General Project Information

Project ID: RP-217-12

Name: SWEET WATER - SE WI WATERSHED TRUST INC: Stormwater Pollution Outreach Campaign

Type: River Grant

Subtype: River Planning Grant

Status: COMPLETE

Start Date: 7/1/2011

End Date: 6/30/2012

Purpose: The Sweet Water Trust proposes to develop and implement a public education effort based on their past public water quality survey. This media campaign includes 2 radio spots, 2 television advertisements, 2 outdoor billboard advertisements, 2

newspaper display advertisements, 3 feature stories, 2 published feature stories, 2 radio interviews, 10 newsletter stories, and

10 web-based stories.

The targeted audience is the general public within the Milwaukee Metropolitan Area and others within the Milwaukee, Menomonee, Kinnickinnic, Oak Creek, and Root River Watersheds. Sweet Water will track when advertisements and other mass media messages go out and the visits to a website that will be devoted to providing information to

listeners/readers/viewers that are prompted by the media campaign to visit the website. Information will be shared with state

and local agencies.

A final report will be submitted to the WDNR when the project is complete. A \$10,000 grant is requested and total project

costs are \$34,000.

Objective:

Comments: Grantee is SWEET WATER - SE WI WATERSHED TRUST INC

Outcome:

Study Design:

QA Measures:

People							
Name	Role	Status	Start Date	End Date	Organization	Comments	
Sweet Water-SE WI Watershed Tr	GRANT_RECIPI ENT	ACTIVE	7/1/2011	6/30/2012	Sweet Water-SE WI Watershed Trust Inc		

Project Statuses

Date	Reported By	Status	Comments
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Actions

Action	Detailed Description	Start Date	End Date	Status COMPLETE	
Develop/Distribute Brochures/Literature	The Sweet Water Trust proposes to develop and implement a public education effort based on their past public water quality survey. This media campaign includes 2 radio spots, 2 television advertisements, 2 outdoor billboard advertisements, 2 newspaper display advertisements, 3 feature stories, 2 published feature stories, 2 radio interviews, 10 newsletter stories, and 10 web-based stories. The targeted audience is the general public within the Milwaukee Metropolitan Area and others within the Milwaukee, Menomonee, Kinnickinnic, Oak Creek, and Root River Watersheds. Sweet Water will track when advertisements and other mass media messages go out and the visits to a website that will be devoted to providing information to listeners/readers/viewers that are prompted by the media campaign to visit the website. Information will be shared with state and local agencies. A final report will be submitted to the WDNR when the project is complete.	7/1/2011	6/30/2012		
Issue News/Media Release	The Sweet Water Trust proposes to develop and implement a public education effort based on their past public water quality survey. This media campaign includes 2 radio spots, 2 television advertisements, 2 outdoor billboard advertisements, 2 newspaper display advertisements, 3 feature stories, 2 published feature stories, 2 radio interviews, 10 newsletter stories, and 10 web-based stories. The targeted audience is the general public within the Milwaukee Metropolitan Area and others within the Milwaukee, Menomonee, Kinnickinnic, Oak Creek, and Root River Watersheds. Sweet Water will track when advertisements and other mass media messages go out and the visits to a website that will be devoted to providing information to listeners/readers/viewers that are prompted by the media campaign to visit the website. Information will be shared with state and local agencies. A final report will be submitted to the WDNR when the project is complete.	7/1/2011	6/30/2012	COMPLETE	

Rivers Planning Grant	The Sweet Water Trust proposes to develop and implement a public education effort based on their past public water quality survey. This media campaign includes 2 radio spots, 2 television advertisements, 2 outdoor billboard advertisements, 2 newspaper display advertisements, 3 feature stories, 2 published feature stories, 2 radio interviews, 10 newsletter stories, and 10 web-based stories. The targeted audience is the general public within the Milwaukee Metropolitan Area and others within the Milwaukee, Menomonee, Kinnickinnic, Oak Creek, and Root River Watersheds. Sweet Water will track when advertisements and other mass media messages go out and the visits to a website that will be devoted to providing information to listeners/readers/viewers that are prompted by the media campaign to visit the website. Information will be shared with state and local agencies. A final report will be submitted to the WDNR when the project is complete.	7/1/2011	6/30/2012	COMPLETE
Information and Education	The Sweet Water Trust proposes to develop and implement a public education effort based on their past public water quality survey. This media campaign includes 2 radio spots, 2 television advertisements, 2 outdoor billboard advertisements, 2 newspaper display advertisements, 3 feature stories, 2 published feature stories, 2 radio interviews, 10 newsletter stories, and 10 web-based stories. The targeted audience is the general public within the Milwaukee Metropolitan Area and others within the Milwaukee, Menomonee, Kinnickinnic, Oak Creek, and Root River Watersheds. Sweet Water will track when advertisements and other mass media messages go out and the visits to a website that will be devoted to providing information to listeners/readers/viewers that are prompted by the media campaign to visit the website. Information will be shared with state and local agencies. A final report will be submitted to the WDNR when the project is complete.	7/1/2011	6/30/2012	COMPLETE

Educate and engage		The Sweet Water Trust propose and implement a public educate on their past public water qualimedia campaign includes 2 ractelevision advertisements, 2 out advertisements, 2 newspaper of advertisements, 3 feature stories feature stories, 2 radio interviewed newsletter stories, and 10 web. The targeted audience is the gwithin the Milwaukee Metropoli others within the Milwaukee, M. Kinnickinnic, Oak Creek, and F. Watersheds. Sweet Water will advertisements and other mass messages go out and the visites that will be devoted to providing listeners/readers/viewers that at the media campaign to visit the Information will be shared with agencies. A final report will be the WDNR when the project is	ion effort based ty survey. This dio spots, 2 atdoor billboard display es, 2 published ws, 10 -based stories. eneral public tan Area and lenomonee, Root River track when s media to a website g information to are prompted by e website. state and local submitted to	7/1/2011	6/30/2012	COMPLETE
Details: Parar	neter	Value/Amount	Units	Con	nments	
	Implementation					
	Activities					
PCBs						
	t Modification					
	ıcts Developed: ıwater Plan					
Protect protect	ctive Areas: Feet of bacted	ank				
Protect protect	ctive Areas: Feet of bacted	ank				
Protect protect	ctive Areas: Feet of bacted	ank				
Repo	rt Writeup					
Protec	iwater Goals Address ctive areas					
	water Goals Address ce TSS	ed:				
	mbank & Shoreline ction: Pollutant load tion					
	mbank & Shoreline ction: Units					
	mbank &Shoreline ction: Pollutant load tion					
	mbank &Shoreline ction: Units					
Stream protect	mbanks: Feet of bank cted					
Stream protect	mbanks: Feet of bank cted					

Details:	Parameter	Value/Amount	Units	Comments	
	Streambanks: Feet of bank protected				
	Total Nitrogen				
	Total Phosphorus				
	Total Suspended Solids				
	Watershed Outreach, Plani	ning			
Project Deliver	rable	A final report will be submitted to the Wwhen the project is complete.	/DNR 7/1/201	6/30/2012	COMPLETE
Grant Awarded		The Sweet Water Trust proposes to de and implement a public education effor on their past public water quality survey media campaign includes 2 radio spots television advertisements, 2 outdoor bi advertisements, 2 newspaper display advertisements, 3 feature stories, 2 pul feature stories, 2 radio interviews, 10 newsletter stories, and 10 web-based of the targeted audience is the general pwithin the Milwaukee Metropolitan Area others within the Milwaukee, Menomon Kinnickinnic, Oak Creek, and Root Rive Watersheds. Sweet Water will track what will be devoted to providing informatisteners/readers/viewers that are promoned the media campaign to visit the website Information will be shared with state an agencies. A final report will be submitted the WDNR when the project is completed.	t based y. This s, 2 Illboard blished stories. ublic a and nee, er nen ebsite ation to npted by e. nd local ed to	11 6/30/2012	COMPLETE
Develop/Distril	oute Newsletter	The Sweet Water Trust proposes to de and implement a public education effor on their past public water quality survey media campaign includes 2 radio spots television advertisements, 2 outdoor bi advertisements, 2 newspaper display advertisements, 3 feature stories, 2 pul feature stories, 2 radio interviews, 10 newsletter stories, and 10 web-based of the targeted audience is the general pwithin the Milwaukee Metropolitan Area others within the Milwaukee, Menomor Kinnickinnic, Oak Creek, and Root Rive Watersheds. Sweet Water will track what will be devoted to providing informalisteners/readers/viewers that are promothe media campaign to visit the website Information will be shared with state an agencies. A final report will be submitted the WDNR when the project is completed.	t based y. This s, 2 Illboard blished stories. ublic a and nee, er nen ebsite ation to npted by e. nd local ed to	11 6/30/2012	COMPLETE
Monitoring S	Stations				

Comments

Assessment Units

Name

Station ID

Combined Total:

Funding

Organization

\$0.00

Source

Wisconsin Department of Natural Resources SWIMS Project Summary

			SVVIIVIS	FIU	ject Sun	IIIIai y				
WBIC	Segmen	t Local Name			Offi	Official Name				
15100	1	Kir	Kinnickinnic River				nickinnic River			
Lab Account C	odes									
Account Code	Account Code Description							Start Date	End Date	
Forms										
Form Code	F	orm Na	me							
Methods										
Method Code	N	/lethod	Description							
Fieldwork Ever	nts									
Start Date	Status		Field ID	Stat	ion ID	Station N	tation Name			
Documents										
Title	itle Description		Author			Published Comments		nts		
Budget										
Combined Budgets: Combined WSLH:										

Туре

Amount Start Date

End Date