7.0 Information & Education Plan

This Information & Education Plan (I&E Plan) recommends campaigns that are designed to enhance understanding of the issues, problems, and opportunities within Wind Point watershed. The intention is to promote general acceptance and stakeholder participation in selecting, designing, and implementing recommended Management Measures to improve watershed conditions. The first step in understanding the issues, problems, and opportunities within Wind Point watershed is to gain a better perspective of how the watershed evolved over time into what exists today.

The composition of the soil in Wind Point watershed is a remnant of the ancient ice movement. Above the bedrock lies a layer of deposits left behind from the glaciers, consisting of clay, silt, sand, and limestone cobble. A somewhat tundra-like environment covered by spruce forest was the first ecological community to colonize after the glaciers retreated. As temperatures continued to rise, cool moist deciduous forests dominated by maple, basswood, and beech trees developed along Lake Michigan coastal areas and oak-hickory forests, oak savannas, marshes, and prairies developed more inland. Black ash, relict cedar, and tamarack swamps were also part of the landscape.

Ecological conditions changed drastically following European settlement that began in the 1830s as the timber industry, farming, and brickyards took hold. Significant portions of forested communities and nearly all wetland areas were cleared of trees, drained via tile systems, and farmed. By the early 1900s, farming became the primary land use. Conversion from farmland to primarily residential and commercial uses followed and continues to this day. Wind Point watershed is presently dominated by residential areas, vacant land,

transportation (roads, etc), cropland and mixture of commercial/ industrial centers.

The watershed has experienced rapid development in the past 30 years because of the close proximity to Milwaukee and Chicago, affordable land costs and existing transportation infrastructure. During the current economic recession beginning in 2008, the housing boom has slowed and the ecological impacts of development can be evaluated within the watershed context.

The watershed planning process is a collaborative effort involving voluntary stakeholders with the primary scope to restore impaired waters and protect unimpaired waters by developing an ecologically-based management plan for Wind Point watershed that focuses on improving water quality by protecting green infrastructure, creating protection policies, implementing ecological restoration, and educating the public. Another important outcome is to improve the quality of life for people in the watershed for current and future generations.

Many of the stakeholders in Wind Point watershed have been active in the creation and leadership of the Root-Pike Watershed Initiative Network (Root-Pike WIN). The key stakeholders include the City of Racine, City of Oak Creek, City of South Milwaukee, Village of Caledonia, Village of Wind Point and the WDNR. The Root-Pike WIN is actively engaging the public in watershed activities such as: educational seminars, research grants, paddling outings, rain garden demonstration areas and plants, beach clean-up days and extensive public education programs and a media campaign. The watershed planning process for Wind Point watershed began in 2013 with educational sessions. The watershed planning process has allowed watershed partnerships to form that will help with implementing the watershed plan and initiating projects. It should be noted that the Root-Pike WIN will be combining information and education programs that will work in conjunction and support other watersheds plans in their region, as appropriate.

Example of watershed signage. Source: www.gptx.org

Recommended Information & Education Campaigns

A successful I&E Plan first raises awareness among stakeholders of watershed issues, problems, and opportunities. The second step is to provide stakeholders with information on alternatives to implement to address the issues, problems, and opportunities. This I&E Plan includes the following components as referenced in USEPA's "*Handbook for Developing Watershed Plans to Restore and Protect Our Waters*" (USEPA 2008):

- Define I&E goals and objectives.
- Identify and analyze the target audiences.
- Create the messages for each audience.
- Package the message to various audiences.
- Distribute the message.
- Evaluate the I&E program.

Goals and Objectives

Development of an effective I&E Plan begins by defining I&E goals and objectives. Goals were established for the Wind Point watershed to address the issues and opportunities raised during the issue identification survey, watershed summit visioning, public meeting questions and "Places of the Heart" exercises. The list was refined during the planning process. Objectives assigned to each goal are intended to be measurable where appropriate so that future progress can be assessed. The following goals refer to communications goals and objectives.

Goal 2: Implement watershed educational, stewardship, and recreational opportunities.

Objectives:

1. Create Wind Point Watershed Education & Public Outreach Committee to engage County, City and Village boards, schools, and foster partnerships
2. Educate the public about invasive species, native plants, balanced ecosystems, restoration, pollutants and their relation to the health of Wind Point watershed. Encourage public involvement and inform the public of their role in the stewardship of Wind Point watershed.
3. Provide watershed stakeholders with an education plan that promotes the knowledge, skills, and motivation needed to take action on implementing the watershed plan.
4. Inform the public and public officials on the benefits of sustainable development practices and support changes to ordinance language that promotes sustainable development.
5. Develop recommendations for adoption of conservation and/ or low density design standards for all new development or redevelopment.
6. Create targeted educational information for land owners in the watershed.
7. Install environmental interpretation signage at access points throughout public open space.
8. Develop recommendations for education and alternatives for fertilizer and pesticide use.
9. Develop recommendations for

education and alternatives to road & other pavement salt use.
10. Increase water and land based recreational opportunities in Wind Point watershed
11. Identify and protect open space that provides important green infrastructure preserves, corridor connections and provide appropriate recreational opportunities.
12. Identify and protect historic park buildings.
13. Increase environmental and recreational stewardship with volunteers and docents.
14. Increase recreational safety on trails through increased civil use and patrols.
15. Create environmental interpretive signage on trails explaining history, function and rules.

Goal 4: Increase communication and coordination among stakeholders.

Objectives:

1. Encourage governing bodies to adopt the Wind Point Watershed-Based Plan.
2. Encourage amendments of municipal comprehensive plans, codes and ordinances to include watershed plan goals and objectives.
3. Encourage and support business and agricultural communities and other stakeholder efforts to implement recommended actions within the watershed plan.

Target Audiences

The recommended target audience for each education campaign is selected based on the ability to attain objectives. The target audience is a group of people with a common denominator who are intended to be reached by a particular message. The target audience of the watershed includes people of all demographics, locations, occupations, and watershed roles. There can be multiple target audiences depending on which topic is being presented. The overall umbrella target audiences selected to meet watershed goals and objectives include landowners, homeowners, general public, local government, elected officials, homeowner and business associations, and schools.

Public Input

Creating and distributing a message for each audience is done via campaigns that address education goal objectives. The I&E Plan objectives for the Wind Point watershed were determined through stakeholder meetings and an online survey (survey results are summarized in this chapter). An I&E Plan matrix (Table 47) was developed as a tool to help implement the I&E Plan. Not only does the matrix include recommended education campaigns, it also includes columns for 1) “Target Audience”, 2) “Package” (vehicle) for delivery of the message, 3) “Schedule”, 4) “Lead & Supporting Organizations”, 5) “Outcomes/ Behavior Change”, and 6) “Estimated Cost”.

Evaluation

The I&E Plan should be evaluated regularly to provide feedback regarding the effectiveness of the outreach campaigns. Evaluation conducted early on in the effort will help determine campaigns that are successful and those that are not. Based on the evaluation, information, money, and time can be saved by focusing on the campaigns that work. Those that do not work should be ended and/or refined. Section 9.0 of this plan contains a “Report Card” with milestones related to watershed education that can be used to evaluate I&E Plan implementation efforts.

Students measure a fallen tree in Tabor Woods as part of the Caledonia Conservancy’s School to Nature program. Source: Sandy DeWalt

Existing Education Campaigns

Root-Pike Watershed Initiative Network

- Rain Garden Demonstration Projects.
- Funding of Environmental Education Projects through the Watershed-based Grant Program.
- Education of municipal stormwater engineers and public works managers who are members of the Southeast Wisconsin Clean Water Network, which is comprised of 17 cities, villages and towns and the University of Wisconsin-Parkside.

Root-Pike WIN and Sweet Water (Southeastern Wisconsin Watersheds Trust)

- *Respect Our Waters: Greener Yards, Cleaner Waters* homeowner workshops and e-newsletters.
- *Respect Our Waters* media and community outreach campaign, funded by Wisconsin Department of Natural Resources and over 30 municipalities and UW-Parkside.

River Bend Nature Center

- We All Take Environmental Responsibility (WATER) education program targeted to 4th and 7th grade students in Racine Unified School District.
- Nature camps and classes for youth and adults.

Caledonia Conservancy

- School to Nature Program for elementary and middle school students in Racine County.

The Prairie School

- Third grade water quality monitoring unit.

Great Lakes Community Conservation Corps

- Train-the-Trainer Water Quality Monitoring Initiative: Great Lakes CCC staff trained to train 150 AmeriCorps members (5 cohorts of 30 individuals) who will adopt and conduct weekly water quality sampling at accessible, informal beach areas near the Siena Retreat Center to monitor water quality for the health and safety of recreational users. Training provided by Racine Health Department staff and Wisconsin DNR staff.

City of Racine, City of Oak Creek, Village of Caledonia, Milwaukee Community Service Corps, Sierra Club-Gateway Chapter

- Rain barrel programs.

Milwaukee Metropolitan Sewerage District

- Rain barrel program
- Rain garden plants program (50% discount compared to retail prices. Each order receives 1 FREE 5-lb bag of Milorganite and 1 coupon for $5.00 off an MMSD rain barrel)

Alliance for the Great Lakes

- *Great Lakes in My World* K-8 curriculum
- *Great Lakes in My World* 9-12 curriculum
- Adopt-a-Beach program

Wind Point Watershed Environmental Issues Identification Survey

What the Public Told Us About the Watershed's Problems and Potential

Background

Root-Pike WIN initiated a watershed restoration planning effort in Wind Point Watershed in 2013. The project area comprises the Village of Wind Point and North Bay in Racine County, portions of South Milwaukee and Oak Creek in Milwaukee County and the City of Racine and Village of Caledonia in Racine County.

Issue Identification Survey

Root Pike WIN asked UW-Extension's local natural resources educator, Andy Yencha, to develop a web based questionnaire to help inform Phases II planning. Yencha, with assistance from the evaluation unit located in UW-Extension's Environmental Resources Center, developed a web based survey consisting of 18 questions designed to reveal what people already knew about the current ecological and outdoor recreational conditions in the project area, what actions they felt should be included in the future watershed plan, the media outlets they prefer for news, and a few insights into their age, education and connection to the watershed. The survey was made available on October 22 and closed on November 29, 2013.

How Did People Find Out About the Survey?

Survey invitations were distributed widely by Root-Pike WIN in an attempt to reach a broad cross section of people who either live, work, or visit the watershed. Several methods were used. An invitation was distributed utilizing Root-Pike WIN's Constant Contact email marketing account and mailing lists. A press release was featured in the Racine Journal Times and Root Pike WIN asked municipalities in the project area to post links to the survey on their websites and announce it in their newsletters. Personal email invitations were also sent to municipal heads of government and people who had previously volunteered for the Phase I advisory group meetings.

Demographics

One hundred and sixty (160) individuals opened the survey link, but not all of them answered every question. For this reason, the number of people who responded to a particular question, or to a particular answer within a question, is sometimes included in this report.

Age & Gender

One hundred and one (101) people provided their age which averaged 56 years old. The youngest person to take the survey was 21 and the oldest was 87. The median age was 58 and 54 was the age cited most frequently. One hundred and thirty five (135) people reported their gender. Slightly more men than women took the survey: 53% male, 47% female.

Residence

The majority of respondents, 86%, live in a single family home. Seven percent (7%) live in a condominium and the remaining 6% were split evenly between two family homes and apartments.

Occupation

Twenty one percent (21%) of the 136 respondents who provided information about occupation said they were retired. The remainder reported being employed in a variety of mostly professional fields, the largest of which was education related. Under the category of "other", the most common occupation provided was environmental or engineering related work.

Formal Education

One hundred and thirty four (134) people provided information about their level of formal education. The large majority, 78%, had obtained a bachelor's degree or higher. Nineteen percent (19%) had attended some college, and the remaining 4% had gone as far as earning a high school diploma. Less than 30% of the population in Wisconsin has obtained a Bachelor's degree, so these results tell us this survey reached a remarkably well schooled subset of people who live, work, and play in the project area.

Attendance at Phase I Meetings

Twenty four percent (24%) of 136 respondents indicated they had attended at least one of the Phase I Wind Point Watershed Planning Meetings. Fifty three percent (53%) of 135 respondents answered yes to the question, "Have you attended any conferences, workshops, or classes, about lakes, rivers or streams in the last two years?"

Favorite Media - Print, TV, Radio, and Web

The most familiar and popular newspaper among respondents is the Racine Journal Times (82 readers out of 130 responses), followed by the Milwaukee Journal Sentinel (58 readers out of 118 responses). The most popular TV news channel was WTMJ (23%), followed by WISN (17%), WITI (13%), Other (11%), and WDJT (8%). Nearly 30% reported they don't regularly watch local TV news. Fox Cable News and local PBS were the most cited "Other" TV news providers. Just over 80% of 133 respondents said they regularly listen to the radio. The most identified radio station by a considerable margin was UW-Milwaukee's public radio station WUWM (89.7). Several other public radio outlets followed including WHAD (90.7), WYMS (88.9), and WGTD (91.1). WTMJ (AM 620) was the most commonly cited commercial radio station. The large majority of respondents answered "Yes" when asked, "Do you regularly use the internet as a source of news?" They went on to list a mix of internet news sites, almost all of which provide mostly national and international news. The most commonly listed local internet news site was that of the Milwaukee Journal Sentinel, http://www.jsonline.com/.

Connection to the Watershed
Sixty five percent (65%) said they live in the watershed and 47% said they work there. Twenty two percent (22%) visit people who live in the watershed and 9% reported using it for outdoor recreation, ongoing work related activities, or lived or worked there in the past.

Knowledge about Wind Point Watershed's Environmental Conditions
When asked to rate their level of knowledge about environmental condition within the watershed, 31% of 150 respondents said they had "High" or "Very High" knowledge. An additional 31% said their knowledge was "Neither High or Low", and the remaining 38% rated their knowledge as either "Low" or "Very Low."

When it came to reporting on the ways they used the watershed in the last 12 months, two activities, Scenic Viewing and Walking/ Hiking, rated the highest (Table 42), followed by Wildlife Viewing, Bicycle Riding and Picnicking. The outdoor activity with the lowest reported participation in the last 12 months was Hunting. Ten people provide additional activities they do in the watershed: Running was mentioned three times; followed by Gardening (twice); and then one mention each for Bat Monitoring, Surfing, School to Nature Program, Beach Combing, and Winter activities (skiing, snow shoeing and ice fishing all mentioned by the same individual who appears to love cold weather.).

Table 42. How survey respondents reported using the watershed in the past 12 months.

Activity	Not at all	Once	A Few Times	Many Times	Total Responses
Swimming	76	8	32	11	127
Fishing	89	7	18	9	123
Picnicking	56	16	38	11	121
Motorized boating	99	5	9	7	120
Non-motorized boating: canoe, kayak, sail, row	79	12	20	12	123
Bicycle riding	50	6	36	35	127
Golfing	87	3	23	11	124
Hunting	117	0	1	1	119
Wildlife viewing including bird watching	34	9	30	59	132
Scenic viewing	12	1	38	84	135
Walking or hiking	13	1	43	79	136
Others done regularly, please list	30	0	1	9	40

Problems in the Watershed
The survey asked people to rate a variety of possible threats to the streams, wetlands and Lake Michigan in the Watershed (Table 43). When the responses for both "Moderate Problem" and "Severe Problem" were combined, five issues of concern stood out: Invasive Species; Road Salt on Streets; Runoff from Roads, Parking Lots and Buildings; Fertilizer Washing off Lawns; and Loss of Wildlife Habitat. The lowest rated problem was Flooding; followed by Pet Waste; Pollution from Sewage Treatment Plants; Runoff from New Building Construction; and Pollution from Industry. Several other issues were cited including: Algae (three citations); Shoreline Trash (three citations); Cliff Erosion; Existing Development Policy; and Nuisance Seagulls/Wildlife.

This question included a "Don't Know" response to identify possible watershed problems that people might be confused about. Flooding was selected the most (25 respondents); followed by Pollution from Sewerage Treatment Plants (23); Eroding and Crumbling Stream Banks (22); Runoff from New Building Construction Sites (19); and Pollution from Industry (18).

Table 43. Possible watershed problems.

Problem	Not a Problem	Slight Problem	Moderate Problem	Severe Problem	Don't Know	Total Responses
Fertilizer washing off lawns	6	15	48	55	10	134
Pet waste	11	40	58	12	14	135
Loss of wildlife habitat	9	16	41	59	11	136
Flooding	19	37	43	11	25	135
Runoff from farmland	12	24	45	36	16	133
Runoff from new building construction sites	13	29	49	26	19	136
Runoff from roads, parking lots, buildings and homes	3	15	44	60	15	137
Pollution from industry	17	24	46	32	18	137
Pollution from sewage treatment plants	20	26	29	36	23	134
Eroding and crumbling stream banks	4	21	45	42	22	134
Road salt spread on streets to reduce ice	3	18	48	56	10	135
Invasive plants and animals	2	14	48	60	12	136
Other issues, please list	13	0	2	9	16	40

Projects to Improve the Watershed
Survey takers were asked how they felt about including a variety of recommendations in the watershed restoration plan (Table 44). After the responses for "Agree" and "Strongly Agree" were combined, the five highest rated actions were Remove Invasive Species, Clean up Trash, Protect Natural Areas, Expand Bicycle and Recreational Trails, and Restore wetlands. Only two recommendations received less than 50% support: Provide More Dog Parks, and Remove Downed Trees and Other Natural Debris from Creeks and Streams. When asked if there were any particular improvement projects they would like to see happen within their lifetime in the watershed, nearly half the survey takers said yes and briefly described an action (Table 45). Although some of the suggestions refer to projects outside the project area they are included in the results because they have the potential to impact Lake Michigan which is connected to the Wind Point Watershed.

Table 44. Support for projects to improve watershed.

Projects/Plan Recommendations	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
Restore wetlands	0	6	16	47	64
Help interested homeowners build rain gardens & rain barrels	1	6	19	55	52
Remove invasive plants from natural areas	0	1	8	59	66
Protect natural areas from development	1	4	14	53	60
Expand bicycle, walking and other recreational trails	4	3	14	48	64
Clean up trash	0	1	11	50	71
Provide more dog parks	9	18	59	28	18
Make Lake Michigan more accessible	4	10	39	36	44
Remove downed trees and other natural debris from creeks and streams.	8	19	43	38	25
Improve existing stormwater detention ponds	0	6	33	49	46
Stabilize eroding streambanks	0	5	19	65	43
Reduce runoff from farms	1	3	28	53	49

Table 45. Project ideas.

Activity
Walking path along Lake Michigan on the east side of Shoop golf course.
Fix the concrete/cement fishing piers / docks along Lake Michigan.
Improve lakeshore at Shoop Park.
Provide more family friendly accessible trails in safe areas.
Use wildflowers in the rough areas of the golf course and where the local governments now mow and fertilize.
Keep trash out of the streams and roadways.
Improve/increase stormwater retention BEFORE it reaches the ravines.
Repair Lake Michigan coastline, buffer coast.
Purchase private land adjacent to Bender Park (SW corner) and make into parkland.
Clean up trash.
Increase public spaces, habitat corridors and pedestrian/bike paths up and down the lakeshore.
Shoreland landscaping in the yards along Lake Michigan yards instead of yard grass.
Make the shoreline become trash free!
Improve existing stormwater detention ponds.
Cap brownfields.
Expand bicycle & walking trails.
Improved beach management at Wind Point and Shoop beaches.
Pass ordinances that require conservation development on green infrastructure parcels with SSA funding
Reduce storm/sanitary sewer overflow contamination.
Investigate the aftereffects of wastefill that fell into lake from coal plant.
Wild areas restored.
More bike paths.
Provide safer connections to Oak Leaf Bike Trail on County Line Road.
Eradication of zebra mussels and cladophora from Lake Michigan, and protect lake from Asian carp.
Eliminate the terrible smell that occurs occasionally in the summer in Shoop golf course area.
Reinforce potential areas of erosion.
Maintain quality of shoreline if possible.
Stabilize the bluffs north of Bender Park and add habitat where bluff meets water's edge.
Lake Michigan ravine stabilization throughout the watershed
More clean shoreline activity.
Woodland restoration or at least dense landscape reforestation.
Maintain existing wild areas.
Public access to previously closed areas that have been rehabilitated (abatement of brown fields).
Decrease the amount of lawn, increase vegetated buffers around ditches and swales, decrease fertilizer use.
Clean-up trash in the river and along its banks.
Improve the drainage basin on The Johnson Foundation Lands
Erosion control on Lake Michigan bluffs.

Dredge the mill pond in Grant Park.
Connect lakefront properties with multi use paths where possible.
Create safe bike paths around lighthouse drive in Racine between 3 & 4 mile roads.
Expand walking paths.
Clean water naturally (retention pond/wetland) before it enters the Lake.
Stop Waukesha from using Lake Michigan water and dumping sewer water into the Root River.
Rain garden incorporation by cities in the watershed to decrease stormwater runoff.
Provide more public access.
The valley trail creek should have larger culverts. The current pipes are too small.
Cement piers near Shoop park need urgent repair.
Clean, prune and restore lake area behind Shoop that leads to what used to be a nice area.
Stop major erosion on Lake Michigan Shore Line in Bender Park
Help the public achieve a higher degree of understanding about importance of runoff quality.
Preserve natural areas.
Use less road salt on side streets.
Educate public about value of wetlands.
Bike lane continued along 4 Mile Road and Light House Drive and 3 Mile Road.
Preservation of Bender Park Native American path and history.
More stormwater runoff collection areas.
Meet goals of this initiative.

The last question inquired what, if any, final information people wanted to provide regarding topics mentioned earlier in the survey. Comments are in the Table 46 below.

The survey results were made available at the January 2014 Phase II Wind Point watershed planning meeting. A follow-up survey five years after the Plan's completion will measure if people are more aware and knowledgeable about water quality and stormwater pollution and the extent they have adopted new "green" practices as a result of the information and education outreach efforts.

Table 46. Additional information regarding topics in survey.

Activity
I would like to see neighbor to neighbor communication - phone calls from neighbors to neighbors, stopping while walking and talking about the Wind Point watershed - engaging others through face to face or voice to voice interaction. Stopping a car, getting out and saying hello when driving past. Many people are not able to come to meetings but have so much knowledge, experience, and abilities that they could share in their own way if they were only asked.
I'm so happy that attention will be given to this topic. We spend 6 months in N WI and are very involved in the waterfront association and volunteer on our lakes monitoring for invasive species.
Educate people to pick-up trash and not throw trash on to streets and yards and allow it to enter our water ways.
I visit the Wind Point area very often to visit my family at our original homestead in Caledonia. I now live on a lake in Kenosha County and was, until very recently, a board member of our lake Management District. Much of this topic is of interest to me. I would like to regularly be informed of these issues in the Wind Point Watershed.
I have a rain garden with plants provided by you and it is doing very well.
I think the people along the shoreline do not realize what they have in their backyard. People take the Lake for Granted. People who own or live on the Lake Michigan shoreline should be held accountable for the things that wash up in the beaches of their property including the folks at the lighthouse.
It seems many times the local paper posts about meetings after they have happened or with very short notice, too short for someone who works and is busy to fit it into their schedule.
I would be interested in attending local watershed seminars.
I think you need to be careful about drawing too many conclusions from some of the questions as I believe many have nuanced answers to some of these issues.
I think most people are now aware of the importance of preventing rainwater runoff and would be willing to use rain barrels and plant rain gardens if they didn't have to do all of the work and maintenance by themselves. The initiative could start/back some start-up businesses that specialize in these two areas; that every homeowner and business could go to for any amount of help, from do-it-yourself projects to 100% of the work and maintenance.
I think there should be more signage educating people about the watershed they live in. On that sign, it would be great if the subwatersheds were marked so that people could get to know their local water body.
Open up the old Hunt's Landfill ponds for fishing.
Lake Michigan lower levels is an important and relevant consideration here.
Once it's built upon it's lost. Farming needs better soil and nutrient management assistance and preservation funding.

Table 47. Information and Education Plan Matrix.

Education Action of Campaign	Target Audience	Communications Vehicles	Schedule	Lead (Supporting) Organizations	Outcomes, Behavior Change	Estimated Cost
Educate elected officials about the completed plan and 1) Encourage them to adopt the Wind Point watershed-Based Plan. 2) Encourage amendments of municipal comprehensive plans, codes and ordinances to include watershed plan goals and objectives.	**Elected Officials** in the County of Milwaukee, County of Racine, City of Racine, City of Oak Creek, City of South Milwaukee, Villages of Caledonia and Wind Point and residents of the communities	**Meetings** with heads of government (mayor, chairperson, president, and county administrators), special mailing, and presentations to elected officials. Tour of watershed. **Presentations** on model ordinances, codes, stormwater management plans, and stormwater best management practices. Include elected officials in BMP presentations (porous pavement, green roofs, bioswale/rain garden streets, etc.) and field trips of SE WI Clean Water Network **Conference or workshop** on topic of "Planning for Watershed Sensitive Development" (street design, conservation design for new subdivisions & business development, etc.)	Immediately following completion of plan Quarterly meetings of SE WI clean Water Network (March, June September, December) Conference or workshop in 2015, 2017	Root-Pike Watershed Initiative Network, UW-Extension, WDNR	Within two years each municipality and county board of elected officials adopts the Plan.	$12,000.00 (240 hours)
Educate farmland owners and renters about the plan and recommended actions, particularly the Critical and Priority areas. Encourage and support farmland owners and renters to implement recommended actions within the watershed plan.	Owners and renters of farmland identified for Critical and Priority projects in the plan.	Meetings of farmland owners and renters (available funding for projects, purchase of development rights, buffers and their impact on water quality, role of wetlands). Tour of completed projects.	Immediately following completion of plan	Milwaukee and Racine County Conservationists; USDA, land trusts, NRCS	See private landowners below	See private landowners below

Education Action of Campaign	Target Audience	Communications Vehicles	Schedule	Lead (Supporting) Organizations	Outcomes, Behavior Change	Estimated Cost
Educate private landowners about the watershed plan and the Critical and Priority areas identified for restoration, and inform them that these areas were selected, how these areas can be restored, on technical assistance and funding available.	Owners of land identified for **Critical and Priority** projects	Meetings, field trips, special mailings, hard copy and email newsletter targeted to the landowners including farmland owners.	Immediately following completion of plan	UW-Extension, SEWRPC, WDNR, USDA, County Conservationists	Root-Pike WIN will hold 20 meetings over five years (four per year) and will consult with landowners to help them find funding and contractors... 20 private landowners will initiate a restoration or easement project during the first five years following adoption of the plan.	$18,000.00 (360 hours)
Inform the general public, that a Watershed-Based Plan has been developed for the Wind Point watershed to gain interest in implementing recommended actions.	General Public	Use Root-Pike WIN's website, *Respect Our Waters: Greener Yards, Cleaner Waters* e-newsletter and workshops, WIN's Facebook page, and Respect Our Waters media and community outreach campaign, news releases and media interviews to inform the public about the plan, how they can obtain the plan and actions they can take to implement projects.	Immediately following plan completion	Municipalities, UW-Extension, WDNR	The majority of the public in the watershed have good knowledge of the watershed conditions and who to contact to get involved and implement projects. The public also begins to alter every day activities leading to watershed improvement.	No additional cost using existing resources & programs
Fund restoration projects in the Wind Point watershed	Municipalities, schools	Root-Pike WIN's Resource Group gives projects in Critical and Priority areas priority for funding consideration in WIN's Watershed-based Grants program.	Starting in 2015-2016 funding cycle	Root-Pike WIN Board of Directors, Staff and Resource Group	The majority of Root-Pike WIN's grant funding is awarded to restoration projects identified in the completed watershed plans of the Pike River, Root River and Wind Point watersheds.	No additional cost using existing resources & programs
Educate homeowners on actions they can take in their yards to reduce polluted stormwater runoff	Homeowners	Offer workshops to homeowners to educate them on actions they can take in their yards to reduce polluted stormwater runoff: diverting rainwater and snow-ice melt to vegetated areas, rain gardens, use of rain barrels, benefits of removing non-native species and replacing with native vegetation, reducing turf grass and use of fertilizers and pesticides, planting trees, picking up pet waste.	4-6 workshops in Spring and Summer, *Respect Our Waters: Greener Yards, Cleaner Waters* workshops E-newsletter, *Respect Our Waters: Greener Yards, Cleaner Waters*, monthly February thru October each year	Municipalities; UW-Extension, consultants, Root-Pike Watershed Initiative Network and Southeastern Wisconsin Watersheds Trust	Over 300 people will attend a workshop over five years and over 3,000 people will receive the *Respect Our Waters: Greener Yards, Cleaner Waters* newsletters. The homeowners become more aware of the problem of stormwater runoff and how they contribute to it, and actions they can take in their yards to reduce their impact.	No additional cost using existing resources & programs

Education Action of Campaign	Target Audience	Communications Vehicles	Schedule	Lead (Supporting) Organizations	Outcomes, Behavior Change	Estimated Cost
Educate private land owners in the Wind Point watershed how to properly manage land to benefit green infrastructure.	Private land owners in **non-Critical and Critical and Priority areas** of the Wind Point watershed	Conduct workshops for landowners that explains the green infrastructure plan and recommends bioengineering options, funding sources, and qualified contractors for projects. Provide homeowner and business associations with the knowledge needed to maintain naturalized detention basins.	Annual land restoration conference or seminar	Consultants, municipalities, WDNR, SEWRPC, UW-Extension, USDA, County Conservationists	Private landowners in the Wind Point watershed recognize the benefits of best management practices as part of green infrastructure. Members of homeowners associations will recognize the benefits of vegetating a detention basin and the steps needed to carry it out.	No cost if we get sponsors
Educate professional landscapers about green practices in landscaping	Professional Landscapers	Hold a workshop featuring experts in native plant landscaping and best management practices, such as bioswales and rain gardens.	Offer every 2-3 years	UW-Extension, WDNR	Professional landscapers will report that they are building more BMPs for their clients	Registration fees pay for costs of workshop.
Provide schools with information about the Wind Point watershed as a means to support outdoor curriculum within the watershed's green infrastructure.	Teachers/ Students (4th and 7th grades, college level)	Continue supporting and expanding reach of water education programs through Root-Pike WIN's Watershed-based Grant Program and the Respect Our Waters campaign to help integrate basic watershed planning and education into existing elementary, middle, and high school science curriculum. Continue to offer free presentations to teachers and student groups. Provide schools with copies of the Wind Point watershed plan Executive Summary to educate students about the role of watershed planning, importance of green infrastructure and actions they can take at home to improve overall watershed conditions.	Annual program	Racine Unified School District, Kenosha Unified School District, private schools, River Bend Nature Center, Alliance for the Great Lakes	4th and 7th grade students in the Racine Unified School District portion of the Wind Point watershed will understand the environment in which they live and realize the importance of maintaining a healthy place for people and nature to live in harmony and understand actions they and their family members can take to protect water quality. What is learned will be passed on to parents and future generations.	$3,000 for 4,000 copies of Executive Summary
Offer (and participate in) volunteer activities related to stewardship activities in the watershed to the general public.	General Public	Offer "Volunteer Days" for people to remove invasive species from natural areas, survey wildlife, or clean up litter from beaches.	One program annually	Municipalities, Alliance for the Great Lakes, Weed Out! Racine	By interacting with the natural areas within the watershed, people develop an invested interest in watershed protection.	$650.00 per event for staff and refreshments
Show public officials examples of best management practices installed in the watershed and Southeast Wisconsin.	Elected Officials; Stormwater Engineers, Public Works Directors	Continue to feature stormwater best management practices at meetings of the SE WI Clean Water Network, such as green roof, permeable pavement, street bioswales and rain gardens, parking lot rain gardens and other BMPs.	Immediately following plan completion & when projects are implemented	Southeast Wisconsin Clean Water Network, UW-Extension, WDNR, Root-Pike WIN	In five years, 6 of the municipalities in the watershed will install new BMPs.	No additional cost using existing resources & programs

Education Action of Campaign	Target Audience	Communications Vehicles	Schedule	Lead (Supporting) Organizations	Outcomes, Behavior Change	Estimated Cost
Install Wind Point "Watershed Boundary" signs along major roads in the watershed.	General Public	Design and install signs at key points along major roads in the watershed that inform drivers and passengers that they are "Entering Wind Point watershed"	Following plan completion	Municipalities, counties and state, Root-Pike WIN	Thousands of drivers see Wind Point watershed signage when entering the watershed. This sparks interest to search municipal and park district websites where they will find links to Root-Pike WIN's Wind Point watershed home page.	$6,500 for consultation, design and installation of five signs
Maintain the existing Wind Point watershed web page on Root-Pike WIN's website and update with new information.	All Stakeholders	Post the Plan and its executive summary, announce restoration projects, grant funding opportunities, beach clean-up events, volunteer opportunities for invasive plant removal, meetings of groups engaged in restoration and stewardship, municipal tree, shrub and seed sales, Wild Ones plant sale, annual Plan update and other issues and opportunities.	Ongoing	Root-Pike WIN	The number of unique visits to the Wind Point watershed page will increase each year over five years.	$15,000 over five years
Measurement of Outcomes	Random Sample	A Household Survey was carried out in 2010 to gather information on peoples' knowledge of the Root-Pike watershed, water quality, yard care impacts and more. These results can influence outreach, education, and technical assistance efforts provided by local water quality partners by clarifying assumptions about "target audiences" within the Root-Pike watershed. Consistent with other studies, respondents to this survey connected most directly with the aesthetic aspects of water, and most value the importance of clean water for their communities. Trash and debris were considered one of the most severe water quality problems in the area. There was low awareness of most pollutants of concern to resource managers. A full report of the survey can be found at: http://www.rootpikewin.org/images/stories/stormwater/SummaryReport.pdf	Every 5 years	Root-Pike WIN	A follow-up survey in 2015 will measure if people are more aware and knowledgeable about water quality and stormwater pollution and the extent they have adopted new "green" practices as a result of the information and education outreach efforts.	$4,000 to cover cost of printing, postage, mail handling.

Education Action of Campaign	Target Audience	Communications Vehicles	Schedule	Lead (Supporting) Organizations	Outcomes, Behavior Change	Estimated Cost
Measurement of Outcomes: Wind Point watershed-specific	Random Sample within watershed	An anonymous online survey was carried out in 2013 to gather information on peoples' knowledge of the Wind Point watershed. The survey was designed to reveal what people already knew about the current ecological and outdoor recreational conditions in the watershed, what actions they felt should be included in the future watershed plan, the media outlets they prefer for news, and a few insights into their age, education and connection to the watershed. The survey was made available on 10/22/2013 and closed on 11/29/2013. These results can influence outreach, education, and technical assistance efforts provided by local water quality partners by clarifying assumptions about "target audiences" within the Root-Pike watershed. Survey results are found at http://www.rootpikewin.org/images/WindPoint/windpointpublic input survey_rpt.pdf	Five years after plan completion	Root-Pike WIN, UW-Extension, Environmental Resources Center	A follow-up survey in will measure if people are more aware and knowledgeable about water quality and stormwater pollution and the extent they have adopted new "green" practices as a result of the information and education outreach efforts.	$1,500
Evaluation of Programs	Participants	Root-Pike WIN asks attendees of its *Respect Our Waters: Greener Yards, Cleaner Waters* workshops to complete an evaluation of the workshop presentation and contents and uses the results to improve the program. Root-Pike WIN provides an Information and Education program for the Southeast Wisconsin Clean Water Network of municipalities under a renewable two-year contract. The I&E program is a requirement of their WIDNR-issued stormwater permit. Every two years the municipal representatives are asked to complete an evaluation survey of Root-Pike WIN's performance. Recommend that attendees of the proposed conference be asked to evaluate the workshops and overall conference.	Ongoing	Root-Pike WIN	Programs are improved; attract more participants resulting in improved water quality.	No additional cost using existing resources & programs