



2021 Final Report

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2021 Highlights

Annual Report 2021 Metrics Highlight

Summary: In 2021, the Protect Wisconsin Waterways (Rock River Stormwater Group) focused on organic and partner-driven digital reach and re-established an **in-person active presence at 20 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 **228,733 digital impressions (+24% compared to 2020 efforts)**.

The group's 2021 event participation remained restricted during the first five months of 2021 due to COVID-19. However, in-person attendance at events from May-December 2021 helped **actively engage 2,360+ individuals**. After canceling the 2020 waterway clean-up events, RRSG municipalities hosted the basin-wide annual clean-up event on September 11, 2021. The clean-up date garnered media attention in the Beloit Daily News, Daily Citizen, an on-air feature on WCLO, among other coverage. A total of **187 volunteers** showed up across the **nine clean-up locations**. Plans for 2022 will continue to ramp up in-person events and re-introduce 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 offer 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	2021*	2020*	2019	2018
Total Impressions	228,733+	184,403+	161,016	81,432

**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	2021	2020	2019	2018
Total Visits	8,010	8,540	7,995	5,861
Unique Visitors	3,853	4,152	4,017	2,363
Storm Drain Protector Program *new	241	380	25*	n/a
Pledge forms completed online	53	78	n/a	n/a

**Note: Storm drain protector program sign-ups before 2020 occurred only via in-person, door-to-door canvassing that was not implemented during the COVID-19 pandemic. 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				
	2021 897 Page Likes 119 Posts	**2020*** 802 Page Likes 143 Posts	**2019** 561 Page Likes 144 Posts	**2018** 301 Page Likes 207 Posts
Engaged Page Users	3,152	3,749	2,969	1,501
Total Reach	64,642	74,708	18,719	15,541
Total Impressions	87,607	99,352	46,125	29,470
**Note: 2020 included more boosted (paid) posts than other years – including 2021.*				

Instagram Summary Statistics – Year Over Year				
	2021 1,019 Followers 89 Posts	**2020** 901 Followers 82 Posts	**2019** 438 Followers 113 Posts	**2018** 216 Followers 103 Posts
Total Impressions	14,041	28,387	32,769	26,386
Total Likes	1,252	2,382	4,891	5,621
Average Engagement Rate	11.17%	8.39%	12.46%	21.3%

YouTube Summary Statistics				
YouTube	**2021**	**2020**	**2019**	**2018**
Total Views on YouTube*	4,400+	1,600+	1,500+	500+
**Note: Additional views occur via distribution on other social platforms.*				

Clean-Up Summary Statistics – Year Over Year					
Clean-Up Metrics	**2021**	**2020***	**2019**	**2018**	**2017**
Total Volunteers	187	-	196	130	34
Total Trash Collected	200+ bags + other items	-	151+ bags + other items	37+ bags + other items	N/A
**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	2021*	2020*	2019	2018
Total Events	20	-	41	28
Total Event Reach	2,360+	-	3,595	2,700
Total Community Events	20	-	35	25
Total Community Event Reach	2,360+	-	3,453	2,299
Total K-12 Educational Events	-	-	6	3
Total Educational Event Reach	-	-	142	401

**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.*

2021 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 2021 calendar year.

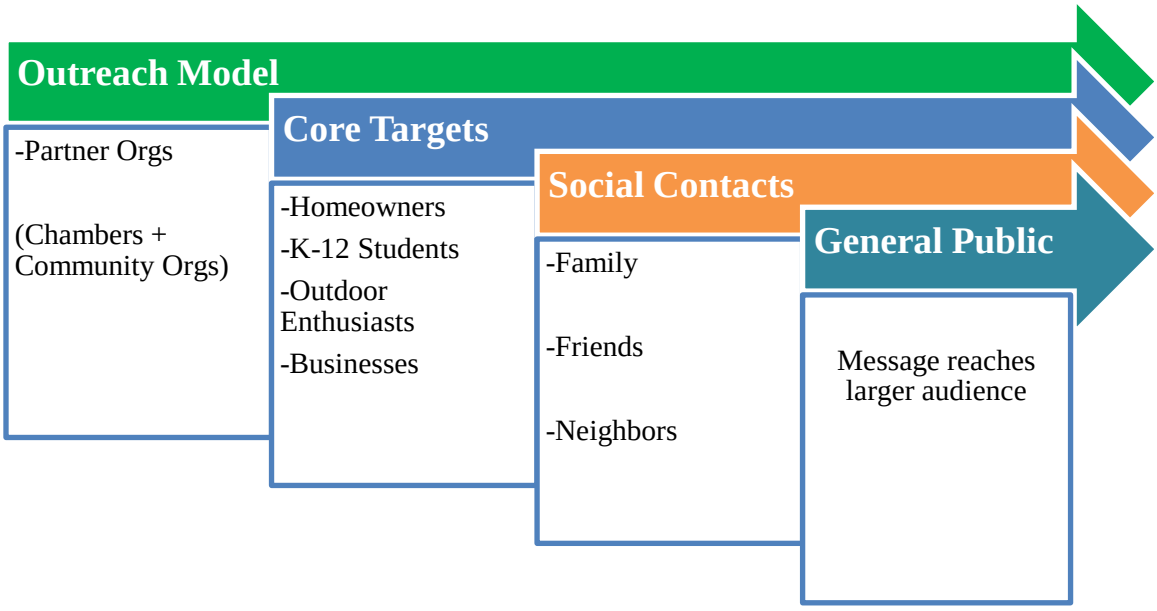
After not participating in in-person events in 2020, the Protect Wisconsin Waterways regional stormwater public education efforts re-established a presence at over 20 in-person events between May and December 2021. Community-based events included farmer's markets, festivals near downtown areas or along waterways, and other events organized by community partners. Another key focus was relaunching our annual waterway clean-up events. Protect Wisconsin Waterways sponsored nine clean-up events in September 2021 that attracted 187 volunteers. The events also created additional exposure among community residents in the same area and via media coverage. The group also participated in another clean-up sponsored by the Rock River Coalition. Each event contributed to active education efforts to the general public, and some also led to interactions with elected/city officials in member communities. The City of Watertown joined the Rock River Stormwater Group during our "COVID" year in 2020. We emphasized additional visits to events in this location in 2021 and plan to relaunch our door-to-door in-person adopt-a-storm drain visits in spring 2022 in this city. On a digital front, we expanded partnership efforts through the chambers of commerce and other community-based organizations. Stormwater-focused communications shared through these organizations, plus our Protect Wisconsin Waterway's social media efforts resulted in over 228,733 digital impressions (+24% compared to 2020 efforts). In combination, the return to an in-person presence and expanded partnership opportunities with different community groups and social media helped the Protect Wisconsin Waterways brand increase public education efforts compared to 2020 efforts.



PROTECT WATERWAYS

Target Audiences & Outreach Communication Model

Protect Wisconsin Waterways' outreach and communication plan in 2021 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 chambers of commerce as partner organizations also opened up new outreach to the business community that will continue in 2022.



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

The RRSG's efforts to increase brand awareness and educational outreach adapted to the COVID-19 pandemic by launching new and maintaining established community partnerships. We relied on 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.



2021 Focal Partnerships

Humane Societies/Animal Rescues

Engaged Audience: Pet owners and other contacts across the RRSG area

Details: In June 2021, we repeated the popular pet/waterway photo contest established in 2020. While the engagement was not as high as 2020, the partnership with local animal shelters/rescue organizations still resulted in 30,000+ engagements via the partner organization platforms. We also increased reach via impressions of the user-generated photos and related educational messaging between partner sharing, individual consumer sharing, and RRSG media.

Chambers of Commerce in RRSG Communities

Engaged Audience: Businesses and their employees. Chambers also host different downtown events and thus also help reach residents/tourists to areas across the RRSG area.

Details: Starting in June 2021, Protect Wisconsin Waterways joined the chambers of commerce in the member communities. Chamber membership allowed for additional promotional opportunities at chamber events and outreach via chamber websites, email, and social media.

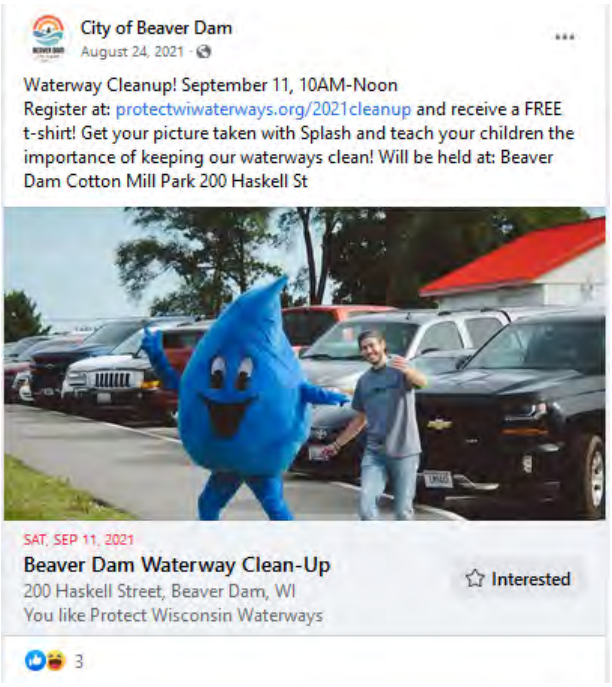
Plans are to leverage these memberships to better engage the business community in Salt Wise trainings and other efforts to get the downtown businesses in each RRSG municipality to adopt a storm drain near their business location. Digital outreach via the chambers on behalf of Protect Wisconsin Waterways includes 27,725+ impressions, with an additional 58,567+ impressions from RRSG municipal social media posts related to the clean-up events or other Protect Wisconsin Waterways' messaging. Of note, we also had mayors/city administrators share posts related to clean-up events or other messages tied to stormwater via their social media. Based on this, RRSG plans to develop a "Storm Water Awareness Week" in August 2022, including signed proclamations from local government officials. We have initiated conversations with other stormwater groups to create a more impactful awareness week across the state.

Wisconsin Salt Wise

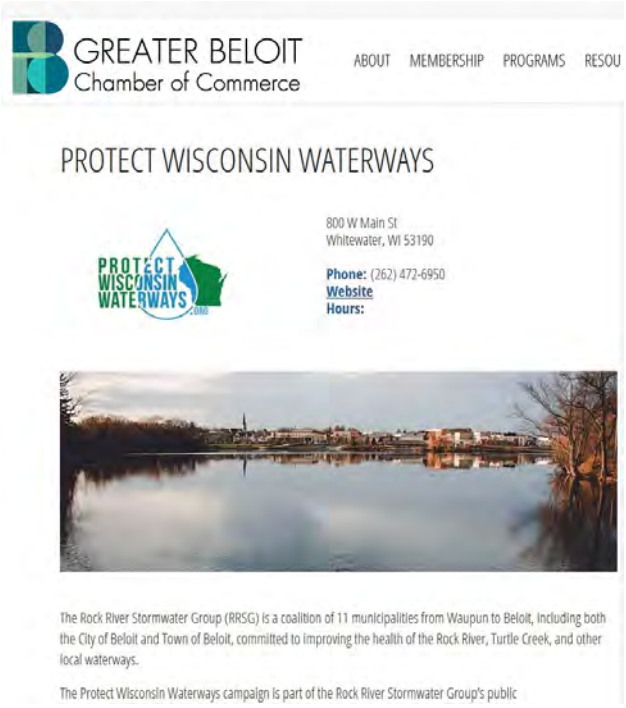
In 2021, the RRSG established a partnership alliance with WI Salt Wise to help increase awareness of salt pollution and accelerate the adoption of best practices across the state. Salt Wise provides several municipal and private contractor training sessions. The group also offers a statewide database of Salt Wise-certified professionals, an interactive map of certified private contractors, a Story Map of Municipal Salt Reduction Champions, and a monthly webinar series to share voices and stories of salt reduction to a broader audience. Key metrics from Salt Wise that are otherwise not counted in metrics reported elsewhere in this report include:

1) Smart Salting training participants: 561
2) Equipment Open House participants: 313
3) Total reach of local, regional, and statewide presentations: 859 live and 2159 views
4) Social Media and Website metrics
    a. Twitter: 361 followers; 146,143 impressions
    b. Facebook: 31,871-page reach; 15,674 post reach
    c. Website: 11,908 users; 45,109 page views
5) Over 20 newspaper/TV spotlights

Example Posts from Chambers/Other Community Partners on behalf of RRSG









PROTECT WATERWAYS

City of Janesville, WI
September 9, 2021 ·

On Saturday, September 11, the City will join Protect Wisconsin Waterways, the Rock River Stormwater Group, and students from UW-Whitewater in the annual Rock River Clean-Up!

Help us unite with communities across the Rock River Basin in enhancing one of our region's greatest natural resources! The Janesvil Clean-Up will begin at 10 a.m. in Monterey Park. Register to volunteer now by visiting protectwiwaterways.org/2021cleanup.



8 2 Share

City of Watertown, WI - Government
September 11, 2021 ·

Our 9/11 volunteer opportunity, Watertown's Rock River Clean-Up at Riverside Park, begins at 1 PM today!! We'll be picking up litter and debris along the Rock River shoreline, around the Park Island, and along Riverside Park Creek between 1:00 & 3:00. Sign up with the link, or just come and help! 💦❤️



PROTECTWIWATERWAYS.ORG
Protect Wisconsin Waterways 2021 Clean-Up - Protect Wisconsin Waterways

19 2 Comments 1 Share

UW-Whitewater
@UWWhitewater

A great story from @wclo1230 about UW-Whitewate participation in the Rock River clean-up.



wclo.com
Local communities participate in Rock River clean-up on Saturday
On Saturday, September 11, from 10:00 a.m. to 12:00 p.m., the City of Janesville will partner with the Rock River Stormwater Group, Protect Wisconsi

9:52 AM · Sep 9, 2021 · Twitter Web App

City of Watertown, WI - Government
September 14, 2021 ·

Thanks to all the volunteers who made a "splash" at Saturday's Protect Wisconsin Waterways clean up at Riverside Park!



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Initiative #2: Content Calendar Related to Educational Topics

In 2021, 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 infographics and other digital content for our monthly e-newsletter, integration with our social media calendar, and leveraging of past animated and other video content.

Month	**Theme**
January	Pollution Prevention
February	Construction Sites 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:

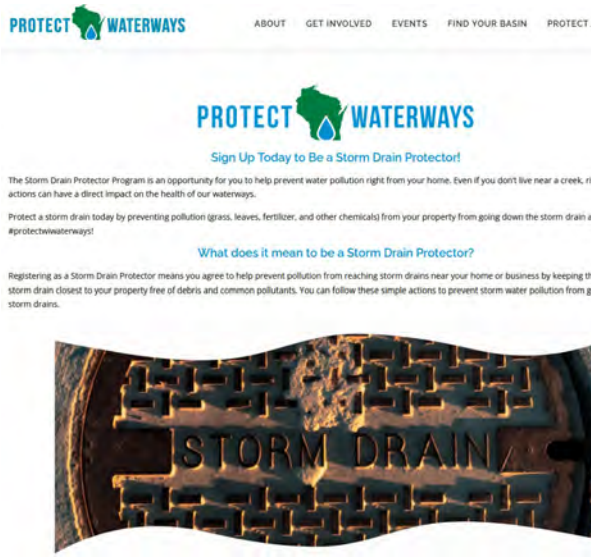
The group continued to update the website (protectwiwaterways.org) with additional information specific to each municipality. We created more informative pages to help increase search engine optimization and added "Splash Tips" to improve the pages visually. New HubSpot lead forms helped track engagement and sign-ups for the storm drain protector program, clean-up registration, and more. Total website visits for 2021 included 8,010 page visits from 3,853 visitors. Of note, total visitors in 2021 are lower than in 2019-2020 when we used extensive paid digital ads. Importantly the engagement on the site of this smaller audience shows that although fewer visitors engaged, they were more actively engaged with our content.

Website Summary Statistics – Year Over Year

Website Metrics	2021	2020	2019	2018
Total Visits	8,010	8,540	7,995	5,861
New Visitors	3,853	4,152	4,017	2,363
Storm Drain Protector Program	241	380	25*	n/a
Pledge forms completed online	53	78	n/a	n/a

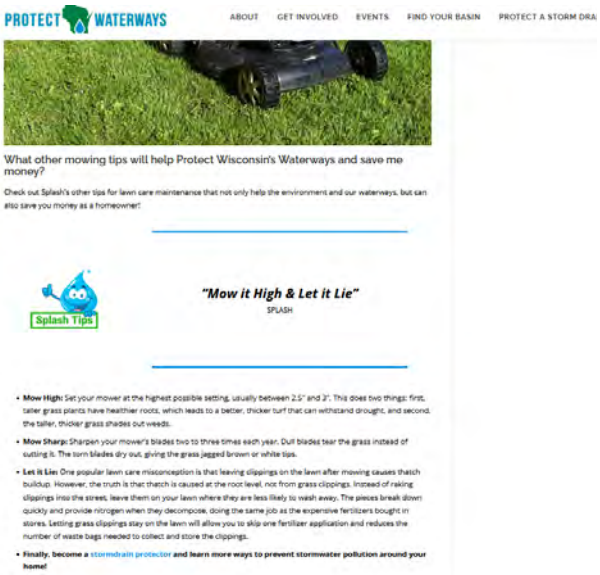
**Note: Storm drain protector program sign-ups before 2020 occurred only via in-person, door-to-door canvassing that was not implemented during the COVID-19 pandemic. 2020 and 2021 numbers reflect online-only efforts. 2019-2020 efforts included paid ads on Google that resulted in additional visitors (although most did not sign-up for the storm drain protector program, and we decided not to rerun those ads in 2021.*

Example Webpages









Species Spotlight:

In 2021 we introduced a social media campaign highlighting different species in our watershed. A key focus of the "Species Spotlight" is to draw attention to common species and highlight how pollutants in the waterways impact the species. Visual infographics provide photos of the species, key facts, and a captioned post that ties the species back to Wisconsin waterways.

Example Species Spotlight Graphics from Social Media





Social Media & Outreach:

In 2021, the Protect Wisconsin Waterways social media team prioritized its presence on Facebook and Instagram. Although we continue to maintain a Twitter presence, the audience size and engagement on that platform are minimal compared to the other social media efforts. Our Facebook audience is now over 800, and Instagram is over 1,000 followers. Social media content aligns with our monthly themes to address different MS4 permit topics. Compared to 2020, we decreased the number of boosted posts in 2021. While this lowered overall reach/impressions, we continued to see high engagement from our organic content. We placed additional focus in 2021 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 2021. 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. We plan to increase content sharing via these digital partners in 2022. We are also investigating the value of a TikTok presence (particularly for our mascot Splash), given the increasing popularity of that social platform. Below, we provide reach and engagement statistics for our Protect Wisconsin Waterways' social media platforms.

Social Media Metrics 2021

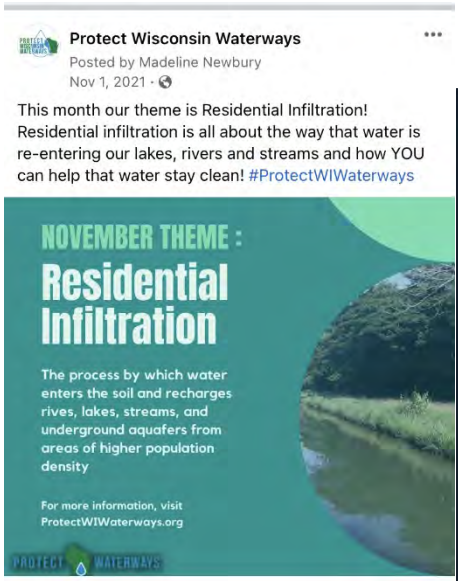
Facebook Page Statistics 2021: 897 Page Likes; 119 Posts					
	2021	**2020**	**2019**	**2018**	**Definitions**
Engaged Page Users	3,152	3,749	2,969	1,501	*The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)*
Total Reach	64,642	74,708	18,719	15,541	*The number of people who have seen any content associated with your Page. (Unique Users)*
Total Impressions	87,607	99,352	46,125	29,470	*The number of impressions seen of any content associated with your Page. (Total Count)*
***Note:** 2020 included more boosted (paid) posts than other years – including 2021.*					

Instagram Statistics					
	2021	2020	2019	2018	Definitions
Total Impressions	14,041	28,387	32,769	26,386	*Number of times users saw the post on Instagram.*
Total Likes	1,252	2,382	4,891	5,621	*Total number of likes on each post.*
Average Engagement Rate	11.17%	8.39%	12.46%	21.3%	*The number of like divided by impressions*

Twitter Statistics					
	2021	2020	2019	2018	Definitions
Impressions	2,783	48,124	74,127	19,715	*Number of times users see the tweet on Twitter*
Engagements	102	1,206	2,586	917	*Total number of interactions with a tweet. This includes all clicks, retweets, replies, follows, and likes*
Average Engagement Rate	3.0%	2.5%	2.4%	4.7%	*The number of engagements divided by impressions*

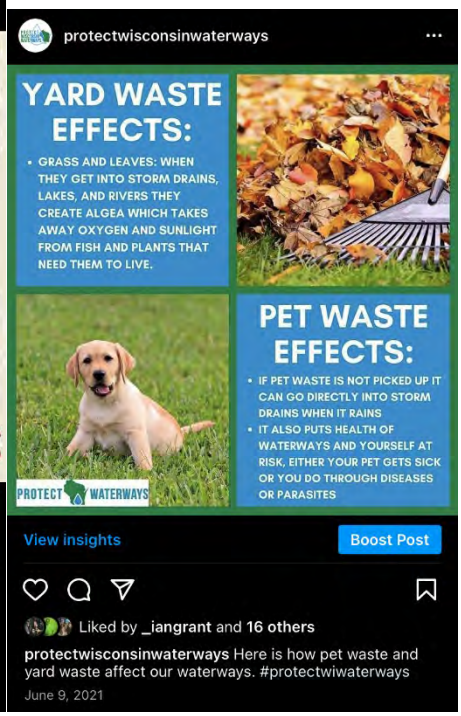
YouTube Summary Statistics				
YouTube	2021	2020	2019	2018
Total Views on YouTube*	4,400+	1,600+	1,500+	500+
**Note: Additional views occur via distribution on other social platforms.*				

Example Social Media Content:









Initiative #3: Outreach & Engagement via Community Events

Like many other organizations, Protect Wisconsin Waterways had many aspects of in-person interactions significantly reduced due to the presence of COVID-19. In-person outreach has been a significant aspect of our work throughout the years. Although not all in-person events we were scheduled to attend ended up happening, we were able to relaunch an in-person presence starting in May 2021. We look forward to more in-person opportunities returning in 2022, including our door-to-door adopt-a-storm drain program.

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. COVID-19 has restricted opportunities to canvas door-to-door, which significantly limited our reach for new Storm Drain Protectors. The 2021 efforts included only online sign-ups and interactions at our tabling events. In 2022, we have scheduled a return to in-person, at-home visits in the City of Watertown starting in April.

2021 sign-ups (all digital): 241

Annual Waterway Clean-Up: RRSG municipalities hosted nine waterway clean-up events in parks across the area on Saturday, September 11, 2021. Details of the different clean-up events are included in the event write-up reports. The Facebook events generated over 20,290 impressions, 200+ online registrations, and ultimately resulted in 187 volunteers participating in the clean-up events. Media coverage included articles in the Beloit Daily News, Daily Citizen, Whitewater Banner, an on-air radio interview on WCLO 1230 and online article, among other press coverage. Several city officials (mayors/city administrators) also participated in the clean-up events, thus extending the awareness to public officials within the municipalities.

Waupun	8-10 am	Shaler Park
Beaver Dam	10am-12pm	Cotton Mill Park
Watertown	1-3pm	Riverside Park
Fort Atkinson	8-11am	Fort Atkinson City Hall
Whitewater	8am-10am	Cravath Lakefront Park
Milton	8am-12pm	Schilberg Park
Janesville	10am-12pm	Monterey Park
Town of Beloit	10am-12pm	Preservation Park, Armstrong-Eddy Park
City of Beloit	8-10am	Riverside Park

Community Engagement Event Reports

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

Date: February 15, 2021

Location: Virtual Zoom Meeting

Event Name: Rock Lake Improvement Association Monthly Meeting

Amount of People Engaged: 17 Rock Lake Community Members

Length: 6:30pm - 7:30pm

Style: Presentation

Number of Protect Wisconsin Waterways Representatives: 3

On Monday, February 15, the Protect Wisconsin Waterways team attended the Rock Lake Improvement Association (RLIA) Monthly Meeting via Zoom. At the meeting, we engaged with 17 community members that live around the Rock Lake area. The presentation covered the Storm Drain Protector Program and encouraged RLIA members to integrate new ideas into their storm stewardship program similar to our adopt-a-drain program.

Date: May 14, 2021

Location: Jefferson, Wisconsin (downtown)

Event Name: Jefferson Wine Walk

Amount of People Engaged: 300+ Community Members

Length: 10:00 am- 1:00 pm

Style: Event Sponsorship

Protect Wisconsin Waterways served as an event sponsor for the Jefferson Wine Walk. The downtown event had 300+ people in attendance (plus other vendors), and each participant received a brochure, storm drain protector postcard, and water stress droplet. The Jefferson Chamber of Commerce also provided several digital outreach communications via the event website, social media, and other PR.



Date: May 29, 2021

Location: Downtown Beloit

Event Name: City of Beloit Farmers Market

Amount of People Engaged: 160+ Community Members

Length: 9:00am-12:00pm

Style: Tabling Event and Enviroscape

Number of Protect Wisconsin Waterways Representatives: 2

Our first stop this past summer was in the City of Beloit at their downtown Farmer's Market. Over 160 community members walked past our table and engaged with the team. Protect Wisconsin Waterways' team members talked with community members about stormwater, demonstrated the enviroscape, and distributed brochures and other branded materials. Residents were encouraged to take the pledge and sign-up online as a storm drain protector.



Date: June 5, 2021

Location: Whitewater Municipal Building

Event Name: Whitewater Farmers Market

Amount of People Engaged: 50+ Community Members

Length: 9:00 am- 12:00 pm

Style: Tabling event

Number of Representatives: 3

On June 5, Protect Wisconsin Waterways attended the Whitewater Farmers Market. The team handed out informational brochures and merchandise. The enviroscape model was also used to demonstrate the effects of stormwater runoff pollution.



Date: June 27, 2021

Location: 5013 Wisconsin Trunk Hwy 11, Janesville, WI 53548 (Nature's Touch Garden Center)

Event Name: Rock County Farmers Market

Amount of People Engaged: 25+ community members

Length: 9:00am-12:00pm

Style: Tabling Event and Enviroscape

Number of Protect Wisconsin Waterways Representatives: 2

On June 27, Protect Wisconsin Waterways attended the Rock County Farmers Market at the Nature's Touch Garden Center outside Janesville. The team used the enviroscape model and handed out informational pamphlets to community members.

Date: July 17, 2021

Location: Whitewater Train Station

Event Name: Whitewater City Farmer's Market

Amount of People Engaged: 30+ community Members

Length: 9 am- 12pm

Style: Tabling Event

Number of Protect Wisconsin Waterways Representatives: 3

The Whitewater team returned to the Whitewater Farmers market on July 17. The team handed out informational brochures and branded merchandise similar to the previous visit. The enviroscape model was also used to demonstrate the effects of stormwater runoff pollution.

Date: August 3, 2021

Location: Watertown City Hall

Event Name: Watertown National Night Out

Amount of People Engaged: 30+ Community Members

Length: 4:00pm - 7:00pm

Style: Tabling Event and Enviroscape

Number of Protect Wisconsin Waterways Representatives: 1

A Protect Wisconsin Waterways representative attended Watertown's National Night Out. The tabling event distributed promotional items and children's activities (i.e., pencils, pens, bracelets, coloring sheets) and informational brochures to parents in attendance with their children. We also met with the Mayor of Watertown and discussed our message.





Date: August 14, 2021

Location: Watertown City Hall

Event Name: Watertown Riverfest

Amount of People Engaged: 500+ community members

Length: 10:00 am- 1:00 pm

Style: Splash and PWW representatives walked around the Riverfest event

Number of Protect Wisconsin Waterways Representatives: 2

Protect Wisconsin Waterways made its first appearance at Watertown's Annual Riverfest. The group attended the Saturday portion of this multi-day event during children's activities focused on the waterway. Splash walked around the event while another representative talked to community residents/visitors. Splash posed for several photos and was a popular hit with families. The reps handed out informational brochures and branded swag to raise awareness around stormwater issues. The number of engagements reflects that Splash was mobile throughout the event and engaged with residents attending the event.





Date: August 7, 2021

Location: Jones Park, Fort Atkinson Wisconsin

Event Name: Rock River Coalition Clean-up

Amount of People Engaged: 11+ community Members

Length: 9:00am-12:30pm

Style: Tabling Event at Rock River Coalition Clean-up

Number of Protect Wisconsin Waterways Representatives: 2

Two representatives provided an information table at the Rock River Coalition's clean-up at Jones Park in Fort Atkinson. The event was held in conjunction with the River Network and Ball Corporation in Fort Atkinson. Protect Wisconsin Waterways' representatives distributed informational pamphlets and branded materials to volunteers that participated in the clean-up. The RRC also helped promote our September clean-up event in Fort Atkinson.





Date: September 11, 2021

Location: Cotton Mill Park, Beaver Dam, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 27 Volunteers

Length: 10am - 12pm

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 6

The 2021 Protect Wisconsin Waterways Clean-Up in Beaver Dam had 27 total volunteers take over 20 bags of garbage, plus other debris from the waterway near Cotton Mill Park in Beaver Dam. The Mayor of Beaver Dam, Becky Glewen, also participated in the clean-up and helped promote the event on her social media. One of the most common items removed included fishing line. Individuals were also fishing along the river during the event, and Protect Wisconsin Waterways representatives engaged the fishing enthusiasts in conversations. The Wayland Academy Ecology group provided a key group of attendees and was very passionate about the cause. Wayland Academy also featured a blog article about their participation (see image included below). Other media coverage included an article in the Daily Citizen and a feature on the Daily Dodge.





PROTECT WATERWAYS

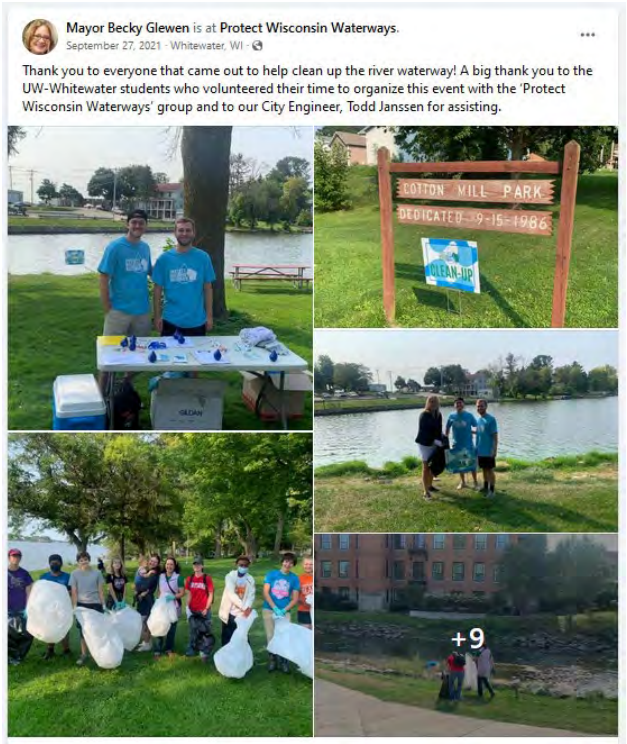
BEAVER DAM WATERWAYS CLEAN-UP EVENT SCHEDULED SATURDAY AT COTTON MILL PARK

SEPTEMBER 10, 2021 / DAILY DODGE / NEWS

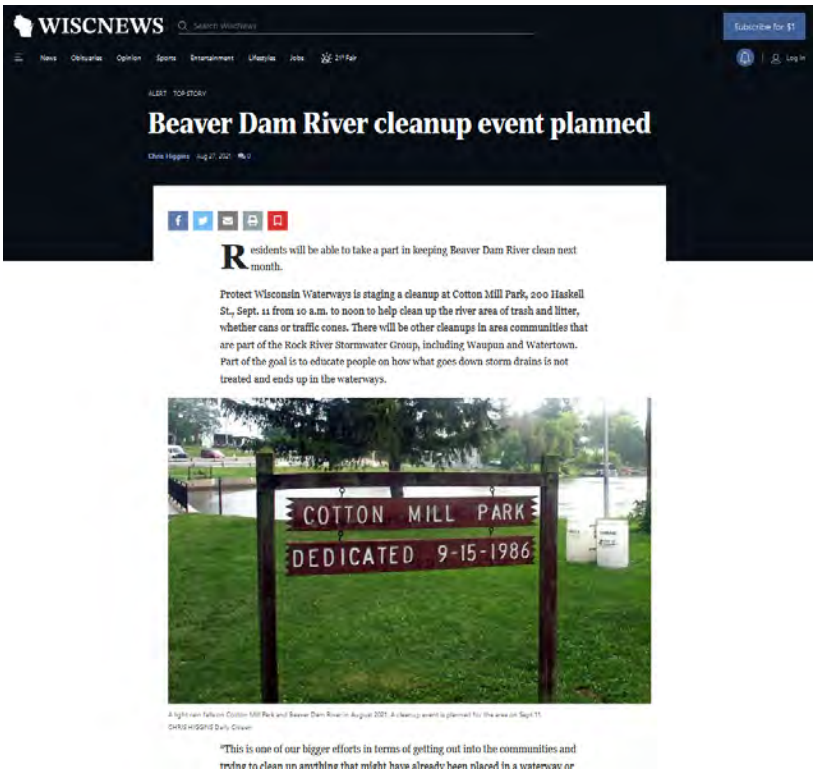


(Beaver Dam) Beaver Dam residents are encouraged to take part in an up-coming event to help clean local waterways. The 2021 Waterways Clean-Up at Cotton Mill Park will be held on tomorrow (September 11th) between 10am and noon. The event is part of the Protect Wisconsin Waterways campaign to spread awareness of what people can do to protect the lakes and rivers that are right next door to them. Protect Wisconsin Waterways has run this event since 2016, and each year over fifty bags of trash and litter is removed from local waterways. The organization has removed various objects such as bottles, cans, and wrappers to larger items including tires, traffic cones, and PVC pipes. Beaver Dam Director of Engineering Todd Janssen says waterways are home to not only a bounty of wildlife, but are also the place where the community fishes, boats, kayaks, and swims. He says maintaining our waterways makes the area we live in even more enjoyable place for everyone. Click the following links for more information.

https://protectwiwaterways.org/get-involved/events/2021cleanup/







WISCNEWS

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Beaver Dam River cleanup event planned

Residents will be able to take a part in keeping Beaver Dam River clean next month.

Protect Wisconsin Waterways is staging a cleanup at Cotton Mill Park, 200 Haskell St., Sept. 11 from 10 a.m. to noon to help clean up the river area of trash and litter, whether cans or traffic cones. There will be other cleanups in area communities that are part of the Rock River Stormwater Group, including Waupun and Watertown. Part of the goal is to educate people on how what goes down storm drains is not treated and ends up in the waterways.

"This is one of our bigger efforts in terms of getting out into the communities and

Ecology Club Assists with Beaver Dam River Clean-up



Wayland's Ecology Club participated in the Protect Wisconsin Waterways clean-up on Saturday, September 11.

Wayland's Ecology Club participated in the Protect Wisconsin Waterways clean-up on Saturday, September 11. Lori Bird and Catherine Mangonès, Ecology Club advisors, organized the outing to help clean up the river area of trash and litter. The cleanup served to not only clean up the riverfront but also to educate people on how what goes down storm drains is not treated and ends up in the waterways.

Way to go, Ecology Club!

Date: September 11, 2021

Location: Riverside Park, City of Beloit, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 16 Volunteers

Length: 8am - 10am

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 4

The 2021 Protect Wisconsin Waterways Clean-Up in the City of Beloit included 16 total volunteers. The volunteers helped remove 20 bags, plus other debris, from the Rock River near Riverside Park. City of Beloit officials also participated in the clean-up.





Date: September 11, 2021

Location: Schilberg Park, Milton, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-Up

Amount of People Engaged: 13 Volunteers + >1,000 impressions of families attending youth sporting events throughout the morning at Schilberg Park

Length: 8am - 12pm

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 7

The 2021 Protect Wisconsin Waterways Clean-Up in Milton had 11 total volunteers pick up 13 bags and debris from around Schilberg Park. Milton Youth Football and Soccer events took place the morning of the clean-up, which provided additional engagement and awareness with individuals attending those events. **Of note, we did not include the 1,000+ impressions in our event outreach metrics.*



Date: September 11, 2021

Location: Whitewater, WI

Event Name: Protect Wisconsin Waterways Clean-Up

Amount of People Engaged: 9 Volunteers

Length: 8:00am-10:00am

Number of Protect Wisconsin Waterways Representatives: 7

The Whitewater clean-up event had nine volunteers. The group cleaned up near the Cravath Lake area in downtown Whitewater. The volunteers collected 11 garbage bags and other oversized miscellaneous items (common items included shoes, bottles, and other trash). The Whitewater Banner ran a pre-event story on August 18, and the UW-Whitewater campus paper (The Royal Purple) provided a post-event recap to the UWW student audience.









Date: September 11, 2021

Location: Shaler Park, Waupun WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 30 Volunteers

Length: 8:00am – 10:00am

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 3

The 2021 Protect Wisconsin Waterways Clean-up in Waupun had over 30 volunteers remove over 20 bags of garbage, plus other debris from the Rock River shoreline at Shaler Park in Waupun. Some significant items include a long piece of lumber and a kid-sized snowboard.





Date: September 11, 2021

Location: Fort Atkinson City Hall, Fort Atkinson, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 19 Volunteers

Length: 8am - 11am

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 4

The 2021 Protect Wisconsin Waterways Clean-up in Fort Atkinson had 19 volunteers remove 20+ garbage bags and debris from the Rock River near Fort Atkinson's City Hall. Unique items removed included a tire and a lawn chair.



Date: September 11, 2021

Location: Preservation Park, Armstrong-Eddy Park, Town of Beloit, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-Up

Amount of People Engaged: 12 Volunteers

Length: 10am - 12pm

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 4

The 2021 Protect Wisconsin Waterways Clean-Up in the Town of Beloit had 12 volunteers remove 15+ garbage bags and debris from the Rock River shoreline and park areas at Preservation Park/ Armstrong-Eddy Park. The Beloit Daily News also provided a pre-event article about the clean-up event.





Beloit Daily News

Town of Beloit plans Rock River volunteer cleanup

TOWN OF BELOIT—Cleaner waters means a healthier living environment for everyone in the area, said Town of Beloit Community Development Director Tim Kienbaum, as the township prepares for a Rock River cleanup event.

"We're just trying to keep pollution out of our rivers, lakes and streams. In the end our water quality affects all of us," Kienbaum said.

The 2021 Waterways Cleanup is scheduled for 10 a.m.—noon on Sept. 11 at Preservation Park, 3444 S. Riverside

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What nickname is Bucks' coach Mike Budenholzer commonly referred to by players and fans?
PLAY NOW
OTHER WISCONSIN GAMES
CROSSWORD
WORD SEARCH
FILL THE BLANKS
PLAY NOW

Date: September 11, 2021

Location: Monterey Park, Janesville, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 43 Volunteers

Length: 10am - 12pm

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 6

The 2021 Protect Wisconsin Waterways Clean-up in Janesville had 43 volunteers (many children) in attendance and the Janesville City Administrator. In total, the volunteers removed over 40 bags of garbage, plus other oversized debris (tires and large metal pieces) from the Rock River, shoreline, and other areas near Monterey Park. The Rock River water levels were relatively low, allowing several individuals to go further into the river to clean exposed sandbars. We also captured some overhead drone footage to incorporate into future event recruitment videos and other communications. WCLO (radio station) provided an on-air pre-event interview and digital promotion of the clean-up event in Janesville and Beloit.







PROTECT WATERWAYS

WCLO news • talk • sports
11:35 am CST
Partly sunny
SOUTHERN WISCONSIN MIDDAY NEWS
LISTEN LIVE
HOME NEWS PROGRAMS PODCASTS SPORTS ON-AIR PARTICIPATE INFORMATION ADVERTISE search here ...



Local communities participate in Rock River clean-up on Saturday

SEPTEMBER 8, 2021 NEWS LOCAL



On Saturday, September 11, from 10:00 a.m. to 12:00 p.m., the City of Janesville will partner with the Rock River Stormwater Group, Protect Wisconsin Waterways, and University of Wisconsin-Whitewater students to host a river clean-up event in conjunction with waterway clean-up efforts across the Rock River watershed. The Janesville clean-up will occur near Monterey Park, 501 Rockport Road.

The Rock River is an asset to the Janesville community. For a fourth year, the City of Janesville has partnered with the Rock River Clean-Up initiative for this one-day volunteer river clean-up. Volunteers from as far north as Waupun, all the way south to Beloit, will partner to clean the section of the Rock River that flows through their community.

The Rock River is a 284-mile river encompassing many communities and has become a staple of Wisconsin's waterway system. The September 11 event is a vital group effort to revitalize the Rock River and will help leave a positive footprint on our environment.

The City of Janesville, as part of its involvement in the Rock River Stormwater Group, identified the clean-up event as the perfect way to combine common interests in protecting Wisconsin's natural resources that we value so much.





Date: September 11, 2021

Location: Riverside Park, Watertown WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 18 Volunteers

Length: 1pm - 3pm

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 6

The City of Watertown was hosting events all day in remembrance of 9/11. We held the first Protect Wisconsin Waterways Clean-Up in Watertown in the afternoon to reduce conflicts with other events. We had 18 total volunteers remove approximately 20 bags of garbage plus other debris from the shoreline and other areas at Riverside Park in Watertown. Splash made an appearance and posed for photos with volunteers. The Mayor of Watertown also stopped by. Unique items removed included long pieces of lumber and a few softballs that may have been home runs based on the proximity of the field in relationship to the river.





Date: October 23, 2021

Location: University of Wisconsin - Whitewater: Rock County

Event Name: Super Science Saturday

Amount of People Engaged: 55

Length: 10:00 am-12:00 pm

Style: Tabling Event and Enviroscape

Number of Protect Wisconsin Waterways Representatives: 3

On Saturday, October 23, three Protect Wisconsin Waterways representatives traveled to the UW-Whitewater @ Rock County campus in Janesville for their annual Super Science Saturday event. Children (and their families) from the surrounding area came to see live demonstrations from various science disciplines. Splash and the Protect Wisconsin Waterways team presented our enviroscape model, demonstrating how runoff works and the adverse effects on our waterways. Parents stopped to ask questions, and we were happy to provide tips on responsible stormwater practices that they could do around their homes. Kids went home with wristbands, pens, pencils, and interactive worksheets. Parents received informational brochures, were asked to complete our pledge, and sign up to adopt-a-storm drain.



Date: October 30, 2021

Location: Main St. Whitewater, Wisconsin

Event Name: UW-Whitewater Homecoming Parade

Amount of People Engaged: 1,000+ estimated impressions with parade attendees

Length: 9:00am-12:00pm

Style: Parade float + walking volunteers

Number of Protect Wisconsin Waterways Representatives: Splash + 15 walking volunteers

Protect Wisconsin Waterways took part in the University of Wisconsin-Whitewater's Homecoming parade with a float. Splash made an appearance on a boat pulled behind a jeep. Swag was handed out to individuals along the parade route, along with informational brochures.





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

Due to COVID-19 restrictions and visitor policies in our targeted schools, the team did not conduct any in-school K-12 events in 2021. Instead, we continued to offer digital activities to instructors, including a digital interactive enviroscape video story. We plan to relaunch in-school visits in 2022. The RRSG is partnering with the Rock River Coalition and Water Resources to provide additional training to the Protect Wisconsin Waterways representative team. We are working with the Rock River Coalition to develop new event set-ups beyond the current enviroscape activities that will benefit both in-school and other community engagement activities.

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 new partnership with 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, three City of Whitewater staff attended the Sensible Salting and Salt Reduction Tactics – Salt and Brine Open House in October 2021.

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

2021 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 2021.

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 will launch 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 11, 2021.

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 Preventions 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. RRSG members had municipal/DPW employees complete online trainings via our Excal 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.