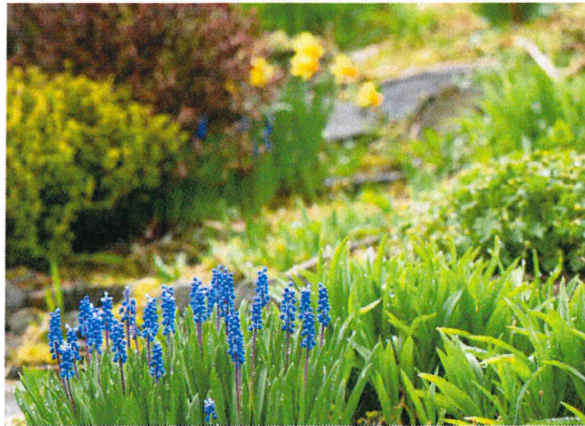




Clean Water Starts in Your Own Yard...

CAPTURE RAIN FOR YOUR PLANTS OR GARDENS

Consider installing a rain garden or a rain barrel at your home to collect storm water before it hits the streets.



MAKE USE OF YOUR LEAVES

Consider composting your leaves or spreading them on your garden.



MINIMIZE HARD SURFACES IN YOUR YARD

Consider minimizing unnecessary blacktop, concrete, or compacted gravel surfaces.



CLEAN UP PET WASTE

Pet and animal waste contribute to storm water pollution.



In an average year, 100 square feet of:

blacktop - yields **900 gallons** of runoff

grass - yields **60 gallons** of runoff

To learn more, visit 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.

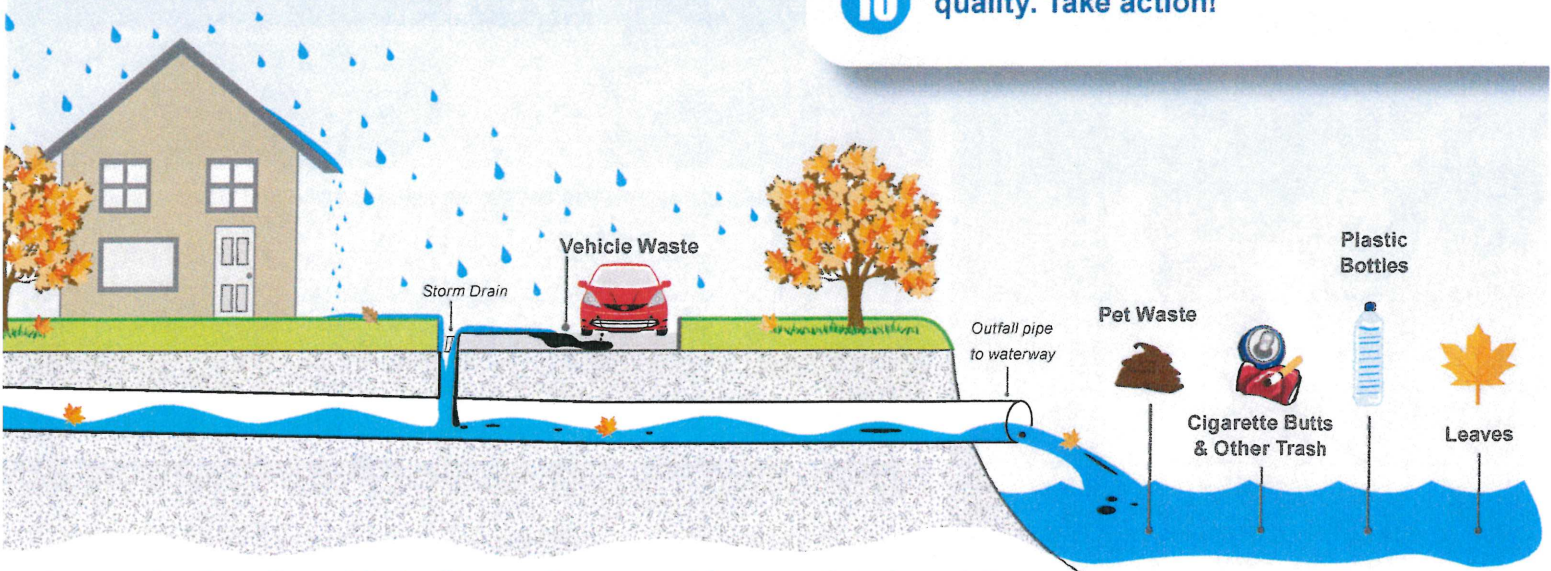


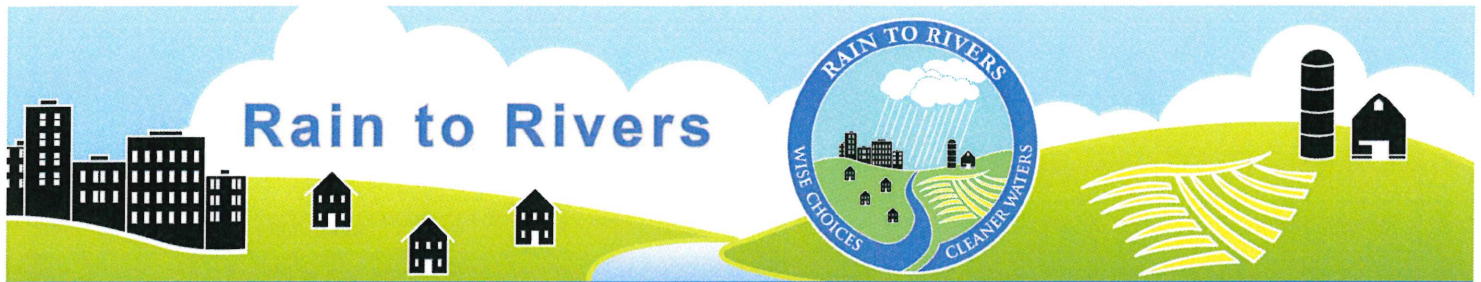
Below are some of the most common forms of pollution that end up in local waterways when not properly disposed of:

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!





What does it mean to be a member of **Rain to Rivers of Western Wisconsin ?**

Program Purpose

Rain to Rivers of Western Wisconsin is a partnership between local and county governments who are required to have state permits to regulate storm water, or have an interest in educating citizens on things they can do to help manage storm water runoff. With support and assistance from UW-Extension and the Wisconsin Department of Natural Resources, Rain to Rivers uses membership funding, along with other grant resources to facilitate the coordination of information and education programs among member communities and the general public. This is accomplished through an education campaign developed by members entitled *Rain to Rivers...Wise Choices for Cleaner Waters*.

This coordination allows members to better educate citizens about storm water runoff, share knowledge between communities, and pool personnel and funding resources in order to meet requirements of an Municipal Separate Storm Sewer System (MS4) permit.

Member Benefits

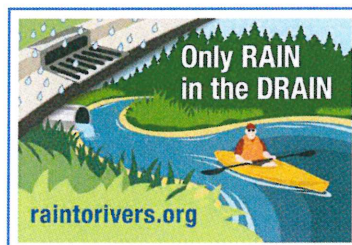
Regular monthly meetings are held for members to receive project updates, hear partner reports, and to identify opportunities for continued education and outreach among member communities. Along with networking opportunities at membership meetings and trainings, there are shared resources available to all Rain to Rivers partner organizations shown here and online at our website, www.raintorivers.org.

If you live in west-central Wisconsin and are interested in educating your community, classroom or staff about stormwater related issues and best practices for reducing pollution to local waterways, please contact the Rain to Rivers Stormwater Outreach Coordinator below.

If you are interested in becoming a member community of Rain to Rivers in order to help accomplish the education and outreach goals of your MS4 permit, you may also contact the Stormwater Outreach Coordinator, or go to our website to find out more information and see some of the tools and resources that are available to all Rain to Rivers member communities.

Thank you,

Landon Profaizer
Stormwater Outreach Coordinator
lprofaizer@wcrpc.org
715-836-2918 Ext. 12



Education & Outreach Resources

Marketing Materials

- Branding/logo
- Brochure
- Plinko event game
- Display booth
- Canopy

Media & Press

- Radio ads
- Theater ads
- TV Public Service Announcements
- Educational Press Releases
- Website and social media
- Billboard/signage

Community Workshops

- Information lectures and training
- Municipal leader updates and seminars

Educational Curriculums

- K-12 and higher
- Community based

Mini Grant Program

- Up to \$1,000 for water quality projects in your community