



# 8.0 Plan Implementation

## 8.1 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-Based 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 43.

There are several important first steps that stakeholders/partners will

need to accomplish prior to plan implementation.

1. Watershed stakeholders/partners are encouraged to adopt and/or support (via a resolution) the Wind Point Watershed-Based Plan.
2. The stakeholders/partners will need to recruit “champions” within each municipality and other stakeholder groups to form a Watershed Implementation Committee that actively implements the Watershed-Based Plan and conducts progress evaluations.
3. The watershed partners may also need to fund a Watershed Implementation Coordinator such as Root-Pike WIN to follow through on plan implementation.

**Table 48.** Wind Point watershed stakeholders/partners.

Key Watershed Stakeholder/Partner	Acronym/Abbreviation
Root-Pike Watershed Initiative Network	Root-Pike WIN
City of Racine	Racine
City of Racine Health Department	Racine Health Dept.
City of Oak Creek	Oak Creek
City of South Milwaukee	South Milwaukee
Village of Caledonia	Caledonia
Village of North Bay	North Bay
Village of Wind Point	Wind Point
United States Environmental Protection Agency (Region 5)	USEPA
Wisconsin Department of Natural Resources	WDNR
University of Wisconsin Extension	UWEX
Fund for Lake Michigan	FLM
SC Johnson & Son	SCJ
The Prairie School	Prairie School
Racine County Land Conservation Committee	LCC
Thompson & Associates	TA
Caledonia Conservancy	CC
Southeastern Wisconsin Regional Planning Commission	SEWRPC
We Energies	We
Racine County	Racine County
Milwaukee County	Milwaukee County
USDA Natural Resource Conservation Service	USDA
Developers	Developer
Farming Community	Farm

## 8.2 Implementation Schedule

The Watershed Implementation Committee should try to meet at least quarterly each year to guide the implementation of the Wind Point Watershed-Based Plan. 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. High Priority Critical Area projects, for example, are generally scheduled for implementation in the

short term. 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 “Site Specific Management Measure” recommendation located in the Management Measures Action Plan (see Section 6.0) contains a column with a recommended “Implementation Schedule” based on the short term (1-10 years) for most High Priority Critical Areas and 10-20+ years for most medium and low priority

project recommendations. Other recommendations such as maintenance activities have ongoing or as needed schedules. Some projects that are high priority could be recommended for long term implementation based on selected practices, available funds, technical assistance needs, and time frame. In addition, the “Information & Education” plan (see Section 7.0) is designed to be ongoing beginning in 2015. Finally, the “Monitoring Plan” is designed to be conducted and evaluated every five years to determine if progress is being made toward achieving plan goals and objectives.

### 8.3 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 Wind Point 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 F. The list was developed by Applied Ecological Services, Inc. (AES) through involvement in other watershed and ecological 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. 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-Based 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 Wind Point watershed partners in implementing the Watershed-Based 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 or 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.