

Final Report

Targeted Runoff Management Grant Program and Urban Nonpoint Source and Storm Water Management Grant Program

Form 3400-189 (R 11/05)

Notice: This final report is authorized by ss. 281.65 and 281.66, Wis. Stats., and chs. NR 153 and NR 155, Wis. Adm. Code. Personally identifiable information collected will be used for program administration and may be made available to requesters as required under Wisconsin's Open Records Law [ss. 19.31-19.39, Wis. Stats.].

Instructions: The grant agreement requires grantees to submit a Final Report 60 days after the end date listed in the grant agreement. This Final Report form must be used in conjunction with the "FINAL REPORT INSTRUCTIONS." The instructions detail how to complete and submit the report to DNR.

1. Grant Type

Agricultural - Targeted Runoff Management Grant

Urban - Targeted Runoff Management Grant

Construction - Urban Nonpoint Source & Storm Water Management Grant

Planning - Urban Nonpoint Source & Storm Water Management Grant

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2. Grantee & Project Information

Project Name NEWSC Phosphorus Information and Education Program	Grant Number USP-UF05-75127-08
Governmental Unit Name East Central Wisconsin Regional Planning Commission	Governmental Unit Type (city, village, town, etc.) Regional Planning Commission
Watershed Name SEE APPENDIX 1	Watershed Code SEE APPENDIX 1
DNR Water Management Unit (River System) Name	Water Body Identification Code (WBIC) (if applicable)

s. 303(d) Waterbody? Yes No

What pollutant(s) were addressed by the project?
 Phosphorus

For each project site location provide the following: (attach additional sheets if necessary)

Location:		A	B	C	D	E
Minor Civil Division Name		SEE APPENDIX 2				
PLSS	Town					
	Range					
	Section					
	Quarter					
	Quarter-Quarter					
Latitude						
Longitude						
Property Owner(s)	Name					
	Mailing address					
Site address (if different than mailing address)						

3. Summary of Results

A. Performance Standards and Prohibitions and Other Water Resources Management Priorities

For grants issued in calendar year 2006 or later, complete Tables A and B (following) consistent with the entries on your grant application. For grants issued prior to calendar year 2006, complete Tables A and B, to the best of your knowledge, consistent with the entries on your grant application.

Table A. Performance Standards and Prohibitions (per ch. NR 151, Wis. Adm. Code, effective October 1, 2002)

Performance Standard or Prohibition	Units of Measure	Quantity	Measurement Method Used
Sheet, rill and wind erosion	Acres meeting T		
Manure Storage Facilities: New Construction/Alterations	Number of facilities		
	Number of animal units		
Manure Storage Facilities: Closure	Number of facilities		
Manure Storage Facilities: Failing/Leaking Facilities	Number of facilities		
	Number of animal units		
Clean Water Diversions in WQMA	Pollutant load reduction		
	Number of farms with diversions		
	Number animal units		
Nutrient Management on Agricultural Land	Acres planned		
Prohibition: Manure Storage Overflow	Number of facilities		
	Number of animal units		
Prohibition: Unconfined Manure Pile in WQMA	Number of farms		
Prohibition: Direct Runoff From Feedlot/Stored Manure	Pollutant load reduction		
	Number of facilities		
	Number of animal units		
Prohibition: Unlimited Livestock Access	Feet of bank protected		
	Number of farms		
Urban: 20-40% Reduction in Total Suspended Solids (TSS)	Pounds TSS reduced		
	% TSS reduction		

Table B. Other Water Resources Management Priorities

I. Agricultural Areas	Units of Measure	Quantity	Measurement Method Used
Buffers	Feet of bank protected		
	Number of farms		
Streambank	Tons of bank erosion reduced		
	Feet of bank protected		
Other (specify)			
II. Developed Urban Areas	Units of Measure	Quantity	Measurement Method Used
Urban: 20-40% Reduction in TSS	Pounds TSS reduced		
	% TSS reduction		
Infiltration	% Pre-development stay-on volume		
	Cubic feet stay-on volume		
Peak flow discharge	Change in cubic feet per second		
Protective areas	Feet of bank protected		
Fueling & maintenance areas	Oily sheen presence		
Streambank	Tons of bank erosion reduced		
	Feet of bank protected		
Other (specify)			
III. Planning	Units of Measure	Quantity	Measurement Method Used
Quantify how implementation of the planning project decreased storm water impacts on state waters (i.e., storm water plan, I & E plan, etc.)	Municipalities planned for		
	Acres planned for		SEE APPENDIX 3
Document/track progress made in implementing the planning product (i.e., ordinance, utility district evaluation/formation, storm water management plan information & education, etc.)	Municipalities planned for		
	Acres planned for		
Other (specify)			

B. Project Results Narrative

A kick off meeting with the consultant was held on August 18, 2008. The consultant started by gathering information for the first phase of the project - research and message branding. The consultant then report results back to NEWSC's Information and Education committee. In November 16, 2008 the consultant met back with the NEWSC I & E committee with graphic mock-ups representing the NEWSC phosphorous campaign. The campaign included billboards, television and radio ads and mascot. On January 26, 2009 the NEWSC Council and the consultant agreed upon some changes in the project design in order to allow the design to be used for a variety of future topics after the phosphorous campaign is complete and would allow the advertisement to be used state-wide if necessary.

On April 13, 2009 the phosphorous media campaign kicked off with billboards going up in six county locations (Brown, Outagamie, Winnebago, Calumet, Manitowoc, Fond du Lac). That same week NEWSC launched a new public website (www.NEWWaterWisconsin.org). The billboards and website included the slogan "Simple Solutions for Cleaner Water".

On April 20, 2009 the television and radio ads started playing in the six county area.

On June 30, 2009 the spring-summer media campaign concluded. The fall campaign started back up in September with TV and radio ads, which ran for two months. This wrapped up the media campaign for phosphorous. The NEWSC Information and Education committee will be conducting a follow up survey in early spring of 2010 to see how effective the media campaign was in the six county area. A copy of the survey results will be forwarded to Wis.DNR.

In April NEWSC purchased 5,000 lawn stakes that stated "I Use Phosphorous Free Fertilizer. Do You?" These lawn stakes were distributed throughout the NEWSC member communities.

The "Green Hair Guy" was developed as a mascot for this campaign and will also be able to be used as a mascot for future campaigns. NEWSC has had the Green Hair Guy mascot at a couple of events in 2009. On May 30 NEWSC set up a booth at the Winnebago County Conservation Expo where the Green Hair Guy mascot made an appearance. And on October 2-4 NEWSC set up a booth at the Valley Home Builders Association Expo where the Green Hair Guy mascot made an appearance all three days.

The "Green Hair Guy" was created as a mascot to use in advertisements such as tv, radio, lawn stakes, etc. NewWaterWisconsin.org was also created to inform people of items such as grass clipping sweeping, correct fertilizing methods, the upcoming phosphorous ban etc.

I have attached a disc with the media material, (1) Billboard layout, (1) lawn stake, (3) radio ads, (2) television ads. I have also attached a copy of website hits during the campaign.

4. Satisfaction of Notice Requirements (if applicable)

If cost sharing for this project was offered under a formal notice to achieve compliance with performance standards or prohibitions, provide information for each notice in the table below.

Notice Information				Notice Satisfaction Information		
Notice Type	Issue Date	From (Name)	To (Name)	Satisfied?		Date Letter Sent
				Yes	No	
				<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	

5. Summary of Project Challenges

The project started out two months behind, but NEWSC was able to meet the expected 2009 timeline. NEWSC also made changes in the project design in order to allow the design to be used for a variety of educational topics after the phosphorous campaign is completed.

6. Additional Information about the Project (optional)

NONE

7. Planning Product (UNPS&SW - Planning Projects only)

Check here if a printed copy of the planning product (e.g., plans, ordinances, analyses) was sent to your DNR Regional Nonpoint Source Coordinator.

Line of Document	Date(s) effective	Date Submitted to NPS Coordinator
NEWSC Phosphorous Introduction and		5-11-10

8. Grantee Certification: Education Final Report

Check here to certify that, to the best of your knowledge, the information contained in this report is correct and true.

Type or print Name and Title of Authorized Representative certifying here.

MATTHEW R. HECKENLAIBLE - NEWS C CHAIR

Signature of Authorized Representative	Date
	5-11-10

matthe@ci.green-bay.wi.us

Gus Glaser, Regional NPS coordinator
Gus Glaser, 7-28-10