**Green Bay AOC Aesthetic Monitoring Pilot Project Final Report**

Prepared by Christina Anderson and Laurel Last, DNR

**Training**

Five Green Bay community members participated in a pilot project for the Aesthetics Monitoring program in the Green Bay Area of Concern. A training event was held at the Jack Day Environmental Center located at Metro Park along the Fox River on September 28, 2011. During the training, coordinators explained the survey, careful not to introduce any bias, and taught participants how to correctly use a transparency tube to measure clarity of the river or bay. Each participant was supplied with an equipment kit including the following: bucket pole sampler, transparency tube, nylon to filter debris from the transparency tube, digital camera, survey with clipboard and postage-free DNR envelope to send surveys back to coordinators. Participants signed up for at least 3 station locations (to ensure each of the 5 stations would have enough data to analyze) and pledged to monitor their stations at least once before the beginning of November 2011.

**Monitoring**

The Volunteer Coordinator checked on participant progress once during the one month pilot project via email. Volunteers seemed confident in their completion of the surveys, and no one responded with any questions. At the end of the pilot project, only three of the five participants submitted their surveys to the Volunteer Coordinator. The two that did not submit their surveys are members of the Citizen Action Committee and the Technical Team for the AOC. Although they did not submit surveys, they did provide pictures and feedback on the overall project.

**Analysis**

Of the surveys completed and submitted to the Volunteer Coordinator, 4 stations were monitored, but only the Metro Boat Launch station had the 3 surveys required for analysis. (Note: they did not monitor the night of the training. The surveys at this location are from different dates.)

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| --- | --- | --- | --- |
| Station Name | Number of Surveys | Overall Aesthetic Impression Rank | Overall Assessment Score |
| Metro Boat Launch | 3 | 2.67 (1,3,4) | 5 (2,7,6) |
| Leicht Park | 2 | 1.5 (1, 2) | 8 (3,5) |
| Porlier Pier | 2 | 3 (2,4) | 5 (3,7) |
| Perkofski Boat Launch | 1 | 2 | 2 |

Ranks and Scores are shown by averages amongst all surveys with individual survey score in parenthesis.

Although this was only a pilot project, the data collected will be used in the final assessments. As described in the Quality Assurance Project Plan (QAPP), a site that is assessed by at least 3 different people during 2 different seasons with an overall assessment score greater than 5 would require action before it can be removed from the station list and assumed “aesthetically pleasing” enough to begin delisting the impairment. The Metro Boat Launch scored an average of exactly 5 for this pilot project, using the assessments of 3 people during one season (fall). The site could be in consideration for removal, if further assessments during another season result in a score of 5 or less. Because this was a pilot project and the 3 surveys had drastically differing opinions, it is recommended that additional fall assessments also be done to ensure removal is appropriate. All other stations need further monitoring to reach the minimum of 3 surveys for 2 seasons before final assessment.

**Recommendations**

The goal of the pilot project was to test out recruitment processes and get feedback from community members on the overall project, including readability of survey and methods. All participants gave feedback either via email, phone calls, face-to-face meetings, or recorded on the survey. Volunteers enjoyed monitoring on their own schedule and at locations they were able to choose. Ben Heiman mentioned many times how he was pleased attention was being brought to areas that have improved greatly over the years. The only concern any of the participants voiced was uncertainty on taking pictures. It may be important to spend some additional time in the training explaining what to take pictures of and how to properly document them.

Although there were enough monitors to provide 3 surveys for each station, only one station was complete. The 2012 season will focus on recruiting enough monitors to distribute 10 kits to complete surveys at 3 or more stations each. In order to collect more data, appended surveys will be distributed to the general public with postage-paid envelopes to submit to the coordinators. A student or LTE may also be hired to go to stations with low numbers of surveys returned and ask recreationalists to complete surveys. If the original assessment score of a 5 or lower seems unattainable, the scoring benchmark may be discussed with the Stakeholder group and DNR staff. The goal of the 2012 season will be to obtain ample surveys to analyze each station while educating the community members about the AOC.