

Wisconsin Department of Natural Resources SWIMS Project Summary

General Project Information

Project ID: RP-024-01
Name: ROCK RIVER COALITION, INC: Rock River Corporate Outreach: New Partnership Implementation
Type: River Grant
Subtype: River Planning Grant
Status: COMPLETE
Start Date: 10/18/2000
End Date: 06/30/2003
Purpose: The Rock River Coalition will implement the business outreach strategic plan that was developed in phase one of this project. Specifically: 1) hire a project coordinator, 2) activate the business outreach plan, 3) develop a Power Point and/or other presentations for businesses and industries, 4) develop a menu of activities for business involvement and protocols for implementing them, 5) contact 20 businesses per month, 6) establish 5, on the ground environmental protection projects with at least one on an ERW or ORW, 7) host roundtables or training workshops for basin businesses and business associations with potential broadcast over local cable channels, 8) increase corporate sponsorship of the Rock River Coalition by 70%.

A full description of the project scope and deliverables is available in the grant application, which is part of this agreement. The DNR will be provided with both a paper copy and an electronic copy of the final report. Information will be disseminated to the public as described in the grant application.

Objective:
Comments: Grantee is ROCK RIVER COALITION, INC
Outcome:
Study Design:
QA Measures:

People

Name	Role	Status	Start Date	End Date	Organization	Comments
ROCK RIVER COALITION, INC	GRANT_RECIPIENT	ACTIVE	10/18/2000	06/30/2003	ROCK RIVER COALITION, INC	Grantee is ROCK RIVER COALITION, INC

Project Statuses

Date	Reported By	Status	Comments
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Actions

Action	Detailed Description	Start	End Date	Status
Hire Local Aquatic Invasives Coordinator	The Rock River Coalition will implement the business outreach strategic plan that was developed in phase one of this project. Specifically: 1) hire a project coordinator, 2) activate the business outreach plan, 3) develop a Power Point and/or other presentations for businesses and industries, 4) develop a menu of activities for business involvement and protocols for implementing them, 5) contact 20 businesses per month, 6) establish 5, on the ground environmental protection projects with at least one on an ERW or ORW, 7) host roundtables or training workshops for basin businesses and business associations with potential broadcast over local cable channels, 8) increase corporate sponsorship of the Rock River Coalition by 70%.	10/18/2000	06/30/2003	COMPLETE

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Action	Detailed Description	Start	End Date	Status
Engage Volunteers in Monitoring/Restoration	The Rock River Coalition will implement the business outreach strategic plan that was developed in phase one of this project. Specifically: 1) hire a project coordinator, 2) activate the business outreach plan, 3) develop a Power Point and/or other presentations for businesses and industries, 4) develop a menu of activities for business involvement and protocols for implementing them, 5) contact 20 businesses per month, 6) establish 5, on the ground environmental protection projects with at least one on an ERW or ORW, 7) host roundtables or training workshops for basin businesses and business associations with potential broadcast over local cable channels, 8) increase corporate sponsorship of the Rock River Coalition by 70%.	10/18/2000	06/30/2003	COMPLETE

Details:	Parameter	Value/Amount	Units	Comments
	BMP Implementation			
	Degraded Biological Community			
	I & E Activities			
	Permit Modification			
	Products Developed:			
	Stormwater Plan			
	Protective Areas: Feet of bank protected			
	Protective Areas: Feet of bank protected			
	Protective Areas: Feet of bank protected			
	Report Writeup			
	Stormwater Goals Addressed: Protective areas			
	Stormwater Goals Addressed: Reduce TSS			
	Streambank & Shoreline Protection: Pollutant load reduction			
	Streambank & Shoreline Protection: Units			
	Streambank & Shoreline Protection: Pollutant load reduction			
	Streambank & Shoreline Protection: Units			
	Streambanks: Feet of bank protected			
	Streambanks: Feet of bank protected			
	Streambanks: Feet of bank protected			
	Total Nitrogen			
	Total Phosphorus			
	Total Suspended Solids			
	Watershed Outreach, Planning			

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Rivers Planning Grant	<p>The Rock River Coalition will implement the business outreach strategic plan that was developed in phase one of this project. Specifically: 1) hire a project coordinator, 2) activate the business outreach plan, 3) develop a Power Point and/or other presentations for businesses and industries, 4) develop a menu of activities for business involvement and protocols for implementing them, 5) contact 20 businesses per month, 6) establish 5, on the ground environmental protection projects with at least one on an ERW or ORW, 7) host roundtables or training workshops for basin businesses and business associations with potential broadcast over local cable channels, 8) increase corporate sponsorship of the Rock River Coalition by 70%.</p>	10/18/2000	06/30/2003	COMPLETE
Informational Meetings	<p>The Rock River Coalition will implement the business outreach strategic plan that was developed in phase one of this project. Specifically: 1) hire a project coordinator, 2) activate the business outreach plan, 3) develop a Power Point and/or other presentations for businesses and industries, 4) develop a menu of activities for business involvement and protocols for implementing them, 5) contact 20 businesses per month, 6) establish 5, on the ground environmental protection projects with at least one on an ERW or ORW, 7) host roundtables or training workshops for basin businesses and business associations with potential broadcast over local cable channels, 8) increase corporate sponsorship of the Rock River Coalition by 70%.</p>	10/18/2000	06/30/2003	COMPLETE
Information and Education	<p>The Rock River Coalition will implement the business outreach strategic plan that was developed in phase one of this project. Specifically: 1) hire a project coordinator, 2) activate the business outreach plan, 3) develop a Power Point and/or other presentations for businesses and industries, 4) develop a menu of activities for business involvement and protocols for implementing them, 5) contact 20 businesses per month, 6) establish 5, on the ground environmental protection projects with at least one on an ERW or ORW, 7) host roundtables or training workshops for basin businesses and business associations with potential broadcast over local cable channels, 8) increase corporate sponsorship of the Rock River Coalition by 70%.</p>	10/18/2000	06/30/2003	COMPLETE

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Develop/Distribute Brochures/Literature	The Rock River Coalition will implement the business outreach strategic plan that was developed in phase one of this project. Specifically: 1) hire a project coordinator, 2) activate the business outreach plan, 3) develop a Power Point and/or other presentations for businesses and industries, 4) develop a menu of activities for business involvement and protocols for implementing them, 5) contact 20 businesses per month, 6) establish 5, on the ground environmental protection projects with at least one on an ERW or ORW, 7) host roundtables or training workshops for basin businesses and business associations with potential broadcast over local cable channels, 8) increase corporate sponsorship of the Rock River Coalition by 70%.	10/18/2000	06/30/2003	COMPLETE
Project Deliverable	The Rock River Coalition will implement the business outreach strategic plan that was developed in phase one of this project. Specifically: 1) hire a project coordinator, 2) activate the business outreach plan, 3) develop a Power Point and/or other presentations for businesses and industries, 4) develop a menu of activities for business involvement and protocols for implementing them, 5) contact 20 businesses per month, 6) establish 5, on the ground environmental protection projects with at least one on an ERW or ORW, 7) host roundtables or training workshops for basin businesses and business associations with potential broadcast over local cable channels, 8) increase corporate sponsorship of the Rock River Coalition by 70%.	10/18/2000	06/30/2003	COMPLETE
Grant Awarded	The Rock River Coalition will implement the business outreach strategic plan that was developed in phase one of this project. Specifically: 1) hire a project coordinator, 2) activate the business outreach plan, 3) develop a Power Point and/or other presentations for businesses and industries, 4) develop a menu of activities for business involvement and protocols for implementing them, 5) contact 20 businesses per month, 6) establish 5, on the ground environmental protection projects with at least one on an ERW or ORW, 7) host roundtables or training workshops for basin businesses and business associations with potential broadcast over local cable channels, 8) increase corporate sponsorship of the Rock River Coalition by 70%.	10/18/2000	06/30/2003	COMPLETE

Monitoring Stations

Station ID	Name	Comments
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Assessment Units

WBIC	Segment	Local Name	Official Name
788800	1	Rock River	Rock River

Lab Account Codes

Account Code	Description	Start Date	End Date
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Forms

Form Code	Form Name
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Methods

Method Code	Description
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Fieldwork Events

Start Date	Status	Field ID	Station ID	Station Name
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Documents

Title	Description	Author	Published	Comments
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Budget

Combined Budgets:

Combined SLOH:

Combined Total:

Funding

Organization	Source	Type	Amount	Start Date	End Date
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