

Education and Outreach

Purpose

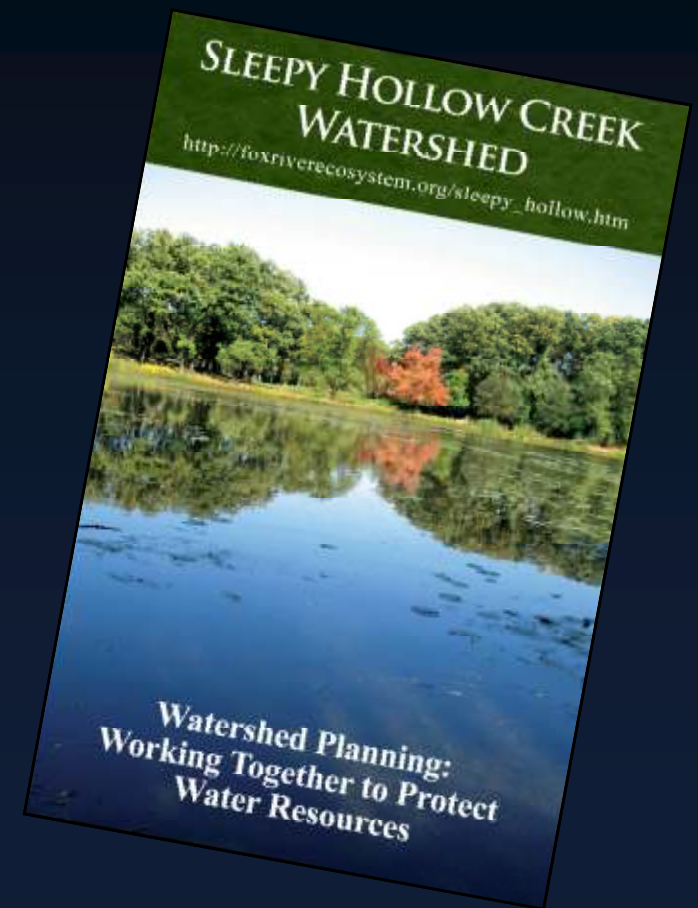
Increase public awareness,
knowledge, and implementation of
watershed protection practices

Outreach to Date

- What is a watershed?
- Silver and Sleepy Hollow Creek watershed information
- Watershed planning

Outreach to Date

- Monthly public meetings
- Press releases
- Brochure
- Website
- Events
- Community leaders



Community Concerns

- Protecting recreational resources
- Groundwater/drinking water supply
- Preserving natural areas/open space
- Preventing flooding

Target Audiences

- Riparian land owners
- Lake community residents
- Other land owners
- Homeowner associations
- Government
- Businesses
- Schools/students
- Farmers
- Environmental groups
- Faith-based organizations
- Hunting & fishing groups
- Recreational
- Community service organizations
- Developers
- Landscapers
- Others

Approaches to Outreach

- Sense of place
- Special/unique
- Valuable
- Stewardship



The Village of Oakwood Hills

Welcome to Our Village Website

[See What Happened at the Lake Festival](#)

[Beach Rules](#)

*...where the waters run clear,
the air is fresh,
and the neighbors, friendly*

Sign up for the
**Oakwood Hills
e-news Newsletter**

Privacy by SafeSubscribe
For Email Newsletters you can

**Children's Health
and Safety Fair**

The 21st Annual
Health and Safety Fair
is scheduled for

Residents

- Septic system maintenance
- Proper pet waste disposal
- Water conservation at home
- Reduce salt use
- Minimize use of lawn chemicals
- Rain barrels

Residents

- Encouraging native landscaping
 - Buffers (lakes and streams)
 - Rain gardens
- Proper disposal of pharmaceuticals and household hazardous waste

Approaches to Outreach

- Educational programs/seminars
- Demonstration projects
- Incentive programs



RAIN BARREL INCENTIVE PROGRAM

\$25 CREDIT
(For Crystal Lake Water/Sewer Utility Customers)

FOR DETAILS SEE THE CITY WEBSITE OR CALL
815.356.3615

inlet with a screen
overflow
faucet
hose
raised base

CRYSTAL CLEAR FOR

Image Source: www.RecycleTheRain.com

CRYSTAL LAKE, ILL. 60142

The poster features a blue header with the program name. Below it, a green box highlights a \$25 credit for utility customers. A central illustration shows a white rain barrel with a red inlet pipe, a black overflow pipe, a yellow faucet, and a green hose leading to a grey raised base. A blue faucet icon is shown at the bottom left. The text 'CRYSTAL CLEAR FOR' is at the bottom left, and 'CRYSTAL LAKE, ILL. 60142' is at the bottom right. A small image source credit is also present.

Approaches to Outreach

- Monitoring
- Restoration
- Stream cleanup



Approaches to Outreach

- Survey
- Watershed tours/festivals
- Support public access to programs
- Community events
- Interpretive signs
- Watershed coordinator
- Watershed lesson
- Permanent website



Outreach Partnerships

- Schools
- Local children's clubs
- Nonprofits
- MCCCD/park districts
- Communities
- Faith-based organizations
- Businesses
- Other watershed groups
- Others

Education Resources

- McHenry County Water Resources
- McHenry County Health Department

Tools

- Social media
- Targeted mailings
- Brochures
- Community newsletters
- Public service announcements
- Press releases
- Other

Continued Participation

**Silver & Sleepy Hollow Creeks
Watershed Coalition**