

# 1<sup>st</sup> Annual Wisconsin Stormwater Week Fact Sheet

August 5-13, 2023

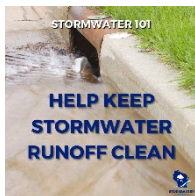


**STORMWATER  
WEEK**

## Background & Overview

Based on an initiative within the Rock River Stormwater Group, volunteers from Wisconsin Stormwater Collaboratives across the state collaboratively launched the first annual Wisconsin Stormwater Week in August 2023. Beyond engaging stakeholders from across the state, a key objective was to make residents aware of stormwater as an issue and encourage residents to take action. The group created consistent messaging around five daily topic themes and hosted two statewide webinars.

**Monday, August 7**  
**Stormwater 101**



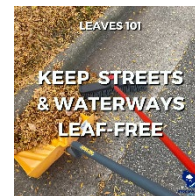
**Tuesday, August 8**  
**Rain Collection 101**



**Wednesday, August 9**  
**Lawn Care 101**



**Thursday, August 10**  
**Leaves 101**



**Friday, August 11**  
**Only Rain Down the Drain 101**



## Summary Metrics

The following metrics are from the statewide efforts and do not include individual municipality or stormwater collaborative group metrics for events, social media, or website traffic.

## Partners & Proclamations

- ✓ 92 “signed-on” partners, including 72 individual municipalities
- ✓ 8 support letters or local proclamations + Governor’s proclamation  
[City of Watertown Proclamation](#) [City of Superior Letter of Support](#)  
[Fox-Wolf Watershed Alliance Proclamation](#) [La Crosse Urban Stormwater Group Proclamation](#)  
[Madison Area Municipal Stormwater Partnership \(MAMSWaP\) Letter of Support](#)  
[Village of Fox Point Proclamation](#) [Northeast Wisconsin Stormwater Consortium \(NEWSC\) Letter of Support](#)  
[Rock River Stormwater Group \(RRSG\) Proclamation](#)



## Webinars

- ✓ [Managing Water Where It Falls](#): 148 registered, 73 live attendees, 97 views
- ✓ [Leaf-free Streets for Clean Waters](#): 78 registered, 32 live attendees, 48 views

## Statewide Reach & Media Coverage

- ✓ **Website**: 1,700+ visits to Stormwater Week statewide website
- ✓ **Social media**: 808+ mentions of #wistormwaterweek, from 284+ accounts, reaching 1.7+ million
- ✓ **Media**: 2,000+ website links, 11+ media stories, 372 Google “News” results, and 304 Google “Video” results on “Wisconsin Stormwater Week”

- [July 24 - The Daily Reporter - Summer at the Storm Drains selfie contest kicks off in Madison area](#)
- [July 27 - Superior Telegram - Boardwalk Column: Wisconsin Stormwater Week set](#)
- [July 28 - Isthmus - Summer at the Storm Drains](#)
- [July 31 - WMTV NBC 15 \(Madison\) - Dane Co. event encourages disposal of household hazardous waste](#)
- [July 31 - Waunakee Tribune - Waunakee Clean SWEEP event lets households dispose of chemicals](#)
- [August 4 - Kenosha News - Local watershed group promotes first statewide ‘Stormwater Week’](#)
- [August 8 - Channel 3000 \(Madison\) - In the 608: It’s Stormwater Week in Madison](#)
- [August 8 - Channel 3000 \(Madison\) - In the 608: Madison works to prevent stormwater pollution](#)
- [August 9 - The North 103.3 - Green Visions: Wisconsin Stormwater Week \(7:33\)](#)
- [August 9 - WeAreGreenBay.com \(CBS5 Fox Valley\) - Officials statewide warning about environmental impacts from stormwater runoff](#)
- [August 12 - PBS Almanac North - Wisconsin Stormwater Week Tour of Barker’s Island in Superior \(starting at 9:08-14:00\)](#)

