

**WDNR OFFICE OF THE GREAT LAKES AOC CAPACITY GRANTS  
2018 AESTHETICS MONITORING VOLUNTEER PROGRAM  
FINAL REPORT**

REPORTING: KELLY REYER, FWWA OUTREACH COORDINATOR

Project Title: **Aesthetics Monitoring Program for the Green Bay AOC**

Project Applicant: **Fox-Wolf Watershed Alliance**

PO Box 1861  
309 E. Kimberly Avenue  
Kimberly, WI 54136

Fiscal Agent: Fox-Wolf Watershed Alliance

Project Implementation Leader: Fox-Wolf Watershed Alliance

Person responsible for quarterly reporting: **Kelly Reyer, Outreach Coordinator**

1. Project Location: **Lower Green Bay and Fox River AOC, Aesthetics Monitoring Sites 1-12**

Final project report submitted to DNR

a. Final project report will include the following information:

i. 2018 Planned vs. Realized budget table, along with explanation for large deviations

**Budget explanation:**

In total, we came in under budget for the 2018 program by **\$213.08**.

Projected costs for the three aesthetics monitoring bus trips were very close to the actual numbers. One additional cost was advertising for the three events on social media. The sponsored ads helped us attract more volunteers for trips two and three.

**Aesthetics Monitoring Bus Trips 2018**

Bus Trip #1	Budgeted	Actual	Over/Under
Bus Rental	\$ 220.00	\$ 224.40	\$ (4.40)
Food & Water	\$ 220.75	\$ 154.60	\$ 66.15
Printing	\$ 20.00	\$ 20.00	\$ -
Staff Travel	\$ 86.74	\$ 73.73	\$ 13.01
Social Media Ad	\$ -		\$ -
<b>Bus Trip #2</b>			
Bus Rental	\$ 220.00	\$ 224.40	\$ (4.40)
Food & Water	\$ 220.75	\$ 151.21	\$ 69.54
Printing	\$ 20.00	\$ 20.00	\$ -
Staff Travel	\$ 86.74	\$ 65.29	\$ 21.45
Social Media Ad	\$ -	\$ 19.87	\$ (19.87)
<b>Bus Trip #3</b>			
Bus Rental	\$ 220.00	\$ 255.00	\$ (35.00)
Food & Water	\$ 220.75	\$ 176.61	\$ 44.14
Printing	\$ 20.00	\$ 20.00	\$ -
Staff Travel	\$ 86.74	\$ 65.13	\$ 21.61
Social Media Ad	\$ -	\$ 26.00	\$ (26.00)
<b>Total:</b>	\$ 1,642.47	\$ 1,496.24	\$ 146.23

FWWA Staff Time:	Budgeted	Actual	Over/Under
Outreach Coordinator @ 80 hours	\$ 1,679.34	2,048.84	\$ (369.50)
FWWA Staff @10 hours	\$ 204.54	142.73	\$ 61.81
Executive Director @ 10 hours	\$ 336.41	32.58	\$ 303.83
Finance & Operations Coord. @10 hours	\$ 226.07	155.36	\$ 70.71
<b>Total:</b>	\$ 2,446.36	\$ 2,379.51	\$ 66.85

**Summary of deliverables accomplished during project duration**

**List of promotional materials used in 2018**

The “Watershed Volunteer” coolers purchased for use in this program in 2017 were used as giveaway items for all volunteers participating in the Aesthetics Monitoring program in 2018. There were enough coolers to give to each volunteer. Five volunteers who participated in two of the bus trips received a reusable bag and water bottle from FWWA in order to avoid giving them a duplicate item. These promotional items were well-received by the volunteers.

**Table showing 2018 survey effort per station and sampling period:**

Row Labels	Count of Date
<b>Bay Beach</b>	12
Aug	12
<b>Communiversity Park</b>	12
Aug	12
<b>Fox Point Boat Launch</b>	24
Jul	12
Oct	12
<b>Leicht Park</b>	24
Jul	11
Aug	13
<b>Metro Boat Launch</b>	13
Oct	13
<b>Perkofski Boat Launch</b>	12
Jul	12
<b>Porlier Pier</b>	12
Jul	12
<b>Regatta 220</b>	12
Jul	12
<b>Riverview Place</b>	12
Aug	12
<b>Voyageur Park</b>	13
Oct	13
<b>Weitor Wharf</b>	25
Aug	12
Oct	13
<b>West Lazarre Ave</b>	12
Jul	12
<b>Grand Total</b>	183

**Names, contact information, and any demographic information gathered for all program volunteers and submitted via separate Microsoft Excel Spreadsheet**

Contact form example (July 14th): <https://bit.ly/2S2tOMv>

July 14th Bus Trip: Contact list spreadsheet attached with this report

August 4th Bus Trip: Contact list spreadsheet attached with this report

October 6th Bus Trip: Contact list spreadsheet attached with this report

\*red lines in the contact sheets indicates a volunteer who signed up for the event but did not show

\*an orange line indicates a volunteer who was interested in participating in a different bus trip at a later date.

**Brief discussion identifying successes and/or problems encountered, future needs, etc.**

Due to the nature of this volunteer program, there was difficulty finding volunteers to participate in aesthetics monitoring as a whole. Due to this difficulty, the change to coordinating bus trips was decided for 2018. Even with giveaway items, transportation, and included lunch, none of the bus trips were able to reach capacity. That being said, the bus trips did allow for us to reach a wide variety of stakeholders, and did provide enough volunteers surveying to meet the requirements outlined in the QAPP.

All photos can be found here: <https://drive.google.com/open?id=17FIHFefX5JOKrmS01oKBpyEC6XQNsCvu>