



In spring 2007 the WEC, in conjunction with the Rochester Advertising Council, launched a mass media campaign, featuring the H2O Hero, and an associated website ([www.h2ohero.org](http://www.h2ohero.org)) to make the public aware of stormwater systems and watersheds, and educate them on how typical common residential activities can impact local water quality. The campaign includes television, radio, billboard, and print advertisements. This media campaign is complemented by WEC members, partners and other groups who provide educational resources to local schools and community groups concerning watersheds, stormwater and local water quality through the use of tabletop stormwater models, storm drain marking, and printed educational materials, among other educational tools.

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*Visit the H2O Hero at:  
[www.H2OHero.org](http://www.H2OHero.org)*

## Water Education Collaborative Members

Center for Environmental Information / Lake  
Ontario Coastal Initiative  
City of Rochester  
Genesee / Finger Lakes Regional Planning  
Council  
Monroe County Dept. of Environmental  
Services  
Monroe County Dept. of Planning  
Monroe County Dept. of Public Health  
Monroe County Soil and Water Conservation  
District  
Nazareth College  
NYS Dept. of Environmental Conservation  
NY Water Environment Association  
Rochester Museum and Science Center  
State University of NY at Brockport  
Stormwater Coalition of Monroe County  
University of Rochester

*For further information and more  
volunteer opportunities, contact*

Paul M. Sawyko, Coordinator  
Water Education Collaborative  
444 East Henrietta Road  
Rochester, New York 14620  
585.753.5441  
[psawyko@monroecounty.gov](mailto:psawyko@monroecounty.gov)  
or  
[www.H2OHero.org](http://www.H2OHero.org)



## The Water Education Collaborative

*Working Together for  
Public Education on  
Water Quality*



The Water Education Collaborative (WEC) was formed in 2001 in response to a recommendation in Stage II of the Rochester Embayment Remedial Action Plan. The WEC is a not-for-profit organization that plans, coordinates, funds and implements educational activities within the Rochester Embayment watershed. The WEC consists of a number of local environmental and community organizations, agencies, and private citizens, and operates under the auspices of the Rochester Museum and Science Center. The WEC is currently funded by an EPA grant.

### **WEC Vision**

Residents and visitors within the regional watershed of Lake Ontario understand how they impact water quality and actively participate in efforts to protect and improve these water resources.

### **WEC Mission Statement**

The Water Education Collaborative is an effective partnership of environmental and community organizations that advances educational programming consistent with the Rochester Embayment Remedial Action Plan and other regional water resource needs identified in the community.

### **Water Education Sponsored Activities**

Become involved in local efforts to protect our local wetlands, streams, bays, the Genesee River and Lake Ontario. The WEC sponsors many great events and activities for both children and adults.



Storm Drain Marking - Ideal for groups of 3 people or more, storm drain marking can help deter people from dumping inappropriate substances into storm drains. The markers also inform any residents that anything that goes down a storm drain goes directly into a waterbody without being treated.

### **WEC Activities (Cont'd)**

Coastal Clean Up - Join groups of volunteers to clean up litter from along the shores of Lake Ontario, our "North Coast", and other local waterways. This event has traditionally been held on a Saturday in September. For more information, and to register, go to [www.rochestercoastalcleanup.org](http://www.rochestercoastalcleanup.org)

Educational Materials - The WEC has a variety of brochures and other materials available to explain the impacts of everyday activities upon local waterways and their water quality.

School - Community Watershed Demonstrations and Stream Monitoring - Educational programs designed to teach students and the general public about watersheds, how we impact them, and how the organisms living in a stream can indicate the stream's overall environmental health.

