

LRB – FISCAL REVIEW SECTION ANALYSIS

FEBRUARY 10, 2004 AGENDA

ITEM 8, FILE 041392

PUBLIC SAFETY COMMITTEE

JAMES CARROLL

Resolut
ion
#04139
2 is a

resolution relating to application for, acceptance and funding 2005 of a U.S. Environmental Protection Agency 2005 Pilot Grant titled "Milwaukee Collections Awareness Campaign"

BACKGROUND and DISCUSSION

1. This grant will provide \$75,000 for a public awareness campaign on waste reduction strategies disposal and changes in the City's bulky and brush collection operations.
2. The public awareness campaign will be targeted at Milwaukee's youth through a partnership with Strive Media Institute and its teen produced Gumbo Magazine and Gumbo TV.
3. Strive Media Institute is a non-profit mentoring program that provides at-risk high school students with the opportunity to gain knowledge and experience in the field of mass communications.
4. Gumbo Magazine is published bi-monthly and is distributed to MPS middle, schools, high schools, Milwaukee Public Libraries and Boys and Girls Clubs.
5. Gumbo TV is shown monthly on WTMJ TV.
6. The grant does not require City matching funds.
7. The period of the grant is from May 1, 2005 through April 30, 2006.

FISCAL IMPACT

1. The resolution authorizes the application, acceptance and the expenditure of \$75,000 U.S. Environmental Protection Agency 2005 Pilot Grant titled "Milwaukee Clean Collections Awareness Campaign".

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