

Rock River Stormwater Group 2009 Work Accomplished

Goal 1: Establish public participation activities in all MS4 communities

- Creation of new website, logo, brochure, poster and door hangers to “brand” the campaign
- 10 complete kits created and stored in Janesville and Watertown with custom RRSB door hangers.
- Articles written in Rock River Reflections newsletter and picked up in local newspaper for promotion.
- Monitoring information and links on the website.
- Stenciling completed in Watertown and Beloit

Goal 2: Provide information about stormwater issues and concerns to media outlets, in municipal newsletters, on portal website and in brochures or fact sheets.

- Monthly newsletters were distributed to members and articles for Rock River Reflections were published.
- City of Fort Atkinson is maintaining stormwater publications at the Municipal Building.
- Watertown distributed UWEX stormwater Materials in City Engineer Office and Watertown Library
- City of Jefferson has RRSB Materials in City Hall and on website
- Website has sections on all these topics. Linked to many municipal websites
- Dane Waters DVD distributed to ten local cable stations and picked up by one



PHOTOS from *Watertown Daily Times* story about storm drain stenciling (above) and rain garden workshop (below).



Goal 3: Provide workshops, presentations or other training opportunities to targeted groups and the general public

- Two rain garden workshops in Horicon, Summer 09.
 - Promoted salt workshop in Madison, Oct 09.
 - Rock River Basin e-mails sent monthly with workshops opportunities.
 - A construction site erosion workshop held by the RRSB with 50 participants.
- The RRSB sponsored 2 rain garden workshops in September 09 with 40+ attendees. Promoted through municipal flyers, basin monthly e-mail, website, and press releases.

- RR Basin e-mails sent for applicable workshops and put on website. Collecting professionals' mailing addresses for direct mailings.
- Nearby salt workshops in Madison and Milwaukee promoted by RRSB.
- Basin e-mails sent monthly and press releases sent for RRSB workshops.
- Fort Atkinson Council is notified of all meetings and events.
- Watertown distributed rain garden flyer to Alderpersons and Public Works Commission members about upcoming Rain Garden Workshop.
- Presentations made in Fort Atkinson concerning Stormwater Permit and Utility: Heart of the City (25 people), Industrial Development Corp. (20 people), General Public Hearing (35 people), Fort School District (4 people), Kiwanis Club (20 people).

Goal 4: Outreach at events and in community locations will occur in each community

- RRSB created and distributed posters to display with the accompanying brochure. Two displays are available for general stormwater and rain garden topics.

Goal 5: Provide construction professionals with information on requirements and municipal expectations

- Database of all developer contacts being compiled for future use. Current announcements getting distributed by individual members.
- Two technical fact sheets, on tracking pads and inlet protection, developed and distributed.
- Stormwater BMP field guides ordered by members to distribute to stormwater professionals

Goal 6: Develop and promote demonstration sites of key BMP's

- Current BMP sight identified by members.
- St Luke's in Watertown offered as new demonstration site. Already hosted RRSB's rain garden workshop.

**Goal 7: Provide stormwater education opportunities to teachers and youth education
New website created and will be updated with all new, relevant information for residents and professionals**

- Information of events, information and news articles are posted on the Fort's website, which also contains a link to the RRSB website.
- Information of events and materials posted on Jefferson's website
- Rock River Basin Educator provided copies of the stormwater curriculum which was implemented at St. Luke's