

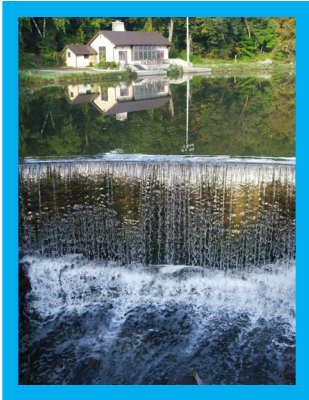


SOUTHEASTERN WISCONSIN WATERSHED TRUST



Who is the Southeastern Wisconsin Watershed Trust?

The Southeastern Wisconsin Watershed Trust (SWWT) is a voluntary, non-taxing partnership of independent units of government, special purpose districts, agencies, businesses, organizations and individuals who share common goals and are coming together to achieve these goals through coordinated collaboration and cooperation within the Greater Milwaukee Watersheds.



The Greater Milwaukee Watersheds are defined as the watersheds of the Kinnickinnic River, Menomonee River, Milwaukee River, Root River, and Oak Creek; Lake Michigan direct drainage; the Milwaukee Harbor estuary; and nearshore Lake Michigan.

With membership open to all, the SWWT will become a regional force for stewardship of our water resources, advising and cooperatively implementing projects, simultaneously recognizing the autonomy of its members.



What is the primary purpose of the Southeastern Wisconsin Watershed Trust?

Purpose 1. To achieve water resource goals and objectives - such as clean water, conservation, and ecological function - through innovative and sustainable practices.

Purpose 2. To improve water quality in the Greater Milwaukee Watersheds to support a healthy regional economy and improve quality of life.

Purpose 3. To test and then implement innovative approaches and practices that will achieve improvements in water resources in a cost-effective way.

Purpose 4. To build partnerships and enhance collaborative decision-making and joint project implementation, engaging government, business, the building industry, agriculture, environmental, and other stakeholder organizations to obtain broad agreement and recommend where to invest funds to get the greatest benefit.

Purpose 5. Through collaborative action, to increase the region's success in attracting new funding and leverage existing funding for water quality and water resource improvements.



Why should you join the Southeastern Wisconsin Watershed Trust?

SWWT fills an unmet need in this region. There have been many good efforts at improving our water resources throughout the Greater Milwaukee Watersheds in years past. However, traditional single-agency approaches to water resource improvements have been subject to increasing criticism and calls for significant reform according to the USEPA.

Reform of traditional approaches to improving water resources focuses on all sources of pollutants within watersheds, regardless of the types and political boundaries from which they flow. The SWWT's value-added reform is to foster the necessary synergy and efficiency among water resource projects and decision-making.

SWWT provides an answer to a call for fiscal efficiency and effective actions, enhancing this region's strong tradition of water resource improvements.

How would you join?

If you read the Memorandum of Understanding and Policies and Procedures and would like to be a part, sign the MOU and send it in. Please pass on to any organizations you are affiliated with that might be interested in being a part of this great collaborative partnership. Sign and return all MOUs to:

MMSD - Bernadette Berdes

260 West Seeboth St., Milwaukee WI 53204

Authorized MOU signatories will be listed at the SWWT website, and you will be added to our mailing list and provided with SWWT updates electronically.

Won't you please join SWWT?

