

2.1 Public Education and Outreach

To pursue greater efficiency in educational outreach, a 66.03 intermunicipal agreement has been developed between Chippewa County and other WPDES permitted municipalities located in the Chippewa County MS4 permitted area. This agreement is provided in Attachment 2.1 (A).

Efforts have been made to develop and establish this agreement to help augment the coordinated storm water education and outreach program with all permitted municipalities.

Public education is a crucial part of the program that draws awareness to the impacts and effects of stormwater pollution. Our residents are essential to this program given that their daily activities affect and contribute to stormwater pollution, a form of non-point source pollution. By providing education to our residents, we can increase awareness to the effects that stormwater pollution can have on our local waterbodies. This awareness can help encourage our residents to take action and reduce the negative impacts that stormwater pollution can have on our lakes, rivers, and streams.

To help assist in meeting the Public Education and Outreach requirements set forth in WPDES permit, Chippewa County participates in a regional stormwater education consortium known as Rain to River of Western Wisconsin (Rain to Rivers, Attachment 2.1 (B), (C), & (D)). Chippewa County is in good standing and strives to maintain status with the Rain to River's group.

The target audience for public education and outreach is not limited to the general public, public employees, residents, businesses, contractors, developers, industries, and contractors.

Topic areas that are covered in the Public Education and Outreach include:

Table 1. Public Education and Outreach Topic Areas and Descriptions

#	Topic Area	Description
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.
2	Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.
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.
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.
5	Residential Infiltration	Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.

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 storm water management facilities on how to design, install and maintain the practices.
7	Pollution Prevention	Identify businesses and activities that may pose a storm water contamination concern, and educate those specific audiences on methods of storm water pollution prevention.
8	Green Infrastructure/Low Impact Development	Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.

Table 2. Public Education and Outreach Delivery Mechanisms

Active/Interactive Mechanisms	Passive Mechanisms
<ul style="list-style-type: none"> • Educational activities (school presentations, summer camps) • Informational booth at event • Targeted group training (contractors, consultants, etc.) • Government event (public hearing, council meeting) • Workshops • Tours • Other 	<ul style="list-style-type: none"> • Passive print media (brochures at front desk, posters, etc.) • Distribution of print media (mailings, newsletters, etc.) via mail or email • Media offerings (radio and TV ads, press release, etc.) • Social media posts • Signage • Website • Other

Measurable Goals

1. Address at least 6 topics per year from Table 1 above.
2. Use at least four public education delivery mechanisms each year from Table 2 above.
 - a. Use one active/inactive mechanisms each year.

Attachment 2.1 (A)

Rain to Rivers of Western Wisconsin



2023 Work Plan & Budget

Adopted:
October 27, 2022

Member Jurisdictions

City of Altoona
City of Chippewa Falls
City of Eau Claire
City of Hudson
City of Menomonie

City of Rice Lake
City of River Falls
Chippewa County
Eau Claire County
Town of Washington

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Introduction

The 2023 Budget and Work Program document is designed to present a compilation of programmatic objectives, work tasks, and costs for the year. Activities are based on program activities outlined in this document and are based on common expenses and activities of previous work years. There are currently 10 dues paying members of Rain to Rivers, each contributing \$2,000/year to support the Rain to Rivers Work Program.

Due to a partly “demand responsive” and opportunistic nature of the group, it is extremely difficult to accurately predict all expenditures over a 12-month period. The group's work program and budget document are therefore a high-level summary of the various projects and programs which include a mix of planned or responsive activities and expenditures based on member need or opportunity. More detailed and time specific information is presented throughout the year to members in a variety of other reporting forms at the regularly scheduled meetings that take place each month.

Purpose & Funding Categories

The purpose of the 2023 work program is to explain the programmatic and project activities the group will be engaged in for the calendar year. These activities are listed in the following categories.

- 1 Contracted Employee – Outreach Coordinator
- 2 Public Service Announcement (PSA) Development
- 3 Workshops & Seminar Training Expenses
- 4 Public Service Announcement (PSA) Airtime
- 5 Printing & Materials
- 6 Small Project & Education Mini-Grant Program

Contracted Employee – Outreach Coordinator

Rain to Rivers currently contracts with West Central Wisconsin Regional Planning Commission (WCWRPC) for the Outreach Coordinator position. WCWRPC is responsible for providing staff to coordinate existing and proposed storm water education and outreach efforts in Western Wisconsin. The agreement assists in meeting each of the member MS4 municipality's requirements as defined in Wis. Admin. Code NR 216.-7 (1), as directed by R2R.

Objective:

This agreement allows R2R members to pool resources and work together on projects to meet the requirements of Wis. Admin. Code NR216.07 (1) for Public Education and Outreach. Costs and resources for the implementation of the programs below will result in financial savings for participating municipalities while improving storm water outreach efforts.

To accomplish all work plan activities in 2023, an agreement will be sought with WCWRPC that allows for up to 450 hours in 2023 at a rate of \$58/hr (not to exceed \$26,100) to be paid for completion of work tasks assigned in the Storm Water Outreach Coordinator Cooperative Agreement. Major responsibilities include:

Work Activities:

- a. Identify and coordinate activities, displays, and workshops as part of community and school events that will help educate the public about storm water management and construction site erosion
- b. Manage and expand the Rain to Rivers website, social media, commercials, and other media presence in Western Wisconsin
- c. Assist with production of press releases, brochures, displays, and other resources to provide citizens with information about storm water and erosion control best management practices
- d. Plan and coordinate all R2R monthly meetings or other planned activities or trainings. Disseminate all relevant information to R2R members and assist with annual reports, member invoicing, agendas, minutes, PSA costs and opportunities.

2023 Cost Estimate: \$26,100 – of this amount, **\$5,568** is dedicated to administrative support (arranging regular meetings, minutes, work plan, partner agreements etc.) Remaining Coordinator hours are allocated to projects and funding categories to reflect the costs of those activities more accurately. See page 10 for a detailed budget spreadsheet.

Outreach Coordinator hours for 2023 are assigned as follows:

1	Administrative Support	96 hours
2	PSA Graphic Design & Development	200 hours
3	Workshops, Seminars, Trainings	110 hours
4	PSA Airtime	20 hours
5	Printing & Materials	20 hours
6	Mini-Grant	4 hours
Total		450 hours

Public Service Announcement (PSA) Development

Rain to Rivers is always seeking new or improved ways to engage the public throughout the member region. This may include use of new or developing technology or strategies that do not use traditional forms of Public Service Announcements (PSA). R2R members encourage new ideas or methods for providing education and outreach of storm water issues. This may include things like interactive maps, games, apps, or simple videos or programs to help engage the public and increase the effectiveness of media using targeted demographics or other metrics.

Recent examples of PSA materials developed by R2R include:

- completion of Inlets & Outfalls video
- street sweeping and leaf management
- sporting venue ads and signage (dasher boards and outfield signage)
- website advertising (Volume One, Wisconsin Public Radio)
- print media advertising (Volume One, Parade of Homes)
- radio advertising (Wisconsin Public Radio)
- social media advertising and promotions (Facebook)
- online stormwater asset storymaps
- member newsletters and other mailings
- inlets and outfalls video

Objective:

To develop or utilize creative marketing strategies to engage the public regarding storm water issues and solutions.

2023 Work Activities:

- a. Update and maintain the R2R website and continue public engagement through social media (Facebook, Instagram, and Twitter).
- b) Utilize creative marketing strategies such as games, giveaways, apps, or other media to engage the public regarding storm water issues and solutions.
- c) Create, update, or modify educational videos with R2R messaging
 - i) Video development anticipated in 2023 by WCWRPC includes: 1. *Stormwater Ponds*, 2. *BMPs Around the Home*, additional/others as decided by R2R members.
 - ii)

2023 Cost Estimate: \$11,770

Workshops & Seminar Training Expenses

Rain to Rivers provides public workshops targeted towards developers, contractors, builders, and other related public works staff regarding current storm water regulations, specifications, and best practices. To help minimize costs to individual municipalities, R2R will prepare, host, or contract for relevant trainings that can be provided to its members at no additional cost.

R2R members and the Stormwater Outreach Coordinator also attend various events, fairs, festivals, etc. to educate citizens about stormwater best management practices. This includes distribution of educational materials to a wide range of attendees with materials such as: informational brochures, pet waste caddy bags, salt cups, coloring books, stickers, rain garden manuals, and more. R2R members also have access to Plinko boards and Enviroscope models to use as an educational demonstration tools.

Objective:

To assist member jurisdictions with low-cost solutions and compliance with Wis. Admin. Code NR 216.07 (1) for Public Education and Outreach. R2R membership allows for coordinated, large scale training events to be developed and provided to its member communities and staff.

Work Activities:

- a. Inform and educate those responsible for the design, installation or maintenance of construction site erosion control and storm water management practices on how to design, install and maintain the practices.
- b. Target businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences such as lawn care companies, public works, groundskeepers, snow removal crews, and restaurants on methods of storm water pollution prevention.
- c. Promote environmentally sensitive land development designs by developers and designers.
- d. Attend events with the R2R outreach booth and materials to educate citizens about stormwater best practices.
- e. Plan and host a salt smart training for private contractors. R2R received a grant from Xcel Energy (\$8,000) to support the training and this revenue is accounted for in the 2023 Detailed Budget on page 10.

2023 Cost Estimate: \$10,380

Public Service Announcement (PSA) Airtime

Rain to Rivers utilizes all forms of media to engage the public in its membership area. Over the last several years, R2R has developed radio ads, shopping mall poster ads, theatre advertising, internet ads, and ballpark signage to conduct public outreach and increase awareness of storm water impacts on waters of the State.

Recent examples of PSA Airtime locations for R2R include:

- City of River Falls Baseball Park Signage
- Eau Claire Express Baseball Outfield Signage
- Hobbs Ice Center, screen media and concessions advertising
- Chippewa Steel Hockey, dasher board and game sponsorship
- On-screen theatre advertising in various member communities
- Radio and website advertising, Wisconsin Public Radio
- Print and web advertising, Volume One

Objective:

To assist member jurisdictions with low-cost solutions and compliance with Wis. Admin. Code NR 216.07 (1) for Public Education and Outreach. R2R membership allows for a much larger media coverage area where messages can be consistently delivered across much of Western Wisconsin.

Work Activities:

- a. Distribute materials or provide equivalent public outreach to increase awareness of storm water impacts on waters of the State.
- b. Promote detection and elimination of illicit discharges or water quality impacts associated with discharges from municipal separate storm sewer systems (MS4)s.
- c. Inform and educate the public to facilitate the proper management of materials and encourage the public to change their behavior that may cause storm water pollution from sources including automobiles, pets, household hazardous waste and household practices.
- d. Identify a mix of cost-effective media education and outreach opportunities to support R2R goals and objectives.
- e. Renew advertising agreements in areas where R2R members recognize a benefit for continued education and outreach.

2023 Cost Estimate: \$6,160

Printing & Materials

Rain to Rivers has developed several video, audio, and print media over the last several years. This includes DVD's, brochures, training materials and a host of other materials or resources that are distributed at targeted events throughout the year. At these events, R2R members and/or the Stormwater Outreach Coordinator engage and educate the public about storm water issues and best practices consistent with R2R goals and objectives.

Recent examples of materials purchased by R2R include:

- Pet waste caddy bags
- R2R informational brochures
- R2R mini-grant brochures
- Stickers
- Coloring books

Objective:

To create, update, or purchase materials for public education and outreach to increase awareness of storm water impacts on waters of the State.

Work Activities:

- a. Maintain up-to-date and accurate materials of Rain to Rivers membership and education/outreach materials.
- b. Purchase and disseminate educational materials when staffing the R2R booth at various training event, conferences, fairs, or festivals.
- c. Provide educational and outreach materials to R2R members for local events or other opportunities to educate the public regarding storm water issues.

2023 Cost Estimate: \$3,160

Storm Water Education & Small Project Fund

Rain to Rivers, as part of its educational efforts, offers a mini-grant to eligible applicants seeking to conduct specific storm water educational efforts. Organizations such as non-profit groups, schools and some government entities are eligible for up to \$1,000 for projects related to storm water education and outreach. Applications are accepted on-going throughout the year and members can review and award project funding through majority vote.

Examples of previously funded mini-grant projects/recipients include: support for water quality conferences, workshops, rain garden plantings, and educational signage at water quality installations.

Objective:

To assist organizations in the membership area with education and outreach efforts related to storm water management and best practices.

Work Activities/Eligible Projects:

- a. Storm water educational workshops/events
- b. Storm water field trips
- c. Installation of rain gardens to control storm water runoff
- d. Construction and installation of rain barrels to control storm water runoff
- e. Classroom events/lessons focused on storm water education
- f. Installation of pervious pavers or other pervious surfaces that allow infiltration of rain fall or runoff

2023 Cost Estimate: \$3,232

Rain to Rivers 2023 Detailed Budget

1. Contracted Employee - Outreach Coordinator

Item	Consultant Rate	OC Hours	Cost
Outreach Coordinator (OC)			
Meetings, Admin	\$58.00	96	\$5,568.00
Total cost			\$5,568.00

2. Public Service Announcements - Development

Item	OC Hours	Cost
Including video, apps, GIS outputs, etc.		
Website hosting fees (Wix)		\$170.00
Video Development	100	\$5,800.00
Social Media Development	100	\$5,800.00
Total cost		\$11,770.00

3. Workshop, Seminars, Trainings

Item	OC Hours	Cost
Trainers, venue, etc.		
Winter Maintenance		\$4,000.00
Coordinator Support	110	\$6,380.00
Total cost		\$10,380.00

4. Public Service Announcements - Airtime

Item	OC Hours	Cost
Movie, theatre, radio, internet ads, etc.		
Radio/Theatre/Other Advertising		\$1,000.00
Print/Poster Advertising		\$9,000.00
Coordinator Support	20	\$1,160.00
Total cost		\$11,160.00

5. Printing & Materials

Item	OC Hours	Cost
Brochures, training materials, booth materials, etc.		
Misc. Materials		\$2,000.00
Coordinator Support	20	\$1,160.00
Total cost		\$3,160.00

2023 Anticipated Expenditures \$45,270.00

2023 Membership Revenue \$20,000.00

Xcel Energy Grant Funding \$8,000.00

2022 Estimated Remaining Revenue \$55,000.00

Anticipated Funds Remaining (at the close of 2023) \$37,730.00

Outreach Coordinator

Total	\$5,568.00
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PSA Development

Total	\$11,770.00
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Workshops

Total	\$10,380.00
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PSA Airtime

Total	\$11,160.00
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Printing

Total	\$3,160.00
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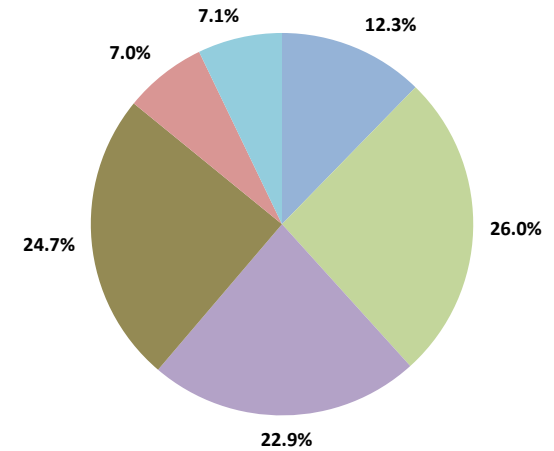
Mini-grant Program

Total	\$3,232.00
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6. Mini-Grant Program

Item	OC Hours	Cost
Small Project & Education Fund		
Funding for up to 3 (\$1000) projects		\$3,000.00
Coordinator Support	4	\$232.00
Total cost		\$3,232.00

2023 Expense Categories



Project Areas

	%
1 Coordinator	12.3%
2 PSA Development	26.0%
3 Trainings	22.9%
4 PSA Airtime	24.7%
5 Printing/Materials	7.0%
6 Mini-Grant	7.1%

2022 Member List (10)

City of Altoona	City of Rice Lake
City of Chippewa Falls	City of River Falls
City of Eau Claire	Chippewa County
City of Hudson	Eau Claire County
City of Menomonie	Town of Washington

Purpose

Rain to Rivers is an education campaign focused on the coordination of resources and education of residents about stormwater related issues.

Rain to Rivers facilitates the coordination of information and education programs among its members through regular training opportunities, marketing materials, public service announcements and funding support for small stormwater projects.

Learn more online at:
www.raintorivers.org

Resources available to member communities for public education and outreach efforts include the following:

Marketing Materials



Media & Press Kits

Educational Curriculum

Trainings

Small Project Grants



Member Communities

City of Altoona
City Of Chippewa Falls
Chippewa County
Town of Eagle Point
City of Eau Claire
Eau Claire County
City of Hudson
City of Menomonie
City of Rice Lake
City of River Falls
Town of Seymour
Town of Union
Town of Washington

RAIN TO RIVERS

of Western Wisconsin

Partners



UW
Extension

University of Wisconsin-Extension

Photo on cover: USDA, Ken Hammond



www.raintorivers.org



Clean Water Starts in Your Own Yard...

Water pollution has many sources. Up to half of all pollutants come not from factories or wastewater treatment plants, but from many diffuse sources resulting from our own everyday activities. For example, dog waste left on the ground or chemicals sprayed on lawns may get washed into the nearest waterways during the next rain event. Pet waste and pesticides in your yard may not seem like they could have a large effect on local streams and lakes, but our waterways receive stormwater from thousands of homes and properties each time it rains. What we do in our own backyards and our communities can make all the difference to the quality of our lakes and streams.

What can I do?

Top 10 things you can do to keep area waters clean...

- 1** Be a pooper scooper and pick up after your pets.
- 2** Keep soil in your yard and out of our waterways.
- 3** Keep leaves and grass clippings out of ditches and waterways.
- 4** Kick your chemical dependency and consider non-toxic alternatives.
- 5** Conserve water and harvest rainwater around your business or home.
- 6** Don't overfeed your lawn with unnecessary fertilizers or chemicals.
- 7** Practice careful car care by properly disposing of harmful fluids.
- 8** Use a proper container for trash and recyclables.
- 9** Be a watershed watchdog and report potential problems.
- 10** Support local efforts to improve water quality. Take action!

These are some of the most common forms of pollution that end up in local waterways when not properly disposed of:

