



Plan 2020: *A Clear Path Forward*

2019 Update

Original approved: May 16, 2017
Revision: November 28, 2017
Revision: November 30, 2018

Cover photo: Lake Mendota from Picnic Point

Dear Clean Lakes Advocate,

We began our strategic action planning in June of 2016, which led to the publication of *Plan 2020: A Clear Path Forward* in March 2017. Our vision of where this plan will take us includes a community aware of the challenges facing the lakes with avenues for acting on their behalf; significant progress made towards our 50% goal of reducing phosphorus runoff into each of the Yahara lakes; strong community support for the lakes; and accountability both as an organization and as a community by measuring and reporting progress.

The four-year plan and subsequent updates included months of planning and feedback from our boards, committees, partners, and donors. Of our eight areas of focus, four will increase community engagement to empower action and four will ignite progress towards our water quality goals. In this update to the plan, we take into account the historic flooding and massive cyanobacteria blooms earlier in the year by looking critically at our actions to ensure we can still meet our goals. As a result, we have added a significant new focus area, Yahara CLEAN 3.0, to update the *Yahara CLEAN Strategic Action Plan for Phosphorus Reduction*, our roadmap to cleaner lakes.

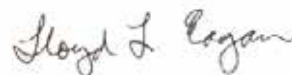
Much has been accomplished these last two years. More people are involved and we have more business support to improve and protect the water quality in the Yahara River Watershed. Our advocacy work generated support for \$18 million for lake initiatives in the Dane County budget and for the Healthy Farms Healthy Lakes Task Force recommendations. We have grown our base of supporters. More people are donating for the lakes and following us on social media than ever before. We are acting on behalf of our lakes with funding for on-the-ground practices and enhanced messaging for leaf-free streets. We expanded opportunities for our community to become more engaged. We have more than tripled volunteerism through our *Renew the Blue Volunteer Days* and citizen monitoring.

Our updated action priorities continue to 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. The path to clean lakes is clear and we are making progress. But this past year of flooding and beach closures means we need to do more at a faster pace. This plan update will guide our organization in taking effective action for the lakes. 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

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. Plan 2020 was created to focus our work and leverage our strengths in a four-year strategic operating plan (2017-2020).

2018 Accomplishments Highlights

Award Winning Advocacy

- » Dane County Budget – \$18 million for lake initiatives
- » Healthy Farms Healthy Lakes Task Force – promoting best farming practices
- » James Madison Park Master Plan – promoted sustainability and green infrastructure designs
- » *Back to the Beach* – working for lakeshore improvements

- » Leaf-free streets messaging – won an award for our work promoting through all media channels
- » Building our brand – substantially increased our social media followers on all platforms

Build Alliances

- » Yahara CLEAN – Began work to reconvene partners and update the plan
- » Engaged the Community – Initiated a monthly series of community talks and lake tours

Take Action

- » Clean Lakes Grants to support partners
- » Award winning citizen monitoring network - expanding the sites and sampling events
- » Weekend Lake Report – enhanced community awareness of real-time lake conditions

Educate

- » Lake Explorer Camp – expanded youth served and program funding
- » Yahara Lakes 101 presentations and print Lake-O-Grams - Increased our reach in the community
- » *Renew the Blue Volunteer Days* – tripled the number of volunteer groups

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What are the changes for 2019?

Because of historic flooding and cyanobacteria blooms in our lakes, we need a “reset” to address climate change and continue ongoing work. We have a new focus area, Yahara CLEAN 3.0, to drive action towards updating the Yahara CLEAN phosphorus targets. Our Urban Management focus area will help us promote green infrastructure in urban areas to advance our water quality goals and decrease the risk of flooding. For all the focus areas, action priorities and work plans were updated to reflect our current work. In addition, advocacy goals were created, in consultation with our committees, to guide action for the lakes.

Our Approach

To further our vision and mission, Clean Lakes Alliance follows a reinforcing, seven-objective approach.

- » **Build Alliances** - Cultivate and strengthen partnerships to achieve shared goals
- » **Education** - Increase public awareness and understanding of our lakes and what it will take to protect them
- » **Advocate/Promote Awareness** - Push for community policies, investments, and actions that support our goals
- » **Focus Priorities** - Direct attention and resources toward the most cost-effective actions and approaches
- » **Secure Funding** - Procure the necessary financial support to help leverage needed project work
- » **Take Action** - Mobilize and empower stakeholders to donate, advocate, volunteer, and act on behalf of our lakes
- » **Report Progress** - Provide regular updates on how we are doing



2020 Vision

Our community is aware of the challenges facing the lakes and has avenues to act through volunteerism, citizen monitoring, education programs, and donations. We are making significant progress towards our goal of reducing phosphorus runoff by 50% into each of the Yahara lakes. We have a strong base of support, which is fueling support for the lakes. Finally, we are accountable both as an organization and as a community by measuring and reporting progress.



Why We Need Accelerated Progress

The Yahara CLEAN Strategic Action Plan for Phosphorus Reduction aims 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.

- On cropped land, we are only part of the way towards our annual goal of decreasing the amount of soil erosion and phosphorus loss from farm fields. Better incentives and policies are needed to encourage farmers to improve cropping and tillage practices and use conservation practices that reduce runoff.
- 100% of the cropland acres need to have and use nutrient management plans in critical areas.
- Timely removal of leaf litter from the streets can reduce urban phosphorus concentrations in stormwater up to 80%. In urban areas, we need street-clearing campaigns and improved municipal leaf collection to address this number one source of urban phosphorus.
- Municipalities need to embrace more green infrastructure to address the increasing intensity and volume of rain we are experiencing in the watershed due to climate change.
- 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. **New - Yahara CLEAN 3.0** – Lead partner effort to update, formally adopt, and set completion timelines for the Yahara CLEAN Strategic Action Plan for Phosphorus Reduction (2012)
2. **Innovative solutions** – Explore best practices, advocate for proven new technologies, fund research, and leverage action through Clean Lakes Grants
3. **Farmland management** – Build coalitions, provide funds, and advocate for best farming practices
4. **Urban Management** – Create tools and incentives for actions that will lead to a more resilient and healthier watershed

Focus Areas to Increase Community Engagement

1. **Education** – Increase awareness about the challenges and benefits of cleaning up our lakes, promoting science-based solutions, building alliances, and creating focus for action
2. **Volunteerism** – Create volunteer experiences that empower businesses, board and committee members, and residents to act on behalf of our lakes
3. **Monitoring** – Ensure monitoring coverage on all five Yahara lakes, enhance community awareness of lake conditions, and advocate for effective testing of our beaches
4. **Capacity Building** – Increase capacity for the organization by building alliances with local groups and citizens, building our clean lakes brand, and increasing community financial support for the lakes



Our Plan 2020 Process

Developing the Plan

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

Updating the Plan

Each fall, we will work with key partners and our boards and committees to evaluate progress and plan for the upcoming year. At our November Community Board meeting, we will present our updates for discussion and approval.

Our Annual Schedule to Update Plan 2020	
January - December	Workplan actions carried out
May	Progress reported at Clean Lakes Community Breakfast
August - October	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 ignite citizen action in support of our lakes. In the framework summarized on the next two pages, you will see our philosophy outlined in community goals, our action priorities that guide staff and committee workplans, our advocacy goals that communicate priorities for pushing action in the watershed, and measurable action outcomes that we use to communicate our progress in State of the Lakes Report.

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 seek a balanced approach to address both sources of phosphorus.

1. Yahara CLEAN 3.0

Our community goal is an adopted and fully funded community-endorsed action plan for cleaner lakes. Our Yahara CLEAN plan (2012) will be updated to take into account progress and new information. We are reconvening our coalition of agency partners to update the plan with focused priorities and a timeline for completion. We are also exploring funding options to complete the job. We will report progress through our State of the Lakes Annual Report.

2. Innovative Solutions

Our community goal is to support new, innovative, and effective approaches to reducing runoff and phosphorus pollution. Our Committee on Strategic Implementation – with members from the University of Wisconsin, agricultural businesses, government agencies, and consulting engineers – will continue to meet regularly to consider new innovations that could benefit the lakes. We will provide funding to encourage innovative projects that reduce phosphorus and showcase new and effective approaches.

3. Farmland Management

Our community goal is for agricultural stakeholders to efficiently manage nutrients and soil erosion to achieve a healthy watershed and clean lakes. We will continue to build alliances to expand the network of engaged citizens and professionals promoting best farming practices. We will continue to put dollars raised through donations towards on-the-ground practices that reduce runoff and erosion from farm fields. We will continue working with farmers and other partners on approaches to better manage manure and nutrients.

4. Urban Management

Our community vision is for urban communities to lead in using green infrastructure, keeping construction sites clean, and maintaining leaf-free streets. We will enhance the efforts of groups already active in this area through proactive public outreach, funding, and advocacy.

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

Our community goal is for a majority of the community to understand that lake challenges are solvable and act to help achieve our water quality goals. We will continue our strong educational programming with Yahara Lakes 101, Yahara Watershed Academy, Lake Explorer Camp, Farm Tours, community talks, and annual events. We will evaluate gaps in public understanding and explore new opportunities to drive action in support of our lakes.

2. Volunteerism

Our community goal is to create a culture of volunteerism for our lakes. We 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 for board and committee members and to push for resources and policies that benefit our lakes.

3. Monitoring

Our community goal is to enhance awareness and understanding of evolving lake and beach conditions. We will continue to recruit and mobilize a citizen monitoring network and make real-time lake conditions available on LakeForecast.org and in Weekend Lake Reports. Analysis of the data from LakeForecast.org will be used to create an early warning system for harmful algal blooms as they develop. We will push for more effective government testing and warning signs at our beaches.

4. Capacity Building

Our community goal is to have sufficient resources available to improve and protect water quality in our lakes. We will continue to build a bigger base of support both internally and in the community. We will improve organizational visibility, branding, and financial growth, allowing us to have a bigger voice and impact within the watershed.

Our collaborative and transparent strategic planning approach involves the input of:

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

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

Yahara CLEAN Implementation

Yahara CLEAN 3.0	Innovative Solutions	Farmland Management	Urban Management
<p>Community Goal: Our community adopts and fully funds a community-endorsed action plan for cleaner lakes</p>	<p>Community Goal: Our community supports new, innovative approaches to reducing runoff and phosphorus pollution</p>	<p>Community Goal: Agricultural stakeholders more efficiently manage nutrients and reduce soil erosion to achieve a healthy watershed and clean lakes</p>	<p>Community Goal: Urban communities lead in using green infrastructure, keeping construction sites clean, and maintaining leaf-free streets</p>
<p>Clean Lakes Action Priorities:</p> <ol style="list-style-type: none"> 1) Build Alliances - Reconvene Yahara CLEAN partners to develop an action plan for updating phosphorus targets and strategies while continuing to make progress on phosphorus reduction practices 2) Focus Priorities - Revisit Yahara CLEAN 14 actions to ensure we reach our water quality goals 3) Report Progress - Communicate progress in State of the Lakes Report 	<p>Clean Lakes Action Priorities:</p> <ol style="list-style-type: none"> 1) Focus Priorities - Committee on Strategic Implementation vets ideas and collaborates on pushing water quality solutions forward 2) Take Action - Provide Clean Lakes Grants to encourage innovative approaches to reduce phosphorus 3) Educate - Showcase new and effective projects and practices 	<p>Clean Lakes Action Priorities:</p> <ol style="list-style-type: none"> 1) Educate - Create a better understanding between urban and rural audiences on best farming practices 2) Take Action - Fund on-the-ground practices through grant awards 3) Advocate - Promote sustainable best farming practices and policies 	<p>Clean Lakes Action Priorities:</p> <ol style="list-style-type: none"> 1) Take Action - Provide grants and other support to increase stormwater infiltration and reduce phosphorus runoff 2) Educate - Promote the importance of leaf-free streets and clean construction sites 3) Advocate - Support efforts that encourage green infrastructure to protect water quality and reduce flood risk
<p>Advocacy Goals:</p> <ol style="list-style-type: none"> 1) Yahara CLEAN 3.0 is updated, adopted, fully funded, and implemented within a set timeframe 2) We have policies that promote a resilient landscape and a sustainable watershed phosphorus balance 3) The community is fully informed about progress towards our water quality goals 	<p>Advocacy Goals:</p> <ol style="list-style-type: none"> 1) Community leaders and citizens push for green infrastructure 2) Watershed communities adopt and consistently implement progressive stormwater programs and policies 3) Farm producers use conservation practices to prevent soil erosion and phosphorus runoff 	<p>Advocacy Goals:</p> <ol style="list-style-type: none"> 1) Protect farmland in our watershed through tools like the Wisconsin Farmland Preservation Program, land use planning, and conservation easements 2) Every farm in the watershed has a nutrient management plan that meets state standards 3) All farms use best practices to minimize soil erosion and runoff 	<p>Advocacy Goals:</p> <ol style="list-style-type: none"> 1) Community leaders and citizens keep streets free of leaves 2) Watershed communities adopt and consistently implement progressive stormwater programs and policies 3) Permitted stormwater facilities operate at peak efficiency
<p>Measurable Action Outcomes:</p> <p>Clean Lakes: An updated Yahara CLEAN Plan and implementation strategy with firm deadlines</p> <p>Community progress: phosphorus reductions (practices, stream loading, and in-lake concentrations)</p>	<p>Measurable Action Outcomes:</p> <p>Clean Lakes: Grant awards and deliverables</p> <p>Community progress: Innovations adopted (legacy sediment removal, new manure processing systems)</p>	<p>Measurable Action Outcomes:</p> <p>Clean Lakes: Grant awards and deliverables</p> <p>Community progress: Increased acres under best farming practices</p>	<p>Measurable Action Outcomes:</p> <p>Clean Lakes: Print, social, earned, and paid media related to urban management</p> <p>Community progress: Municipal and resident participation in leaf-free streets programs</p>

Summary of Changes

Yahara CLEAN 3.0 – New focus area to update Yahara CLEAN

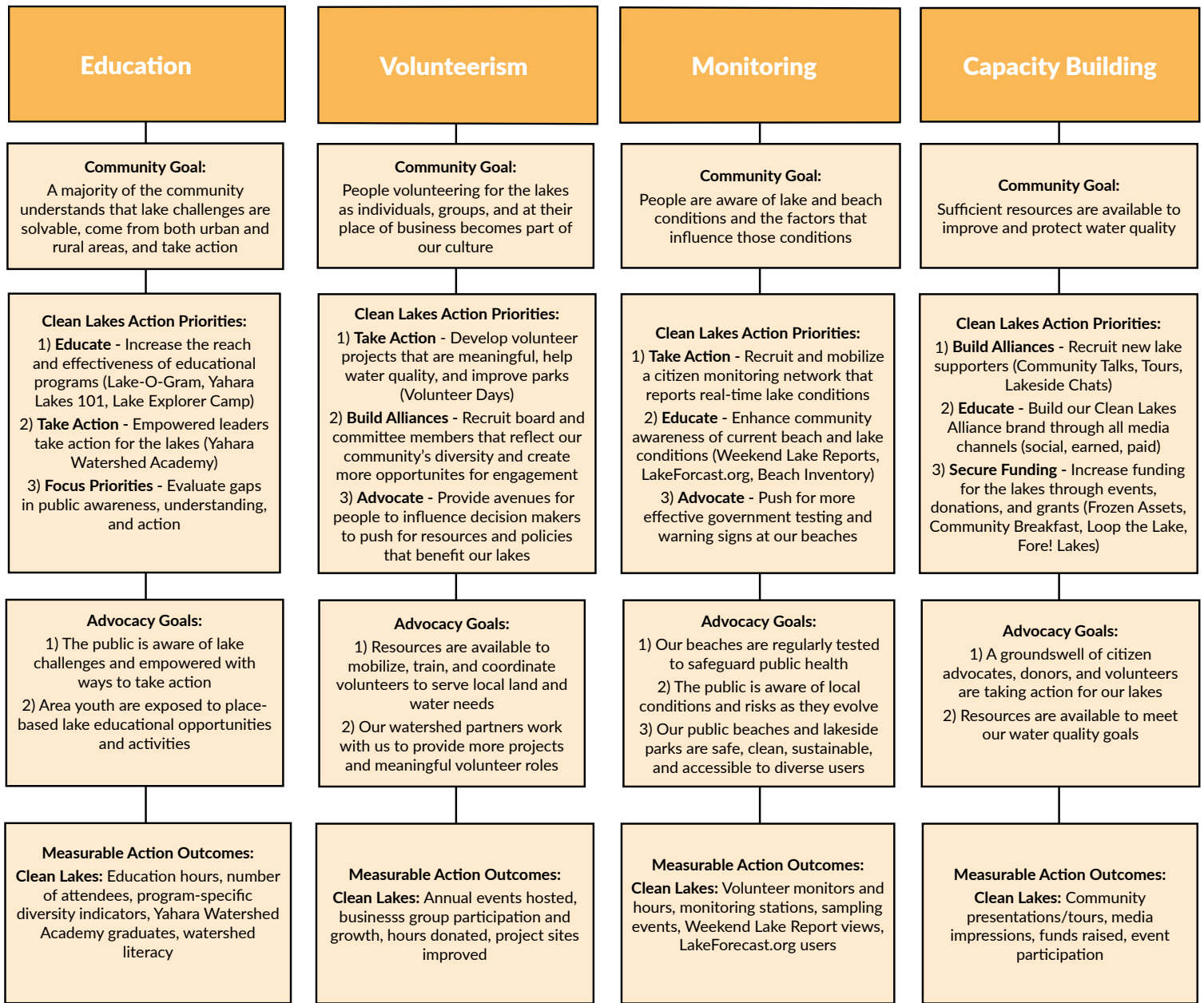
Innovative Solutions – Streamlined actions

Farmland Management – Streamlined actions to better reflect Healthy Farms Healthy Lakes Task Force recommendations

Urban Management - New focus area that combines Leaf Management and Construction Erosion and added actions to promote green infrastructure

All Areas: Changed “Role/Strength” into actions; eliminated “Collaborators;” added Advocacy Goals; refined Community Goals

Community Engagement



Summary of Changes

Education – Recrafted actions to highlight educational programming goals

Volunteerism – Streamlined action priorities

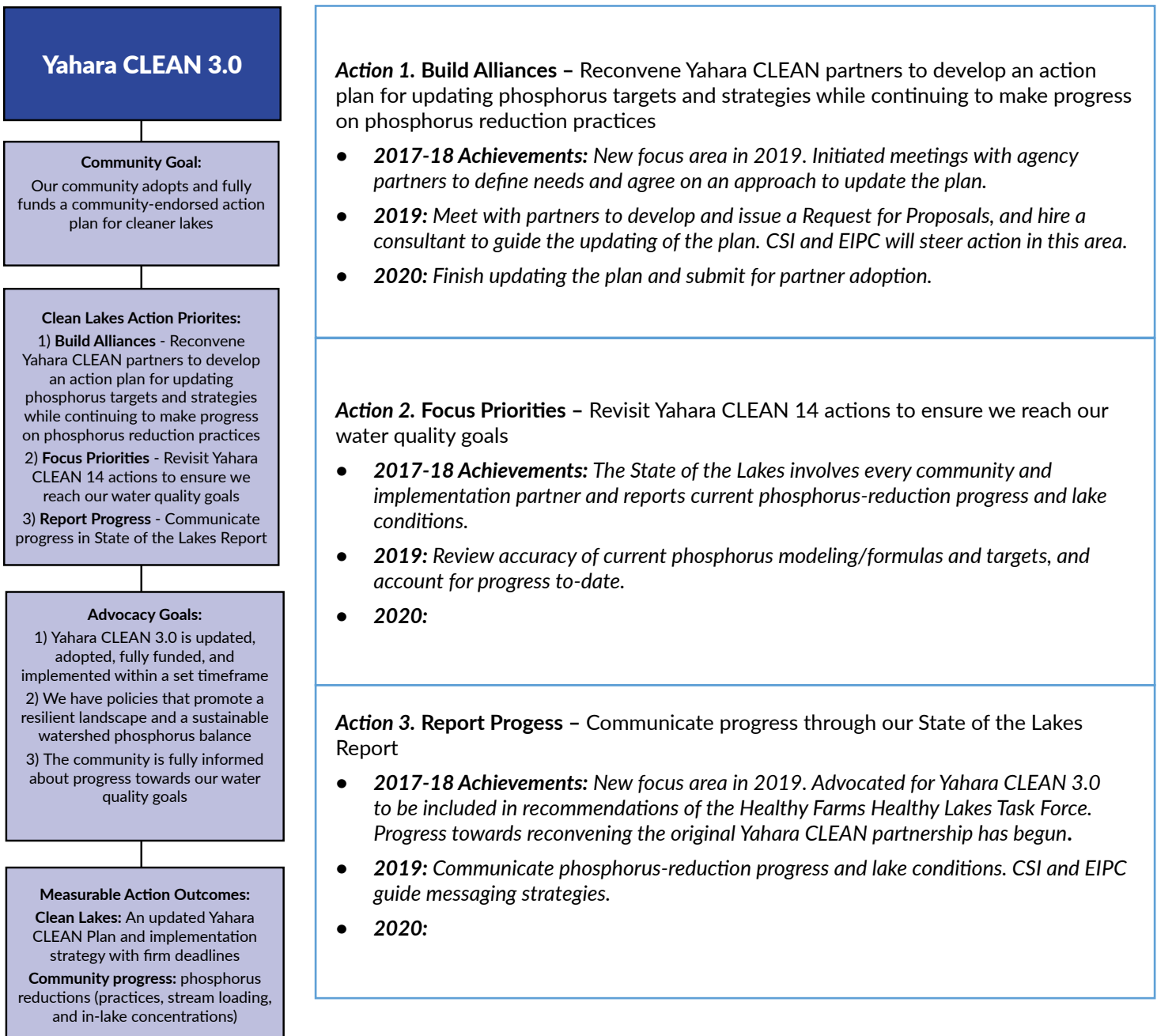
Monitoring – Moved the action “tracking phosphorus reduction progress” to the new Yahara CLEAN 3.0 focus area

Capacity Building – Changed the name to better reflect our role in expanding resources for the lakes

All Areas: Combined Role/Strength into actions; eliminated “Collaborators;” added Advocacy Goals; refined Community Goals

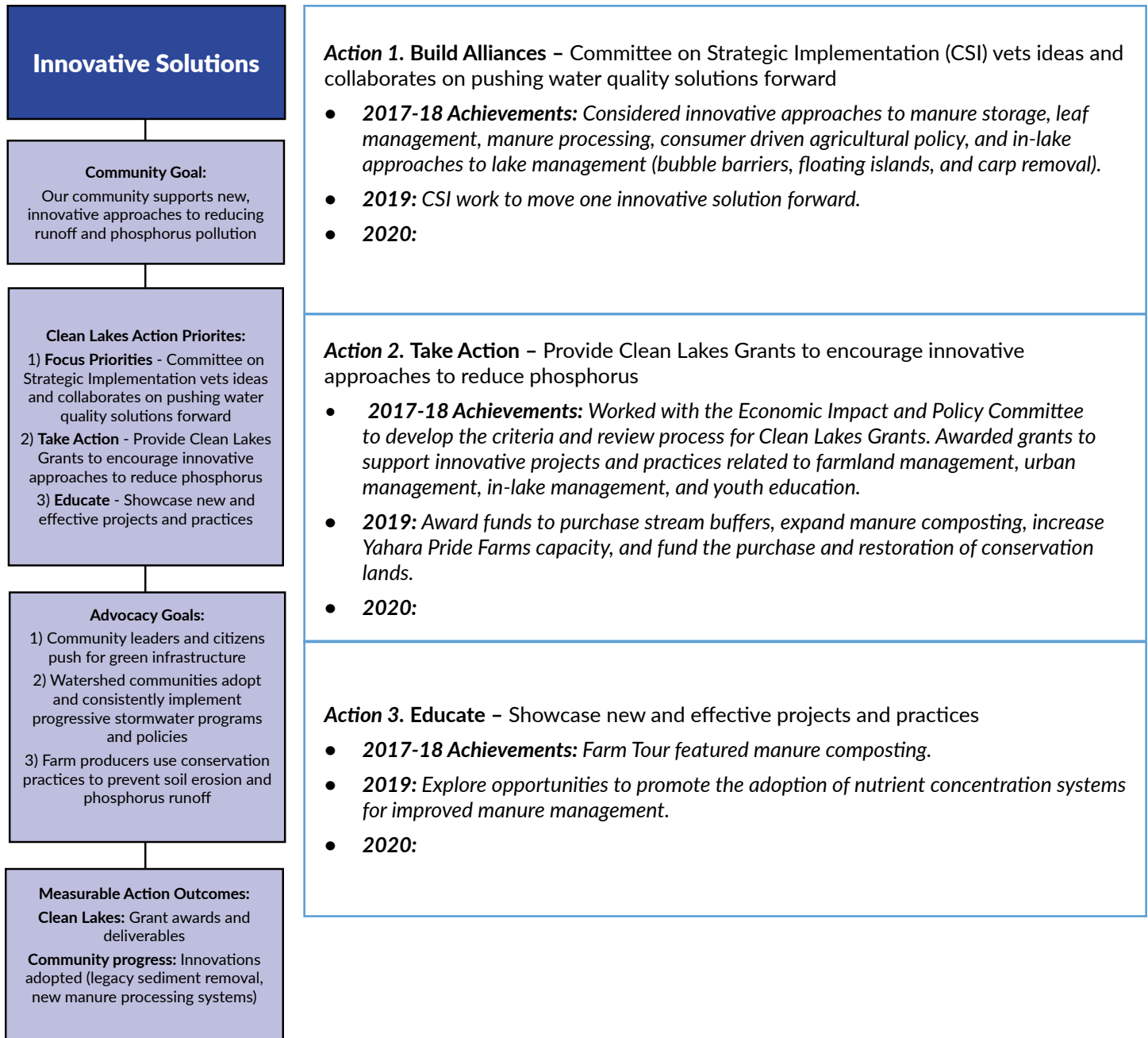
Lead partner effort to update, formally adopt, and set completion timelines for the Yahara CLEAN Strategic Action Plan for Phosphorus Reduction (2012).

2017 - 2020 Workplan



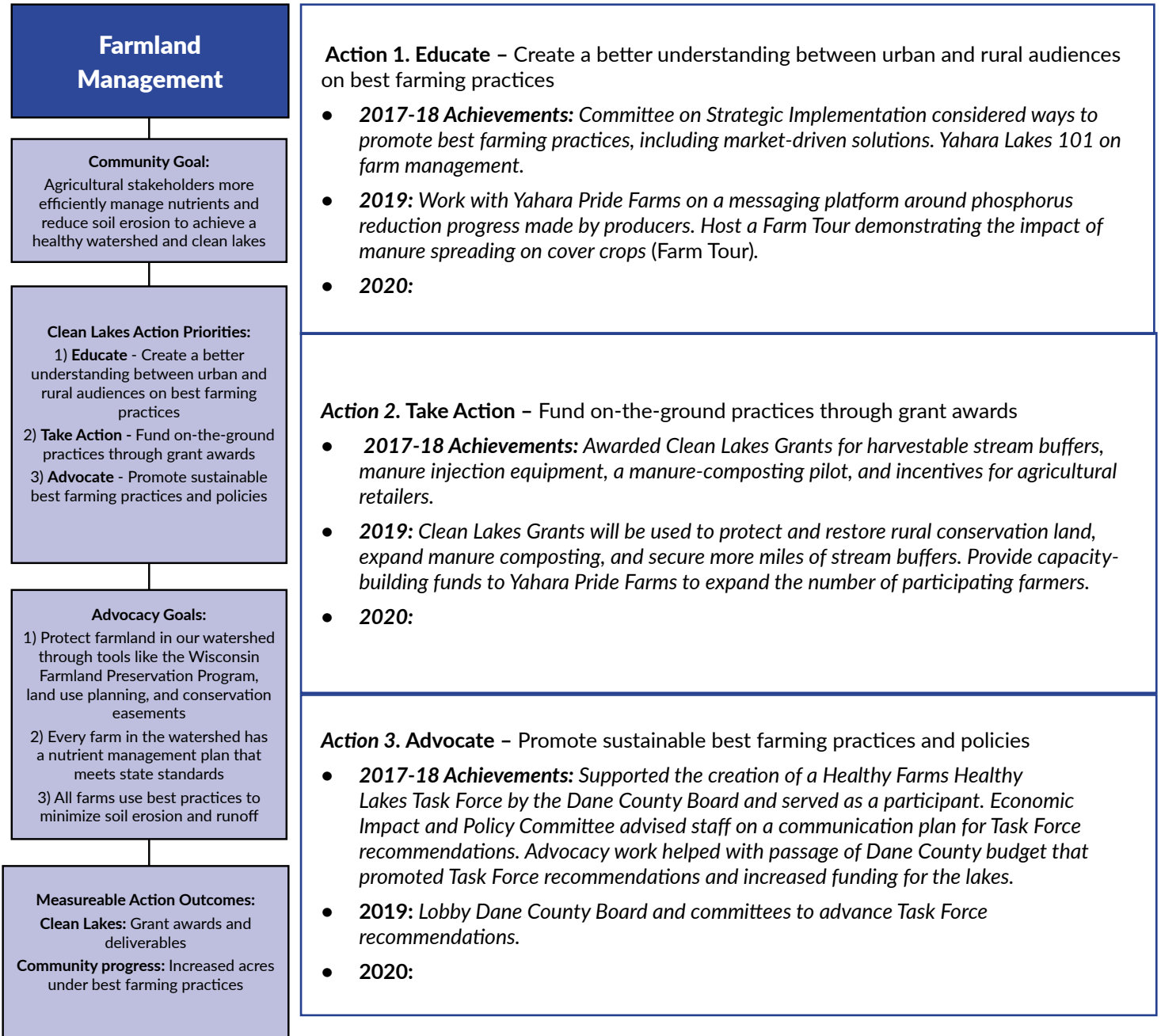
Explore best practices, advocate for proven new technologies, fund research, and leverage action through Clean Lakes Grants.

2017 - 2020 Workplan



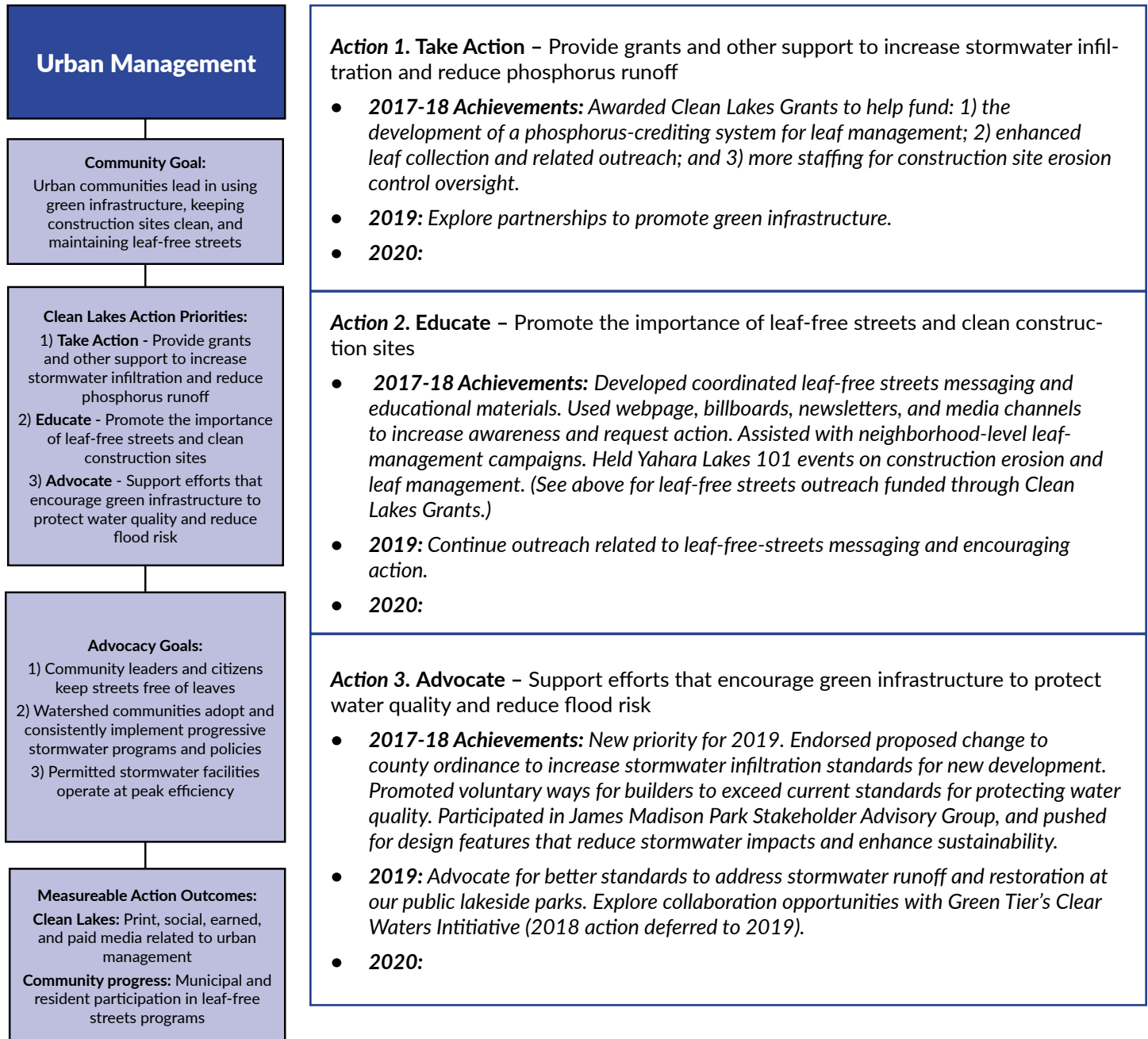
Build coalitions, provide funds, and advocate for best farming practices.

2017 - 2020 Workplan



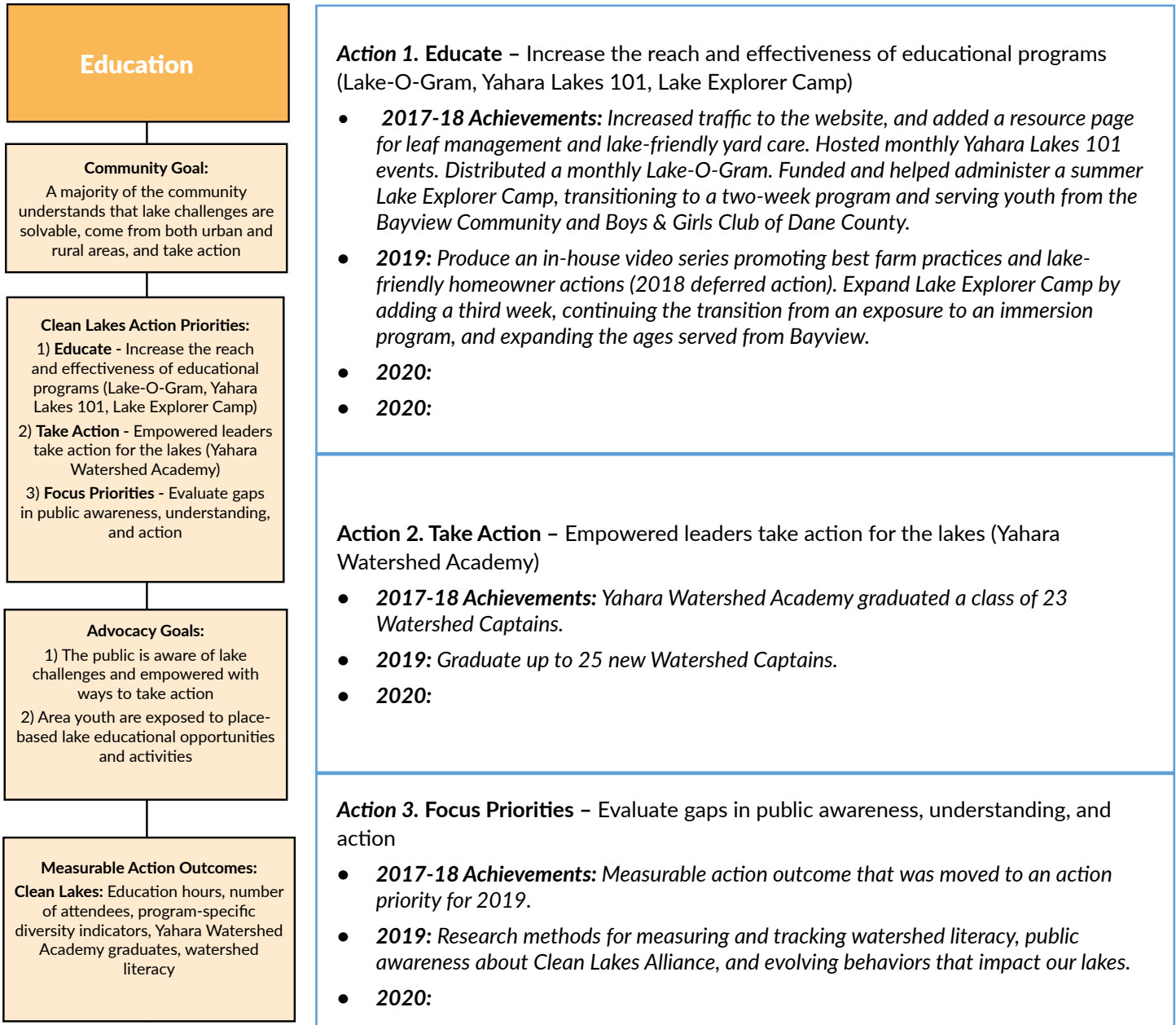
Create tools and incentives for actions that will lead to a more resilient and healthier watershed.

2017 - 2020 Workplan



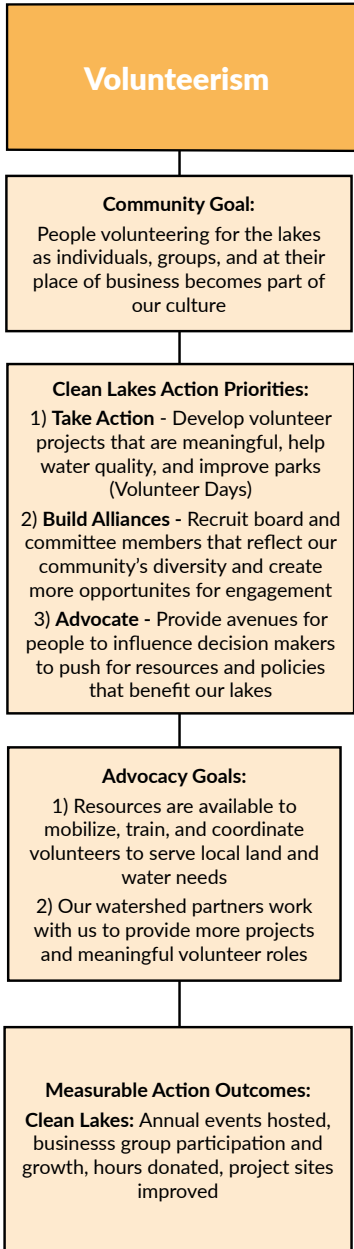
Increase awareness about the challenges and benefits of cleaning up our lakes, promoting science-based solutions, building alliances, and creating focus for action.

2017 - 2020 Workplan



Create volunteer experiences that empower businesses, board and committee members, and residents to act on behalf of our lakes.

2017 -2020 Workplan



Action 1. Take Action – Develop volunteer projects that are meaningful, help water quality, and improve parks (Volunteer Days)

- **2017-18 Achievements:** Almost tripled the number of Volunteer Day events, volunteer hours, and groups participating.
- **2019:** Continue to plan meaningful projects and explore opportunities to integrate educational components into the experience. Use these events to set up more Lunch 'N Learns.
- **2020:**

Action 2. Build Alliances – Recruit board and committee members that reflect our community's diversity and create more opportunities for engagement

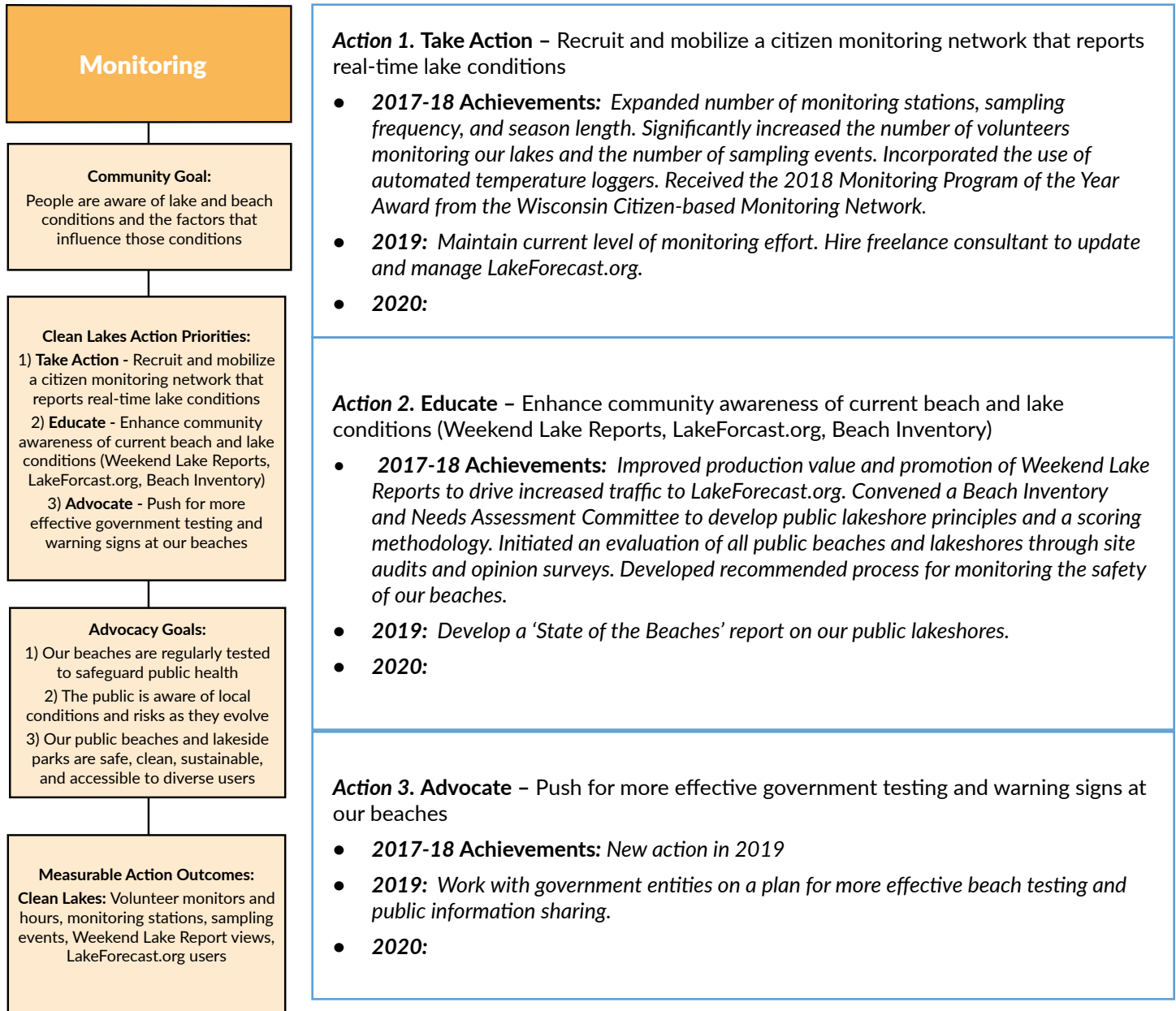
- **2017-18 Achievements:** Began weekly updates to boards and committees to show progress towards our goals. Provided opportunities for boards and committees to participate in Plan 2020 updates.
- **2019:** Align committee work with Plan 2020 goals. Governance Committee to explore methods for enhancing our recruitment efforts.
- **2020:**

Action 3. Advocate – Provide avenues for people to influence decision makers to push for resources and policies that benefit our lakes

- **2017 Achievements:** Met with more than 20 neighborhood groups as part of Back to the Beach, hosted the Reimagining Warner Beach Design Contest, organized a student art contest, and completed a beaches inventory. Increased our community presence through Clean Lakes Grants, newsletter articles, and community presentations.
- **2019:** Use Volunteer Days and board/committee meetings as platforms for advocacy
- **2020:**

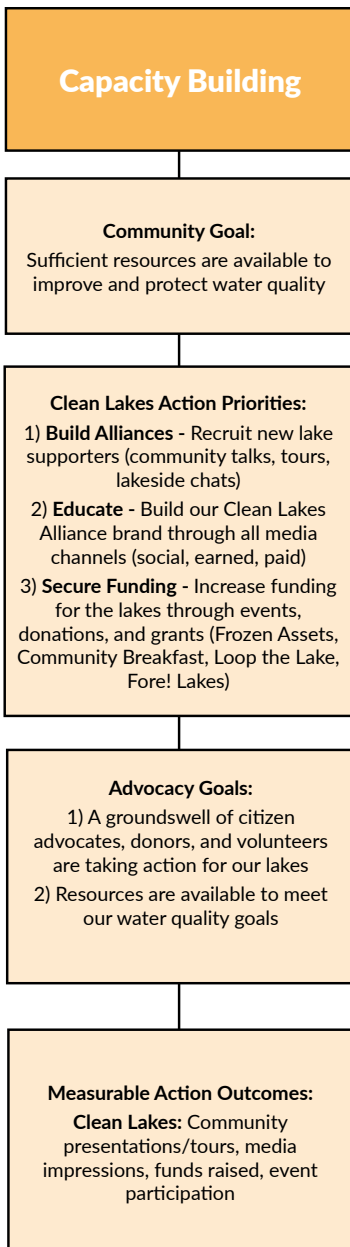
Ensure monitoring coverage on all five Yahara lakes, enhance community awareness of lake conditions, and advocate for effective testing of our beaches.

2017 - 2020 Workplan



Increase capacity for the organization by building alliances with local groups and citizens, building our Clean Lakes Alliance brand, and increasing community financial support for the lakes.

2017 -2020 Workplan



Action 1. Build Alliances – Recruit new lake supporters (Community Talks, Tours, Lakeside Chats)

- **2017-18 Achievements:** *Launched Back to the Beach Initiative. Hosted at least monthly community talks, tours, and lakeside chats.*
- **2019:** *Host at least monthly presentations and/or tours to connect more businesses and community groups to our lakes.*
- **2020:**

Action 2. Educate – Build our Clean Lakes Alliance brand through all media channels (social, earned, paid)

- **2017-18 Achievements:** *Increased brand awareness. Became the go-to expert for media outlets on the subject of leaf management, flooding, and lake health. Unpaid media impressions increased as a result. Social media followers increased substantially because of our active role in providing expertise on current lake events. Won Good Business Award from the Marquette Neighborhood Association for our advocacy work and participation in community forums.*
- **2019:** *Marketing Department goals reflect the need to position Clean Lakes as an expert resource in the community.*
- **2020:**

Action 3. Secure Funding – Increase funding for the lakes through events, donations, and grants (Frozen Assets, Community Breakfast, Loop the Lake, Fore! Lakes)

- **2017-18 Achievements:** *Raised money and awareness for the lakes through Frozen Assets Festival and Fundraiser, Community Breakfast, Loop the Lake, Shoreline Swim, Fore! Lakes, and through partnered events like Paddle For A Purpose. Awarded \$166,000 in grants to fund our programs.*
- **2019:** *Increase event awareness by bringing in neighborhood partners and continue to add partnered events.*
- **2020:**



Current Boards & Committees

Executive Board

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Wisconsin DNR, Retired
Randy Peterson, V. Chair
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Jim West, Treasurer
Town Bank
Stacey Neu, Secretary
Spectrum Brands
Jeff Endres
Endres Berryridge Farms LLC
Matthew Frank
Murphy Desmond S.C.
James Gallegos
Alliant Energy Corporation
Jenny Kuehn
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Sarah Slack
Foley & Lardner LLP
James Tye, Executive Director
Clean Lakes Alliance
Mike Gerner, Director Emeritus
Gerner Consulting LLC
Brian Potts, Director Emeritus
Perkins Coie LLP

Community Board

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USGS Wisconsin Water Science
Center
Paul Barbato
CUNA Mutual Group
Sharon Corrigan
Dane County Board of Supervisors
Katie Crawley
City of Madison Mayor, Designee
Mary Elvekrog
Compeer Financial

Leslie Even
American Family Insurance
Nathan Fagre
Spectrum Brands
Joseph Ferreri
Lands' End
Peter Foy
Friends of Lake Kegonsa
Thomas Groth
Kimberly-Clark
Robb Kahl
Construction Business Group
Fred Klancnik
UW-Madison Engineering
Woody Kneppreth
Lake Waubesa Conservation
Association
Steve Kraus
Village of Waunakee
Gregory Levesque
American Transmission Company
Todd McWilliams
CBD4Pain
Dave Merritt
Dane County Executive Designee
Michael Nowicki
Mad-City Ski Team
Rebecca Power
Dane Co. Lakes & Watershed
Commission
Paul Robbins
UW-Madison Nelson Institute
Michael Ruper
Capital Area Regional Planning
Commission
Eric Schmidt
CG Schmidt, Inc.
Dan Schultz
Yahara Lakes Association

Greg Searle
Wisconsin DNR
Scott Smith
Madison Gas & Electric
Trey Sprinkman
Sprinkman Real Estate
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

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Community Advocate
Colleen Johnson, Treasurer
Johnson Financial Group
Cory A. Buye
Buye Law Office
Lauren Carpenter
Springs Window Fashions
Marta Gialamas
Community Advocate
Andy Kurth
Weed Man Lawn Care
Chasidey Martin
Sprinkman Real Estate
Tina Noel
Community Advocate
Jerry Schmidt
Dream House Dream Kitchens
Jon Standridge
WI Lab of Hygiene, Retired

Staff

Paul Dearlove
Sr. Director of Watershed Initiatives
Rick Fairchild
Business Manager
Miah Gatzke
Event & Marketing Coordinator
Luke Huston
Graphic Design Coordinator

Dea Larsen Converse
Community & Watershed Resources Manager
Issis Macias
Watershed Engagement Manager
Becky Mitchell
Executive Assistant/Annual Giving Manager
Adam Sodersten
Director of Marketing & Development

Karin Swanson
Associate Manager of Marketing &
Communication
James Tye
Founder & Executive Director