

Activity	Strategy	Description	Target Audience	Key Messengers	Potential Partners	Methods/Vehicles to Maximize	Outcomes	Evaluation Metrics
Education and Outreach Branding	1,2,3,4	This activity will develop a consistent UIR WMA "brand" so that all the education and informational materials have the same look, including printed materials, the WMAs website, mass media, informational and educational outreach materials developed by and for the UIRW WMA. This will include layout and design of interpretive kiosks, watershed signs, billboards, brochures, postcards and any other educational materials developed by or for the UIR WMA.	Watershed residents, students, leaders, partners, and visitors	WMA Board with WMA Coordinator and RC&D	Producer organizations, UIR Alliance, Local and Regional Nonprofits	Input meetings with WMA Board or committee, selection of specific characteristics such as colors, fonts, style and other, draft brand review and final selection of branding characteristics, draft component design standards for specific types of education and outreach	A unified, consistent and cohesive education and outreach effort that is highly recognizable as being associated with the UIR WMA. Increased public awareness of, understanding of, and support for, watershed resiliency and future implementation of BMPs on private and public properties	Number of unique component design standards that are utilized and overall number of times the design standards are applied
Demonstration Tours	3	This activity includes development and implementation of guided tours of UIRW <i>implemented</i> projects and/or practices especially the practices implemented through the Iowa Watershed Approach Project. It also includes tours of urban conservation practices in UIRW communities, tours of the NE Iowa RC&D's Urban Stormwater Demonstration Site, and other urban and rural sites residents, leaders, and visitors can go to see first hand examples of the urban and rural practices being promoted by the UIRW WMA Board. It may include bus tours and will include a guide who explains the practices to the participants.	Community and county leaders. City officials and city staff. Community-level partners, including staff, members and boards of Master Gardeners, Downtown Betterment, Chamber of Commerce, Park and Recreation, school boards and administrations, businesses and any other community members that might implement urban stormwater practices.	NRCS, SWCDs, Winneshiek County, RC&D, leaders from cities with existing stormwater BMPs	County Engineers, ISWEP, USFWS, NFWF, Alliant Energy, Local Schools, Iowa Flood Center, IIHR, EPA, Local Businesses, Chamber of Commerce, Downtown Betterment, Master Gardeners, 4-H, Eagle Scouts, Local Churches and other partners interested in investing in Watershed Resiliency	Event planning, scheduling, site summaries, invitations to, educational events/tours, publicity, secure partners, donations for meals, speakers and transportation as needed, coordination with property owners, post event activities on social media	Increased dialog, familiarity, understanding of, and comfort with, watershed resiliency, and urban and rural BMPs	Number of tours, participants, entities (such as cities, counties and organizations) attending/represented.
Interpretive Kiosks	1	This project will develop, fabricate and install informational and educational kiosks in strategic urban and rural locations where projects have been implemented. The kiosks will explain the practices and or the concepts associated with watershed resiliency and other priority topics like soil health, cover crops, permeable pavers, stream restoration etc.	General Public	Property owners who have implemented rural and urban practices, RC&D	Private Landowners, Cities, Businesses, SWCDs, RC&D, Community Betterment Groups, NRCS, IDALS	Kiosks development fabrication, placement and care. Public and private kiosk ownership and care. Stories in local media, Mini-events at BMPs with kiosks	Increased public awareness of, understanding of and support for watershed resiliency and implementation of specific BMPs on private and public properties	Number of BMPs implemented by private and public partners and watershed community members
Field Days	2	This activity will implement field days that are educational events on local farms. Producers will voluntarily participate. The farms that are selected will have already implemented practices that the UIRW WMA is promoting. Topics could range from cover crops, no-till and other soil conservation practices implemented on working land, to structural practices such as ponds and on-road structures.	Producers, Landowners	Producers, SWCDs, NRCS, IDALS, Producer Groups, RC&D, ISU Extension, Driftless Chapter Trout Unlimited, national TU, NIFAC	Producers, SWCDs, NRCS, IDALS, Producer Groups, RC&D, ISU Extension, Driftless Chapter TU, National TU, NIFAC, Groups, County Engineers.	Coordination of event and speakers, invitations, press releases and promotion in local media and through partners, secure donations for meals, develop handouts, video and post event activities on social media	Increased dialog, familiarity, understanding of, and comfort with, watershed resiliency, agricultural BMPs and structures	Number of Producers and producers who attend events. Enrollment in related farm programs and/or number of Producers requesting follow up assistance from farm agency staff.
Living Room Meetings	2	This activities will provide support for individual watershed residents who want to host landowners from a specific sub-watersheds, subwatershed area or social group, at the host's house to talk about watershed resiliency, challenges within a defined land area and potential projects and solutions the group could implement in their rural or urban "neighborhood". The support provided may include things like giving a presentation, providing maps and handouts, helping with development and mailing of the invitations, etc.	Neighborhood Associations and Groups, Producers and Landowners within a subwatershed or common land area, other public and private groups within a defined sub-watershed area or within a defined social sector or group	Watershed Residents, Producers, Neighborhood Associations and Social Groups	SWCDs, RC&D, NRCS, CCBs, Producer Groups, UIR Alliance, Driftless Chapter TU, PF Chapters, Youth Groups, Church Groups, Community and Social Groups	Invitations and personal outreach and promotion, agendas, supporting maps and information, speakers and presentations as requested, technical expertise for follow-up projects	Empowered watershed residents who want to conduct farmer-to-farmer and neighbor-to-neighbor outreach that considers and addresses watershed resiliency concerns within a HUC 12 or within a defined land area or neighborhood. Increased public and private understanding, support for and implementation of BMPs and resiliency projects.	Number of meetings held, number of participants at meetings and number of project implemented as a result of the meetings.

"Lunch" & Learn	3	This activity is intended to bring interested watershed residents together to hear about the UIRW WMA's efforts and plan over a meal. A host would give an Informational talk during a meal (breakfast, lunch or supper). Topics may include urban stormwater management, the importance of protecting vulnerable populations, on-road structures, rural BMPs, local water resources, potential local policy, WMA project updates and other education & programming.	General Public, Community Leaders, Decision Makers, Ag Leaders, Chamber of Commerce	SWCDs and other WMA members and partners	Chamber of Commerce, Community Betterment Groups, RC&D, Ag Lender Groups, Local Banks, ISWEP, IDALS, NRCS, Producer Groups, UIR Alliance, Driftless TU, ICC	Develop, coordinate, promote and present a series of topics, press releases, direct invitations to target audience. Identify, secure and coordinate sponsors, space, meal, and speakers	Increased familiarity and comfort with the WMA, urban and rural BMPs, watershed resiliency, and the return on investment for implementation of practices. Increased understanding and appreciation for the resource	Number of events, number of partner, sponsorships and attendance
Youth Water Conservation Programming	4	This activity is organized events for K-12 children and youth in informal education settings. It could include hands on projects, like building rain barrels, or outdoor recreation activities like canoeing clean-ups, playing with a stream table during a public library youth program time, learning about trout and how to fish through a Park and Recreation program, or creative water activities at a fair or festival.	Children & Youth	SWCDs, CCBs, School Clubs 4H and Scout Groups, Park and Recreation, Daycare Providers, Libraries, Fair, Festival and Event Organizers, RC&D	Teachers, School Administrators, Education Professionals, ISU Extension K-12 program staff, CCBs, Libraries, Youth Organizations, Camps, UIR Alliance, RC&D, Faith-based Youth Groups, Park and Recreation	Identify existing programs, festivals, events and activities that draw youth or would like to draw youth. Develop and provide program activity kits that empower partners and foster fun learning about watershed resiliency, water quality, best management practices and other related topics. Promote use of activity kits.	Foster a culture of stewardship and environmental leadership among youth who will grow into community members and leaders. Secondary effect of parents learning through conversation with kids, take-home materials and projects in the community	Number of events that refer to and/or use program activity kits to inform implementation of youth water conservation programming, participation in events.
Water & Arts Series/Activities	1, 4	This activity is intended to introduce conservation issues through creative methods including music, dance, theater and visual art events that relate back to watersheds, stewardship of water, and stormwater management.	General Public, Children & Youth	Event Organizers, Communities, Schools, ECVL, Artists: Singers, Songwriters, Composers, Dancers, Actors, Visual Artists, etc.	Communities, Schools, Event Planners, Arts, Theater and Music Organizations and Businesses. K-12 School Art & Music Programs, College Art & Music Programs, Cultural Organizations. Local Businesses, RC&D, Driftless Art Collective, Northeast Iowa Artist Studio Tour, Event Organizers, Fair Boards	Create a regional forum that fosters dialog about how water and art can enhance events, festivals and fairs and shares activities and programs that can be used by interested parties and partners. Encourage planners to incorporate stormwater and watershed education into existing events, festivals and fairs.	Increased engagement related to water, increased public awareness of, understanding of and support for water resources	Number of forum users, number of activities and programs shared, number of activities and programs implemented, participation in activities and programs.
UIR Watershed Awareness Weeks: Coordinated Activities during World Water Week (August) and during Earth Day Week (April)	1, 4	This activity recognizes and coordinates local activities with world efforts to draw attention to the UIRW. It includes coordinating and promoting a week of events & media around watershed concepts during World Water Week and Earth Day Week. It could include: local media blitz, youth classes/activities, river cleanup outing, mini film festival, BMP tours, field day(s), fishing tournament, canoeing/kayaking races, pool party, nature hikes, art contest, block party, etc.	General Public, Children & Youth, Tourists/visitors	Community Leaders, Private Nonprofit Environmental Organizations, City Park and Recreation Departments, CCBs, SWCDs, RC&D	Local Water-Related Business Owners such as Outfitters, Guides, etc., Chamber Offices, Tourism Offices, County Sanitarians, CCBs, Parks & Recreation, Hotel Motel Boards, SWCDs, UIR Alliance, RC&D	Outreach to potential partners, coordination and promotion of multiple events within the UIR Watershed before and during the watershed week, follow-up social media and press releases	Increased awareness of UIR Watershed, water quality, flood prevention, resiliency concepts and BMPs. Increased support for implementation of urban and rural BMPs, supporting local policy, and public and private water management. Increased watershed awareness, responsibility and stewardship.	Number of events held during the target week, participation in each activity/event, number of related media events and web post/likes, shares, traffic
Watershed Signage	1	This activity will develop, fabricate and strategically place signage, including "Entering UIR Watershed" and "Exiting UIR Watershed" signs posted on highways and major roads at the watershed boundaries. It would include "Flows to" storm sewer stencils for use in UIRW communities. (Such as Flows to Trout Stream or Flows to Upper Iowa River etc.)	General Public	Iowa Coldwater Conservancy, SWCDs, County Farm Bureau, Iowa DNR, UIR Alliance, RC&D	Iowa DOT, County Engineers and Roadside Managers, Conservation Organizations, Iowa Coldwater Conservancy, SWCDs, County Farm Bureau, Iowa DNR, Local and Regional Private Foundations	Sign and stencil design, fabrication and installation, partner site agreements, dedications, press releases	Increased awareness of watershed boundaries, water flow and water cycles.	Implementation sites and numbers, road traffic numbers (views of road signs)

Watershed Units in STEAM K-12 Classrooms	4	This activity will help increase the availability of and quality of curricula and hands-on activities that are easily accessible for K-12 teachers to use in their classrooms. It would include curricula related to watersheds, watershed resiliency, water quality, water conservation, in-stream and near stream habitat, urban and rural BMPs, stormwater management, and other related concepts. It will also increase support for and opportunities for students to actively participate in related service projects through schools (development of rain gardens, rain barrel building workshops, etc.) in the watershed.	Children & Youth	School Teachers, Districts and Administrators, SWCDs, RC&D	School Districts, Teachers and Administrators, SWCDs, RC&D, Area Education Agencies, Local and Regional Nonprofits	Development of on-line database of tools and resources for teachers including but not limited to high quality curricula, hands-on activities and links. Development and implementation of RC&D Stormwater Education curricula and program	Foster a culture of stewardship and environmental leadership among youth who will grow into community members and leaders. Secondary effect of parents learning through conversation with kids, take-home materials and projects in the community.	Number of teachers that add watersheds to their curricula and/or expand watershed units. Number of students participating in watershed units, implementation of BMPs by students, number of service projects by students
Watershed Guardian Program	4	This activity will develop and implement a fun children/youth program that requires students to complete a series of educational requirements and tasks that qualify them as "River Guardians". Once the tasks are completed, the students will receive a reward for their effort, such as a backpack pull in the shape of a fish.	Children & Youth	RC&D and School Teachers, Districts and Administrators	School Districts, Teachers, Iowa Coldwater Conservancy, SWCDs, CCB, Park and Rec, Cities, UIR Alliance.	Development of River Guardian Program guidelines, recruit partner organizations and sponsors, create rewards/recognition for achievement	Individual pride in learning about and implementation of stormwater practices. Peer encouragement to participate in River Guardian activities	Number of River Guardians
School Stormwater Field Trips	3, 4	This activity will implement K-12 School field trips to the RC&D's new Urban Stormwater Demonstration Site and other watershed resiliency focused sites for guided tours that demonstrate multiple BMPs and provide interactive lessons.	Children & Youth	School Teachers, Districts and Administrators, SWCDs, RC&D	School Districts, Teachers and Administrators, SWCDs, RC&D, Area Education Agencies, Local and Regional Nonprofits	Development of off-school grounds field trip options including RC&D Stormwater Education Program, Decorah Fish Hatchery and other sites that welcome school groups, have interpretation, programming and hands-on learning opportunities, recruit sponsors and partners to help pay for school travel expenses, equipment, and engagement. Assist with development of site amenities when needed.	Foster a culture of stewardship and environmental leadership among youth who will grow into community members and leaders. Create a sense of connection and relevance that fosters life-long responsibility and engagement. Secondary effect of parents learning through conversation with kids, take-home materials and projects in the community.	Number of quality field trip sites available, number of field trips taken, number of different schools participating, number of students participating
Watershed & Water Conservation Units in Agriculture Education, FFA and 4H	2, 4	This activity will result in the adoption of watershed concepts and water conservation practices in middle and high school agricultural education programs. It will also develop FFA experiences that focus on or include water conservation as a key component.	Children & Youth	School Teachers, Districts and Administrators including but not limited to Agricultural Educators, SWCDs, ISU Extension, Parents, Producer Groups	SWCDs, FFA, ISU Extension, NRCS, Farm agencies, Producer Groups, RC&D, 4H	Work with high school and middle school ag teachers who already cover the topics to do outreach to colleagues in other districts. Make curricula, lesson plans and activities available to interested teachers. Work with interested FFA and 4H chapters to increase interest in watersheds within those programs.	Foster a culture of stewardship and increase familiarity with agricultural BMPs and structures among youth who will grow into Producers, farm leaders, and community leaders.	Number of teachers including watersheds and water conservation practices & structures in their curricula, number of students exposed, number of 4H projects and FFA agricultural experiences
School Farm Conservation Field Trips	2, 4	This activity will develop 7-12 grade school field trips to UIRW farms that have implemented practices that are promoted by the URW WMA Board. The school farm field trips will include opportunities for student classes to interact with farmer-conservation leaders and see first hand agricultural BMPs.	Children & Youth	Producers, SWCDs, NRCS, Teachers (esp. Ag teachers & FFA leaders)	SWCDs, School districts, teachers, FFA, ISU Extension, SWCDs, NRCS, Farm agencies, Producer Agencies, 4H,	Work with high school and middle school ag teachers who already cover the topics to do outreach to colleagues in other districts, and with NRCS, and Farm and Producer Agencies to find Producers to host field days close to schools.	Foster a culture of stewardship and increase familiarity with agricultural BMPs and structures among youth who will grow into Producers, farm leaders, and community leaders. Recognize and honor the leadership of farmer-conservationists.	Number of field trips, number of different schools participating, number of students participating

Fit Environment	1,4	This activity was originally developed and will be implemented by the Winneshiek County CCB and other CCBs in partnership with the schools. It will provide children with outdoor recreational and environmental education in school physical education classes, such as how to fish and kayak but also how to monitor water quality in streams and identify healthy stream invertebrates etc. It will encourage students to experience nature in their free time and will teach them life-long outdoor skills while developing an appreciation for natural resources, including area streams and the Upper Iowa River.	Children & Youth	School Teachers, Districts and Administrators, Winneshiek CCB	Schools, CCBs, Local and Regional Nonprofits, Driftless TU, Local Outfitters and Businesses	Coordination of programming between CCB and schools, equipment for various lessons, transportation as needed	Foster a culture of stewardship and environmental leadership among youth who will grow into community members and leaders. Create a sense of connection and relevance that fosters life-long responsibility and engagement. Secondary effect of parents learning through conversation with kids, take-home materials and projects in the community.	Number of classes, types of classes, number of students participating
Discovery Camps	1,4	ECYL, the Environmental College for Young Leaders, is a Luther College summer program that provides a week of hand-on outdoor learning activities for children and youth from around the region. Through this activity, the UIRW WMA would encourage and empower ECYL Director and team to incorporate hand-on, outdoor, summer educational programming for elementary and middle school students that includes water quality, watershed resiliency, flood prevention and other topics related to the WMAs vision, mission and goals	Children & Youth	Luther College Discovery Camps	Local and Regional Nonprofits, Local Educators and Experts	Develop summer learning modules and programming that supports the vision, mission and goals of the WMA, secure equipment, sponsorships and technical assistance as needed to ensure program implementation, promotion	Foster a culture of stewardship and environmental leadership among youth who will grow into community members and leaders. Create a sense of connection and relevance that fosters life-long responsibility and engagement. Secondary effect of parents learning through conversation with kids, take-home materials and projects in the community.	Number of classes related to the vision, mission and goals of the UIRW WMA, number of experts assisting, number of participants
UIR Watershed Website & Social Media	1	Northeast Iowa RC&D has already developed a website for the UIRW. This activity is ongoing management of the UIRW website, which provides important, current, information on relevant topics including water monitoring data, publications, recreation information, resources, and WMA updates. It also includes development of social media associated with those same topics, which would reach a different audience.	General Public	RC&D, SWCDs, UIR Alliance, and other Contributing Partners	Local, Regional and State Partners, Organizations and Agencies	Develop and continuously update content. Promote via social media, partner websites and press releases.	Watershed residents and visitors have continuous access to information about the watershed. Home for watershed information.	Unique visits
Promotional Materials	1,2,3,4	This activity will develop and distribute promotional materials to attract the attention, engage and educate each of the WMA target audiences, including, but not limited to promotional materials such as brochures, banners, posters, displays, press releases billboards, and 1-page or postcard handouts and mailings.	General Public. Targeted audiences including: Producers, Community Members, Landowners, Homeowners, Youth	SWCDs, RC&D, City Stormwater Boards, County Departments and other Partners depending on target audiences	SWCDs, RC&D, NRCS, ISU Extension, Producer Agencies, Cities, Conservation Groups depending on target audiences	Identify topics and focus areas for publications and specific target groups, design, develop and print/fabricate promotional materials, Identify partner funders and distribute	Promote watershed concepts and increase familiarity with watershed resiliency, water quality, flood prevention, conservation, BMPs, urban storm water runoff practices and other WMA priority issues	Number of materials distributed, traffic/views of billboards and banners
DIY: Community BMP Workshops	1,3	This activity will develop a series of public workshops for residents who might be interested in learning more about building stormwater practices at home. The public workshops will cover simple-to-construct and manage best management practices for homeowners, such as how to construct rain barrels, install native plantings, rain gardens, or native turf, roof water collection, installation of grassed pavers for sidewalks, etc. It may be implemented in combination with city cost-share or grants secured for private BMP implementation.	General Public, Urban Homeowners.	WMA Cities and City Storm Water Management Boards	SWCDs, Producer Groups, ISU Extension, Local and Regional Nonprofits including UIR Alliance and RC&D, Schools, Local Businesses, Luther College, Local Churches and Museums, Local Landscapers and Garden Shops	Development of Workshop content and schedule, promotion and coordination with city and city storm water management boards	Increase the visibility of low-cost, easy-to-maintain BMPs and general awareness of water conservation and management. Increase familiarity with urban BMPs.	Number of participants in workshops, number of practices implemented

Producer Peer Leadership	2	This project will recognize and work with producers and other watershed residents who have implemented urban and rural storm water runoff practices. The participants and their practices will be professionally photographed so the WMA Board and partners have photos of local producers and practices to incorporate into UIRW WMA promotional and educational materials that support implementation of the WMA Plan. The participating producers will also be interviewed so they can be quoted in publications as well.	General Public and Producers	SWCDs, RC&D, Producer Groups,	RC&D, Producer Groups, SWCDs, UIR Alliance	Identify specific use of photographs and goals of specific outreach efforts and then identify appropriate producers and practices to meet the goals. Secure photographs, video and other visual media and incorporate into print and social media efforts.	Increased participation and implementation in flood reduction and water quality improvement practices. Increase pride in participation and peer encouragement	Number of participating producers and number of practices photographed, number of different media developed and number distributed
Newsletter	1,2,3,4	This activity will include regular development and distribution of a paper and/or e-newsletters that will include updates to watershed residents about UIRW WMA activities, programs, incentives, successes, how to participate, etc. It may include producer/resident and practice photographs and/or testimonies.	General Public and Producers	UIRW WMA Board and Coordinator	SWCDs, Cities, Counties, RC&D, Producers, Residents	Develop and distribute newsletter. Identify target audience and develop USPS and/or e-mailing lists.	Increased participation and implementation in flood reduction and water quality improvement practices. Increase pride in participation and peer encouragement. Increased awareness of UIRW WMA activities. Overall improved communications between WMA Board and Coordinator and watershed residents.	Number of newsletters distributed
Conservation Leadership Awards	1,2,3,4	This activity will recognize UIRW leadership by establishing an UIRW WMA Producer Leader of the Year award, an UIRW WMA Urban Leader of the Year award, and an UIRW WMA Youth Leader of the Year award. These awards may be presented in an independent ceremony or in partnership with UIRW SWCDs or others who already distribute awards annually.	General Public, Producers who are implementing practices that help improve watershed resiliency, City Residents who are implementing urban conservation practices or leading urban initiatives, Youth who are implementing conservation practices or leading urban/rural initiatives	SWCDs, Cities, WMA Partners	Conservation Districts of Iowa, Producer Groups, Local businesses, IDALS, Local and Regional Nonprofits including UIR Alliance	Develop nomination criteria, promote the program, develop a selection committee, identify sponsors, present award	Increased participation and implementation in flood reduction and water quality improvement practices. Increase pride in participation and peer encouragement	Number of nominations, press coverage
WMAs of Iowa Participation	1,3	This activity includes participation in and input to the WMAs of Iowa Board, statewide meetings and other events.	Partnering WMAs and state leaders	WMA Board Members and Coordinator	Other WMA Boards, Board Members and WMA Coordinators, State Agencies, Legislators, Iowa Flood Center, IHR, IEDA, ISU Extension, and other State Partners	Attend statewide meetings, participate on the state board	Increased statewide understanding of WMA issues, challenges and needs	Number of meetings attended
Weather-Ready Nation StormReady Program	1	The StormReady Program helps arm America's communities with the communication and safety skills needed to save lives and property - before, during and after the event. Using a grassroots approach, it helps community leaders and emergency managers strengthen local safety programs	General Public	UIR WMA Emergency Managers, Counties and Cities	UIR WMA Emergency Managers, Counties and Cities, Luther College, NICC	Encourage cities, counties, colleges, and other groups to become StormReady by 1) establishing a 24-hour warning point and emergency operations center 2) having more than one way to receive severe weather warnings and forecasts and to alert the public 3) creating a system that monitors weather conditions locally 4) promoting the importance of public readiness through community seminars 5) developing a formal hazardous weather plan, which includes training severe weather spotters and holding emergency exercises.	Increased emergency preparedness and understanding of flood and other emergency issues, increased awareness of emergency management	Number of StormReady entities in the UIRW
Watershed Resident Surveys	1	Two watershed resident surveys were completed in the UIR Watershed as part of the Iowa Watersheds approach. Periodic repeat surveys could inform future work, inform watershed residents and be used to education state partners and leaders.	Watershed residents	Luther College, RC&D	SWCDs, ISU Extension, NRCS, Farm agencies, Producer Groups, RC&D, business sponsors	Survey development, distribution and analysis, result comparison with previous surveys and distribution	Increased understanding of the implementation of the plan, of the WMA and partner work, and outreach and education efforts, increased awareness and understanding of ongoing efforts	Number of returned surveys, percentage returned surveys, response analytics