG, the City will join in the **Protect Wisconsin Waterways Clean-Up** on Saturday, September 17, with a local event in Monterey Park. Register to volunteer for the Clean-Up online at protectwiwaterways.org/2022cleanup/



STORMWATER AWARENESS WEEK

RIVER CLEAN-UP PLANNED



**Initiative #2: Content Calendar Related to Educational Topics**

We continued to follow a monthly themed content calendar to ensure our monthly outreach efforts covered each of the MS4 permit topical areas – plus additional topics deemed of value given past engagement efforts. The content calendar included new graphics and other digital content in addition to integrating past graphics/content.

Month	Theme
January	Pollution Prevention Education
February	Construction Site and Post-Construction Stormwater Management
March	Snow Melt Runoff
April	Fertilizer and Pesticide Application
May	Household Hazardous Waste Disposal
June	Yard and Pet Waste Management
July	Stream and Shoreline Management
August	Illicit Discharge Detection and Elimination
September	Vehicle Washing
October	Green Infrastructure and Low Impact Development
November	Residential Infiltration
December	Salt Use



Website:

The group continued to update the website (protectwiwaterways.org) with additional information specific to each municipality. HubSpot lead forms helped track engagement and sign-ups for the storm drain protector program, clean-up registration, and more. “BeWise” content pages to coincide with new brochure series were also created. We also created new mini-grant program pages to highlight key information about the new program. This also included creating a GrateWorks program page on our website to align with information hosted on the Rock River Trail’s website. Finally, with the addition of new townships, we also contributed content that was placed directly on these township websites about Protect Wisconsin Waterways. Total website visits for 2022 included 8,412 page visits.

Website Summary Statistics – Year Over Year				
Website Metrics	2022 (Q4)	2021	2020	2019
Total Visits	8,412	8,010	8,540	7,995
Storm Drain Protector Program	218	241	380	25*
*Note: 2020 and 2021 numbers reflect online-only efforts. 2020 efforts included paid ads on Google that resulted in additional visitors.				





Example Webpages

PROTECT WISCONSIN WATERWAYS

ABOUTGET INVOLVEDPROTECT A STORM DRAINFIND YOUR BASINMINI-GRANT

MINI-GRANT PROGRAM

Water Quality Education & Involvement Mini-Grant Application

Protect Wisconsin Waterways is pleased to announce its 2023 Water Quality Education and Involvement Mini-Grant Program. Funding will be awarded to non-profit organizations, community, civic, school groups, and others for projects or activities that educate the public about stormwater pollution prevention or contribute to efforts to reduce stormwater runoff pollution in one of the Rock River Stormwater Group municipalities. The Mini-Grant program in 2023 will award up to \$5,000 to projects that:

- Raise awareness of storm water pollution impacts on bodies of water in the [Rock River watershed](#) and encourage changes in behavior to reduce such impacts
- Engage target audiences within municipalities of the Rock River watershed that may include the general public, public employees, residents, businesses, contractors, developers, industries, and/or others as appropriate
- Incorporate active and/or passive mechanisms of delivery for educational content in related topic areas that may include hazardous waste disposal, pet waste management, vehicle washing, yard waste management, pesticide and fertilizer application, stream and shoreline management, residential infiltration, construction site management, pollution prevention, or green infrastructure.

Elements

The project must include an outline, description, and educate the public about ways they can protect waterways.

See Details

Eligibility

The project must be located within one of the municipalities and is only available for non-profit organizations.

See Requirements

Examples

Check out previous projects to get ideas to implement in your community! Not sure if your project will qualify - get in touch!

See Examples

Search ...

SEARCH

PROTECT WISCONSIN WATERWAYS

ABOUTGET INVOLVEDPROTECT A STORM DRAINFIND YOUR BASINMINI-GRANT

GRATEWORKS

What is the Rock River Trail GrateWorks Program?

The [Rock River Trail](#) and Protect Wisconsin Waterways invite residents and visitors to the Rock River Trail system in Wisconsin to do [GrateWorks](#) for Wisconsin's waterways.

How can You Do GrateWorks for Your Waterways?

Adopt a storm drain in your community and keep it clear of garbage and debris. You can also follow best practices around your home or business to prevent pollutants like grass clippings, leaves, and other yard waste that lower the water quality in our waterways.

Did you know that water and other pollutants that go down a storm drain go untreated directly into our waterways? Adopting a storm drain helps keep your neighborhood and our local waterways clean. Stormwater runoff is one of the biggest contributors of pollution to our waterways! Rain and snowmelt runoff washes leaves, grass clippings, trash, dirt, fertilizer, pesticides, road salt, pet waste, and other pollutants directly into the nearest waterway. So everything that flows into a storm drain goes directly into a lake, stream, river, or other wetland!

How To Be A Hero to our Waterways

- Adopt a storm drain or more than one!
- Register below so we can send you updates and more information.
- The storm drain doesn't need to be near your home; it could be on your biking or walking route, or near your school, church or favorite park.
- Take pictures of your efforts and share it on social media and use the hashtags [GrateWorks](#) and [ProtectWisconsinWaterways](#).
- Complete this form each time you clean your storm drain so we can track how community members like you are making a difference!

Search ...

SEARCH

Wisconsin Lawn Wise

Get in touch with Protect Wisconsin Waterways to share your experience and best practice tips with others!

Town of Turtle WISCONSIN

GovernmentDepartmentsResidentsElectionsVisitorsAbout

DogsProperty FraudTax InformationStormwaterBurningE-Waste CollectionYard WasteHall Rental

Protect Wisconsin Waterways

In 2022, the Town of Turtle joined the Rock River Storm Water Group, a group of communities from Waupun to Beloit committed to improving the health of the Rock River and other Wisconsin waterways by reducing storm water runoff pollution. Learn simple things you can do around your property to reduce storm water runoff and help Protect Wisconsin's Waterways at [www.protectwisconsinwaterways.org](#)

Save the date and join a Rock County area waterway clean up on September 23, 2023!

What is Storm Water Runoff & Why It Matters?

Storm water runoff is rain and melting snow that flows off building rooftops, driveways, lawns, streets, parking lots, construction sites, and industrial storage yards. Storm water runoff goes directly into our waterways - but is not clean water. Storm water runoff often carries pollutants that can seriously harm our waterways and wildlife. It can also cause erosion. Own waterfront property? Minimize your shoreline erosion by following the tips at [protectwisconsinwaterways.org](#)

PROTECT WISCONSIN WATERWAYS

ABOUTGET INVOLVEDPROTECT A STORM DRAINFIND YOUR BASINMINI-GRANT

Harmful Effects of Lawn Care Maintenance Pollutants on Our Waterways

Grass & Leaves

Grass clippings and leaves can clog storm drains and lead to flooding of streets. When grass and leaves end up in waterways, it can increase the nitrogen level in the water, create algal blooms, and kill aquatic life.

Fertilizers & Pesticides

Chemicals in fertilizers and pesticides can get washed down storm drains into waterways, creating a toxic environment that increases nutrient concentrations that deplete oxygen and create algal blooms.

Gas, Oil, & Lubricants

Gas, oil, and lubricant can leak from poorly maintained lawn equipment. When it rains, these pollutants also get washed down the storm drain and into local waterways.

Excessive Watering

Excessive and/or misdirected watering of a lawn can lead to additional stormwater runoff. Plus, when it rains the stormwater may not be as likely to soak into the ground. This can lead to additional flooding around stormdrains, plus be more likely to carry grass clippings or other pollutants into the storm drains.

What are Best Management Practices for Homeowners & Lawn Care Companies?

If you are mowing lawns or applying fertilizers and pesticides either as a homeowner or lawn care company, follow these tips to prevent lawn debris like grass, leaves, fertilizers, and other pollutants from ending up in our local waterways.

Municipality of the Month:

In 2022, we continued our social media campaign highlighting the different municipalities that Protect Wisconsin Waterways serves. A key focus of the “Municipality of the Month” campaign is to showcase the cities/towns that Protect Wisconsin Waterways (RRSG) serves in the Rock River watershed, including the amount of land and water in that municipality. This year, we used the drone videos we obtained during the fall to create videos featuring each municipality.

In fall 2022, RRSG worked with a drone videographer to capture drone footage (video + images) across RRSG member municipalities. The drone footage is being edited for municipality spotlights and other digital uses in 2023.

Example Drone Images



Beaver Dam



City of Beloit



Fort Atkinson



Janesville



Milton



Town of Beloit



Watertown



Whitewater



< Waupun





Social Media & Outreach:

Both the Protect Wisconsin Waterways' Facebook and Instagram pages are now over 1,000 page likes (followers). Social media content aligns with our monthly themes to address different MS4 permit topics. We also increasingly shared content from partners such as WI SaltWise. Of note, unlike prior years we did not use paid/boosted posts. While this lowered overall reach, we continued to see high engagement from our organic content. We placed additional focus in 2022 on providing content (graphics and captions) to partner organizations to have them directly share on our behalf. As noted earlier, partners' digital outreach on our behalf contributed to a significant increase in our overall reach in 2022. In addition to RRSg municipality posts, chambers of commerce and other partner organizations helped share our message with their followers, thereby extending the total impact of digital outreach efforts. Below, we provide reach and engagement statistics for our Protect Wisconsin Waterways' social media platforms. Of note, Meta (the parent company for Facebook and Instagram) changed how they report content reach and other metrics in 2022. We thus don't have identical metrics for year-over-year comparisons, but 2022 metrics provide a new benchmark moving forward.

Social Media Metrics 2022

Facebook Summary Statistics – Year Over Year				
	2022** 1,007 Page Likes 104 Posts	2021 897 Page Likes 119 Posts	2020* 802 Page Likes 143 Posts	2019 561 Page Likes 144 Posts
Post (Content) Reach	10,937	n/a	n/a	n/a
Page Reach (# unique accounts reached)	3,201	n/a	n/a	n/a
Facebook Page Visits (# of times profile page visited)	652	n/a	n/a	n/a

** Meta changed available metrics for (Facebook) Business Accounts and content in 2022. Similar metrics are not available for direct comparison to previous years.*

Instagram Summary Statistics – Year Over Year

	2022 1,078 Followers 129 Posts	2021 1,019 Followers 89 Posts	2020 901 Followers 82 Posts	2019 438 Followers 113 Posts
Instagram Post/Stories (Content) Reach	12,425	n/a	n/a	n/a
Instagram Reach (# unique accounts reached)	1,890	n/a	n/a	n/a
Instagram Profile Visits (# of times profile page visited)	1,064	n/a	n/a	n/a
Instagram Content Interaction Rate (i.e., likes, reactions, replies, shares, comments)	9.5%	n/a	n/a	n/a

** Meta changed available metrics for (Facebook) Business Accounts and content in 2022. Similar metrics are not available for direct comparison to previous years.*

YouTube Summary Statistics

YouTube	2022	2021	2020	2019
Total Views on YouTube*	2,300+	4,400+	1,600+	1,500+

**Note: Additional views occur via distribution on other social platforms.*

Example Social Media Content:



SPECIES SPOTLIGHT



HOUSEHOLD HAZARDOUS WASTE TIPS

- ✓ Keep materials in their original packaging and never remove their labels.
- ✓ Read the labels. Household hazardous materials come with general care directions.
- ✓ Use products in well-ventilated rooms and avoid breathing fumes.
- ✓ Handle empty containers with care since chemical residue can still be hazardous.

City of Fort Atkinson, WI
October 11, 2022 · 📍

Check out all these ways to maintain your yard while being conscious of the environment. [#protectwisconsinwaterways](#)

MAINTAIN YOUR YARD

- Regularly check any nearby storm drain and clear debris and litter To prevent local flooding and to avoid debris from entering the storm sewer system.
- Mow your grass high and let it lie
- Minimize fertilizer and pesticide use
- Remove grass or fertilizer that ends up on streets, sidewalks, or driveways
- Stabilize bare ground by seeding to stop and prevent erosion
- Minimize salt use in the winter
- Remove pet waste to prevent bacteria and nutrients from washing down the storm drain
- Properly dispose of oil, paint, and other household chemicals

Wisconsin YardWise

City of Fort Atkinson, WI
October 7, 2022 · 📍

Remember as you clean up your yards this fall to be [#WisconsinLawnWise](#)

LAWN PRACTICES:

- Keep grass clippings and leaves off streets, sidewalks, and driveways and remove any clippings or leaves that end up on these surfaces to keep them out of storm drains
- Mow high and let it lie to leave grass clippings on the lawn for a natural fertilizer
- Only apply when needed based on soil testing
- Avoid applying fertilizers on streets, sidewalks, driveways, windy and rainy days and clean up any fertilizer that falls on these surfaces
- Properly store and dispose of fertilizers and pesticides, NEVER dump down a storm drain
- Seed bare soil to prevent erosion
- Adjust sprinkler heads and down spouts to onto lawn rather than driveway or sidewalks.

Wisconsin LawnWise

City of Fort Atkinson, WI
October 4, 2022 · 📍

Help reduce pollution to our River by being [#WisconsinStormDrainWise](#).

HOW TO REDUCE POLLUTION:

- Wash your car at a car wash or on the lawn
- Direct downspouts into rain barrels or onto the lawn
- Minimize fertilizer use or use natural fertilizers and keep off hard surfaces like sidewalks or driveways
- Talk to your neighbors about protecting th
- Keep leaves, grass, litter, and other debris out of the storm drain
- Don't pour any household chemicals, motor oil, paint, or other materials down the storm drain
- Compost lawn clippings and keep them off the street
- Pick up pet waste
- Check your vehicle for fluid leaks e storm drain

Wisconsin StormDrainWise

City of Fort Atkinson, WI
September 8, 2022 · 📍

Does your street flood during heavy rains? Remember to check your storm drains are clear of leaves and other debris. [#ProtectWIWaterways](#)

Wisconsin StormDrainWise



PROTECT  WATERWAYS



Initiative #3: Outreach & Engagement via Community Events

Storm Drain Protector Program:

The Storm Drain Protector Program was initially launched in 2019 and included door-to-door visits to engage homeowners with storm drains adjacent to their property. The program's goal is to raise awareness among municipal residents of the nature of stormwater and what things they should look for to preserve water quality. We ask homeowners to sign up to become "storm drain protectors" and pledge to keep their storm drains clear of leaves, grass clippings, and other debris. The 2022 efforts included both online sign-ups at our tabling events and door-to-door interactions. Although weather cancellations impacted some of the planned door-to-door visits, we are developing a new plan to re-establish door-to-door visits as that aspect tends to have the highest, targeted success rate.

2022 Storm Drain Protector Sign-ups (digital + in-person): 218



Annual Waterway Clean-Up: RRSg municipalities hosted nine waterway clean-up events in parks across the area on Saturday, September 17th, 2022. Details of the different clean-up events are included in the event write-up reports. The Facebook events generated over 220+ advanced registrations, and ultimately resulted in 201 volunteers participating in the clean-up events. Media coverage included articles in the Jefferson Daily Union, Whitewater Banner, an on-air radio interview on WCLO 1230 and online article, among other press coverage. Additionally, a small group of stream monitoring volunteers from the Rock River Coalition organized their own clean up event in Johnson Creek and reported their impact to our group. Although we don't list this as a separate event, it shows the additional impact on public involvement of the RRSg, including beyond our member communities.

Waupun	8-10 am	Shaler Park
Beaver Dam	8am-10am	Rotary RiverWalk Park
Watertown	10am-12pm	Riverside Park
Fort Atkinson	9am-12am	Barrie Park
Whitewater	8am-10am	Cravath Lakefront Park
Milton	8am-10am	Schilberg Park
Janesville	10am-12pm	Monterey Park
Town of Beloit	10am-12pm	Preservation Park, Armstrong-Eddy Park
City of Beloit	8am-10am	Riverside Park



Community Engagement Event Reports

The following section provides individual community engagement event details and metrics.

Date: February 28th, 2022

Location: University of Wisconsin-Whitewater, Hyland Hall 1301 (Whitewater WI)

Event Name: Water Resource Associates, LLC Presentation and Training

Amount of People Engaged: 51

Length: 5:30 pm - 6:30 pm

Style: Presentation and Training

Tim Whittaker from Water Resource Associates, LLC provided background information and training to UW-Whitewater college students on MS4 related topics from a municipality perspective. Key issues and the science behind the issues were covered. Students also had the opportunity to ask questions to help prepare for upcoming in-person events and outreach on behalf of Protect Wisconsin Waterways.



Date: March 26, 2022

Location: Janesville (Hedberg Public Library)

Event Name: Sustainable Living Fair

Amount of People Engaged: 95+

Length: 10am-1pm

Style: Tabling Event and Enviroscope

On Saturday, March 26th 2022, two members of the Protect Wisconsin Waterways team attended the Janesville Sustainable Living Fair at the Hedberg Public Library in Janesville to promote our *Adopt a Storm Drain Protector Program*. We also were able to talk to other groups that attended about possible collaborations as well as promote the mini-grant program. We also presented the enviroscope to attendees.





Date: April 9th, 2022

Location: Watertown

Event Name: Door to Door Watertown

Amount of People Engaged: (Visited 108 homes) 40 out of 45 signed up / 63 not home

Length: 10am-2pm

Style: Door to Door Outreach for Storm Drain Protector Program

On Saturday, April 9th 2022, six members of the Protect Wisconsin Waterways team went door to door in efforts to promote our *Adopt a Storm Drain Protector Program*. During this event, we spoke to 43 individuals who adopted a storm drain. Our storm drain protector program emphasizes the importance of protecting and keeping our local waterways clean by doing simplistic tasks like keeping our storm drains clear of debris. Other door-to-door visit dates originally scheduled in April were canceled due to weather conditions.





Date: April 23rd , 2022

Location: Janesville Botanical Gardens

Event Name: Earth Day Celebration

Amount of People Engaged: 210 (107 Adults, 103 Kids, 26 Sign-Ups)

Length: 10:00am-2:00pm

Style: Tabling Event and Enviroscape

On Saturday, April 23rd 2022, two members of our Protect Wisconsin Waterways tem attended the Earth Day Celebration Event in Janesville. At this event, we promoted our *Adopt a Storm Drain Program*, and demonstrated our Enviroscape model that helps teach young individuals about protecting and keeping our local waterways clean.





Date: April 23rd , 2022

Location: Watertown (Senior & Community Center)

Event Name: Rain Barrel Workshop

Amount of People Engaged: 30

Length: 9:30am-11:30am

Style: Workshop

On Saturday, April 23rd 2022, the City of Watertown and Rock River Coalition hosted a build your own rain barrel workshop for 30 community members. The event was also sponsored by WisPak and the River Network to provide participants with rain barrel materials. Participants also received a one-time credit on their stormwater utility after connecting their rain barrel to a downspout on their property. The event was sold out and more workshops are planned across RRSG member municipalities for 2023.



**RAIN BARREL
WORKSHOP**



Saturday, April 23
9:30-11:30 am
\$15 reimbursable fee
Watertown Senior & Community Center
Register by April 20 at <https://rockrivercoalition.org>



Date: May 7th, 2022

Location: Whitewater, Wisconsin

Event Name: Whitewater Farmers Market

Amount of People Engaged: 24 (4 Sign-Ups)

Length: 8:00 am- 12:00 pm

Style: Tabling Event and Enviroscape

On Saturday, May 7th 2022, six members of our Protect Wisconsin Waterways team attended the Whitewater Farmers Market. At this event we promoted our *Adopt A Storm Drain Protector Program*, and demonstrated our Enviroscape model in hopes of helping individuals understand how to help protect our local waterways.





Date: May 21st, 2022

Location: Downtown Beloit

Event Name: City of Beloit Farmers Market

Amount of People Engaged: 113 (17 Sign-Ups)

Length: 9:00am-12:00pm

Style: Tabling Event and Enviroscape

On Saturday, May 21st 2022, six members of the Protect Wisconsin Waterways team attended the Downtown Beloit Farmers Market. Like at most farmers markets, we promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our Enviroscape model to promote protecting our local waterways.





Date: May 28th, 2022

Location: Fort Atkinson

Event Name: Fort Atkinson Farmers Market

Amount of People Engaged: 54 (5 Sign-Ups)

Length: 8:00 am- 12:00 pm

Style: Tabling Event and Enviroscape

On Saturday, May 28th 2022, three members of our Protect Wisconsin Waterways team attended the Fort Atkinson Farmers Market. At this event we promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our Enviroscape model.





Date: June 11th, 2022

Location: Janesville

Event Name: Janesville Farmers Market

Amount of People Engaged: 300+ (29 Sign-Ups)

Length: 8:00am-1:00pm

Style: Tabling Event and Enviroscape

On Saturday, June 11th 2022, our Protect Wisconsin Waterways team attended the Janesville Farmers Market, and again promoted our *Adopt a Storm Drain Protector Program*. Along with that, we also demonstrated our Enviroscape model.





Date: July 7th, 2022

Location: Watertown

Event Name: Lights n Sirens

Amount of People Engaged: 150+ (5 Sign-Ups)

Length: 6:00pm-8:00pm

Style: Tabling Event and Enviroscape

On Thursday, July 7th 2022, two members of the Protect Wisconsin Waterways team attended the Lights n Sirens Event in Watertown. We promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our Enviroscape model.



Date: July 16th, 2022

Location: Whitewater

Event Name: Whitewater Farmers Market

Amount of People Engaged: 20+

Length: 8:00am - 12:00pm

Style: Tabling Event and Enviroscope

On Saturday, July 16th 2022, our Protect Wisconsin Waterways team attended the Whitewater farmers market. At this market, we promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our enviroscape model and new Lego “Around the Home” model (pictured below).





Date: July 30th, 2022

Location: Fort Atkinson

Event Name: Fort Atkinson Farmers Market

Amount of People Engaged: 30+

Length: 8:00 am- 12:00 pm

Style: Tabling Event and Enviroscope

On Saturday, July 30th 2022, four members of the Protect Wisconsin Waterways team attended the Fort Atkinson farmers market, where again we promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our enviroscope model.



Date: August 13th, 2022

Location: Watertown

Event Name: Watertown RiverFest

Amount of People Engaged: 100+ (8 signed up for clean up)

Length: 8:00am-12:00pm

Style: Splash and PWW representatives walked around the Riverfest event

On Saturday, August 13th 2022, two of our Protect Wisconsin Waterways representatives attended the Watertown Riverfest event, and started promoting our clean up event that was taking place in September.



Date: August 20th, 2022

Location: Janesville

Event Name: Riverside Park Music Festival /Friends of Riverside Park 100th Celebration

Amount of People Engaged: 30+

Length: 11:00am - 4:00pm

Style: Promoted River Clean Up

On Saturday, August 20th 2022, three of our Protect Wisconsin Waterways representatives attended the Riverside Park Music Festival event, and we again promoted our local clean up event that was taking place in September.



Date: September 6th, 2022

Location: Whitewater

Event Name: Whitewater City Market

Amount of People Engaged: 20+

Length: 4:00pm - 7:00pm

Style: Tabling Event and Enviroscope

On Tuesday, September 6th 2022, our Protect Wisconsin Waterways team attended the Whitewater City Market, and promoted our annual clean up event that took place on September 17th, 2022.



Date: September 10th, 2022

Location: Whitewater

Event Name: Whitewater Farmers Market

Amount of People Engaged: 20+

Length: 8:00am - 12:00pm

Style: Tabling Event and Enviroscope

On Saturday, September 10th 2022, five members of our Protect Wisconsin Waterways team attended the Whitewater Farmers Market, and promoted our annual clean up that took place the following weekend (September 17th, 2022).



Date: September 17th, 2022

Location: Shaler Park 400 N Madison St (Waupun)

Event Name: Protect Wisconsin Waterways Clean Up

Volunteers Engaged: 20+

Length: 8:00am - 10:00am

Style: Clean Up

Bags of Trash: 10+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Waupun. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the waterway.





Date: September 17th, 2022

Location: Rotary RiverWalk Park 110 W Mill St (Beaver Dam)

Event Name: Protect Wisconsin Waterways Clean Up

Volunteers Engaged: 13+

Length: 8:00am - 10:00am

Style: Clean Up

Bags of Trash: 6+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Beaver Dam. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the waterway.





Date: September 17th, 2022

Location: Riverside Park 850 Labaree St. (Watertown)

Event Name: Protect Wisconsin Waterways Clean Up

Volunteers Engaged: 20

Length: 10:00am - 12:00pm

Style: Clean Up

Bags of Trash: 5+

On Saturday, September 17th 2022, we hosted a waterway clean up in Watertown. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the waterway.





Date: September 17th, 2022

Location: Barrie Park 210 Robert St (Fort Atkinson)

Event Name: Protect Wisconsin Waterways Clean Up

Volunteers Engaged: 19+

Length: 9:00am - 12:00pm

Style: Clean Up

Bags of Trash: 6+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Fort Atkinson along with the Rock River Coalition. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the waterway. Of note, additional volunteers from the Rock River Coalition membership organized their own clean up in Johnson Creek.





Date: September 17th, 2022

Location: Cravath Lakefront Park 407 S Wisconsin St (Whitewater)

Event Name: Protect Wisconsin Waterways Clean Up

Volunteers Engaged: 53+

Length: 8:00am - 10:00am

Style: Clean Up

Bags of Trash: 27+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Whitewater. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the waterway. Of note, several members of the UW-Whitewater fraternities and sororities volunteered at this clean up location.





Date: September 17th, 2022

Location: Schilberg Park 301 W High Street (Milton)

Event Name: Protect Wisconsin Waterways Clean Up

Volunteers Engaged: 7+

Length: 8:00am - 10:00am

Style: Clean Up

Bags of Trash: 3+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Milton. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash in Schilberg Park. Of note, youth athletic activities also took place that morning and thus increased exposure beyond the volunteers that actively participated in the clean up.



Date: September 17th, 2022

Location: Monterey Park 501 Rockport Rd (Janesville)

Event Name: Protect Wisconsin Waterways Clean Up

Volunteers Engaged: 22+

Length: 10:00am - 12:00pm

Style: Clean Up

Bags of Trash: 10+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Janesville. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the Rock River.





Date: September 17th, 2022

Location: Preservation Park 3444 Riverside Dr (Town of Beloit)

Event Name: Protect Wisconsin Waterways Clean Up

Volunteers Engaged: 4+

Length: 10:00am - 12:00pm

Style: Clean Up

Bags of Trash: 1+*

On Saturday, September 17th 2022, we hosted our annual waterway clean up in the Town of Beloit at Preservation Park. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the Rock River. *Of note, a car show was also held at this location this weekend and the show sponsors helped clean up trash/litter from the park as part of the show set-up the day prior to our official clean up event.



Date: September 17th, 2022

Location: Rotary River Center Riverside Park 1160 S Riverside Dr (City of Beloit)

Event Name: Protect Wisconsin Waterways Clean Up

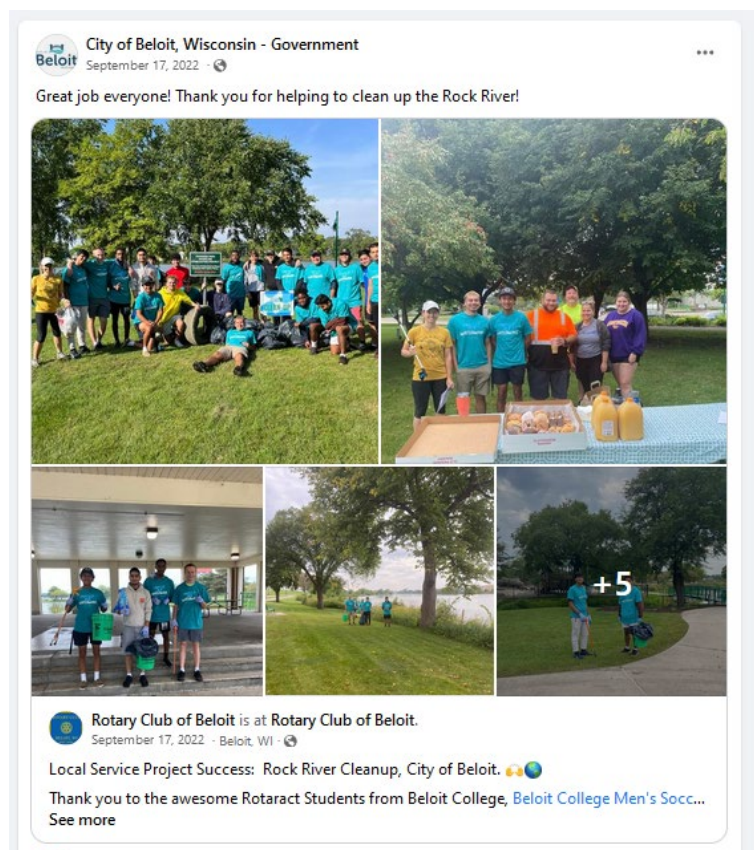
Volunteers Engaged: 47+

Length: 8:00am - 10:00am

Style: Clean Up

Bags of Trash: 12+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Beloit. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash near the Rock River. The location included volunteers from the Rotary Club of Beloit and Beloit College.





Date: September 20th, 2022

Location: Watertown

Event Name: Watertown Farmers Market

Amount of People Engaged: 10

Length: 7:00am - 12:00pm

Style: Tabling Event and Enviroscope

On Tuesday, September 20th 2022, five members of the Protect Wisconsin Waterways team attended the Watertown farmers market, and here we promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our enviroscope model.



Date: September 24th, 2022

Location: Janesville

Event Name: Janesville Farmers Market

Amount of People Engaged: 30+

Length: 8:00am - 1:00pm

Style: Tabling Event and Enviroscope

On Saturday, September 24th 2022, four members of the Protect Wisconsin Waterways team attended the Janesville Farmers Market, and promoted our *Adopt a Storm Drain Protector Program*, along with demonstrating our enviroscope demonstration.



Date: October 15th, 2022

Location: Beloit

Event Name: Beloit Farmers Market

Amount of People Engaged: 50+

Length: 9:00am - 12:00pm

Style: Tabling Event and Enviroscope

On Saturday, October 15th 2022, five Protect Wisconsin Waterways representatives attended the Beloit Farmers Market, and started promoting our 2023 annual clean up, along with advertising our *Adopt a Storm Drain Protector Program*.





Date: October 15th, 2022

Location: Watertown (Watertown Senior Center)

Event Name: Confluence Event

Amount of People Engaged: 20+

Length: 8:00am - 2:00pm

Style: Interactive Presentation

On Saturday, October 15th 2022, four Protect Wisconsin Waterway representatives attended the Rock River Coalition's Confluence event in Watertown. RRSW member Wesley Enterline and Protect Wisconsin Waterways representative Ashlee Platta presented about the Rock River Stormwater Group and Protect Wisconsin Waterways' public education efforts. A tabling event also encouraged Confluence attendees to sign up to be a storm drain protector.





Date: October 22nd, 2022

Location: Whitewater

Event Name: UW-Whitewater Homecoming Parade & Game

Amount of People Engaged: 13,000+ Impressions

Style: Sponsorship & Splash in Parade

Protect Wisconsin Waterways was the official homecoming parade sponsor for the UW-Whitewater parade. Our mascot Splash also made an appearance in the parade (estimated attendance 1,000+). The group's logo also appeared on the scoreboard at the homecoming game (attendance 13,000+ at the game). Footage of the homecoming parade was also captured by UWWTW and available online.





Date: November 1st , 2022

Location: Whitewater

Event Name: Whitewater Salt Wise Equipment Open House Event

Amount of People Engaged: 50+

Length: 8:30am - 10:30am

Style: Interactive Presentation

On Tuesday, November 1st 2022, Wisconsin SaltWise, the City of Whitewater, UW-Whitewater, and Protect Wisconsin Waterways hosted the Whitewater Salt Wise Winter Equipment Open House Event. Attendees from area municipalities and private plowing contractors learned about ways to reduce salt when clearing parking lots/sidewalks. Attendees were also able to view different salting equipment from the UW-Whitewater campus. Custodians from the UWW campus represented a new target audience to further engage. This event also received media attention in the Daily Union (Jefferson County).





Date: November 7th, 2022

Location: University of Wisconsin-Whitewater

Event Name: Water Resource Associates Presentation and Training / Tim W.

Amount of People Engaged: 40+

Length: 4:30 pm - 6:30 pm

Style: Presentation and Training

Tim Whittaker from Water Resource Associates, LLC provided background information and training to UW-Whitewater college students on MS4 related topics from a municipality perspective. Key issues and the science behind the issues were covered. Students also had the opportunity to ask questions to help prepare for upcoming in-person events and outreach on behalf of Protect Wisconsin Waterways.

Initiative #4: Launch the RRSB Mini-Grant Program

Mini-Grant 2022:

In 2021, Protect Wisconsin Waterways began planning for a potential mini-grant program that we officially launched in 2022 to engage community organizations and help spread awareness of protecting and keeping our local waterways clean. The mini-grant program encouraged community organizations and other eligible groups to apply for project funding up to \$5,000 that relate to stormwater public education efforts.

In addition to promoting on the Protect Wisconsin Waterways' website and social media, outreach occurred to community organizations in each RRSB community. Certain in-person events such as the Janesville Sustainable Living Fair also allowed for direct promotion to relevant groups. The first year resulted in a total of three applications, including the Wisconsin EcoLatinos, Rock River Trail, and UW-Whitewater Rock County Campus. RRSB funded two of the three programs. The funded applications are included as an appendix at the end of this document, along with the final report from the Wisconsin EcoLatinos group. The Wisconsin EcoLatinos hosted two separate rain barrel workshop events in Janesville (August 4 and August 12). The Rock River Trail project includes creating a "GrateWorks" campaign and signage along the Rock River Trail. This project was continued into 2023 and more details will be provided in the 2023 report.





Wisconsin EcoLatinos

July 22, 2022 · 🌐

Te invitamos, Janesville Friends. Wonderful opportunity to learn about the Rock River and take action to protect it.

#protectwisconsinwaterways #rainbarrels #raingarden

#hpljanesville

#rockriver

APRENDAMOS COMO CUIDAR EL ROCK RIVER



**Agosto 4, 2022 6:00 pm ó
Agosto 12, 2022 10:30 am**

**HEDBERG PUBLIC LIBRARY -
JANESVILLE**

COMMUNITY ROOM

En esta clase aprende como prevenir polución e inundaciones con el uso de tanques y jardines de lluvia



**TANQUES DE
LLUVIA**



**JARDINES DE
LLUVIA**



COMPOSTAJE

Rifaremos 2 tanques de lluvia, 2 contenedores de compostaje y plantas nativas entre los participantes

REGISTRATION:

wiecolatinos@gmail.com



FUNDED BY PROTECT WISCONSIN WATERWAYS

\$ SUPPORT/DONATE



Proyecto De Aguas Pluviales Financiado Por



SCAN ME



Rock River Trail is 🥰 feeling grateful.

September 27, 2022 · 🌐

GrateWORKERS!

A BIG "GRATEFUL" thanks to Bruce & Doris Mulder of Beloit, WI for adopting and cleaning out 7 grates near Turtle Creek on Shopiere Road in Beloit. Turtle Creek is a major contributory of the Rock River.

Bruce and Doris signed up for the [Rock River Trail GrateWorks](#) program where you can adopt a stormwater grate in your community to prevent garbage and debris from washing into Rock River and the tributary streams that feed into it. Stormwater picks up debris, c... See more



Initiative #5: Municipal Worker & Other Trainings

The RRSg provides all members access to an online library of training resources (i.e., videos and other materials) on different stormwater topics. Each January, we encourage members to provide DPW and other employees with time to complete relevant training. Our continued partnership and sponsorship of Salt Wise also offers additional training opportunities and workshops specific to salt use, equipment calibration, and related topics. We also promoted Salt Wise workshops to the business community through our chamber of commerce connections. Municipal members also send employees to other training. For example, City of Waupun and City of Whitewater staff attended the February 10, 2022 Smart Salting, WI Roads Workshop. Several RRSg members also attended the November 1, 2022 Salting Equipment Open House co-hosted with WI SaltWise, the City of Whitewater, and UW-Whitewater that attracted over 50 attendees.

Municipal training resources include coverage of the following topics.

- Spill Prevention Control Countermeasure (SPCC)
- Stormwater MS4 'Rain Check'
- Stormwater Construction 'Ground Control'
- Stormwater 'Storm Watch' Municipal
- IDDE 'A Grate Concern' Employee Training



2022 Activities & RRSg's Public Education & Outreach Goals

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

Goal 1 - Illicit Discharge Detection and Elimination: Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

1. Illicit Discharge was the August monthly theme for social media and the e-newsletter, the Runoff Rundown. Posts were made identifying illicit discharge and what to do if they see it happening.
2. A "Report a Violations" 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 2022.

Goal 2 - Household Hazardous Waste Disposal/Pet Waste/Management/Vehicle Washing: 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. The social media and e-newsletter monthly themes in May, June, and September align with the discussion of proper management for automobiles, pet waste, and household practices. Most other monthly themes also included information on how community members could improve their household practices.
2. Our informational brochures for the Storm Drain Protector Program included information on how to protect the waterways from one's home. We have developed new "Be Wise" brochures and launched a broader "Be Wise" messaging campaign in 2022.
3. Informational pages on the website were updated to include more tips and tricks for community members to follow, including "Splash Tips."
4. Clean-up events were held on September 17th, 2022.

Goal 3 - Yard Waste Management/Pesticide and Fertilizer Application: Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

1. Our monthly themes in April and June were fertilizer/pesticide application and pet/yard waste such as: lawn clippings, waste disposal, and leaves, respectively.
2. A "Lawn Wise" and "Yard Wise" brochure and related digital content were created to share key tips and best practices that help homeowners "Be Wise" and Protect Wisconsin Waterways.



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

1. Our monthly theme in July was stream and shoreline management where we discussed the best practices to benefit and help stream and shorelines.
2. A “Shore Wise” brochure and related digital content were created to share key tips and best practices that help homeowners “Be Wise” and Protect Wisconsin Waterways.

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

1. The monthly theme in November promoted better systems to allow more infiltration of residential stormwater.
2. The “Yard Wise” brochure includes information about residential infiltration.

Goal 6 - Construction Sites and Post-Construction Storm Water Management: Inform and educate those responsible for the design, installation, and maintenance of construction site erosion control practices and stormwater management facilities on how to design, install and maintain the practices.

1. By working with municipal representatives, we were able to gather information about different erosion control practices.
2. Our monthly theme for February was Construction Sites and Post Construction Storm Water Management.

Goal 7 - Pollution Prevention: Identify businesses and activities that may pose a stormwater contamination concern, and educate those specific audiences on methods of stormwater pollution prevention.

1. Pollution Prevention was our theme for January.
2. Educational efforts focused on community members and homeowners discussed various possible pollutants that they can help prevent from entering the waterways.
3. RRSB members had municipal/DPW employees complete online trainings via our Excel video library, Salt Wise, and Fortin virtual trainings.

Goal 8 - Green Infrastructure/Low Impact Development: Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.

1. Green Infrastructure/Low Impact Development was October’s monthly theme.
2. By promoting things like rain gardens and educating people on erosion control, we promoted environmentally sensitive land development.

2022 Water Quality Education and Involvement Mini-Grant Application

Applicant Information

Name: Cristina Carvajal

Title: Executive Director

Email: Wiecolatinos@gmail.com

Phone Number: 608-449-2110

Organization Name: Wisconsin EcoLatinos

Organization Address: 1006 River Birch Rd, Middleton WI

Organization Website (If Applicable): <https://www.wisconsin ecolatinos.org/>

Organization Description: Wisconsin EcoLatinos is a non-profit organization under fiscal sponsorship from the Center for Community Stewardship. We Promote sustainable practices on energy efficiency, waste reduction, and the protection of natural resources. By eliminating language and social barriers, our goal is to pursue an equitable and sustainable environment.

Project Information

Project Title: Cuidemos el Rio con "Tanques y Jardines de Lluvia "
Let's take care of the river with Rain Barrels and Rain Gardens

Amount Requested:

\$1425.0

Municipality: Janesville City, Town of Janesville, City of Whitewater

Project Description: A workshop in **Spanish** to teach Latino residents in the city of Janesville and Whitewater about

- Why is important to use a rain barrel and a rain garden
- How to install a rain barrel and how to build a rain garden in their homes.
- How to compost yard waste
- Three workshops; at each workshop, we will raffle one rain barrel and one compost bin. The winner agrees to invite other participants to observe the installed device and send a picture.
- Follow up with "winners" participants to confirm the installation of the rain barrel or compost bin.

Budget:

3 rain Barrels	\$600
3 yard waste Compost bins	\$300
3 -1hr Workshops and material	\$800
Operational	\$200
Total	\$1,900.0

Project Timeline:

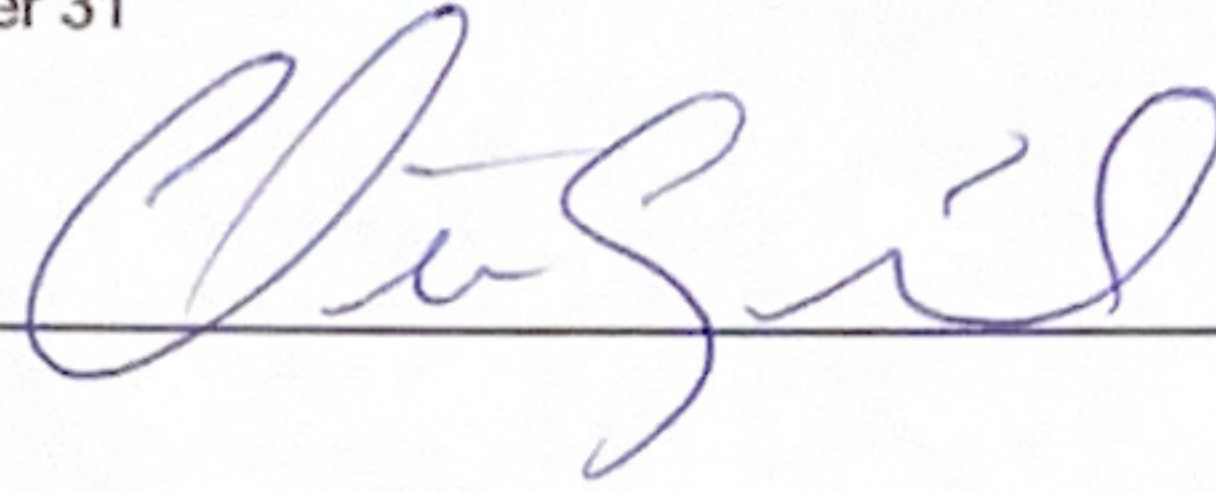
One Workshop monthly June, July, August, 2022

Project milestone : August 5, 2022

Follow up with residents: September-1st to October 30th, 2022

Project completion : October 31

Applicant Signature: _____



Date: _____

4/1/2022



Mini-Grant Report

September 12, 2022

Rock River Watershed Outreach Program, Summer- Fall 2022

Wisconsin EcoLatinos and Protect Wisconsin Waterways

Cuidemos el Rock River con “Tanques y Jardines de Lluvia “

Let's take care of the Rock River with Rain Barrels and Rain Gardens.

In this outreach program, we hosted two in-person events at Janesville's Hedberg Public Library on August 4th and August 12th, 2022, and One virtual workshop on August 29th. In addition, we are scheduled to participate in the Hispanic Heritage Fiesta hosted by Premier Bank on September 25th in Janesville. In this event, we plan to continue this campaign and have a display of educational material in Spanish and English promoting actions to prevent stormwater contamination and the conservation of the Rock River Watershed. We have also been invited to the International Children's day in whitewater in the spring of 2023, and we plan to continue this same educational campaign. We found out the best way to engage our community is to meet them where they are; this is why we plan to participate in these community events.

At this point, we have handed out (1) rain Barrel, (1) compost bin, and a certificate to buy native plants from AgreCol. Attached is the list of participants who received these items.

We consider this an important campaign, and we'd like to continue to partner with Protect Wisconsin Waterways.

Thank you for your support.

Cristina Carvajal

Wisconsin EcoLatinos

Applicant Information

Name: Therese Oldenburg

Title: Rock River Trail Board Member and Coordinator

Email: info@rockrivertrail.com

Phone Number: 608-931-6895

Organization Name: Friends of Rock River DBA Rock River Trail

Organization Address: 2410 Clifcorn Drive, Beloit, WI 53511

Organization Website (If Applicable): rockrivertrail.com

Organization Description: Friends of the Rock River (Rock River Trail) promotes the natural and recreational opportunities provided by our Rock River Watershed. Running through 11 counties and two states, the Rock River Trail spans the 320-mile length of the Rock River from the Horicon National Wildlife Refuge in south central Wisconsin to the Mississippi River in Illinois.

Project Information

Project Title: Do GrateWorks For Your River – Storm Grate Adoption Initiative

Amount Requested: \$3713

Municipality: Communities along the Rock River in Wisconsin including: Beloit, Janesville, Town of Beloit, Town of Turtle, Milton, Fort Atkinson, Watertown, Waupun, Theresa, Jefferson

Project Description:

Over the last 12 years the Friends of Rock River worked in 11 counties in WI and IL to establish, grow and maintain the Rock River Trail. In 2013 we worked to establish the Rock River as the 10th National Water Trail by the National Park Service. We are committed to improving water quality and an enhanced river ecosystem. The Rock River Trail has distributed over 117,000 oak saplings for 12 years along the whole Rock River corridor and participated in the Rock River Sweep with our partners.

To continue our work to improve the Rock River watershed, we're seeking funding to establish the "Do GrateWorks For Your River" initiative to engage citizens in adopting and clearing storm sewer grates in communities along the Rock River. The aim is to encourage citizens to help keep storm drains free from anything that can end up polluting the Rock River.

The Need - This initiative is spurred by personal experience of Rock River Trail coordinator Therese Oldenburg. In the last few years, Therese has witnessed more trash than ever before lodged in storm grates in her community of Beloit. At The Rock River Trail Visitor Center located at Nature At The Confluence, there is a Rock River tributary spring called Kelly Creek that is comingled with storm water. In 2021 staff removed over 300 lbs. of stormwater induced garbage before it reached the Rock River. On 2021 paddle trips along the Rock River, Therese witnessed more garbage than ever before. There is an evident need to reach this garbage before it enters the water ways.

The goal of "GrateWorks For Your River" program is to engage citizens to help reduce pollutants from entering streams, creeks, rivers that feed into the Rock River Watershed. This program would also serve to educate citizens, as many people don't realize that everything in the street ends up in storm drains, and usually goes untreated into a river or lake.

On The Rock River Trail website a “GrateWorks” page would be established where we would provide tips to keep citizens safe while performing the cleaning. The page would also provide a place for them to sign up to adopt a storm grate and to provide feedback on their volunteer work. We would create and distribute signage to be installed in partner communities near the Rock River or major tributaries. Rack cards would be distributed, and a social media campaign would support the initiative.

To extend the reach of this program, we’ll engage partners such as Rock River Coalition, Nature At The Confluence, Friends of Turtle Creek, government entities and other Friends groups.

Project Budget

- \$1000 - 10 qty. 18' x 24' Full Color Permanent Outdoor Signs – designed, produced and offered to community partners to be posted near the Rock River.
- \$250 – design and print 50 qty posters
- \$400 - Design and Print 2500 qty Rack Cards for community partners
- \$400 - Purchase domain and develop website page to be hosted on Rock River Trail website with contact form to collect emails from people that want to participate
- \$900 - Staff time to contact city, county staff, community partners, friends and user groups and attend meetings, give presentations.
- \$300 - Social Media planning and implementation
- \$300 - Social Media graphics designed for groups to use
- \$200 - Facebook ad budget
- \$300 - Design and implement email blasts, and create media releases
- \$700 - Staff time for general program administration
- \$200 - Mailing/Shipping & Gas Expenses
 - **Project Total \$ 4950**
 - **Grant Request - \$3713**

Measurable results would include the number of:

- Citizens signed up as GrateWorks volunteers
- Visits to the GrateWorks page
- Places where we visited with community partners and the public, and the number of people talked to at these visits.
- Feedback from volunteers on # of times they check and clean their grates and estimate how many pounds they removed.

Project Timeline:

May-June: Distribution of Signage, Rack Cards to Partners, Webpage launched

June – September – Marketing Campaigns, Community presentations

August – Progress report

September – Emails to volunteers, collection of volunteer reports

October – final reports

See graphics on next page.

Go Out And Do

GRATE WORKS

For Your River



#GRATEWORKS #ROCKRIVERTRAIL

**STOP TRASH
IN ITS TRACKS!**

rockrivertrail.com

