

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: City of Milwaukee Department of Public Works Operations Division

Contact Person & Phone No: Kimberly Kujoth, x5453

Category of Request

New Grant

Grant Continuation

Previous Council File No. _____

Change in Previously Approved Grant

Previous Council File No. _____

Project/Program Title: 2021 Urban Nonpoint Source & Storm Water Management Program Planning Grant – Road Salt Reduction Education

Grantor Agency: Wisconsin Department of Natural Resources

Grant Application Date: _____

Anticipated Award Date: _____

1. Description of Grant Project/Program (Include Target Locations and Populations):
Road Salt Reduction Education aims to raise awareness of the need for and importance of reducing road salt usage by training City winter maintenance professionals and implementing a public outreach campaign. The City will partner with Wisconsin Salt Wise to develop messaging and training customized for a large, urban city located on the Great Lakes. Materials will be developed including training videos, public service ads for social media, online platforms, partner websites, media events, etc.
2. Relationship to City-Wide Strategic Goals and Departmental Objectives:
The aim of the project is to communicate the impact of road salt usage on Milwaukee’s natural resources and Lake Michigan water quality while customizing training and messaging relevant to Milwaukee. The City of Milwaukee has unique needs based on its size, density and location and such considerations impact smart salting standards and how such standards should be communicated. This grant will take these factors into consideration to customize winter maintenance best management practices and messaging for this community.
3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):
The grant will fund \$31,650 with the City providing \$55,941 in-kind match to conduct road salt reduction education campaign. City in-kind match consist primarily of grant coordination/administration and operator staff time attending two training sessions.
4. Results Measurement/Progress Report (Applies only to Programs):
5. Grant Period, Timetable and Program Phase-Out Plan:
January 1, 2022 – December 31, 2023
6. Provide a list of Subgrantees:
7. If Possible, complete Grant Budget Form and attach to back.