

I & E Action	Target Audience	Recommendations	Schedule	Outcomes	Cost	Implementation
Inform the public on watershed projects	General Public	<ul style="list-style-type: none"> Plan accessible through partner websites Create and update web page (county and group websites, social media, etc.) for the watershed project Set up kiosk(s) at public launches of watershed project 	0-3 years	General public is aware of watershed implementation plan and has better understanding of how they can impact water quality	\$2,000	LWCD, SWCD, LLAA, BCC, LNRP
Educate landowners on watershed project and progress	Riparian and lakeshore property owners, agricultural landowners, operators, stakeholder groups	<ul style="list-style-type: none"> Bi-annual/annual newsletter including watershed updates as well as information on new programs and practices. Update websites, social media pages Partner with other Manitowoc River efforts to promote projects, advancing strategies. Set up an algal monitoring program documenting frequency of “algal free days” over time. 	0-10 years	Landowners are informed on project and progress. Landowners can stay up to date on new practices and strategies available.	\$3,000	LWCD, SWCD, LLAA, BCC, LNRP
Educate agricultural landowners and operators about the plan, recommended actions, and availability of technical and financial assistance.[1]	Agricultural landowners and operators	<ul style="list-style-type: none"> One-on-one contacts with individual landowners and operators Provide opportunities for sharing knowledge and foster community connections within ag community for long term solutions Form a farmer-led group to share knowledge and foster connections within the community to advance shared solutions, failures, and research opportunities. Option to form a subgroup of a larger Manitowoc River Farmer-Led group may be more effective with shared resources throughout the greater watershed. Offer workshops to agricultural landowners to educate them on conservation practices that should be used to preserve the land and protect water resources. Establish and tour local demonstration farms and other sites that have implemented conservation practices. Hold field days at demonstration sites to demonstrate new equipment and practices. 	0-3 years	<ul style="list-style-type: none"> Operators/Landowners are informed about BMPs, cost share programs, and technical assistance available to them. Increased interest in utilizing BMPs and improving soil health. Improved communication between agricultural landowners, willingness to share ideas, and learn from other ag operators and landowners. Operators/Landowners recognize the benefit of conservation farming practices and how it improves soil health and water quality. Operators/Landowners share their success and failures of BMPs and soil health strategies. Operators/Landowners recognize other stakeholders efforts in improving the lakes and the importance of a concerted effort to improve water quality. 	\$20,000	LWCD, SWCD, Operators, LRNP, UWEX
Educate riparian and lakeshore property owners on shoreland restorations opportunities and other best management practices for residential properties	Riparian property owners, other residential property owners	<ul style="list-style-type: none"> One-on-one contacts with riparian property owners Continually share content on shoreland BMPs, including content from UWEX Lakes, Healthy Lakes Initiative, and Manitowoc River TMDL 	0-3 years	<ul style="list-style-type: none"> Riparian property owners are informed about BMPs and shoreland restoration programs available to them. Increase in interest in utilizing and installing BMPs Riparian property owners recognize the benefit of shoreland habitat and BMPs that reduce their impact on the lakes. Riparian property owners recognize other stakeholders efforts in improving the lakes and the importance of a concerted effort to improve water quality. 	\$2,000	LLAA, LWCD, SWCD, P&Z, UWEX, LNRP

[1] Efficiencies may be found by working with other efforts in the North Branch Manitowoc River Watershed and Manitowoc River TMDL. Connecting operators to workshops, demonstration farms and farmer-led groups within the Manitowoc River Watershed will be beneficial, as similar challenges exist throughout the basin.