

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Department of Public Works – Operations Division, Forestry

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Category of Request	
<input checked="" type="checkbox"/> New Grant	
<input type="checkbox"/> Grant Continuation	Previous Council File No. _____
<input type="checkbox"/> Change in Previously Approved Grant	Previous Council File No. _____

Project/Program Title: 2010 Urban Forestry Grant – Milwaukee’s Trees on Parade

Grantor Agency: Wisconsin Department of Natural Resource (WDNR)

Grant Application Date: _____

Anticipated Award Date: _____

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

Milwaukee’s Trees on Parade will broaden the scope of a 2009 public outreach campaign to raise awareness of the benefit of the urban tree canopy and the presence and risk of Emerald Ash Borer in Milwaukee County. A 2009 campaign funded by a WDNR Urban Forestry Grant used outdoor digital billboards and created the “Milwaukee’s Trees...” brand to demonstrate the value of Milwaukee’s trees related to stormwater runoff, air quality, EAB and other social benefits. The intent of a broadened awareness campaign is to leverage the creative brand of “Milwaukee’s Trees...” for use with other media such as radio, print or television to build a consistent, clear and repetitive message of trees as economic, ecological and social assets worth preserving and protecting.

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

It is the mission of DPW Operations - Forestry to protect and maintain the city’s urban forest and 120-mile boulevard system. The return on investment generated by these *green* assets goes beyond aesthetics. The urban tree canopy provides \$15 million in stormwater benefits, \$900,000 in cooling benefit and reduces harmful emissions from 350,000 cars annually. *Milwaukee’s Trees on Parade* aims to build public awareness of the economic, ecological and social benefits of trees.

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:

January 1, 2010 – December 31, 2010.

6. Provide a list of Subgrantees:

NA

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

Attached

