



# Plan 2020: A Clear Path Forward

2018 Action Priorities (update approved 11.28.17)



Community Board recommended approval: March 28, 2017  
Clean Lakes Alliance Executive Board adopted: May 16, 2017  
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Cover photo: Babcock Park on Lake Waubesa

Dear Clean Lakes Advocate,

In March 2017, after months of planning and feedback from our boards, committees, partners, and donors, we received approval for *Plan 2020: A Clear Path Forward*. The plan outlined eight focus areas: four to increase community engagement in the lakes, which will help us take greater action in our four focus areas to decrease phosphorus pollution.

In eight short months, we have accomplished most of what we set out to do and even exceeded our expectations in a few areas. Through our *Back to the Beach* initiative, we are working to bring more interest in the lakes at the point where citizens engage with the lakes, our beaches. In 2017, our staff engaged with neighborhood groups, design professionals, and city staff with over 20 group presentations and countless individual meetings to renew interest in our beaches. To meet our phosphorus reduction efforts, we supported the creation of a Healthy Farms, Healthy Lakes Task Force by the Dane County Board, and we built coalitions and provided seed money to support innovative phosphorus reduction practices.

Throughout the year, Plan 2020 goals were met within the following action areas:

- Leaf management and construction erosion – enhanced citizen opportunities to make a difference in our programs, website, and community outreach
- Investment of \$130,000 in on-the-ground practices in rural areas for:
  - » Streambank grassed buffers – from 2.3 miles in 2016 to an additional 1.1 miles in 2017
  - » Equipment to inject manure into the ground instead of spreading it on the surface, reducing the risk of runoff
  - » Cover crops in the fall to cover bare soil and prevent surface runoff
  - » 11,500 farm acres using conservation practices partially funded through cash grants to Yahara Pride Farms
- Innovative approaches through our committees – farm and manure management, flood reduction, construction erosion, and carp removal
- *Renew the Blue Volunteer Days* – 1,675 volunteer hours – every Thursday from Earth Day to October
- Weekend Lake Reports revitalized and led to over 60,000 views
- 70 citizen monitors contributed data to **Lakeforecast.org**
- Our grassroots support grew – through an increase in individual donations, sponsorships and attendance at fundraising events

In this update of *Plan 2020: A Clear Path Forward*, we outline actions, developed through strategic meetings with our community partners, for 2018. Through our action priorities, we will keep our focus on the biggest source of water quality challenges in our lakes – excessive phosphorus – and continue to build a strong community of support for the lakes. We remain optimistic that our work will result in our lakes and beaches receiving the use and attention they deserve. Thank you for being a part of this journey. We are honored to have you as part of our alliance.

In Partnership,

James Tye  
Executive Director

Lloyd Eagan  
Executive Board Chair

## Our Story

Clean Lakes Alliance was founded in 2009 as the business arm of the Clean Lakes Festival, an event established to raise money for the lakes. In 2010, Clean Lakes Alliance changed from a volunteer to a founder-led staffed organization. Our first task was to build community support for a plan to clean up the Yahara lakes and watershed, referred to as Yahara CLEAN (Capital Lakes Environmental Assessment and Needs). The Yahara CLEAN plan builds on prior efforts, like the Lake Mendota Priority Watershed Project (1997-2008), and contains 70+ actions to improve water quality. We also began our efforts to engage citizens through active involvement.

## Who We Are Today

Clean Lakes Alliance has come a long way as an organization. In collaboration with our government partners, we developed a roadmap, the Yahara CLEAN Strategic Action Plan for Phosphorus Reduction -- published by Clean Lakes Alliance in 2012 -- to guide our community efforts to clean the lakes. The action plan is unique in identifying 14 specific, cost-effective actions to reduce phosphorus by 50% in our lakes. To increase community engagement, we have created education initiatives, like Yahara Lakes 101, Lake Explorer Camps and our recently launched Yahara Watershed Academy. These events help educate our community, creating lake advocates that advance and support our agenda for cleaner lakes.

## Why Did We Create Plan 2020

We envision a future in which everyone realizes our lakes are the center of the community. To realize that vision, we are building a community of people, businesses, organizations, and government agencies dedicated to improving and protecting water quality in the Yahara River watershed. Our process and our Plan 2020 goals for the next four years reflect our vision, our mission, and our strengths.

Through our eight chosen focus areas, we will build awareness and understanding of lake protection challenges. This increased engagement by the community will lead to support for investment dollars and staffing by government agencies. It will also lead to more action at the grassroots level by both urban residents and farmers in our watershed. The increasing investment and grassroots action will in turn lead to increasing actions that reduce phosphorus runoff into the lakes. Our goal for the organization is that by the year 2020, we will have partners, staff, funding, and grassroots support to fully implement our Clear Path Forward for the lakes.

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## Who is involved?

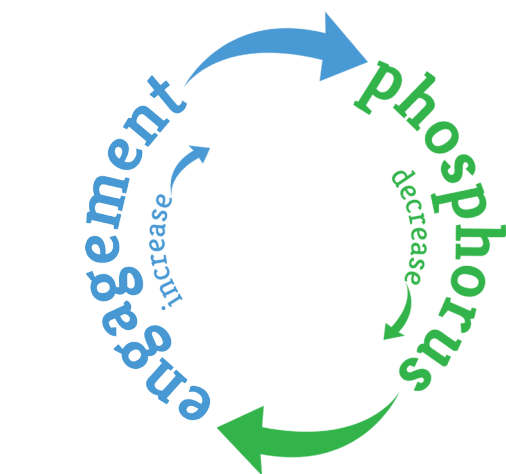
This is a crucial moment for the future of our lakes. We cannot save our lakes unless all of us – landowners, businesses, community leaders, and citizens – do our part. Progress will require a new level of commitment, and concerted action. The time has come for all of us to ACT together in a spirit of Accountability, Cooperation, and Transparency.

### *Dane County*

One of our strongest partnerships is with our county government, and we are thrilled to have a County Executive who has the lakes as one of his top priorities. Through his leadership, Dane County Land and Water Resources Department pushes for innovations in urban and rural areas, including work on a project to dredge phosphorus-laden sediments from key lake tributaries.

### *Yahara WINS*

Another strong partnership is with the Yahara Watershed Improvement Network (WINS) led by the Madison Metropolitan Sewerage District. Yahara WINS is a collaboration of municipalities and other partners to reduce phosphorus loads and meet stringent water quality standards established by the Wisconsin Department of Natural Resources. Clean Lakes Alliance is a major contributor and partner to the Yahara WINS project.



### *Yahara Pride Farms*

Clean Lakes Alliance has been a major contributor and proud partner to Yahara Pride Farms, a farmer-led organization that promotes innovative and effective approaches to reduce soil erosion and improve water quality. Yahara Pride Farms is pushing innovative practices and promoting best practices, like cover crops, strip tillage, and low disturbance manure injection through the most effective avenue – farmer-to-farmer communication.

## Our 2020 Vision

By 2020, we hope to have grown our citizen involvement through community engagement actions. Our community will be more fluent about the challenges facing the lakes and they will have avenues through business volunteerism, citizen monitoring, education programs, and donations to make a difference. We want to make significant progress towards our 50% goal of phosphorus reduction into each of the Yahara lakes. We hope to increase funding along with our citizen involvement, resulting in more funds for phosphorus actions, including providing grants to our partners. In 2017, we are committing \$130,000 towards phosphorus reduction actions and grants. We hope that by the year 2020, we will be able to significantly increase that amount. Finally, we want to be accountable both as an organization, by measuring progress towards our Plan 2020 goals, and as a community, by annually measuring progress towards our 50% phosphorus reduction goal.

## Why We Need Accelerated Progress

The Yahara CLEAN Strategic Action Plan for Phosphorus Reduction objective is to reduce phosphorus runoff into the lakes by 50%. The Yahara CLEAN roadmap – guided and endorsed by our watershed’s major government partners – will result in more days when our lakes are algal-bloom free and our beaches are open. Here are some key areas where we, as a community, are falling short.

- Only 2 of the 5 digesters required by Yahara CLEAN are built, none with nutrient concentration systems.
- On cropped land, we are only part of the way towards our annual goal of decreasing the amount of soil erosion from farm fields. We need to provide the cost-share and other incentives to encourage farmers to improve cropping and tillage practices and use conservation practices that reduce runoff.
- To manage increasing amounts of manure from livestock operations, we need 100% of the cropland acres to have and use nutrient management plans in critical areas.
- Because of a United States Geological Survey (USGS) study of the phosphorus content in leaves, we know that timely removal of leaf litter in the streets can reduce harmful phosphorus concentrations in stormwater up to 80%. In urban areas, we need street-clearing campaigns and improved municipal leaf collection to address this big source of phosphorus.
- In the face of rapid urban development, we need builders to voluntarily go above and beyond current construction erosion regulations and be recognized when they do.

### Focus Areas to Accelerate Yahara CLEAN Phosphorus Actions

1. **Farmland management** – providing funding and enhancing partnerships that help farmers manage farmland and manure in a way that protects lake water quality
2. **Leaf management** – engaging and educating citizens, building alliances to enhance messaging, and promoting action to highlight the connection between leaves in the streets and lake water quality
3. **Innovative solutions** – providing leadership in developing, promoting, and advancing innovative approaches
4. **Construction erosion reduction** – engaging and educating citizen leaders and building alliances so that erosion from construction sites does not degrade lake water quality

### Focus Areas to Increase Community Engagement

1. **Education** – advancing knowledge about the lake challenges, benefits, and actions to promote a sense of lake ownership and increase political support and funding for lake protection
2. **Volunteerism** – engaging businesses with meaningful volunteer action, education, and donation opportunities to support lake protection and restoration
3. **Monitoring** – engaging citizen water quality monitors and reporting on community progress in meeting 50% phosphorus reduction targets
4. **Citizen action** – building alliances and creating tools to enable citizens to take action at home, at their business, and throughout the community to reduce phosphorus runoff and improve lake water quality

## Developing the Plan

Our Plan 2020 process started in May 2016. Every year we will present on our achievements and workplans at our Save Our Lakes Community Breakfast in May. The process to develop our strategic priorities included multiple opportunities for input from our boards, committees, donors, and key partners through surveys, world café-type feedback sessions, and meetings.

## Updating the Plan

Going forward, in October and November, we will work with key partners and our boards and committees to craft our goals for each upcoming year. At our November Community Board meeting, we will present our new goals and get their feedback. Final goals will be presented and approved at our January meetings of the Executive and Community Boards.

### Our Annual Schedule to Update Plan 2020

January - November	Workplan actions carried out
May	Progress reported at Save Our Lakes Breakfast
August - October	Workplans reviewed, progress evaluated, and new workplans developed
October - November	Partners and committees give feedback on new workplans
November	Community Board approves updated Plan 2020

Plan 2020 presents a strategic framework to create action for the Yahara lakes from 2017 to 2020. Through this framework, Clean Lakes Alliance will accelerate action on reducing phosphorus runoff and igniting citizen action in support of our lakes. Every year in our State of the Lakes Annual Report, we will track our community progress towards meeting Plan 2020 goals.

It will take all of us to make a difference for our lakes and watershed. This plan gives the community a way to work together on a clear path forward for the lakes.

### Introduction to Yahara CLEAN Phosphorus Actions

Phosphorus runoff comes from city streets, paved parking lots, sidewalks, farmland, and disturbed areas like construction sites. Approximately 70% of the phosphorus runoff comes from farms and 30% from urban areas. The split between urban and rural reflects the makeup of the land that drains into the lakes. Our Plan 2020 actions represent a balanced approach to address both sources of phosphorus.

#### **1. Farmland Management**

Vibrant farms, a vital part of our economy, need careful management to ensure nutrients put in place to grow crops do not runoff from farm fields into nearby lakes and streams. Clean Lakes Alliance is putting dollars raised through our fundraising events towards on-the-ground practices that reduce runoff and erosion from farm fields. We are also working with farmers on approaches to better manage manure and nutrients.

#### **2. Leaf Management**

Leaves that fall in city streets represent a significant source of phosphorus runoff in urban areas when they are left to decay in streets. Initial results from an on-going study by the United States Geological Survey estimates that we can reduce the amount of urban phosphorus runoff by 80% with careful timing of leaf removal from our city streets in the fall. As part of our focus for leaf management, Clean Lakes Alliance will motivate citizen action through our strong education and outreach programming and our Renew the Blue Volunteer Days. We are also working with partners on developing a process for calculating and crediting phosphorus reductions from improved leaf management efforts.

#### **3. Innovative Solutions**

Our Committee on Strategic Implementation, with members from the University of Wisconsin, agricultural businesses, government agencies, and consulting engineers, has been meeting regularly to consider and promote new innovations that could benefit the lakes. Clean Lakes Alliance will continue to use this committee to foster innovation as part of Plan 2020. In addition, our plan calls for providing funding and alliance building to meet our innovation goals.

#### **4. Construction Erosion**

Dane County has been adding 60,000 people every 10 years. This new development can lead soil erosion that can carry phosphorus and other pollution to our lakes if it is not managed effectively. Clean Lakes Alliance will enhance the efforts of groups already active in this area through proactive public outreach and alliance building.



# Introduction to Community Engagement Actions

The mission of Clean Lakes Alliance is to build a community dedicated to improving and protecting water quality in the Yahara River Watershed. Our community engagement focus areas are a key part of building that constituency for the lakes. As our citizens make the lakes a central part of their lives, it will spur action that will help us achieve our clean lakes goals.

## 1. Education

Clean Lakes Alliance already has strong educational programming with Yahara Lakes 101, the Lake Explorer Camp, and events to explore and learn about best farm practices. We will continue and expand on these programs and explore new opportunities to drive action in support of our community beaches and lakes.

## 2. Volunteerism

Clean Lakes Alliance will build on our customized Renew the Blue Volunteer Day experiences for area businesses by expanding our circle of partners and types of projects. We will also look for opportunities to enhance the Clean Lakes Alliance volunteer experience and expand volunteerism for local lake parks.

## 3. Monitoring

Clean Lakes Alliance has built a monitoring program to enhance our understanding of nearshore lake conditions – the place where most people experience the lakes. We publish the data in real time on lakeforecast.org to help the public plan their day on the lake. We will enhance and expand the monitoring program and create new avenues to promote awareness of current lake conditions.

## 4. Citizen Action

All of our engagement focus areas are designed to lead to citizen action at home, at places of business, and through donations. In this focus area, we will push citizen action through alliances with local groups, at the Yahara Watershed Academy to build grass roots leadership, and through our popular festivals and events like Loop the Lake and Frozen Assets.

## Community Feedback

We are grateful to our partners, boards, donors, and committees for all the feedback they have given through surveys, participation in world café dialogue sessions, and one-on-one meetings. You have helped us design effective action that will bring the community together so that we can all benefit from healthy lakes.

### Our collaborative and transparent strategic planning approach has involved the input of:

- Over 100 board and committee members
- Over 700 current donors
- One-on-one meetings with our major implementation partners
- Over 50 meetings to present updates and solicit feedback

## Yahara CLEAN Implementation

Phosphorus-reduction actions where we can add the greatest value to help accelerate progress towards reducing phosphorus by 50%.

### Farmland Management

#### Community Goal:

All farmers have adopted practices that reduce build up of phosphorus in the soil and minimize erosion from farm fields

#### Clean Lakes Role/Strength:

Building coalitions, providing funds for practices, creating paths for consumers to encourage best farm practices, advocating for sustainable farm practices

#### Collaborators:

Dane County, Yahara Pride Farms, Yahara WINS, agricultural businesses, Department of Agriculture Trade and Consumer Protection

#### Clean Lakes Action Priorities:

- 1) Build coalitions and advocate for policies that lead to more sustainable best farm practices
- 2) Fund on-the-ground practices through grant agreements to partners like Yahara Pride Farms and Yahara WINS
- 3) Provide support for research on innovative practices
- 4) Research and develop ways for consumers to support best farm practices

#### Measureable Action Outcomes:

**Clean Lakes:** dollars towards practices  
**Community progress:** more acres under best farm practices

### Leaf Management

#### Community Goal:

Create a cultural norm where removing leaves from the street is comparable to keeping our streets trash-free

#### Clean Lakes Role/Strength:

Providing leadership, pushing action based on proven models, piloting approaches, creating tools and incentives for action

#### Collaborators:

Madison Area Municipal Stormwater Partnership (MAMSWaP), United States Geological Survey, City of Madison, Department of Natural Resources, local watershed groups, yard care professionals

#### Clean Lakes Action Priorities:

- 1) Advocate and assist efforts by government partners to get leaf-free phosphorus crediting
- 2) Advocate and assist government partners who are working to create leaf-free streets best management practices
- 3) Develop a marketing and education campaign to communicate the community message regarding leaf management for homeowners
- 4) Develop or expand successful incentive program to reward/recognize good yard-care practices

#### Measureable Action Outcomes:

**Clean Lakes:** community wide coordinated leaf messaging  
**Community progress:** Municipalities and homeowners participating in leaf management programs; leaf debris removed from streets

### Innovative Solutions

#### Community Goal:

Encourage a culture of innovation that encourages new approaches to phosphorus reduction

#### Clean Lakes Role/Strength:

ideas, exploring best practices, advocating for proven new technologies and practices, funding research and providing grants

#### Collaborators:

Committee on Strategic Implementation (CSI - representation from Department of Natural Resources, City of Madison, Dane County, Yahara WINS, University of Wisconsin, and Capital Area Regional Planning Commission), Madison College, engineering and technology firms

#### Clean Lakes Action Priorities:

- 1) Continue to vet innovative solutions through CSI
- 2) Launch a Clean Lakes Alliance Grant Program to support innovative practices (e.g. carp removal)
- 3) Support Dane County in siting more manure processing facilities, like digesters and nutrient concentration systems
- 4) Reward innovation through support for programs that encourage new approaches to phosphorus runoff

#### Measureable Action Outcomes:

**Clean Lakes:** increase dollars for grants and measure outcomes of the grant program  
**Community progress:** examples include legacy sediment, new P treatment systems installed, new manure processing systems

### Construction Erosion

#### Community Goal:

Create a community expectation that disturbed soil from construction stays on-site

#### Clean Lakes Role/Strength:

Messaging best practices and promoting them through partners (like Green Tier), recognizing good actors

#### Collaborators:

Dane County, City of Madison, local watershed groups, agency and non-profits that recognize/promote best practices, and builders

#### Clean Lakes Action Priorities:

- 1) Proactively communicate with municipal/county elected officials and builders to educate about construction erosion
- 2) Explore partnerships to promote green approaches and promote voluntarily exceeding current standards
- 3) Expand educational programming to include information on the importance of construction erosion and best management practices

#### Measureable Action Outcomes:

**Clean Lakes Alliance:** messaging for best practices; businesses recognized as good actors  
**Community Progress on phosphorus reduction:** pounds of phosphorus reduced

# 2017-2020 Operating Framework Key

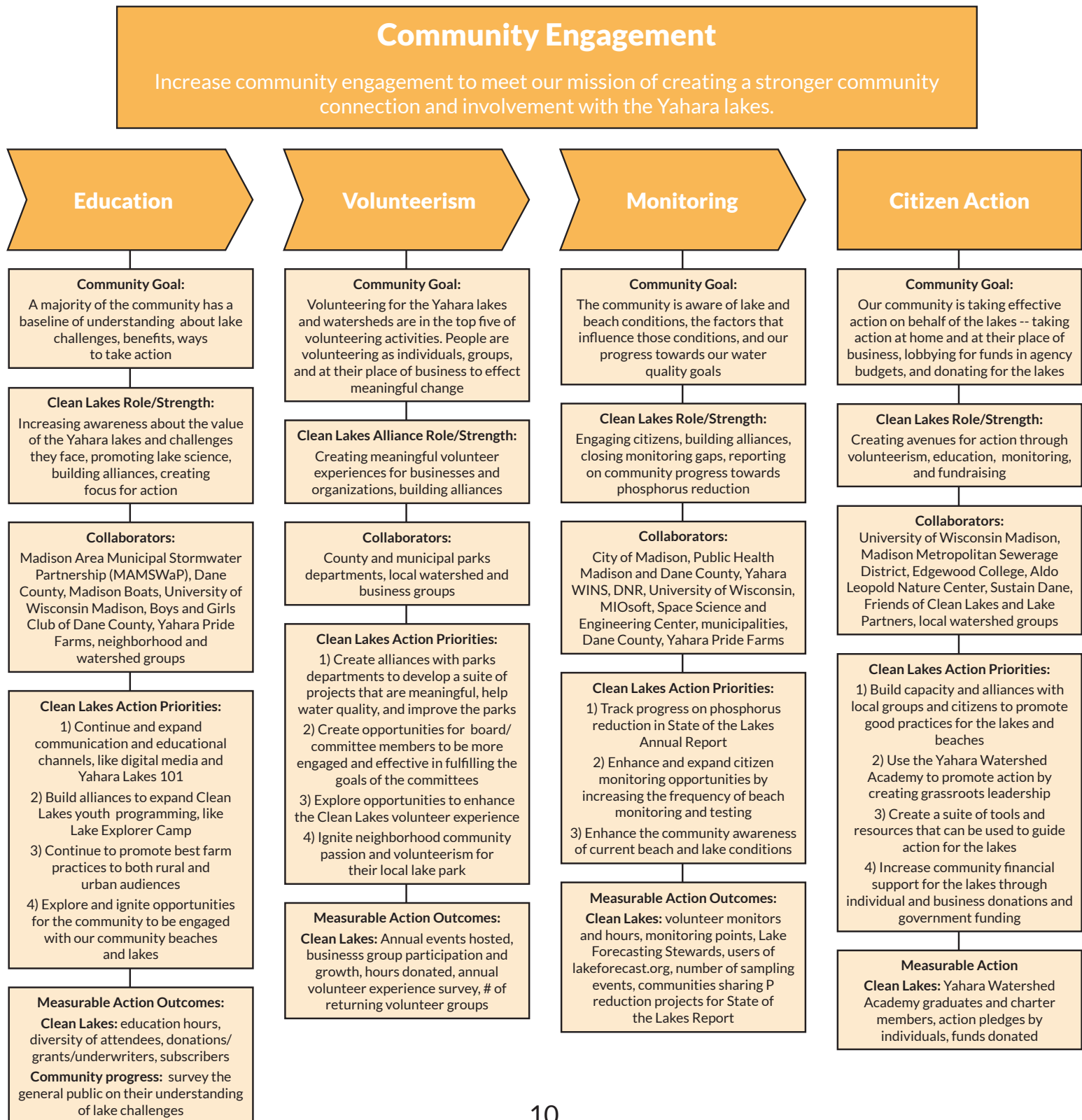
**Community Goal:** A vision to guide us as we implement actions over the next four years.

**Clean Lakes Role/Strength:** How we add value to the work already started in the community.

**Collaborators:** Highlights of our established or prospective collaborators.

**Clean Lakes Action Priorities:** Our 2017-2020 action priorities.

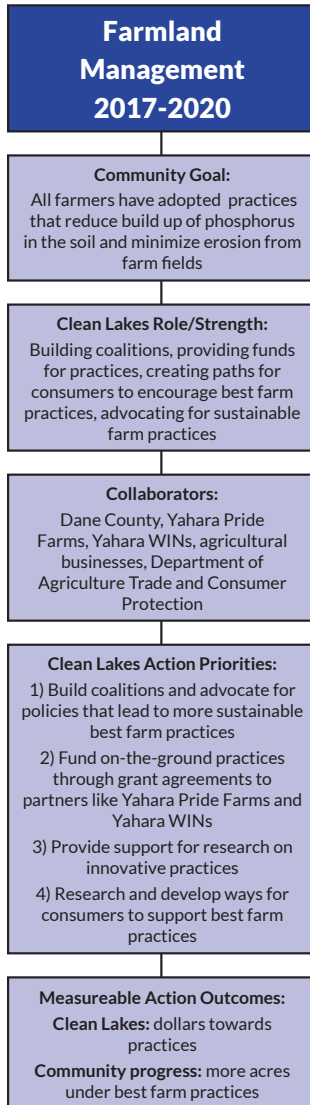
**Measureable Action Outcomes:** How we will be accountable by reporting our organization progress and the community progress towards phosphorous reduction in our State of the Lakes Annual Report.





Improved cropping, tillage and in-field practices, along with better nutrient management, represent the single largest source of possible phosphorus reductions in the *Yahara CLEAN Action Plan for Phosphorus Reduction*. Farmers in the watershed are working to decrease the amount of soil erosion and manure runoff from their fields and barnyards through tillage practices, and the planting of cover crops and harvestable stream buffers.

## 2017 - 2020 Workplan



**Action 1.** Build coalitions and advocate for policies that lead to more sustainable best farm practices.

- **2017 Achievements:** Supported the creation of a Healthy Farms, Healthy Lakes Task Force by the Dane County Board, and Clean Lakes Alliance sits as a member. Committee on Strategic Implementation considered ways to promote best farm practices. Yahara Lakes 101 topics included farm management issues.
- **2018:** At Economic Impact and Policy Committee consider ways to communicate the Task Force recommendations to the larger community.
- **2019:**
- **2020:**

**Action 2.** Fund on-the-ground practices through grant to partners like Yahara Pride Farms and Yahara WINS.

- **2017 Achievements:** Approved funding for best farm practices through grants to Yahara Pride Farms (\$30,000) and Yahara WINS (\$100,000). Through committees, developed criteria for a Clean Lakes grant program to be launched in 2018.
- **2018:** Budgeted \$150,000 for innovative practices. Be a catalyst for innovative practices through a Clean Lakes grant program and partner funding.
- **2019:**
- **2020:**

**Action 3.** Provide support for research on innovative practices.

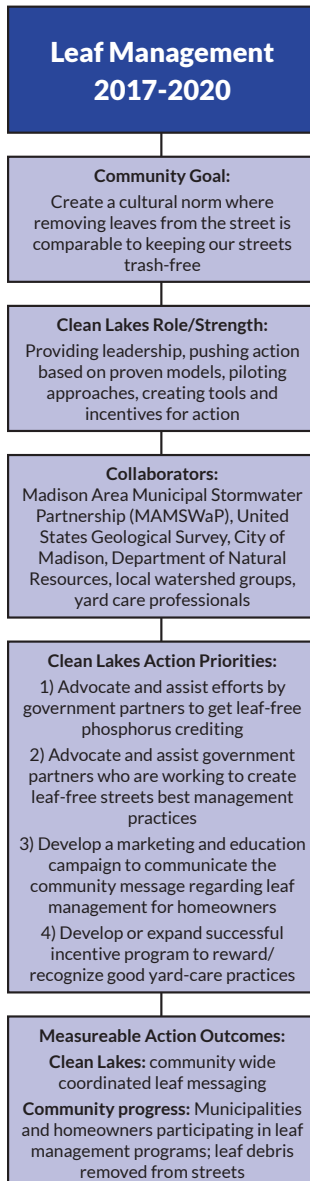
- **2017 Achievements:** UW-Madison and Yahara Pride Farms partnership will complete work on manure composting evaluation by the end of 2017.
- **2018:** Through Committee on Strategic Implementation, pursue innovative projects/ research, potentially including manure composting opportunities.
- **2019:**
- **2020:**

**Action 4.** Research and develop ways for consumers to support best farm practices.

- **2017 Achievements:** Committee on Strategic Implementation considered market-driven solutions on farm management with the UW Director of Dairy Policy Analysis.
- **2018:** Promote consumer approaches to support best farm practices through educational and outreach programming.
- **2019:**
- **2020:**

Leaves represent the largest source of urban phosphorus pollution when they are left to decay in streets. Clean Lakes Alliance will work to add significant value to community efforts to engage the public in effective leaf management through pilots, research, outreach, and marketing.

## 2017 - 2020 Workplan



**Action 1.** Advocate and assist efforts by government partners to get leaf-free phosphorus crediting approved for municipal stormwater permitting.

- **2017 Achievements:** Clean Lakes has contributed to a USGS study to establish a relationship between observed leaf accumulations and urban phosphorus loading. 2017 is the final year of the study.
- **2018:** Continue to be part of a coalition pushing for municipal credits for leaf management and communicate phosphorus progress. Review current phosphorus modeling/formulas and monitoring practices through a subgroup of the Committee on Strategic Implementation.
- **2019:**
- **2020:**

**Action 2.** Advocate and assist government partners who are working to create best management practices that can guide municipal leaf-removal efforts.

- **2017 Achievements:** At meetings with government partners, assisted with efforts to recommend methods that municipalities can use to baseline and track progress.
- **2018:** Support community partners to promote leaf-free streets through the Clean Lakes grant program (see innovative solutions).
- **2019:**
- **2020:**

**Action 3.** Develop a marketing and education campaign to communicate a community message regarding leaf management.

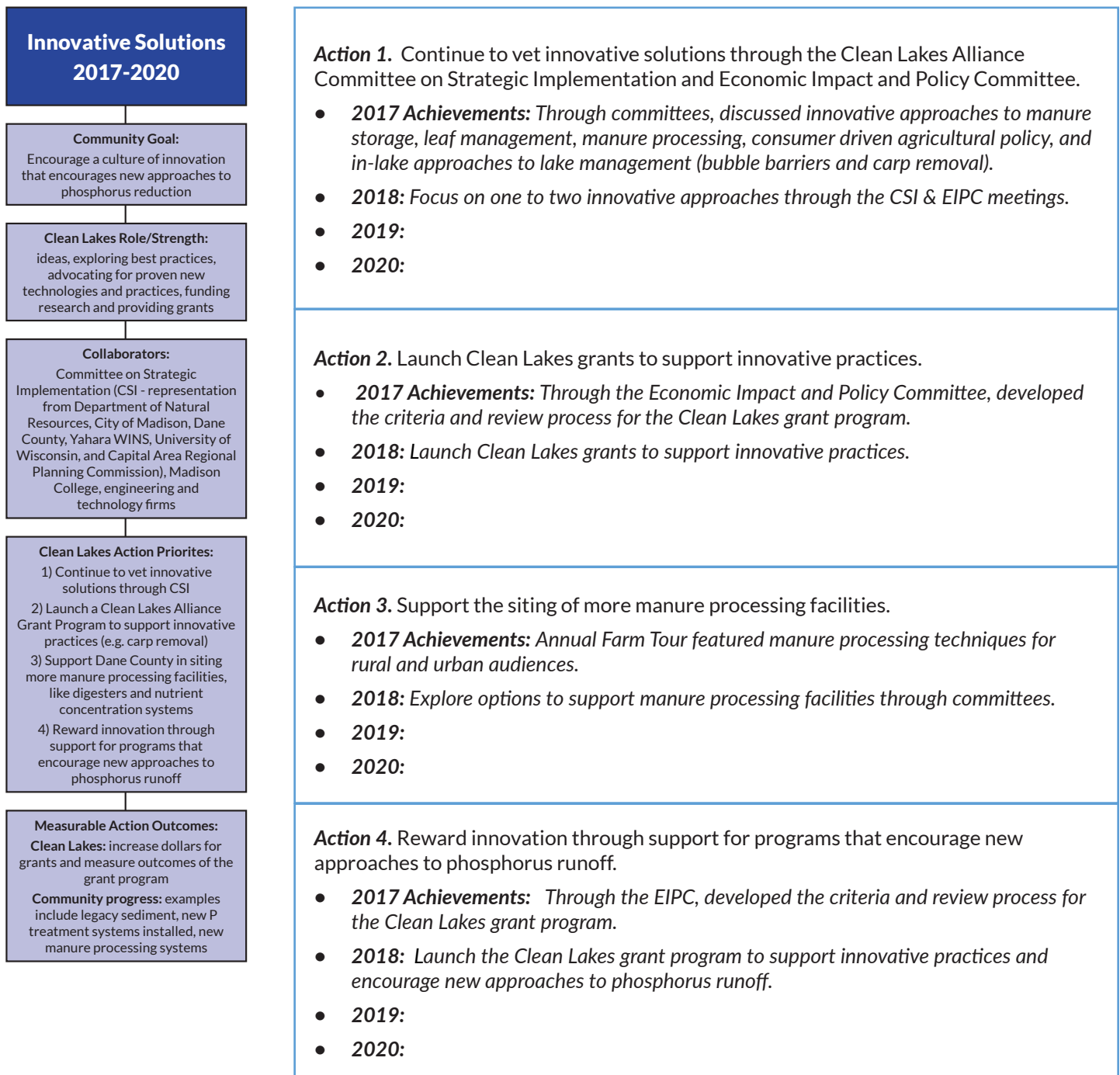
- **2017 Achievements:** Leaf-free streets educational materials were promoted on our webpage and through social media. Staff assisted and promoted neighborhood level leaf management campaigns. Leaf-free streets message promoted on a billboard.
- **2018:** Reconstitute the Clean Lakes Alliance Citizen Action Committee to consider tools and resources to guide action for the lakes (citizen toolkit, marketing, notification tools).
- **2019:**
- **2020:**

**Action 4.** Develop or expand successful incentive program to reward/recognize good yard-care practices.

- **2017 Achievements:** Continuing work with municipal partners to develop a citizen toolkit.
- **2018:** Launch Clean Lakes grant program to support innovative approaches and include leaf-free streets as a priority (see innovative solutions).
- **2019:**
- **2020:**

Clean Lakes Alliance has fostered innovative solutions through our Committee on Strategic Implementation (CSI), supported studies to explore innovative approaches to reduce phosphorus, and helped fund pilot projects. Based on feedback from our boards and committees, we will expand on this successful work and create more avenues to reward and explore new technologies/practices.

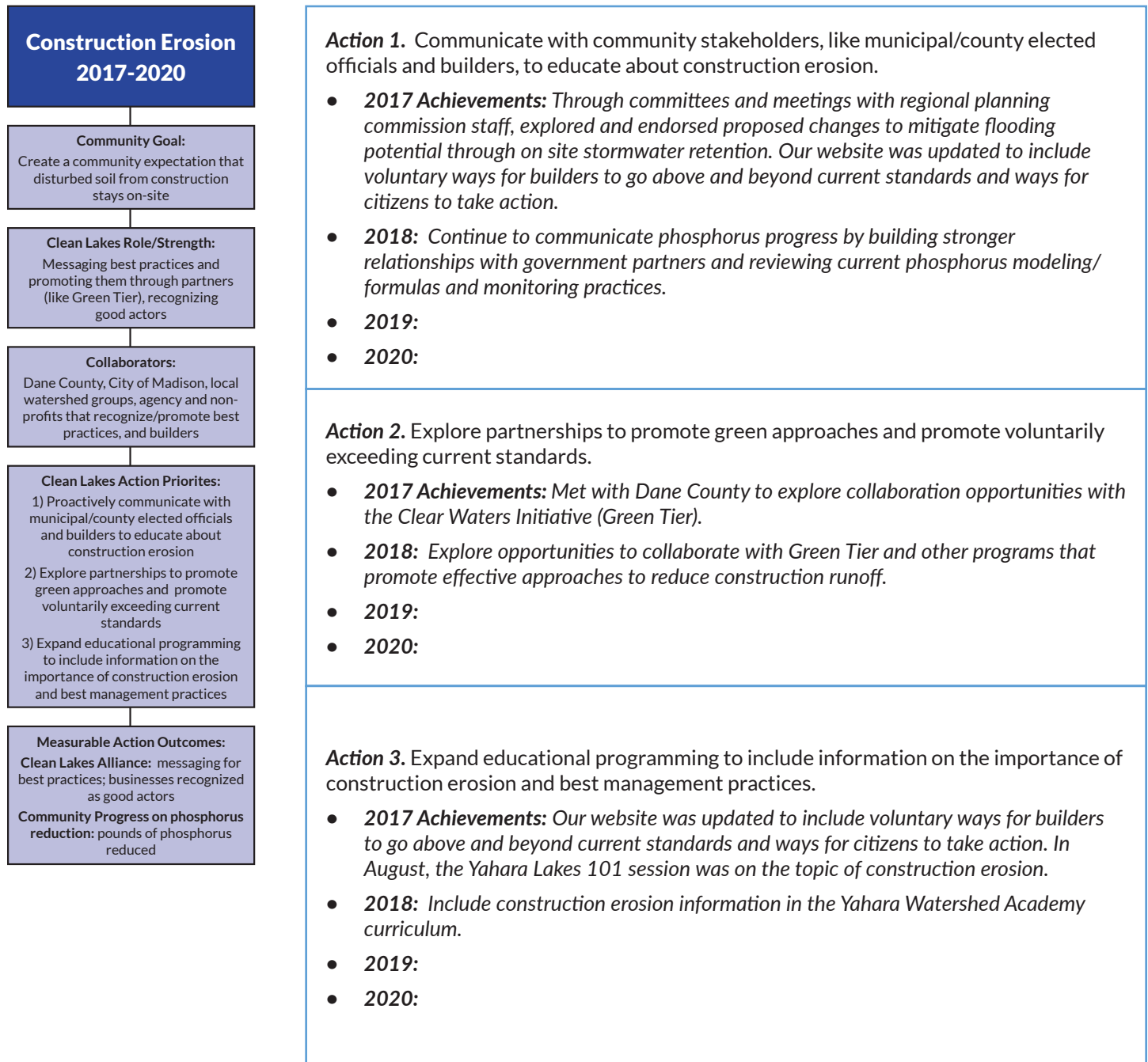
## 2017 - 2020 Priority Workplan





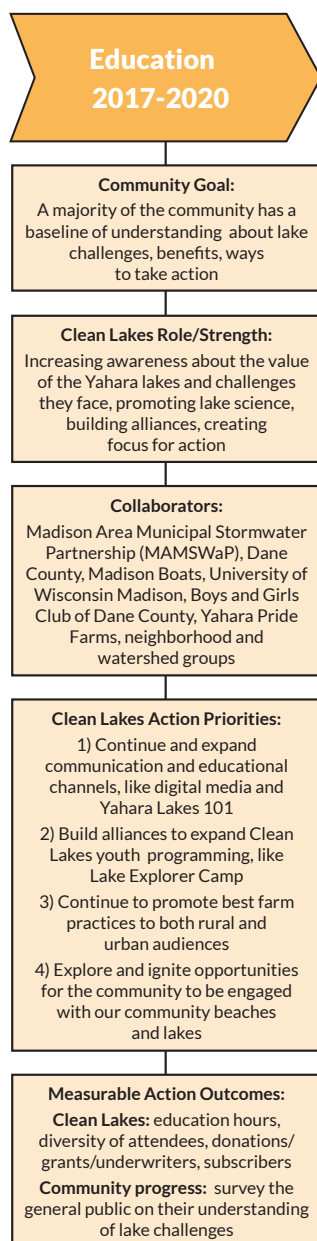
The Yahara CLEAN Action Plan for Phosphorus Reduction report calls for reducing sediment runoff in new development by 80%. Clean Lakes Alliance will develop educational messages and work to give a higher profile to businesses that voluntarily go above and beyond what they are required to do by ordinance.

## 2017 - 2020 Workplan



Clean Lakes Alliance will work to advance the level of understanding and awareness of the sources of nonpoint source pollution from both urban and rural areas. We will also provide educational programming on the actions needed, and being accomplished, to improve Yahara lake water quality.

## 2017 - 2020 Workplan



### Action 1. Continue and expand communication and educational channels.

- **2017 Achievements:** 2016 State of the Lakes Annual Report - communicated community phosphorus message. Tools to drive more traffic to website in place and citizen resource toolkit for leaf management on the website. Yahara Lakes 101 program met monthly.
- **2018:** Research ways to measure public awareness of lake challenges and solutions.
- **2019:**
- **2020:**

### Action 2. Build alliances to expand Clean Lakes youth programming, like Lake Explorer Camp.

- **2017 Achievements:** Through a collaboration between Brittingham Boats and the Boys and Girls Club, our Lake Explorer Camp, hosted 177 children ages 5-12. .
- **2018:** Lay groundwork to expand youth educational programming by transitioning the Lake Explorer Camp into a two week program, adding the Bayview Community, and seeking financial support from Dane County.
- **2019:**
- **2020:**

### Action 3. Continue to promote best farm practices to both rural and urban audiences thorough events like farm tours.

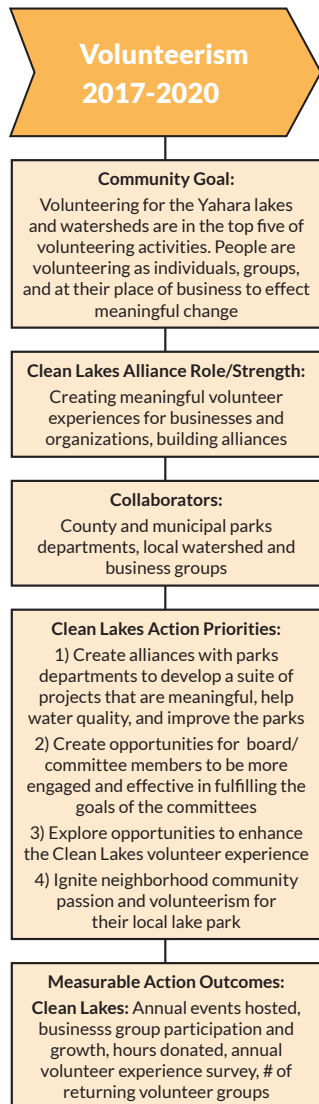
- **2017 Achievements:** Farm tour highlighted sustainable farm methods.
- **2018:** Include best farm practices as part of an educational video series.
- **2019:**
- **2020:**

### Action 4. Explore and ignite opportunities for the community to be engaged with our community beaches and lakes.

- **2017 Achievements:** Our Back to the Beach Initiative launched, including the "Reimagining Warner Beach" Contest, student art contest, and beach inventory.
- **2018:** Complete the beach award process and ignite community interest in the award winning proposal ideas.
- **2019:**
- **2020:**

Clean Lakes Alliance develops customized experiences for area businesses and organizations seeking meaningful restoration and cleanup opportunities. The hands-on project work combined with our watershed education programming helps volunteers draw connections to land-use impacts and ongoing lake challenges.

## 2017 -2020 Workplan



**Action 1.** Create alliances with parks departments to develop a suite of projects that are meaningful, help water quality, and improve the parks.

- **2017 Achievements:** Reaffirmed current alliances and planned projects that reflect both our 2020 plan goals and meaningful volunteer day experiences.
- **2018:** Meet with county and municipal parks departments to plan meaningful projects and explore opportunities to integrate educational components into the experience.
- **2019:**
- **2020:**

**Action 2.** Create procedures to have board/committee members be more engaged and effective in fulfilling the goals of the committees.

- **2017 Achievements:** Weekly emails to boards and committees initiated to show progress towards our goals. Research completed on how other non-profits work with boards and committees.
- **2018:** Realign board and committee work with Plan 2020 goals and provide opportunities for boards to participate in the Plan 2020 process through surveys (along with surveys of volunteers and donors).
- **2019:**
- **2020:**

**Action 3.** Explore opportunities to enhance the Clean Lakes Alliance volunteer experience.

- **2017 Achievements:** Volunteer day participants surveyed and feedback used to adjust volunteer experience. Volunteer appreciation day held in September. Extended the program to every Thursday from Earth Day to October.
- **2018:** Celebrate partner and volunteer day achievements through social media and a volunteer recognition day. Explore opportunities to present lake information to volunteer groups through brown bags or other forums.
- **2019:**
- **2020:**

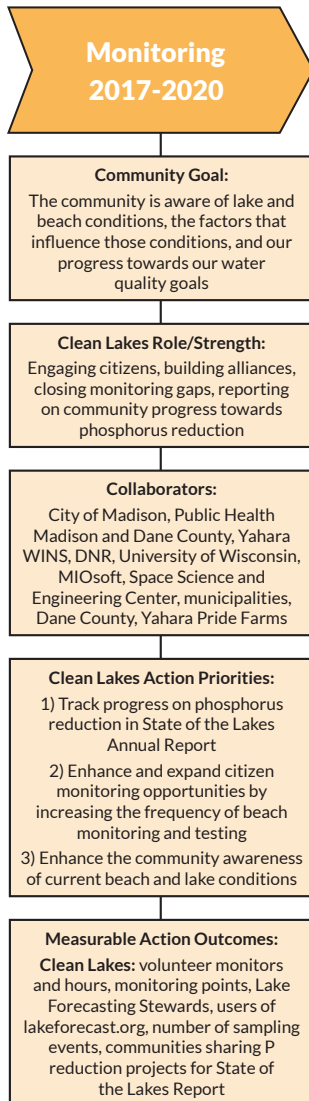
**Action 4.** Ignite neighborhood community passion and volunteerism for their local lake park.

- **2017 Achievements:** Met with over 20 neighborhood groups about our Back to the Beach Initiative, including the "Reimagine Warner Beach" Contest, student art contest, and beach inventory.
- **2018:** Increase our community presence through the Clean Lakes grant program, newsletter articles, and community presentations.
- **2019:**
- **2020:**



Clean Lakes Alliance has built a monitoring program focused on nearshore lake conditions. Clean Lakes Alliance staff and volunteers monitor at 70+ sites, including all 25 public beaches throughout the Yahara watershed. The data is published on a mobile-ready website, lakeforecast.org, and made available to researchers for analysis on how blue green algae moves through the lake system. Report progress on phosphorus reduction in the State of the Lakes Annual Report.

## 2017 - 2020 Workplan



### Action 1. Track progress on phosphorus reduction in State of the Lakes report.

- **2017 Achievements:** Every community and implementation partner was contacted and given an opportunity to report project success and modeled phosphorus reductions.
- **2018:** Continue to communicate phosphorus progress by building stronger relationships with government partners and reviewing current phosphorus modeling/formulas and monitoring practices [see construction erosion & leaf focus areas].
- **2019:**
- **2020:**

### Action 2. Enhance and expand citizen monitoring opportunities by increasing the frequency of beach monitoring and testing.

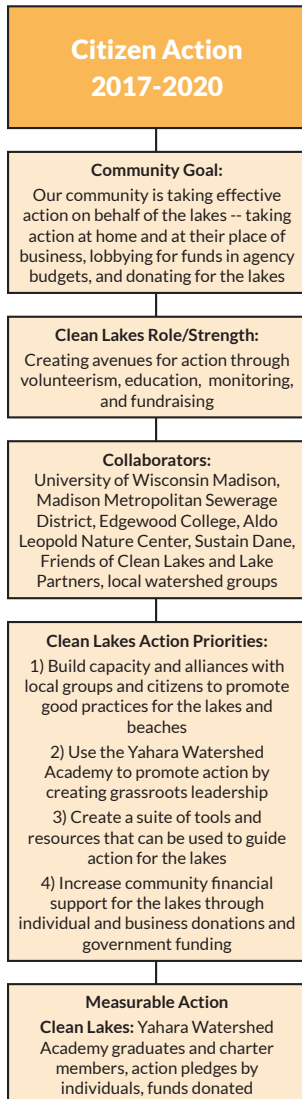
- **2017 Achievements:** 70 citizen volunteers were recruited and monitoring was expanded in frequency and season length. Automated temperature loggers were installed at 14 lakes sites.
- **2018:** Officially extend the monitoring season to include September (lakeforecast.org and citizen monitors). Facilitate more robust monitoring of beaches by: university, government, and citizen monitors.
- **2019:**
- **2020:**

### Action 3. Enhance the community awareness of current beach and lake conditions.

- **2017 Achievements:** Weekend Lake Report was revitalized and resulted in driving increased traffic to the website - over 60,000 views. A beach inventory and needs assessment for all beaches was initiated and will be completed in 2018.
- **2018:** In partnership with UW Madison, begin monitoring data analysis to improve beach condition forecasting capabilities. Complete beach inventory data collection. At committee level, build a better understanding of current beach monitoring protocols in the Yahara lakes and statewide and recommend improvements.
- **2019:**
- **2020:**

All of the engagement focus areas are designed to lead to citizen action at home, at their place of business or through donations. Our action priorities in this area will push citizen action forward in leaf management and construction erosion and support grassroots action through a Clean Lakes Grant Program and the Yahara Watershed Academy.

## 2017 -2020 Workplan



**Action 1.** Build capacity and alliances with local groups and citizens to promote good practices for the lakes and beaches.

- **2017 Achievements:** Our new watershed engagement manager was hired and she presented at over 20 neighborhood events.
- **2018:** Increase our community presence through Clean Lakes grant program, newsletter articles, and community presentations.
- **2019:**
- **2020:**

**Action 2.** Use the Yahara Watershed Academy to promote action by creating grassroots leadership.

- **2017 Achievements:** Academy was launched and graduated the first class of 23 grassroots leaders.
- **2018:** Graduate a second class of grassroots leaders and move towards a sustainable funding mechanism for the Academy.
- **2019:**
- **2020:**

**Action 3.** Recognize and support organizations and citizens that promote good practices for the lakes.

- **2017 Achievements:** Research on current recognition programs was completed and incorporated into 2018 goals.
- **2018:** Collaborate with Clear Waters Initiative (Green Tier), a program that incentivizes builders to voluntarily go above current standards (see construction erosion)
- **2019:**
- **2020:**

**Action 4.** Create a suite of tools and resources that can be used to guide action for the lakes.

- **2017 Achievements:** Collaborated with Dane County to create materials for citizen action on leaf management. Materials are available on our website.
- **2018:** Reconstitute the Clean Lakes Alliance Citizen Action Committee to consider tools and resources to guide action for the lakes (citizen toolkit, marketing, notification tools) (see Leaf Management).
- **2019:**
- **2020:**

**Action 5.** Increase community financial support for the lakes through individual and business donations and government funding.

- **2017 Achievements:** Ran successful events and fundraising efforts that engage business and community members in the watershed.
- **2018:** Launch/execute our annual fundraising campaign and recognize engagement efforts by citizens, businesses, and organizations, culminating with a end of the season networking event.
- **2019:**
- **2020:**



## Current Boards & Committees

### Executive Board

**Lloyd Eagan, Chair**  
Wisconsin DNR, Retired  
**Randy Peterson, V. Chair**  
LRP Consultants  
**Jim West, Treasurer**  
Johnson Bank  
**Marilee Gorman, Secretary**  
First Weber, Inc.  
**Jeff Endres**  
Endres Berryridge Farms LLC  
**Jenny Kuehn**  
Community Advocate  
**Stacey Neu**  
Spectrum Brands  
**Brian Potts**  
Perkins Coie LLP  
**James Tye, Executive Director**  
Clean Lakes Alliance  
**Mike Gerner, Director**  
Emeritus  
Gerner Consulting LLC

### Community Board

**Timothy Baker**  
Friends of Cherokee Marsh  
**Roger Bannerman**  
USGS Wisconsin Water  
Science Center  
**Paul Barbato**  
CUNA Mutual Group  
**Stefanie Brouwer**  
Friends of Pheasant Branch  
Conservancy  
**Sharon Corrigan**  
Dane County Board of  
Supervisors  
**Katie Crawley**  
City of Madison Mayor,  
Designee  
**Mary Elvekrog**  
Badgerland Financial  
**Leslie Even**  
American Family Insurance  
**Nathan Fagre**  
Spectrum Brands  
**Joseph Ferreri**  
Lands' End

**Peter Foy**  
Friends of Lake Kegonsa  
**Matthew Frank**  
Murphy Desmond S.C.  
**Thomas Groth**  
Kimberly-Clark  
**Robb Kahl**  
Construction Business Group  
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**Fred Klancnik**  
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Lake Waubesa Conservation  
Association  
**Steve Kraus**  
Village of Waunakee  
**Gregory Levesque**  
American Transmission  
Company  
**Allen Levin**  
Yahara Lakes Association  
**Dave Merritt**  
Dane County Executive  
Designee  
**Michael Nowicki**  
Mad-City Ski Team  
**Rebecca Power**  
Dane Co. Lakes & Watershed  
Commission  
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UW-Madison Nelson Institute  
**Michael Rupiper**  
Capital Area Regional Planning  
Commission  
**Eric Schmidt**  
CG Schmidt, Inc.  
**Greg Searle**  
Wisconsin DNR  
**Sarah Slack**  
Foley & Lardner LLP  
**Scott Smith**  
Madison Gas & Electric  
**Amy Supple**  
The Edgewater  
**Thomas Walker**  
Mid-West Family Broadcasting

**Robert Weber**  
First Weber, Inc.  
**D. Michael Mucha, Director**  
Emeritus  
Madison Metropolitan  
Sewerage District  
**Lyle Updike, Director Emeritus**  
Dane County Towns  
Association

### Friends of Clean Lakes Board

**Jenny Kuehn, Chair**  
Community Advocate  
**Mardi Stroud, V. Chair**  
First Weber, Inc.  
**Colleen Johnson, Treasurer**  
Johnson Bank  
**Donald (Tripp) Stroud,**  
Secretary  
Trifecta General Counsel, LLC  
**Cory A. Buye**  
Buye Law Office  
**Lauren Carpenter**  
Springs Window Fashions  
**Marta Gialamas**  
Community Advocate  
**Carson Goff**  
The Burish Group of UBS  
**Marilee Gorman**  
First Weber, Inc.  
**Andy Kurth**  
Weed Man Lawn Care  
**Chasidey Martin**  
Sprinkman Real Estate  
**Tina Noel**  
Community Advocate  
**Glenn Reini**  
Shared Medical Life, Retired  
**Jerry Schmidt**  
Dream House Dream Kitchens  
**Trey Sprinkman**  
Sprinkman Real Estate  
**Jon Standridge**  
WI Lab of Hygiene, Retired  
**Christopher Stark**  
Stark Company Realtors  
**Russ Tieman**  
Kelly Financial, Inc.

## Staff

**Paul Dearlove**  
Watershed Program Director  
**Rick Fairchild**  
Business Manager  
**Luke Huston**  
Marketing & Graphic Design Specialist  
**Dea Larsen Converse**  
Water Quality Consultant

**Becky Mitchell**  
Executive Assistant/Annual Giving Manager  
**Issis Macias**  
Watershed Engagement Manager  
**Katie Nicholas**  
Watershed Coordinator  
**Adam Sodersten**  
Director of Marketing & Development

**James Tye**  
Executive Director  
**Miles Tryon-Petith**  
Shoreland Hydrogeology Specialist  
**Theresa Vander Woude**  
Associate Manager, Communication & Digital  
Media