Table 6-16. Educational materials and events - Cedar Creek Watershed

	Responsible Parties (hours)[a]												
	Ozaukee County UWEX			Ozaukee County LCD			Washington County UWEX			Washington County LCD			
	Year			Year			Year			Year			
Educational Material/Event	1	2	3	1	2	3	1	2	3	1	2	3	Comments
Printed Materials													
Contributing newsletter articles	20	20	20	20	20	20	20	20	20	20	20	20	
Watershed folder	--	--	--	40	20	10	--	--	--	40	20	10	Contents adapted for individual landowners/ municipalities
Demonstration project fact sheets	20	--	--	20	--	--	20	--	--	20	--	--	Published through Area or State UWEX See also: Demonstrations
Yard care fact sheets[b]	--	--	--	--	--	--	30	--	--	--	--	--	Published through Area or State UWEX
Fact sheet regarding easements[b]	--	--	--	--	--	--	--	--	--	10	--	--	Review assistance
Fact sheet/materials for storm sewer stencilling	5	--	--	5	--	--	--	--	--	--	--	--	Area UWEX leadership
Fact sheet adaptation[b]	--	--	--	5	--	--	--	--	--	5	--	--	Review various aspects of rural and urban program. Many from other Milwaukee River watersheds
Model site on Big Cedar Lake	--	--	--	--	--	--	40	--	--	30	--	--	
Existing materials (available supplies or reprints)[c]	5	--	--	10	5	--	5	--	--	10	5	--	Farm-A-Syst Program modules have been specifically proposed
Audio-Visual Materials													
Watershed slides	5	--	--	10	5	5	5	--	--	10	5	5	Helping shoot or assemble; District DNR has collection
Info source tapes--yard care and waste oil recycling[b]	--	5	--	--	--	--	--	5	--	--	--	--	Part of District-wide UWEX system of educ. via telephone

Table 6-16. Educational materials and events - Cedar Creek Watershed

	Responsible Parties (hours)[a]												
	Ozaukee County UWEX			Ozaukee County LCD			Washington County UWEX			Washington County LCD			
	Year			Year			Year			Year			
Educational Material/Event	1	2	3	1	2	3	1	2	3	1	2	3	Comments
Video playback/projection equipment purchase	--	--	--	5	--	--	--	--	--	--	--	--	For use with exhibits and meetings
Exhibits													
County fairs	5	--	5	5	--	5	5	--	5	5	--	5	Many more hours, if staffed
Picnics/other event(s)	--	--	--	--	5	--	--	--	--	--	--	--	Lead county could vary
Other smaller setting locations (libraries, courthouse, other public buildings, banks, feed mills, mall(s), etc.)	--	5	5	--	5	5	--	5	5	--	5	5	Commitment could expand significantly
Purchase of needed exhibit components	--	--	--	10	--	--	--	--	--	10	--	--	Panels and equipment; displayable pieces
Media													
Seasonal newspaper coverage--yard care, waste oil recycling, and housekeeping practices	20	20	20	--	--	--	10	10	10	--	--	--	Possible adaptation of general Milwaukee River Program columns
News releases	5	5	5	5	5	5	5	5	5	5	5	5	With major events only
Radio public service announcements[b]	5	--	5	--	--	--	5	--	5	--	--	--	Arranging for use, such as waste oil recycling and Milwaukee River Program series
Radio talk shows	--	--	--	--	--	--	5	5	5	--	--	--	
Tours													
Demonstration project field day/ nutrient and pest management tour[d]	25	25	--	25	25	--	25	25	--	25	25	--	

Table 6-16. Educational materials and events - Cedar Creek Watershed

	Responsible Parties (hours)[a]												
	Ozaukee County UWEX			Ozaukee County LCD			Washington County UWEX			Washington County LCD			
	Year			Year			Year			Year			
Educational Material/Event	1	2	3	1	2	3	1	2	3	1	2	3	Comments
Barnyard management tour	--	--	--	--	25	--	--	--	--	--	25	--	In conjunction with Milwaukee R. South/Menomonee R. projects
Citizens advisory committee/local officials tour[e]	--	40	--	--	40	--	--	20	--	--	20	--	
Category I (& II?) landowner tour(s)	--	--	10	--	--	25	--	--	10	--	--	25	Practices showing greatest remaining need
Urban practices tour	--	--	10	--	--	10	--	--	--	--	--	--	At such time that sufficient practices can be viewed; or in conjunction with other watershed projects
Demonstrations[f]													
Barnyard runoff management	--	--	--	20	10	5	--	--	--	20	10	5	Use of demonstrations--formal and informal--in adjacent watersheds will occur. May also have nutrient and pest management components[d]
Shoreline demonstration-Big Cedar Lake (separate proposal)													See Appendix H-A
Signs													
Demonstration projects	--	--	--	--	--	--	10	--	--	10	--	--	With each demonstration (see above)
Rural cooperator signs and visor hats[g]	--	--	--	10	10	10	--	--	--	20	10	10	Distribution; purchased by Area UWEX
At key access points	--	--	--	30	--	--	--	--	--	30	--	--	Explanatory with watershed logo at locations such as the Sheboygan Marsh

Table 6-16. Educational materials and events - Cedar Creek Watershed

	Responsible Parties (hours)[a]												
	Ozaukee County UWEX			Ozaukee County LCD			Washington County UWEX			Washington County LCD			
	Year			Year			Year			Year			
Educational Material/Event	1	2	3	1	2	3	1	2	3	1	2	3	Comments
Workshops													
Construction erosion control													
1-day workshop for inspection staff, builders, and contractors[b]	5	--	--	--	--	--	10	5	--	--	--	--	Assistance with logistics and promotion
3-day workshop for engineers[b]	5	5	--	--	--	--	5	5	--	--	--	--	Assistance with logistics and promotion
Stormwater management													
4-day workshop for engineers[b]	5	5	--	--	--	--	5	5	--	--	--	--	
Meetings[h]													
Farm "neighborhood" meetings	--	10	--	--	10	--	--	10	--	--	10	--	If warranted, based on other watersheds
Lake district/association meetings	--	--	--	--	--	--	20	20	--	10	10	--	See Appendix H; others tentative
Presentations to environmental, civic, and service groups[i]	20	20	20	20	20	20	20	20	20	20	20	20	Attempting to reach most/all over 3-year sign-up period
Nutrient and pest management meetings[d]	10	10	10	5	5	5	10	10	10	5	5	5	Regional NPM Program co-leadership
Local governments	--	10	--	--	10	--	--	10	--	--	10	--	Follow-up to pre-implementation town and municipal mtgs.
Presentations to agricultural groups	5	5	5	5	5	5	5	5	5	5	5	5	
Speakers Bureau for the above[e]	10	10	10	10	10	10	10	10	10	10	10	10	Area UWEX and DNR providing materials and suggestions

Table 6-16. Educational materials and events - Cedar Creek Watershed

	Responsible Parties (hours)[a]												
	Ozaukee County UWEX			Ozaukee County LCD			Washington County UWEX			Washington County LCD			
	Year			Year			Year			Year			
Educational Material/Event	1	2	3	1	2	3	1	2	3	1	2	3	Comments
Targeted Mailings[j]													
Local Governments	--	--	--	--	--	--	--	--	--	--	--	--	Some occur routinely; accelerated effort
Municipal homeowners	--	--	--	--	--	--	--	--	--	--	--	--	being investigated
Priority landowners by categories	--	--	--	--	--	--	--	--	--	--	--	--	
Youth Education													
Streambank or shoreline clean-up projects	--	5	--	--	--	--	--	5	--	--	--	--	
Storm sewer stencilling project(s)[k]	5	5	--	--	--	--	5	5	--	--	--	--	
Classroom and group/club presentations	5	5	5	5	5	5	5	5	5	5	5	5	
Educational Strategy Updates													
Semi-annual I&E monitoring	10	10	10	10	10	10	10	10	10	10	10	10	
Annual I&E plan revisions	5	5	5	5	5	5	5	5	5	5	5	5	
Total Hourly Commitments[l]	200	225	145	280	255	160	295	225	130	340	240	150	

Footnotes (Table 6-16)

a Many activities will utilize Area UWEX staff leadership or assistance as reflected in separate annual work plans. This priority watershed educational plan reflects only county time commitments. Ozaukee and Washington counties jointly serve as lead responsible parties.

b State or areawide events or materials produced at the District level and perhaps adapted for local use.

c The identification and purchase of existing bulletin materials (including fact sheets, brochures, newsletters, etc.) will prevent duplication and use already published expertise.

d Specific activities and plans related to the State Nutrient and Pest Management Program with demonstration sites in the respective counties.

e Committee and officials' tours may be in conjunction with Basinwide efforts such as those of the Milwaukee River Revitalization Council.

f Hourly estimates for demonstrations here pertain to their investigation, formal proposal, and documentation with slides and fact sheets only--not to the more time-consuming aspects of establishment, maintenance, and use in tours, etc.

g Visor hats are considered a type of "sign", because the wearer to whom given (cooperating landowner) is capable and presumed willing to explain his/her site.

h Meetings may be an important element of project implementation success. Local government meetings listed would follow a series of such events undertaken at the conclusion of the planning phase, during which DNR would also have met with the elected governing bodies of the municipalities in the watershed.

i Presentations to appropriate groups is an attempt to both inform and solicit involvement and support.

j Increased use of targeted mailings has been proposed for both rural and urban areas. Some such mailings routinely occur in Priority Watershed projects. However, an accelerated effort has been proposed by the City of Cedarburg to reach all homeowners regarding proper housekeeping practices for water quality. Focus group interviews in rural segments of the Milwaukee River Basin may similarly indicate the need for additional specifically-targeted mailings to increase participation among priority landowners. The estimated costs and staff time commitments for such examples will need to be covered in separate proposals.

k Storm sewer stencilling for youth is part of a public awareness campaign to establish a linkage in people's minds between urban land management and water quality. A "no dumping-fish downstream" type of message at storm sewer grates would also capture media attentions.

l At the time of plan completion, a clearer and more complete picture of activities and hourly commitments existed for year-one than for subsequent years. The annual updating process will address this matter by providing supplementary detail. In addition, these conservative hourly estimates will likely deviate somewhat from those finally required. Therefore, the entry of specific activities in this table is more important than best estimates to date of the resources needed to complete them.

Table 6-17. Educational budget - Cedar Creek Watershed

	Responsible Parties (hours)[a]									
	Ozaukee County			Washington County			Southeast Area UWEX			
	Year			Year			Year			
Educational Material/Event	1	2	3	1	2	3	1	2	3	Comments
Printed Materials										
Watershed newsletter	--	--	--	--	--	--	--	--	--	County costs minimal unless local postage must be increased for bulk mailing
Watershed folder	--	--	--	--	$2,000	--	--	--	--	If reprint needed--multi-watershed
Demonstration project fact sheets	--	--	--	--	--	--	--	--	--	See: Demonstrations
Yard care fact sheets	--	--	--	--	--	--	$1,000	$500	$250	
Fact sheet regarding easements	--	--	--	--	--	--	$1,000	--	--	Also with Sheboygan and other Milwaukee River watersheds
Fact sheet/materials for storm sewer stencilling	--	--	--	--	--	--	500	--	--	Likely adaptation or direct use for Milwaukee River Program generally
Existing materials (available supplies or reprints)[b]	$100	$100	$100	$100	100	--	100	--	--	
Audio-Visual Materials										
Watershed slides	100	50	--	100	50	--	--	--	--	
Info source tapes--yard care and waste oil recycling[c]	150	--	--	150	--	--	--	--	--	
Videotape purchase	150	--	--	150	--	--	150	--	--	If needed
Video playback/projection equipment purchase	1,400	--	--	--	--	--	3,500	--	--	Monitor and exhibit projection units

Table 6-17. Educational budget - Cedar Creek Watershed

	Responsible Parties (hours)[a]									
	Ozaukee County			Washington County			Southeast Area UWEX			
	Year			Year			Year			
Educational Material/Event	1	2	3	1	2	3	1	2	3	Comments
Exhibits										
Ozaukee County Fair	100	100	100	--	--	--	--	--	--	
Purchase of needed exhibit components[d]	--	--	--	--	1,300	--	500	250	100	
Tours										
Demonstration project field day/ nutrient and pest management tour	--	--	--	--	--	--	--	--	--	Some costs covered by Nutrient and Pest Management Program
Barnyard management tour	--	250	--	--	250	--	--	--	--	
Citizens advisory committee/local officials tour	--	750	--	--	750	--	--	--	--	Local funding perhaps unnecessary if conducted at basinwide level
Category I (& II?) landowner tour(s)	--	--	750	--	--	750	--	--	--	
Urban practices tour	--	--	--	--	--	--	--	--	--	Indefinite future cost
Demonstrations[e]										
Barnyard runoff management	$100	--	--	$100	--	--	--	--	--	Incidental cost for adaptation
Shoreline demonstration-Big Cedar Lake	--	--	--	2,000	--	--	--	--	--	See Appendix H-A for details
Signs										
Demonstration projects	--	--	--	--	--	--	--	--	--	See: demonstrations
Rural cooperator signs and visor hats[f]	--	--	--	--	--	--	--	--	--	
At key access points[f]	--	--	--	--	--	--	--	--	--	

Table 6-17. Educational budget - Cedar Creek Watershed

	Responsible Parties (hours)[a]									
	Ozaukee County			Washington County			Southeast Area UWEX			
	Year			Year			Year			
Educational Material/Event	1	2	3	1	2	3	1	2	3	Comments
Workshops[g]										
Construction erosion control	--	--	--	--	--	--	--	--	--	All under separate budgets
1-day workshop for inspection staff, builders, and contractors	--	--	--	--	--	--	--	--	--	
3-day workshop for (municipal) engineers	--	--	--	--	--	--	--	--	--	
Stormwater management										
4-day workshop for engineers	--	--	--	--	--	--	--	--	--	
Meetings										
Nutrient and pest management meetings	--	--	--	--	--	--	--	--	--	Costs covered by NPM Program
Presentations to environmental, civic, and service groups[h]	200	200	200	200	200	200	--	--	--	
Targeted Mailings[i]										
Local governments	--	--	--	--	--	--	--	--	--	Costs of accelerated effort being investigated and is contingent upon need

Table 6-17. Educational budget - Cedar Creek Watershed

	Responsible Parties (hours)[a]									
	Ozaukee County			Washington County			Southeast Area UWEX			
	Year			Year			Year			
Educational Material/Event	1	2	3	1	2	3	1	2	3	Comments
Youth Education										
Expansion of Testing the Waters[j]	--	--	--	--	--	--	--	$2500	$2500	High Schools in Jackson and possibly Slinger
Streambank or shoreline clean-up projects	--	200	--	--	100	--	--	--	--	Possible equipment or supply needs; most hopefully donated to this program activity
Storm sewer stencilling project(s)	100	--	--	--	--	--	--	--	--	Stencils provided via Area UWEX
Total Costs[k]	$2400	$1600	$1150	$2800	$4700	$950	$3250	$3259	2850	

Footnotes (Table 6-17)

a Many activities will utilize Area UWEX staff leadership or assistance as reflected in separate annual work plans. This priority watershed educational plan reflects only county budgetary needs except for special items listed under the Area UWEX column. These items are activities which District or areawide applicability that are important for this watershed project.

b The identification and purchase of existing bulletin materials (including fact sheets, brochures, newsletters, etc.) will prevent duplication and use already published expertise. Conservation tillage, "sustainable agriculture," and crop rotations are several subjects for which this approach is anticipated; Farm-A-Syst Program modules have been specifically proposed for purchase.

c Taped information available by telephone.

d Purchase of exhibit board and lights for counties. Update of display materials and replacement of boards for Area UWEX.

e Cost estimates for demonstrations pertain to signs and documentation with slides and fact sheets--not to the more costly establishment, maintenance, and use. Fact sheet publication costs may be run through Area UWEX budget rather than the counties.

f Costs have not been estimated because project plans are part of Basinwide plans. Separate proposals have been developed.

g Workshop costs are largely borne by the individuals attending, with associated "up-front" costs incurred by Area UWEX under separate proposals, or directly by DNR.

h Incidental costs anticipated for this ongoing educational program thrust.

i Increased use of targeted mailings has been proposed for both rural and urban areas. Some such mailings routinely occur in Priority Watershed projects. However, an accelerated effort has been proposed by the City of Cedarburg to reach all homeowners regarding proper housekeeping practices for water quality. Focus group interviews in rural segments of the Milwaukee River Basin may similarly indicate the need for additional specifically-targeted mailings to increase participation among priority landowners. The estimated costs and staff time commitments for such examples will need to be covered in separate proposals.

j It would be valuable, not only for the Cedar Creek watershed but basinwide, to involve the Lutheran High School in Jackson and public high school in Slinger with "Testing the Waters." Another funding mechanism has not been identified for this purpose, leaving a large gap in basinwide coverage for not only youth, but associated media coverage and momentum-building.

k At the time of plan adoption, a clearer and more complete picture of activities and budgetary needs existed for year-one than for subsequent years. The annual updating process will address this matter by providing supplementary detail. In addition, cost estimates may deviate somewhat from those finally required. Therefore, the entry if items in this table is more important than specific cost estimates.