



Initiative #3: Outreach & Engagement via Community Events

CMU provided RRSg (Protect Wisconsin Waterways) with an increased presence at various community events from February through November 2018. Most of these events occurred in an outdoor setting and provided a public outreach opportunity to speak with community members about stormwater. Community events included our municipality wide sweep, several farmers markets, library visits, community events, and other miscellaneous events across RRSg communities; for a total of 25 community outreach events. Plans for 2019 include a Protect Wisconsin Waterways summer camp, trivia nights, and a more ambitious clean-up across RRSg's municipalities. The following pages provide a more detailed summary on the different events as part of community outreach efforts.

Most events included a Protect Wisconsin Waterway's table, use of pop-up banners displaying information about stormwater runoff and its impact, Enviroscape models to demonstrate, and hands-on activities targeting children. Brochures and other information were distributed to adults. Promotional items were distributed to event participants to increase RRSg/Protect Wisconsin Waterways' brand awareness.

NEW MASCOT: Additionally, the team introduced our new mascot Splash to the public. The objective of Splash was to gain the interest of families at events. This new addition proved to be a huge help in connecting with the kids as well as making the face of Protect Wisconsin Waterways friendlier. Splash was able to pay a visit to a majority of our summer events, as well as a few schools visits in the community.

Splash was also featured in a number of our social media posts and received media attention from local newspapers covering certain community events.





Date: March 10th, 2018

Location: Janesville Hedberg Library

Event Name: Janesville Sustainable Living Fair

Amount of People Engaged: 102

Length: 10:00am - 1:00pm

Style: Tabling Event and Enviroscape

Number of Protect Wisconsin Waterways Representatives: Ten

The Protect Wisconsin Waterways crew had a successful event at the 2018 Janesville Sustainable Living Fair! We were interviewed by 103.5 WADR radio station about the mission of our organization. We capitalized on this great Public Relations opportunity.

Our representatives engaged with citizens and families who share a common interest in sustainable practices. It was exciting to show people the adverse effects of stormwater and what they could do around their home to prevent stormwater pollution.

This was the first event our mascot, Splash attended! There was a very positive response to the new addition to our team, especially with the children. We used the Enviroscape to show event attendees the many factors that affect stormwater. Children and families saw a short presentation on the Enviroscape and were encouraged to move to the coloring station and sign our pledges as a family.



Date: March 31th, 2018

Location: Gantry Park & Participating Businesses

Event Name: Beloit Easter Eggstravaganza

Amount of People Engaged: 400+

Length: 1:00pm – 3:00pm

Style: Tabling Event and Enviroscape

Number of Protect Wisconsin Waterways Representatives: 3

The Protect Wisconsin Waterways crew had a very successful event at the 2018 Beloit Easter Eggstravaganza on March 31. They were very interested in learning more about Protect Wisconsin Waterways along with ways they can help out around their homes. We engaged with many families and showed people the adverse effects of stormwater.

Splash drew the most attention at the event and many families took photos with him. We also used the Enviroscape to show event attendees the many factors that affect stormwater runoff.





Date: April 11th, 2018

Location: University Center UWW

Number Engaged: 39

Length: 10:30pm - 12:30pm

Style: Tabling

Number of Protect Wisconsin Waterways Representatives: 5

The Protect Wisconsin Waterways team presented during Earth Week at the University of Wisconsin-Whitewater in the James R. Connor University Center. The event represented an on-campus tabling event where we interacted primarily with students – many more walked past while on their way to class. One of the most notable moments from this event was when elementary students walked through the UC. A group of 15 students came over to hear about our Enviroscope presentation and how they can help around their community. We used the Enviroscope to show attendees the many factors that affect stormwater. Our team is looking forward to trying new ways to engage students and faculty on campus!



Date: April 21st, 2018

Location: Beloit Public Library

Event Name: Earth Day Event

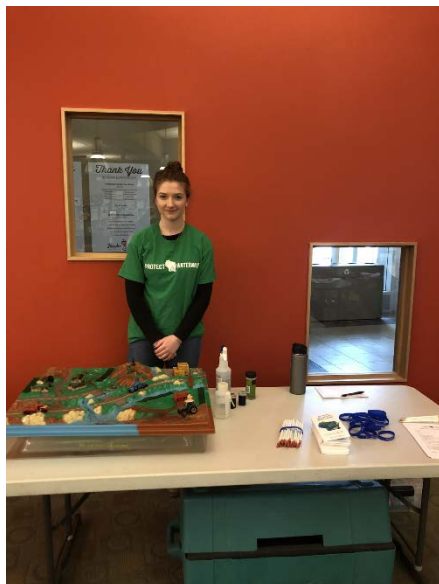
Amount of People Engaged: 40

Length: 2:00pm - 3:30pm

Style: Tabling Event and Enviroscope

Number of Protect Wisconsin Waterways Representatives: 2

The Protect Wisconsin Waterways crew had a very successful event at the 2018 Beloit Public Library Earth Day Event on April 21! Our team engaged with families and children who were interested in learning more about Protect Wisconsin Waterways. We showed children the adverse effects of stormwater and told them how they could protect our waterways with the help of their parents and on their own. We used the Enviroscope to show event attendees many pollutants that affect stormwater. After hearing a short presentation on the Enviroscope.





Date: April 21st, 2018

Location: Janesville Rotary Gardens

Number Engaged: 106

Length: 10:00 – 2:00pm

Style: Enviroscape presentation

Number of Protect Wisconsin Waterways Representatives: 6

The Protect Wisconsin Waterways Team had a very successful event at the Janesville Rotary Gardens on April 21, 2018 to celebrate Earth Day! At the event, our representatives spoke with children and families to teach them more about how we all can do our part to protect our waterways. Children came to our table to talk to Splash and watch the interactive Enviroscape demonstration. While the children were learning about the Enviroscape, we spoke with their parents about the importance of our mission. In addition, Splash contributed a great deal to the success of the event. Many people wanted pictures with Splash! Throughout the day, we engaged over one hundred people.



Date: May 1st, 2018

Location: 301 W Whitewater Street

Event Name: Whitewater City Market

Amount of People Engaged: 50

Length: 4:00pm - 7:00pm

Style: Tabling Event and Enviroscape

Number of Protect Wisconsin Waterways Representatives: 5

Protect Wisconsin Waterways attended the Whitewater City Market on May 1st, 2018. Our representatives primarily engaged with Whitewater residents along with a few college students that were at the City Markets. We used the Enviroscape along with information pamphlets with more information about stormwater and how to keep stormwater run-off clean.





Date: June 2nd, 2018

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

Event Name: Waupun Farmers Market

Amount of People Engaged: 31

Length: 8:00am - 12:00pm

Style: Tabling Event and Enviroscape

Number of Protect Wisconsin Waterways Representatives: 5

The Protect Wisconsin Waterways crew visited with city residents at the Waupun Farmers Market on June 2nd, 2018. Our representatives engaged with citizens and families that share a common interest in sustainable practices. We brought the Enviroscape demonstration to this event and emphasized the importance of properly disposing of grass clippings as this is a large contributor to stormwater runoff pollution during the summertime.

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

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





Date: June 3rd, 2018

Location: 1711 Lodge Drive, Janesville, WI 53545

Event Name: Basics Cooperative Block Party

Amount of People Engaged: 132

Length: 1:00pm - 5:00pm

Style: Tabling Event, Enviroscape, and Splash

Number of Protect Wisconsin Waterways Representatives: 4

The Protect Wisconsin Waterways crew participated in the Basics Cooperative Block Party in Janesville on Sunday, June 3rd. Our representatives engaged with citizens and families that share a common interest in sustainable practices. We used the Enviroscape to show attendees the many factors that affect stormwater. We had a very positive response, especially from children who enjoyed viewing the Enviroscape and helping us “make it rain”. Our mascot Splash was also a big hit with children and families. After hearing about the Enviroscape, attendees received pamphlets with more information about protecting stormwater and Protect Wisconsin Waterways.





Date: June 3rd, 2018

Location: 5013 W State Road 11

Event Name: Rock County Farmers Market

Amount of People Engaged: 30

Length: 9:00am - 1:00pm

Style: Tabling Event and Enviroscape

Number of Protect Wisconsin Waterways Representatives: 5

The Protect Wisconsin Waterways crew visited the Rock County Farmers Market on June 3rd, 2018 located at a landscape/nursery outside of Janesville, WI. Our representatives engaged with families who share a common interest in sustainable practices. Despite the harsh wind conditions, we were excited to show people the adverse effects of stormwater and what they could do around their home to help prevent these effects. We used the Enviroscape to show event attendees many factors that affect stormwater. After families watched a presentation on the Enviroscape, they received pamphlets with more information about protecting stormwater and our brand. We received five pledges from the 30 attendees we interacted with at the Rock County Farmers' Market event.





Date: June 5th, 2018

Location: 301 W Whitewater Street

Event Name: Whitewater City Market

Amount of People Engaged: 47

Length: 4:00pm - 7:00pm

Style: Tabling Event and Enviroscope

Number of Protect Wisconsin Waterways Representatives: 5

Protect Wisconsin Waterways attended the Whitewater City Market on June 5th, 2018. Our representatives primarily engaged with Whitewater residents along with a few college students that were at the City Markets. We used the Enviroscope along with information pamphlets with more information about stormwater and how to keep stormwater run-off clean.





Date: June 16th, 2018

Location: South Main Street, Fort Atkinson, WI 53538

Event Name: Fort Atkinson Farmers Market

Amount of People Engaged: 50

Length: 8:00am - 12:00pm

Style: Tabling Event, Enviroscape, and Splash

Number of Protect Wisconsin Waterways Representatives: 6

The Protect Wisconsin Waterways crew had a successful event at the Fort Atkinson farmers market on Saturday, June 16, 2018. Our representatives engaged with citizens and families that share common interests in sustainable practices. We showed people the adverse effects of stormwater and what they could do around their home to help prevent these effects. Our mascot Splash was a big hit, especially with children and families. During this event, Splash drew attention walking around and was even asked to stop in a local coffee shop for a birthday party! We also met with someone who has connections with NASA Water Safety Science Projects. The Enviroscape showed event attendees the many pollutants of stormwater. Attendees also received pamphlets with more information about protecting stormwater.

