

Education and Outreach

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Purpose

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

Purpose:

- Provide information
- Motivate change

Nippersink Survey Conclusions

- 86.8% of respondents agreed/strongly agreed that the way they care for their lawn and yard can influence local water quality
- 88.4% of respondents agreed/strongly agreed that their actions have an impact on water quality
- Strong support for recommendations in the watershed plan among respondents.

Potential Barriers

- Lack of information
- Skills
- Cost
- Time
- Physical ability

Strategies

- Information
- Encouraging change
- Leadership
- Benefits
- Responsibility
- Sense of place

Outreach Priorities

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



*Village of Algonquin
Water Conservation Program
"Every Drop Counts"*

Outreach Priorities

- Proper disposal of:
 - Pharmaceuticals and
 - Household hazardous waste
- Alternatives to coal tar sealants

Outreach Priorities

- Encouraging native landscaping
 - Buffers (lakes and streams)
 - Rain gardens
- Programs
 - Natural Garden in Your Yard program
thewppc.org/yard.html
 - Conservation@home program
theconservationfoundation.org

Target Audiences

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

Targeted Outreach

Residents

- Demonstration projects
- Interpretive signs



Approaches to Outreach

- Monitoring
- Restoration
- Stream cleanup



Approaches to Outreach

Volunteer outreach partners

- Middle schools
- High schools
- McHenry County College
- Park districts
- MCCD
- Non-profits
- Boy scout and girl scout troops

Approaches to Outreach

- Survey
- Watershed tours/festivals
- Community events
- Support public access to programs and recreational resources
- Incentive programs



Approaches to Outreach

- HOA programs
- Watershed lesson
- Coordination

Outreach Partnerships

- Schools
- Local children's clubs
- Conservation organizations
- Other nonprofits
- MCCD/park districts
- Communities
- Faith-based organizations
- Businesses
- MCSWCD/NRCS
- Other watershed groups
- McHenry County Water Resources
- McHenry County Health Department
- Libraries
- Chambers of commerce
- Other

Targeted Outreach

Seminars/workshops

- Elected leaders
- Planning commissioners
- Public works and other government staff

Targeted Outreach

Businesses

- Discount incentive programs
- Events

Phosphorous-Free Fertilizers
SOLD HERE
Help protect the Nippersink Creek Watershed

Protect a key Illinois resource

It begins with you, right in your back yard. The Nippersink Creek watershed is one of the highest quality watersheds in Northeastern Illinois. It is home to over 50 endangered or threatened species of plants, fish and freshwater mussels and boasts one of the best river trails for canoeing and kayaking.

Soils in the watershed typically contain sufficient phosphorus for healthy lawns so fertilizers containing phosphorus are not necessary. Runoff of phosphorus-containing fertilizer can stimulate over-growth of algae and aquatic plants in streams, lakes and ponds in the watershed which suck up oxygen which other aquatic life need.

Buy phosphorus-free lawn fertilizer for a healthy lawn and a healthy Nippersink Creek!

www.nippersinkwatershed.org

Illinois Environmental Protection Agency

Photo Credit: Ray Heath

Targeted Outreach

Businesses

- Workshops/seminars
 - Snow and ice removal workshop
 - BMPs and conservation design
 - Native landscaping techniques

Targeted Outreach

Agriculture

- Support MCSWCD/NRCS assistance and incentive programs
- Promote agricultural best management practices

Funding

- IEPA 319
- IEPA Streambank Cleanup and Lakeshore Enhancement (SCALE)

Tools

- Social media
- Brochures
- Displays
- Posters



If we don't want it on our **SHOES...**
...do we want it in our **WATERWAYS?**

Blackberry Creek's designated use primary contact recreation (swimming) is impaired by fecal coliform. Pet owners in Aurora, Elburn, Montgomery, North Aurora, Sugar Grove, and Yorkville and in unincorporated Kane and Kendall counties — listen in and get the "scoop" on how you can be part of the solution now and plan for a future that conserves our water resources.

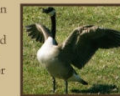
Pick up after your pet!

Pet waste on the lawn contaminates our streams and rivers. Bacteria from pet waste makes our water unsafe for swimming and drinking while excess nutrients encourage undesirable weed and algae growth. In addition, decaying fecal matter consumes oxygen in the water, which kills fish and inhibit other aquatic wildlife.

Water from rain and melting snow runs over our properties, collecting pollutants as it goes. This stormwater runs to the nearest storm drain and discharges *untreated* into the bodies of water we use for swimming, fishing, and drinking.

Stormwater in urban areas may contain pollutants from fertilizers and pesticides, motor oil, road salt, household chemicals, and pet waste. Stormwater in rural areas may contain sediment from exposed soil, nutrients, pesticides, and bacteria from livestock manure.

Other Culprits:



The fowl business of geese
Buffers of native plants along the edge of detention ponds will deter geese (and their droppings!). For information, contact The Conservation Foundation (www.theconservationfoundation.org).



Check your septic!
Malfunctioning septic systems can contaminate local water quality. Contact the Kane or Kendall County Health department to learn more about regular maintenance and repair (kanehealth.com; health.co.kendall.il.us).



On the farm
Manure piles and animal pens should be sheltered from the weather and buffered by vegetation to prevent polluted runoff. Check with the Kendall or Kane-DuPage County Soil and Water Conservation District for more information and technical assistance (kendallswcd.org; kaneclpageswcd.org).

This project is made possible by Section 403(b) of the Clean Water Act by way of a grant from the Illinois Environmental Protection Agency (IEPA, Division of Water in the Chicago-Metropolitan Area) for Planning (3M3P).



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Silver & Sleepy Hollow Creeks Watershed Coalition
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Wall

Share: Status Photo Link Video Question

Write something...

About

Watershed planning is a collaborative, community supported approach to prot...
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1 person likes this

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Tools

- Targeted mailings
- Community newsletters
- Public service announcements
- Press releases
- Magnets, stickers
- Games for the children
- Getting in Step: a Guide for Conducting Watershed Outreach Campaigns

Websites

- Watershed plan information
- Links to resources
- Upcoming events

hickorycreekwatershed.org

The screenshot shows the homepage of the Hickory Creek Watershed website. The header features the logo "Hickory Creek WATERSHED" and a navigation menu with links for "About Us", "Learn", "Participate", "Know your Watershed", and "Are you...". Below the navigation is a large photograph of a forest with yellowing leaves. A "Photo Gallery" link is visible in the bottom left of the photo. On the right side of the photo, there are three links: "An Explorer", "A Resident", and "A Decision-maker". Below the photo is a "Latest News!" section with two items: "1) The Final Watershed Plan is complete! [Take a look](#) >>" and "2) The Hickory Creek Watershed Group hosted two events on April 7 and April 13. Thank you to all who attended!". Below the news is a call to action: "If you would like to learn more about the Hickory Creek Watershed Group or the Draft Watershed Plan, please contact Bill Eyring, project coordinator at (773) 269-4016 or bill@cnt.org." and "Join us to save our streams by planning our future!". On the right side, there are two social media widgets: "Hickory Creek Watershed on Facebook" with a "Like" button, and "Hickory Creek Watershed" with a post about summer pictures from July 27 at 9:13am. At the bottom of the page, there are icons for a PDF document, a printer, and a globe.

Websites

- Blog
- Collect data

madigancreek.org

Report a Madigan Creek Issue

Here's how you can help: Fill out the SeeClickFix report form, below. If you're filling out the form below and don't know the address, simply click on the "Next" button and drag the red marker to the correct location on the map, leave a description and upload an image, then submit. You can also send us an email [madigancreek@gmail.com] with an address, description and/or photo of the site. Please contact us for additional assistance.

REPORT ISSUES

Search for issues nearby

Street Address*

City/County*

Rockford

State/Province*

IL

Step 1 of 2 [Next >](#)

Drag red marker to refine the location.

Continued Participation

**Silver & Sleepy Hollow Creeks
Watershed Coalition**