

CHAPTER 4. GOALS AND OBJECTIVES

The purpose of the Milwaukee County Land & Water Resource Management Plan is to guide efforts to restore, improve, and protect ecological diversity and quality, as well as promote beneficial uses of the land, water, and related resources.

To accomplish this, the specific goals and objectives of this plan are to:

- Goal 1: Improve Water Quality through the Reduction of Sediment and Nutrient Delivery to Surface Waters in Milwaukee County.**
- Goal 2: Protect, Restore and Enhance Wetlands, Grasslands, Woodlands, Environmental Corridors, Quality Farmland, and Natural Areas, including those located within Milwaukee County-owned Parks and Open Spaces.**
- Goal 3: Enhance Lake Michigan Bluff Protection Initiatives.**
- Goal 4: Effectively Use and Maintain the Existing Information Management Network, and establish a Land Information Web Portal to Distribute GIS Data.**

Satisfying these goals will meet the primary objective of this five-year plan, which is to achieve a significant reduction in sediment delivery within the next five to ten years, along with building a stewardship ethic into urbanization activities.

Milwaukee County intends to meet these goals through a coordinated effort. The County currently works with a varied group of state and local agencies on these issues and will continue to do so in the future. Some of these groups include:

- The Southeastern Wisconsin Regional Planning Commission (Milwaukee County's official planning office),
- The Department of Agriculture, Trade & Consumer Protection,
- The Wisconsin Department of Natural Resources,
- The Milwaukee Metropolitan Sewerage District,
- 19 municipalities within Milwaukee County,
- The Southeastern Wisconsin Beach Task Force, and
- University of Wisconsin Extension.

The following goals in this plan will be implemented in this five-year period beginning in 2007 and running through 2011. They represent overall priorities for land and water resource management for Milwaukee County.

The individual objectives provide more detailed and readily measurable steps toward reaching each goal. Information and education initiatives are critical components of the objectives.

Success in meeting resource goals requires that both citizens and Milwaukee County employees make behavioral changes to protect water resources. Individuals will not make these changes unless they understand the importance of water resources, the ways to protect those resources, and are aware of available assistance.

GOAL 1:

Improve Water Quality through the Reduction of Sediment and Nutrient Delivery to Surface Waters within Milwaukee County.

Urbanization has had a significant impact on the hydrology, water quality, sediment supply, and ecology of the streams, lakes, and ponds within Milwaukee County. Efforts described in Section 2.4 are aimed at reducing point and nonpoint source pollution. The following objectives build upon progress made during the last five years to reduce sedimentation and improve water quality within the County.

Objectives (in order of ranked priority):

- Encourage public awareness of water quality problems and stormwater issues. Ensure that County staff is adequately trained to develop strategies or implement technologies to solve water quality problems.
- Implement NR 216 Stormwater Requirements.
- Work with the Southeast Wisconsin Beach Task Force (SWBTF) to identify and implement measures to prevent future beach closings resulting from bacterial contamination.
- Implement recommendations relating to soil erosion and water quality in the Milwaukee County Parks Agricultural Lands Resource & Lease Value Analysis.
- Continue to conduct and promote stream bank stabilization projects, as well as projects employing Best Management Practices (such as vegetative buffers) to reduce erosion and improve water quality. Projects will be based on the Streambank Assessment Report.
- Implement the recommendations outlined in the Pond and Lagoon Management Plan.
- Comply with the NR 151 Agricultural Performance Standards.

GOAL 2:

Protect, Restore and Enhance Wetlands, Grasslands, Woodlands, Environmental Corridors, Quality Farmland, and Natural Areas, including those located within Milwaukee County-owned Parks and Open Spaces.

Milwaukee County has been active in the protection, enhancement, and acquisition of environmentally sensitive areas. To further define and enhance Milwaukee County's role in these efforts, the following objectives are being put in place:

Objectives (in order of ranked priority):

- Continue to pursue opportunities to protect, enhance and/or restore wetlands, grasslands, and woodlands and/or woody wildlife cover. Maintain woodlands, grasslands and prairies within the County using recognized management techniques.
- Increase public awareness of the value of wetlands, grasslands, and woodlands by promoting educational programs in Milwaukee County Parks and by encouraging volunteer groups to assist with the management of native habitats.
- Identify and acquire high quality natural areas, in accordance with the Milwaukee Parks Open Space Plan.

GOAL 3:

Enhance Lake Michigan Bluff Protection Initiatives.

The proximity of Lake Michigan to Milwaukee County provides many park and open space opportunities for the County, as well as the need for shoreline protection. To enhance existing shoreline erosion control measures, the following objectives are offered:

Objectives (in order of ranked priority):

- Continue to improve and maintain shoreline protection measures in Milwaukee County Parks, and abate shoreline erosion problems.
- Maintain additional lakefront land for recreational use and access.

GOAL 4:

Effectively Use and Maintain the Existing Information Management Network and Establish a Land Information Web Portal to Distribute Geographic Information.

In order to provide citizens, natural resource professionals and the development community with the information needed for them to embrace environmental initiatives and make informed decisions, Milwaukee County has established a Geographic Information System (GIS) for managing and updating resource information. This system is currently available to all County Departments.

Objectives (in order of ranked priority):

- Ensure that mapping and the GIS infrastructure are updated on a regular basis.
- Promote the effective use of the GIS by County staff, natural resource professionals, developers, and citizens.
- Distribute GIS data within County Departments and to the general public via municipal internet portals.

2007 – 2011 WORK PLAN

Following is the work plan to achieve the stated goals and objectives.

PRACTICE IMPLEMENTATION COST

The estimated total cost to fund this Land & Water Resource Management Plan is approximately \$29,094,000, with the County's share totaling approximately \$3,590,000.

Significant portions of the overall cost are attributable to high costs associated with acquiring high quality natural areas, funding research targeting the source of beach closings, and substantial capital costs associated with bluff and shoreline stabilization projects. Many of the goals referenced in this plan are consistent with on-going efforts of existing local or state programs. As such, significant progress can be made toward achieving the plan's goals by developing and utilizing mutually beneficial public/private partnerships.

STAFFING

It is reasonable to assume that existing staff will be able to provide a significant portion of the time required for implementation of this plan. Additional manpower, if needed, will be obtained through cooperative ventures with local Universities, consultants and limited/seasonal staff increases.