

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Department of Public Works – Operations Division, Sanitation Section

Contact Person & Phone No: Kimberly Kujoth x5453

Category of Request

New Grant

Grant Continuation

Change in Previously Approved Grant

Previous Council File No. _____

Previous Council File No. _____

Project/Program Title: 2005 Innovation Pilot Grant – Milwaukee Clean Collections Awareness Campaign

Grantor Agency: US Environmental Protection Agency

Grant Application Date: January 2005

Anticipated Award Date: September 2005

1. Description of Grant Project/Program (Include Target Locations and Populations):

This grant aims to increase awareness among Milwaukee youth about waste reduction strategies such as reduce, reuse and recycle. In addition, Milwaukee Clean Collections will inform residents of the city's changes in waste collection and new set-out standards for brush and bulky items.

2. Relationship to City-Wide Strategic Goals and Departmental Objectives:

Milwaukee Clean Collections will assist in keeping city neighborhoods clean and healthy by promoting waste reduction awareness and changes in city waste operations and new bulky item set-out standards.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

NA

4. Results Measurement/Progress Report (Applies only to Programs):

NA

5. Grant Period, Timetable and Program Phase-Out Plan:

Grant period beginning September 1, 2005 through August 31, 2006.

6. Provide a list of Subgrantees:

The City will partner with Strive Media Institute to develop the awareness campaign. Strive Media is a local non-profit organization that exposes teens to the field of mass communications through the operation of a for-teens by-teens magazine and television show, Gumbo Magazine and Gumbo TV.

7. If Possible, complete Grant Budget Form and attach to back.

Attached