Wisconsin Department of Natural Resources
SWIMS Project Summary

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_RECIPIENT	ACTIVE	7/1/2011	6/30/2012	Sweet Water-SE WI Watershed Trust Inc	

Project Statuses

Date	Reported By	Status	Comments

Actions

Wisconsin Department of Natural Resources
SWIMS Project Summary

Action	Detailed Description	Start Date	End Date	Status
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	COMPLETE
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

Wisconsin Department of Natural Resources
SWIMS Project Summary

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

Wisconsin Department of Natural Resources
SWIMS Project Summary

Educate and engage residents	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

Details:	Parameter	Value/Amount	Units	Comments
	BMP Implementation			
	I & E Activities			
	PCBs			
	Permit Modification			
	Products Developed: Stormwater Plan			
	Protective Areas: Feet of bank protected			
	Protective Areas: Feet of bank protected			
	Protective Areas: Feet of bank protected			
	Report Writeup			
	Stormwater Goals Addressed: Protective areas			
	Stormwater Goals Addressed: Reduce TSS			
	Streambank & Shoreline Protection: Pollutant load reduction			
	Streambank & Shoreline Protection: Units			
	Streambank &Shoreline Protection: Pollutant load reduction			
	Streambank &Shoreline Protection: Units			
	Streambanks: Feet of bank protected			
	Streambanks: Feet of bank protected			

Wisconsin Department of Natural Resources
SWIMS Project Summary

Details:	Parameter	Value/Amount	Units		Comments
	Streambanks: Feet of bank protected				
	Total Nitrogen				
	Total Phosphorus				
	Total Suspended Solids				
	Watershed Outreach, Planning				
Project Deliverable		A final report will be submitted to the WDNR when the project is complete.	7/1/2011	6/30/2012	COMPLETE
Grant Awarded		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
Develop/Distribute Newsletter		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

Monitoring Stations

Station ID	Name	Comments

Assessment Units

Wisconsin Department of Natural Resources
SWIMS Project Summary

WBIC	Segment	Local Name	Official Name
15100	1	Kinnickinnic River	Kinnickinnic River

Lab Account Codes

Account Code	Description	Start Date	End Date

Forms

Form Code	Form Name

Methods

Method Code	Method Description

Fieldwork Events

Start Date	Status	Field ID	Station ID	Station Name

Documents

Title	Description	Author	Published	Comments

Budget

Combined Budgets:

Combined WSLH:

Combined Total: $0.00

Funding

Organization	Source	Type	Amount	Start Date	End Date