

CHAPTER EIGHT: EDUCATION & OUTREACH STRATEGY & TOOLS

NORTH BRANCH CHICAGO RIVER WATERSHED-BASED PLAN

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COMMON ACRONYMS/ABBREVIATIONS USED IN CHAPTER 8

BMP – Best Management Practices

CLC – College of Lake County

CMAP – Chicago Metropolitan Agency for Planning

CRS – Community Rating System

FEMA – Federal Emergency Management Agency

FOCR – Friends of the Chicago River

FPDCC – Forest Preserve District of Cook County

HOA – Homeowners Association

IDNR – Illinois Department of Natural Resources

Illinois EPA – Illinois Environmental Protection Agency

ILMA – Illinois Lakes Management Association

LA – Lake Associations

LCFPD – Lake County Forest Preserve District

LCHD – Lake County Health Department

LCTV – Lake County Television

LID – Low Impact Development

MWRD – Metropolitan Water Reclamation District of Greater Chicago

NBCR Planning Area – North Branch Chicago River Watershed Planning Area

NBWW – North Branch Chicago River Watershed Workgroup

NRCS – Natural Resources Conservation Service

PB&D – Planning Building & Development

PSA- Public Service Announcement

SMC – Lake County Stormwater Management Commission

SWALCO - Solid Waste Agency of Lake County

SWANCC – Solid Waste Agency of Northern Cook County

SWCDs –Soil & Water Conservation Districts (McHenry-Lake & North Cook)

USEPA – U.S. Environmental Protection Agency

USGS – United States Geological Survey

WWTPs – Wastewater Treatment Plants (including publicly owned treatment works)

YCC – Youth Conservation Corps

8 EDUCATION AND OUTREACH STRATEGIES AND TOOLS

This chapter provides a strategy for information, education, and public involvement to address watershed topics and issues. The education and outreach strategy provides messaging and motivation for each target audience to help achieve watershed goals and objectives and realize the vision for the North Branch Chicago River (NBCR) watershed.

*Watershed Vision: Success in restoring the watershed and improving the health of the river will depend on how well stakeholders interact with the river and manage their activities that affect the watershed. The North Branch Chicago River Watershed-Based Plan also includes a significant public outreach and education component to reach watershed residents and communities. Watershed awareness is the first step in changing behavioral patterns that degrade the river. In addition to bringing watershed awareness to residents, communities will also work together on a cooperative basis and combine their resources with county, state, federal and private cost-share funds to complete a number of the recommended watershed improvement projects and programs. The bottom line is residents and communities of the watershed will have to work together to successfully protect and restore the North Branch - sharing the costs and the benefits of watershed improvements. ... **We All Live "Downstream"***

8.1 WATERSHED INFORMATION AND EDUCATION NEEDS

Community engagement, outreach, and education are essential components of the North Branch Chicago River Watershed-Based Plan. The education and outreach strategy is designed to:

- Raise public awareness about watershed issues and foster support for solutions;
- Educate stakeholders, the public, and other identified target audiences to increase awareness and encourage behavioral changes (see Figure 8-1);
- Provide engaged stakeholders the knowledge and skills they need to become watershed stewards and implement the watershed action plan;
- Leverage public and private partnerships to implement action items.



Figure 8-1: August 10, 2016 Annual North Branch Chicago River watershed planning meeting at the Chicago Botanic Gardens.

8.2 RECOMMENDED PROGRAMS

Development of an education and outreach program begins by defining education and outreach goals and objectives. During the February 13, 2019 North Branch Chicago River Watershed Workgroup (NBWW) General Membership meeting, stakeholders discussed and approved proposed revisions to the 2008 NBCR watershed-based plan goals and objectives related to education and outreach. Lake County Stormwater Management Commission (SMC) proposed revisions to the 2008 NBCR watershed-based plan education and outreach strategy (Building Blocks, and Appendix N Sample Education & Participation Plan). The revisions were discussed and modified at the May 13, 2019 NBWW General Membership meeting and incorporated into the 2020 update to the watershed-based plan.

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EDUCATION & OUTREACH GOAL: Develop a public information and education program within the watershed communities.

OBJECTIVES & INDICATORS:

1. Develop and implement a schools-based river curriculum.

INDICATOR: Number of schools participating.

2. Provide public information and education program to community leaders, elected officials, businesses and homeowners.

INDICATOR(S):

- a) Number of attendees at NBWW general membership meetings (per year).
- b) Number of subscribers to NBWW website (per year).

8.3 TARGET AUDIENCES

The audiences for specific education and outreach activities and topics include organizations, watershed residents, general public, and professionals within watershed communities. These audiences have a wide range of understanding of watershed issues and needs for further education and outreach. Education and outreach aim to be responsive to existing partners, attract stakeholders that have not previously participated in watershed improvement activities, and align messages with audience knowledge levels and motivations. Education and outreach partners include the following entities.

8.3.1 LOCAL GOVERNMENT OFFICIALS AND AGENCIES

Continued support from local governments and public landowners will be critical to implementing the education and outreach strategy. These officials and agencies develop policies and regulations and manage the land and projects within the watershed. They will need to commit to projects on public lands and communicate with and motivate residents to participate in watershed improvements. The local government target audience includes:

- Municipalities
- Townships
- County agencies
- Elected officials and policy makers
- Drainage districts



Figure 8-2: Stakeholders participating in a North Branch Chicago River Watershed Planning Meeting (May 11, 2016).

- Park districts & forest preserve districts
- Public works agencies
- Transportation agencies (Highway Commissioners)

8.3.2 RESIDENTS AND BUSINESSES

Numerous residents and landowners in the NBCR watershed have participated in one or more NBWW general membership meetings (see [Figure 8-2](#)). The target audience includes the following groups or residents:

- All residents and landowners
- Not-for-Profit and Environmental interest groups
- Businesses and institutions (i.e., golf courses, shopping centers, churches and Chambers of Commerce)

8.3.3 NORTH BRANCH CHICAGO RIVER WATERSHED WORKGROUP

The NBWW's goals include supporting the North Branch Watershed Planning Committee and the North Branch Watershed Consortium through fostering general membership forums, and education and outreach targeted towards achieving attainment of water quality standards and designated uses for the watershed.

8.3.4 RIPARIAN AND LAKESHORE LANDOWNERS

Riparian landowners may have a disproportionate impact on stream and wetland areas, and often have a vested interest in improving watershed conditions to protect their property, comply with regulations, or enhance property values. Riparian areas are critical locations because they contribute to watershed problems or hold the key to solutions. Therefore, the riparian and lakeshore property owners should be targeted for special attention in the education and outreach strategy. The target audience includes the following groups of riparian and lakeshore landowners:

- Homeowner and lake associations (HOAs/LAs)
- Single family residences
- Commercial and multifamily residential properties
- Owners of undeveloped land
- Railroads
- Utility companies located in floodplains or along streams, lakes, and wetlands
- Forest Preserves
- Golf Courses

8.3.5 SCHOOLS AND YOUTH GROUPS

Outreach and education programs and messages are targeted towards students in schools and youth groups which are needed in order to achieve sustainable improvements over time. The behaviors needed to effect long-term changes and improvements in watershed conditions will take hold in the shortest time and with the greatest effect in groups of children and young adults. Youth involvement in outdoor activities, such as stream clean-ups and habitat restoration days, is an effective way to engage groups in learning about and acting to improve watershed conditions. The student target audience includes the following schools and youth groups:

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- Secondary schools
- College of Lake County (CLC)
- Youth groups (Boy Scouts, Girl Scouts)

8.3.6 DEVELOPERS & HOMEBUILDERS

The land development process has the potential to adversely affect watershed conditions, but development interests can be balanced with watershed goals if identified prior to or early in the design and development process. Developers and homebuilders should adopt a variety of best development standards and comply with regulations, codes, and ordinances to protect watershed resources.

8.3.7 CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED

Several engineering, environmental and other consultants have participated in stakeholder meetings and provided their expertise towards the watershed planning process. The watershed-based plan will provide consultants and contractors with resources to share with their clients and support for prioritization of future projects. Consultants and contractors will be needed to bring outreach and education messages to their clients to motivate and fund BMPs and watershed improvements far into the future.

- Restoration contractors
- Legal counsel
- Insurance companies
- Winter maintenance product/equipment suppliers
- Winter maintenance (snow removal) contractors
- Engineering, landscape architectural, and environmental consulting firms

8.3.8 LANDSCAPERS & NURSERIES

Landscapers, lawn and garden centers, nurseries, hardware stores, large retail establishments, and snow removal contractors can make a huge impact by learning and following watershed-friendly lawn care and winter maintenance practices, especially by reducing their use of pollutants such as chloride and phosphorus. Communities can support education by maintaining registries for lawn care, nurseries, and winter maintenance providers.

- Lawn & garden centers

8.4 PARTNER ORGANIZATIONS

Organizations that will be responsible for implementing the watershed plan recommendations can assist in education and outreach and can also be one of the targeted audiences. Each partner should couple plan implementation efforts with parallel efforts to inform and educate. Several educational programs are currently

being implemented by other organizations that watershed stakeholders may take advantage of for the NBCR watershed education and outreach strategy. See

Table 8-1 below for a list of potential partner organizations for implementing the watershed plan recommendations.

Table 8-1: Partner Organizations

PARTNER ORGANIZATIONS		
All Residents & Landowners	IDNR	Schools
Businesses and Institutions	Illinois EPA	SWALCO & SWANCC
CLC	ILMA	SMC
CMAP	Lake County (including PB&D)	Townships
Cook County	LCHD	Transportation Departments
Drainage Districts	Master Gardeners	USEPA
Environmental Interest Groups	Municipalities (including Public Works Depts.)	USGS
FEMA	MWRD	Watershed Planning Committees
Forest Preserve Districts	NBWW	WWTPs
FOCR	NRCS / SWCDs	YCC
HOAs/LAs	Park Districts	

8.5 GUIDANCE FOR IMPLEMENTATION

The following list provides general guidance for implementing the education and outreach strategy. More detailed recommendations for addressing specific watershed issues are included in Table 8-3.

- Use words that the general public can understand and speak to their existing values and priorities.
 - Basic watershed science education (e.g., biology, the water cycle, and stream ecology) may be needed when the audience has little knowledge about rivers, streams, lakes, wetlands, or watersheds.
 - Identify and provide for different levels of understanding and the needs of various audience groups. When interacting with a group, stress the aspects of the project most applicable to them. For example, when interacting with homeowners, focus on items such as rain gardens, lawn care, pollution prevention and restoration, and management of riparian buffers. Develop a similar menu of topics for each target audience.

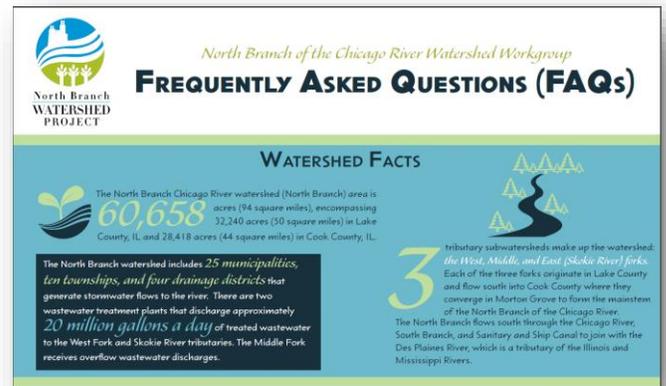


Figure 8-3: NBWW Frequently Asked Questions Factsheet was distributed to potential members in 2018 to provide education on the purpose of forming a workgroup.

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- Be sure to inform your audience about actions they can take and behaviors they can change to help address watershed problems and issues.
- Develop multiple messages; use one broad message for the general public and a series of more specifically targeted messages for specific audiences (e.g., landowners, business owners, and municipalities).
 - Keep the message simple and straightforward with only two or three take-home points at a time, use graphics and photos to illustrate the message, and repeat it frequently. See Figure 8-3.
 - Emphasize the connections between the message and the issue or resource being addressed. For example, connect the message to storms, streams, lakes, the North Branch Chicago River, land management, the urban landscape, and streets.
- Coordinate the education and outreach strategy with partner organizations to combine efforts, achieve economies of scale, tap into one another’s networks, share costs, and ensure consistent messages.
- Use websites and other social media, as well as public places, such as libraries and village halls, to post and promote your message.
 - All materials and messages should promote the local watershed groups, with contact information and information on how to get involved.
 - Be sure to link the issue to the audience and inform the audience about actions they, specifically, can take to help address watershed problems and issues.

8.6 MESSAGE FORMATS AND DELIVERY MECHANISMS

Numerous existing programs, tools, and materials are available that can be used or customized to accelerate education and outreach efforts. See Table 8-2 below for examples of education and outreach through print, electronic, visual and personal contact communication efforts.

Table 8-2: Examples of Education & Outreach Mechanisms

PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
Brochures	Social Media	Displays/Exhibits	Demonstrations, field trips, watershed tours
Fact sheets	Websites	Signage	Presentations (meetings, events, workshops, classes, seminars, trainings, open houses etc....)
Newsletters	E-News/Emails	Posters/ Bulletin boards	Interviews
News releases	Videos/local cable channel	Presentations	Surveys
Manuals or plans; Technical resources	Public Service Announcements (PSA)		Target individual Discussions
Inserts/Utility bills	Bulletin Boards		
Flyers	Surveys		
Direct mail			
Feature articles			
Media kit			

8.7 EVALUATING PLAN OUTREACH

Watershed plan evaluation provides a feedback mechanism for ongoing improvement of your outreach effort and for assessing whether the effort is successful. It also builds support for further funding. The entity or persons responsible for implementing the education and information campaign should customize the following ideas.

For a number of these evaluation strategies, you should collect baseline information or survey current knowledge before the outreach activities begin and check periodically throughout the outreach campaign to help measure progress and effectiveness. Evaluations conducted early in the effort will help determine which programs are working and which ones are not. Based on this information, money and time can be saved by focusing on the programs that work and discarding those that do not. Indicators to evaluate, monitor, and provide a timeframe for each watershed goal are listed in **Chapter 7 & Appendix L Evaluation Scorecards**.

8.8 WATERSHED INFORMATION AND EDUCATION RESOURCES

Many resources include effective education and outreach messages, delivery techniques, watershed management planning, media relations, and strategies to assist with developing an outreach campaign. A web search provides many examples, but helpful resources include:

- USEPA Watershed Academy - <http://water.epa.gov/learn/training/wacademy/index.cfm>
- The Center for Watershed Protection - <http://www.cwp.org/>

Although larger educational activities, such as training workshops and demonstration projects, may require public or private grant sources, you can incorporate many of SMC's Stormwater Best Practices (<http://www.lakecountyl.gov/2261/Stormwater-Best-Practices>) into established work activities, projects, and education programs.

Table 8-3 provides educational messages, outreach methods, target audiences, and partner leads for implementing the NBCR watershed education and outreach strategy. It is important to note that although target audiences and partner leads are indicated in certain goals, many different target audiences and partner leads could apply to several goals.

Table 8-3: Educational Topics, Messages & Partners

GOAL #1: Improve Water Quality in the Watershed			
Target Audiences	Methods/Vehicles	Partner Leads	Potential Messages
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and Counties • Park Districts & Forest Preserve Districts • Drainage Districts • Public Works & Transportation Agencies <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Businesses and Institutions (golf courses) • Not-for-Profit & Environmental Interest Groups <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • HOAs /LAs • Commercial & Multi-family residential properties • Utility Companies located in floodplains or along streams, lakes or wetlands <p>SCHOOLS AND YOUTH GROUPS</p> <ul style="list-style-type: none"> • Secondary Schools & Community Colleges • Youth Groups <p>DEVELOPERS & HOMEBUILDERS</p> <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> • Engineering, landscape architectural, and environmental consulting firms <p>LANDSCAPERS & NURSERIES</p> <ul style="list-style-type: none"> • Lawn & Garden Centers 	<ul style="list-style-type: none"> • Local Codes & Ordinances • Signage (Storm Drain Marking) • Landowner Guides (Brochures), Factsheets • Presentations, Information Booths & Webinars • Target Individual Discussions • Demonstrations, tours, public meetings (watershed committee meetings), and workshops • Direct Mail, Utility Bills/Inserts, Emails • Feature Articles, Media Kit, PSA • Video/Local Cable Channel (LCTV) • Manuals/plans • Social Media, Websites • Newsletters 	<ul style="list-style-type: none"> • CMAP • Environmental Interest Groups • FOCHR • Illinois EPA/USEPA • Lake & Cook County • LCFPD & FPDCC • LCHD • Master Gardeners • Municipalities • MWRD • NBWW • SMC • Townships • USGS • Watershed Planning Committee 	<ul style="list-style-type: none"> • Be a solution to nonpoint source pollution³ • Put a LID on Nonpoint Sources • What shape are YOUR stream banks in? • When it rains, it drains⁴ • Green infrastructure provides environmental, social, and public health benefits¹ • Let it Soak In; Keep It Recharging • Only feed your lawn in the fall, and use phosphorus free fertilizer • Don't dump yard waste or chemicals in the stream or stream buffers • Vegetate bare spots in your yard² • Salt Alternatives Save Money, Reduce Impacts to Our Water Resources

GOAL #2: Reduce Flood Damage in the Watershed

Target Audiences	Methods/Vehicles	Partner Leads	Potential Messages
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and Counties • Drainage Districts <p>NBWW MEMBERS & MEETING ATTENDEES</p> <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Businesses & Institutions <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • HOAs / LAs • Single, Commercial & Multi-family residential properties • Utility Companies located in floodplains or along streams, lakes or wetlands <p>DEVELOPERS & HOMEBUILDERS</p> <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> • Legal Counsel • Insurance Companies 	<ul style="list-style-type: none"> • Landowner Guides, Factsheets, & Newsletters • Target Individual Discussions • Buyout Program and Promote Via Partnerships (realtors, insurance agents, etc.) • Demonstrations, tours, presentations, public meetings, Floodproofing Workshop • Direct Mail to flood prone property owners, Utility Bills/Inserts, Emails, Surveys • News Releases, Feature Articles • Social Media, Websites • Technical Assistance with Flood Audits • Local Codes & Ordinances 	<ul style="list-style-type: none"> • Counties • Drainage Districts • FEMA • Insurance Companies & Realtors • LCFPD & FPDCC • Municipalities • MWRD • Park Districts • Schools • SMC 	<ul style="list-style-type: none"> • Reduce Road Pollutants and Road Runoff • Protect floodplains, protect local wildlife • How to protect your home or business from flood damage • How yard grading and drainage can affect your basement • Seal all cracks inside your basement to avoid seepage • Install measures in your home to prevent sanitary sewer backup. • Infiltration Practices Reduce Runoff • Soak up the stormwater • Convert Grey to Green Infrastructure • Stream Maintenance Reduces Flooding • Maintain Your Culvert and Detention Basin • Know How Your Property is Affected by Changes to Flood Maps • Participate in the Community Rating System (CRS) Program and/or Improve Your Rating

GOAL #3: Protect and Enhance Natural Resources and Provide Associated Recreational Opportunities

Target Audiences	Methods/Vehicles	Partner Leads	Potential Messages
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and Counties • Drainage Districts <p>NBWW MEMBERS & MEETING ATTENDEES</p> <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Businesses & Institutions <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • HOAs / LAs • Single, Commercial & Multi-family residential properties <p>SCHOOLS AND YOUTH GROUPS</p> <ul style="list-style-type: none"> • Secondary Schools & Community Colleges • Youth Groups <p>DEVELOPERS & HOMEBUILDERS</p> <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> • Engineering, landscape architectural, and environmental consulting firms 	<ul style="list-style-type: none"> • Landowner Guides, Brochures, Factsheets, & Newsletters • Target Individual Discussions • Demonstrations, tours, (staff) trainings, presentations, public meetings, workshops • Direct Mail, Utility Bills/Inserts, Emails, Surveys • Signage (Storm Drain Marking) • Social Media, Websites, Video/Local Cable Channel (LCTV) • Local Model Ordinance • Technical Assistance & Resources (manuals/plans) <ul style="list-style-type: none"> ○ Watershed-Based Plan Action Plan Recommendations 	<ul style="list-style-type: none"> • CMAP • Environmental Interest Groups • FOCR • IDNR • ILMA • LCFPD & FPDCC • Master Gardeners • Municipalities • MWRD • Park Districts • SMC • Townships • Watershed Planning Committee 	<ul style="list-style-type: none"> • Protect wetlands & streams, protect local habitat • Invasive plants result in loss of habitat and reduced biodiversity • Invasives Not Invited • Design with Infiltration in Mind • Improve Local Stream Recreation, Implement Green Infrastructure • Rain Gardens absorb runoff and attract birds and butterflies • Green up your lawn, not your lakes and rivers⁵ • Stop aquatic hitchhikers-clean your boat and drain your live wells • Protect Lands for the Future, Choose Conservation Easements

Goal # 4: Develop a Public Information and Education Program within the Watershed Communities

Target Audiences	Methods/Vehicles	Partner Leads	Potential Messages
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and County <p>NBWW MEMBERS & MEETING ATTENDEES</p> <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Businesses & Institutions <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • HOAs /LAs • Commercial & Multi-family residential properties <p>SCHOOLS AND YOUTH GROUPS</p> <ul style="list-style-type: none"> • Secondary Schools & Community Colleges • Youth Groups 	<ul style="list-style-type: none"> • Landowner Guides (Brochures), Factsheets and Newsletters • Presentations, Information Booths & Webinars • Target Individual Discussions (with specific groups) • River-Based Curriculum in Schools • Classes/Trainings, Public Meetings (Watershed Committee Meetings), Demonstrations, Tours, and Workshops • Feature Articles, Media Kit, PSA • Manuals/Plans (Examples from other Communities/Counties) • Social Media, Websites, Video/Local Cable Channel (LCTV) • NBWW Meetings and Website 	<ul style="list-style-type: none"> • CMAP • Environmental Interest Groups • FOCR • Lake & Cook County • LCFPD & FPDCC • Municipalities • MWRD • NBWW • Park Districts • Schools • SMC • Townships • Watershed Planning Committee 	<ul style="list-style-type: none"> • Incorporate river-based learning into school curriculum • Work with conservation groups to plan school field trips / workdays to rivers • Updates related to NBWW Monitoring, Findings and Projects in the Watershed

Goal #5: Improve Community and Agency Participation and Coordination in Watershed Improvement Activities

Target Audiences	Methods/Vehicles	Partner Leads	Potential Messages
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships, MWRD and County (Health Depts.) • Park Districts & Forest Preserve Districts • IDNR, Illinois EPA, USGS • Drainage Districts <p>NBWW MEMBERS & MEETING ATTENDEES</p> <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Not-for-Profit & Environmental Interest Groups • Businesses & Institutions <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • HOAs /LAs <p>SCHOOLS AND YOUTH GROUPS</p> <ul style="list-style-type: none"> • Secondary Schools & Community Colleges • Youth Groups 	<ul style="list-style-type: none"> • Brochures, Factsheets and Newsletters • Presentations & Webinars • Target Individual Discussions • Mailings • Classes/Trainings, Public Meetings (Watershed Committee Meetings), Demonstrations, Tours, and Workshops • Feature Articles, Media Kit, PSA • Social Media, Websites, Video/Local Cable Channel (LCTV) • Technical Assistance & Resources (manuals/plans) <ul style="list-style-type: none"> ○ Watershed-Based Plan Action Plan Recommendations & Grant Application Assistance 	<ul style="list-style-type: none"> • CMAP • Environmental Interest Groups • FOCR • Lake & Cook County • MWRD • NBWW • SMC • SWALCO/SWANCC • SWCD/NRCS • Watershed Planning Committee 	<ul style="list-style-type: none"> • Best Management Practices Improve Water Quality & Provide Numerous Economic Benefits • Participate in local workgroups and cleanup efforts • Establish lake associations or environmental task forces within your HOA/community • Increase watershed monitoring data sharing to increase awareness • Include green infrastructure protection/enhancement in your capital and operating budgets • You can reduce pollution and maintenance costs while increasing profitability • Call your local representatives and officials to advocate for ‘green solutions’ • Dispose Responsibly: participate in local household hazardous waste collections

8.9 REFERENCES

8.9.1 TABLE 8-3 REFERENCES

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