

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Department of Public Works – Operations Division, ForestryContact Person & Phone No: David Sivyer x3729

Category of Request

 New Grant Grant Continuation

Previous Council File No. _____

 Change in Previously Approved Grant

Previous Council File No. _____

Project/Program Title: 2012 Urban Forestry GrantGrantor Agency: Wisconsin Department of Natural Resources

Grant Application Date: _____

Anticipated Award Date: _____

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

Milwaukee's Trees Keep Talking will expand a public awareness campaign to inform Milwaukee residents about the benefits of Milwaukee's urban tree canopy (UTC) and the risk of Emerald Ash Borer. The 2012 awareness campaign will include radio and printed materials as outreach. The radio campaign will re-air radio ads developed in 2011 (funded by the 2010 & 2011 Urban Forestry grants) to maximize the effectiveness of the radio buy (frequency and duration). Door hangers will be developed to be used as field materials that communicate UTC benefits and provide information about Forestry services (i.e. tree planting, EAB injections, hazard tree removals, etc.).

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 Keep Talking* 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, 2012 – December 31, 2012

6. Provide a list of Subgrantees:

NA

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