

10.0 PLAN IMPLEMENTATION

10.1 Plan Implementation Roles and Coordination/Responsibilities

Identification of responsible entities for implementation of Management Measure recommendations was first mentioned in the Action Plan section of this report. These entities are key stakeholders that will be responsible in some way for sharing the responsibility required to implement the watershed plan. However, no single stakeholder has the financial or technical resources to implement the plan alone. Rather, it will require working together and using the strengths of individual stakeholders to successfully implement this plan. Key stakeholders are listed in Table 45. Appendix D includes additional information about each stakeholder and possible roles.

There are several important first steps that Pike River Education Public Outreach Committee (PREPOC) partners will need to accomplish prior to plan implementation. The partners include the Root-Pike Watershed Initiative Network, City of Kenosha, City of Racine, Town of Somers, Village of Mount Pleasant, and Village of Sturtevant.

- 1) Watershed partners are encouraged to adopt the Pike River Watershed-Based Plan.
- 2) The partners will need to recruit “champions” within each municipality and other stakeholder groups to form a Watershed Council (Plan Implementation Committee) that actively implements the Watershed-Based Plan and conducts progress evaluations.
- 3) The watershed partners may also need to hire a Watershed Implementation Coordinator or find an employee internally to follow through on plan implementation.

Table 45. Key Pike River watershed stakeholders/partners.

Watershed Stakeholder/Partner	Acronym/Abbreviation
Businesses	Business
City of Kenosha	Kenosha
City of Racine	Racine
College Campuses (Carthage, Gateway and UW Parkside)	Campuses
Developers	Developer
Ecological or Engineering Consultants	Consultant
Farming Community	Farm
Golf Courses	GC
Hawthorn Hollow Nature Sanctuary & Arboretum	HH
Kenosha County Planning & Development Department	KCPDD
Park Departments (Kenosha, Racine, Somers, Elmwood Park, Mount Pleasant, Pleasant Prairie, Sturtevant)	Parks
Racine County Planning and Development Department	RCPDD
Residents or Owners	Resident/Owner
Root-Pike Watershed Initiative Network	Root-Pike WIN
School Districts	School
Southeastern Wisconsin Regional Planning Commission	SEWRPC
Town of Somers	Somers
US Army Corps of Engineers	USACE
USDA Natural Resource Conservation Service	NRCS
US Fish & Wildlife Service	USFWS
University of Wisconsin Extension	UWEX

Village of Elmwood Park	Elmwood
Village of Mount Pleasant	MP
Village of Pleasant Prairie	PP
Village of Sturtevant	Sturtevant
Wisconsin Department of Natural Resources	WDNR
Wisconsin, Kenosha, and Racine County Dept. of Transportation	DOTs

10.2 Implementation Schedule

The development of an implementation schedule is important in the watershed planning process because it provides a timeline for when each recommended Management Measure should be implemented in relation to others. A schedule also helps organize project implementation evenly over a given time period, allowing reasonable time availability for developing funding sources and opportunities.

For this plan, each “Programmatic & Site Specific Management Measure” recommendation located in the Management Measures Action Plan (Section 8) contains a column with a recommended “Priority” and/or “Implementation Schedule” based on the short term of 1-10 years, medium term of 10- 25 years, and long-term of 25+ years. Other recommendations such as maintenance activities have ongoing or as needed schedules. Projects related to development should occur as new development occurs or resumes. Generally, more complicated/involved projects are recommended for long term implementation based on selected practices, available funds, technical assistance needs, and time frame.

10.3 Funding Sources

Opportunities to secure funds for watershed improvement projects are widespread due to the variety and diversity of Management Measure recommendations found in the Action Plan. Public and private organizations that administer various conservation and environmental programs are often eager to form partnerships and leverage funds for land preservation, restoration, and environmental education. In this way, funds invested by partners in the Pike River watershed can be doubled or tripled, although actual dollar amounts are difficult to measure. A list of potential funding programs and opportunities is included in Appendix E. The list was developed by Applied Ecological Services, Inc. (AES), stakeholders, and through involvement in other watershed and biodiversity studies.

Funds generally fall into two relatively distinct categories. The first includes existing grant programs, funded by a public agency or by other sources. These funds are granted following an application process. The EPA Nonpoint Source Management Program (Section 319 Grants) is an example: an applicant will submit a grant application to the program, and, if the proposed project meets the required criteria and if the funds appropriated have not been exhausted, a grant may be awarded.

The second category, one that can provide greater leverage, might be called “money to be found.” The key to this money is to recognize that any given project may have multiple benefits. A good example in Pike River watershed is the ongoing Pike River Restoration project in Mount Pleasant. Mount Pleasant Storm Water Drainage District continues to mitigate flooding by restoring the stream corridor along the northern branch of Pike River, but this work may be recognized by a

partner organization as an opportunity to provide other benefits such as increasing buffers, water quality improvement or habitat improvement at nearby parcels. It is important to note and explore all of the potential project benefits from the perspective of potential partners and to then engage those partners. Partners may wish to become involved because they believe the project will achieve their objectives, even if they have little interest in the specific objectives of the Watershed Plan.

It is not uncommon for an exciting and innovative project to attract funds that can be allocated at the discretion of project partners. When representatives of interested organizations gather to talk about a proposed project, they are often willing to commit discretionary funds simply because the proposed project is attractive, is a priority, is a networking opportunity, or will help the agency achieve its mission. In this way, a new partnership is assembled.

Leveraging and Partnerships

It is critically important to recognize that no one program has been identified that will simply match the overall investment of the Pike River watershed partners in implementing the Watershed Plan. Rather, partnerships are most likely to be developed in the context of individual and specific land preservation, restoration, or education projects that are recommended in the Plan. Partners attracted to one acquisition may not have an interest in another located elsewhere for jurisdictional, programmatic, or fiscal reasons.

Almost any land or water quality improvement project ultimately requires the support of those who live nearby if it is to be successful over the long term. Local neighborhood associations, homeowner associations, and similar groups interested in protecting water resources, open space, preventing development, or protecting wildlife habitat and scenic vistas, make the best partners for specific projects. Those organizations ought to be contacted in the context of specific individual projects.

It is equally important to note that the development of partnerships that will leverage funding or goodwill can be, and typically is, a time-consuming process. In many cases, it takes more time and effort to develop partnerships that will leverage support for a project than it does to negotiate with the landowners for use or acquisition of the property. Each protection or restoration project will be different; each will raise different ecological, political and financial issues, and each will in all likelihood attract different partners. It is also likely that the process will not be fully replicable. That is, each jurisdiction or partner will have a different process and different requirements.

In short, a key task in leveraging additional funds is to assign responsibility to specific staff for developing relationships with individual agencies and organizations, recognizing that the funding opportunities might not be readily apparent. With some exceptions, it will not be adequate simply to write a proposal or submit an application; more often, funding will follow a concerted effort to seek out and engage specific partners for specific projects, fitting those projects to the interests of the agencies and organizations. Successful partnerships are almost always the result of one or two enthusiastic individuals or “champions” who believe that engagement in this process is in the interests of their agency. There is an old adage in private fundraising: people give to other people, not to causes. The same thing is true with partnerships using public funds.

Partnerships are also possible, and probably necessary, that will leverage assets other than money. By entering into partnerships with some agencies, organizations, or even neighborhood groups, a stakeholder will leverage valuable goodwill, and relationships that have the potential to lead to funds

and other support, including political support, from secondary sources. A good example of a needed partnership in Pike River watershed is that between the farming community, NRCS, and the remainder of the partners. Agricultural land covers nearly forty percent of the land area of the watershed and the management of that land has far reaching impacts throughout the watershed. Without a strong partnership with the farming community and NRCS it will be difficult for PREPOC to achieve all of the plan goals.