

Activity	Strategy	Description	Target Audience	Key Messengers	Potential Partners	Methods/Vehicles to Maximize	Outcomes	Evaluation Metrics
<b>Demonstration Tours</b>	3	This activity includes development and implementation of guided tours of UWR implemented projects and/or practices especially the practices implemented through the Iowa Watershed Approach Project. It also includes tours of urban conservation practices in UWR 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 UWR 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.	WMA Coordinator, NRCS, SWCDs, CCBs, ISU Extension, RC&D, 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.
<b>Interpretive Kiosks</b>	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	WMA Coordinator, Private and Public property owners including producers who have implemented practices on their farm or property, CCBs, RC&D, City Park and Rec	Private Landowners including Producers, Cities, Businesses, SWCDs, ISU Extension, CCBs, 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
<b>Field Days</b>	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 UWR 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	WMA Coordinator, Producers, SWCDs, NRCS, IDALS, Producer Groups, CCBs, RC&D, ISU Extension,	Producers, SWCDs, NRCS, IDALS, Producer Groups, ISU Extension, CCBs Local and Regional Nonprofits, 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.
<b>Living Room Meetings</b>	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	WMA Coordinator, Watershed Residents, Producers, Neighborhood Associations and Social Groups	SWCDs, NRCS, CCBs, Producer Groups, ISU Extension, RC&D, 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.

<b>"Lunch" &amp; Learn</b>	3	This activity is intended to bring interested watershed residents together to hear about the UWR 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 Lenders, Chamber of Commerce	WMA Coordinator, SWCDs and other WMA members and partners	Chamber of Commerce, Community Betterment Groups, Ag Lender Groups, Local Banks, ISWEP, IDALS, NRCS, Producer Groups, ISU Extension, CCBs	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
<b>Youth Water Conservation Programming</b>	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	WMA Coordinator, SWCDs, CCBs, School Clubs 4H and Scout Groups, 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, RC&D, Faith-based Youth Groups	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.
<b>Water &amp; Arts Series/Activities</b>	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	WMA Coordinator, Event Organizers, Communities, Schools, 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,, 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.
<b>UWR Awareness Weeks: Coordinated Activities during World Water Week (August) and during Earth Day Week (April)</b>	1, 4	This activity recognizes and coordinates local activities with world efforts to draw attention to the UWRW. 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	WMA Coordinator, Community Leaders, Private Nonprofit Environmental Organizations, City Park and Recreation Departments, CCBs, SWCDs, ISU Extension	Local Water-Related Business Owners such as Outfitters, Guides, etc., Chamber Offices, Tourism Offices, County Sanitarians, CCBs, Parks & Recreation, Hotel Motel Boards, SWCDs, ISU Extension	Outreach to potential partners, coordination and promotion of multiple events within the UWR Watershed before and during the watershed week, follow-up social media and press releases	Increased awareness of UWR 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

<b>Watershed Signage</b>	1	This activity will develop, fabricate and strategically place signage, including "Entering Upper Wapsi River Watershed" and "Exiting Upper Wapsi River Watershed" signs posted on highways and major roads at the watershed boundaries. It would include "Flows to" storm sewer stencils for use in UWR communities. (Such as Flows to Stream or Flows to Upper Wapsi River etc.)	General Public	WMA Coordinator, SWCDs, County Farm Bureau Boards, Iowa DNR, City Managers, County Engineers and Roadside Managers	Iowa DOT, CCBs, SWCDs, County Farm Bureau Boards, 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)
<b>Water Rock</b>	4	This activity will provide support and assistance to teachers and schools who want to implement a Water Rocks (ISU) Program. Water Rocks is a statewide youth water education campaign that can lead to long term, multi-generational learning. It challenges and inspires a greater appreciation of water resources. The local school has to raise funds or secure a sponsor to participate.	Children & Youth	WMA Coordinator, School Teachers, Districts and Administrators, CCBs, SWCDs, RC&D	ISU Extension and Outreach, Iowa DNR, Iowa Water Center, Iowa Learning Farms, USDA National Inst. For Food and Agriculture, EPA	Promotion of the Water Rocks Program to UWR Watershed Schools, Assistance with fundraising for implementation and promotion	Increase participation in Water Rock program. Long-term multi-generational learning about water resources,	Water Rocks Program participation within the watershed
<b>Watershed units in STEAM K-12 Classrooms</b>	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	WMA Coordinator, School Teachers, Districts and Administrators, SWCDs, RC&D, ISU Extension	School Districts, Teachers and Administrators, SWCDs, ISU Extension, 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
<b>River Guardian Program</b>	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	WMA Coordinator, RC&D	School Districts, Teachers, SWCDs, CCB, Park and Rec, Cities	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

<b>School Stormwater Field Trips</b>	3, 4	This activity will implement K-12 School field trips to sites that support conservation, including but not limited to the RC&D's new Urban Stormwater Demonstration Site and other watershed resiliency focused sites as well as recycling, habitat restoration, ag tours and other guided tours that demonstrate multiple BMPs and provide interactive lessons.	Children & Youth	WMA Coordinator, School Teachers, Districts and Administrators, CCBs, SWCDs, RC&D	School Districts, Teachers and Administrators, CCBs, SWCDs, RC&D, Area Education Agencies, Local and Regional Nonprofits	Development of off-school grounds field trip options 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
<b>Watershed &amp; water conservation units in agriculture education, FFA and 4H</b>	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	WMA Coordinator, School Teachers, Districts and Administrators including but not limited to Agricultural Educators, SWCDs, ISU Extension, CCBs 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
<b>School Farm Conservation Field Trips</b>	2, 4	This activity will develop 7-12 grade school field trips to UWR farms that have implemented practices that are promoted by the UWR 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	WMA Coordinator, Producers, SWCDs, NRCS, Teachers (esp. Ag teachers & FFA leaders) ISU Extension	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
<b>UWR Watershed Website and Social Media</b>	1	Northeast Iowa RC&D has already developed a website for the UWR WMA. This activity is ongoing management of the UWR 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	WMA Coordinator, RC&D, SWCDs, and other Contributing Private and Public Partners, Agencies and Organizations	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

<b>UWR WMA Education and Outreach Brand</b>	1	This activity will develop a consistent UWR 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 UWR 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 UWR WMA.	Watershed residents, students, leaders, partners, and visitors	WMA Coordinator, WMA member organizations, RC&D	Producer organizations, Local and Regional Nonprofits, CCBs	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 UWR 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
<b>Promotional Materials</b>	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	WMA Coordinator, CCB, SWCDs, RC&D, ISU Extension, City Stormwater Boards, County Departments and other Partners depending on target audiences	SWCDs, CCBs, RC&D, NRCS, ISU Extension, IDALS 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
<b>DIY: Community BMP Workshops</b>	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 Coordinator, WMA Cities and City Storm Water Management Boards	SWCDs, CCBs, Producer Groups, ISU Extension, Local and Regional Nonprofits, RC&D, Schools, Local Businesses and Colleges, 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
<b>Producer Peer Leadership</b>	1,2,3,4	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 UWR 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	WMA Coordinator, SWCDs, CCBs, ISU Extension, RC&D, Producer Groups	ISU Extension, CCBs, RC&D, Producer Groups, SWCDs,	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

<b>Newsletter</b>	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 UWR WMA activities, programs, incentives, successes, how to participate, etc. It may include producer/resident and practice photographs and/or testimonies.	General Public and Producers	WMA Coordinator, UWR 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 UWR WMA activities. Overall improved communications between WMA Board and Coordinator and watershed residents.	Number of newsletters distributed
<b>Conservation Leadership Awards</b>	1	This activity will recognize UWR leadership by establishing an UWR WMA Producer Leader of the Year award, an UWR WMA Urban Leader of the Year award, and an UWR WMA Youth Leader of the Year award. These awards may be presented in an independent ceremony or in partnership with UWR 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	WMA Coordinator, SWCDs, Cities, WMA Partners	Conservation Districts of Iowa, Producer Groups, Local businesses, IDALS, Local and Regional Nonprofits	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
<b>Weather-Ready Nation StormReady Program</b>	1	The StormReady Program <i>"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"</i>	General Public	WMA Coordinator, UWR WMA Emergency Managers, Counties and Cities	National Weather Service, UWR WMA Emergency Managers, Counties and Cities	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 UWRW

<p><b>Increase public awareness of local, state and federal laws that protect and/or promote watershed resiliency</b></p>	<p>1,2,3</p>	<p>There are local, state and federal laws that protect and/or promote watershed resiliency, such as the state law prohibiting mowing ditches adjacent to agricultural land. Educating watershed landowners about those laws will help increase overall watershed resiliency.</p>	<p>General Public, Producers and Urban Homeowners</p>	<p>WMA Coordinator, Cities and counties</p>	<p>Producer organizations, Local and Regional Nonprofits, CCBs</p>	<p>1) Research, compile and share information about local, state and federal laws and regulations that direct land use and prohibit specific practices. 2) Identify and/or create information that can be distributed to the public 3) Work with partners to distribute information to the public.</p>	<p>Increased understanding and awareness of local, state and federal laws and why they are important to watershed resiliency</p>	<p>Number of new informational pieces available for publication and number of informational pieces distributed in the UWRW by type, audience, and volume</p>
<p><b>Outreach and education to legislators</b></p>	<p>1</p>	<p>The WMA's of Iowa rely on WMA Boards and stakeholders to education and inform their legislators about the need for WMA funding, and advocate for legislation that provides for a watershed approach to address significant flood and water quality protection.</p>	<p>Legislators</p>	<p>WMA Coordinator, WMA Board members</p>	<p>WMA stakeholders</p>	<p>Develop a one page handout/white paper that provides clear concise information</p>	<p>Better informed WMA Board and stakeholders, stronger WMA, better informed legislators, increase funding for the WMAs in Iowa</p>	<p>Number of entities requesting white paper, number of legislators supporting legislative action related to WMA funding</p>