



# Leveraging Watercourse Projects to Implement Site Specific Strategies

A framework for Integrated Watershed  
Management based on stakeholder feedback



# IWM Strategies from Options Paper

- Proposed Funding Arrangement for Green Solutions
- Community Based Green Infrastructure
- Watershed Wide Price Supports
- Trading Scenarios
- Expanding Watercourse Projects to Watershed Projects
- Supporting Desired Management Efforts
- Partnering with Private Sector Development
- Creative Repurposing of Relic Properties



# WQIP Strategic Advisory Group Feedback

- *Hard to assess strategies outside of specific context*
- *All strategies have some merits (and challenges)*
- *Need to target to get WQ results*
- *Interest in making co-benefits real*
- *Need to support and expand current successful efforts*
- *Need to include other stakeholders (esp. municipalities)*
- *Financially supported coordination is necessary*



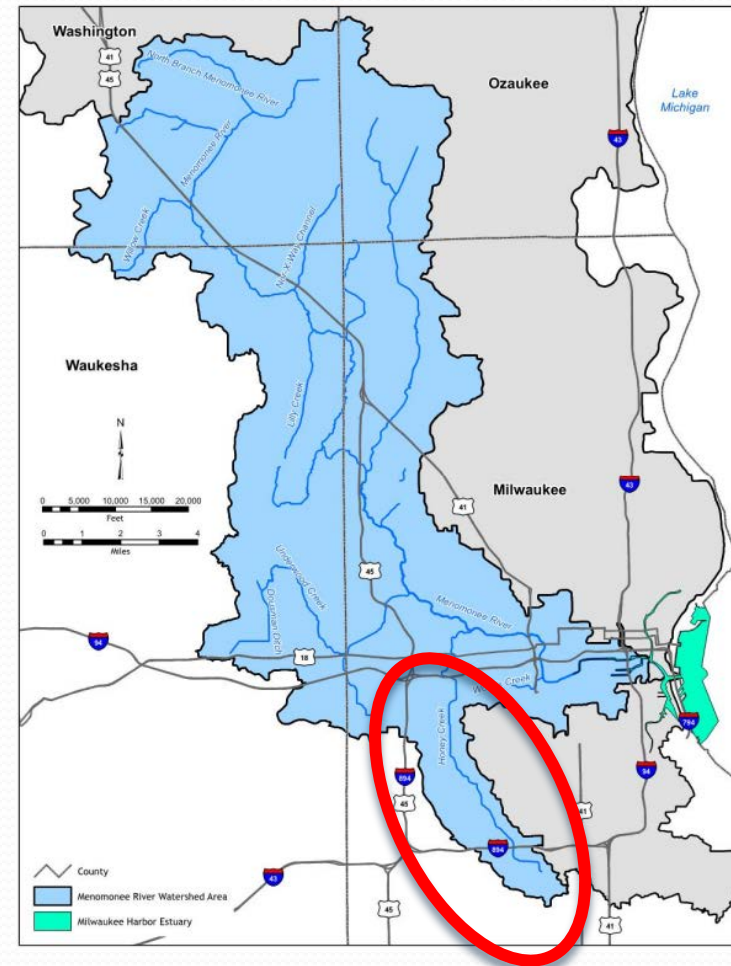
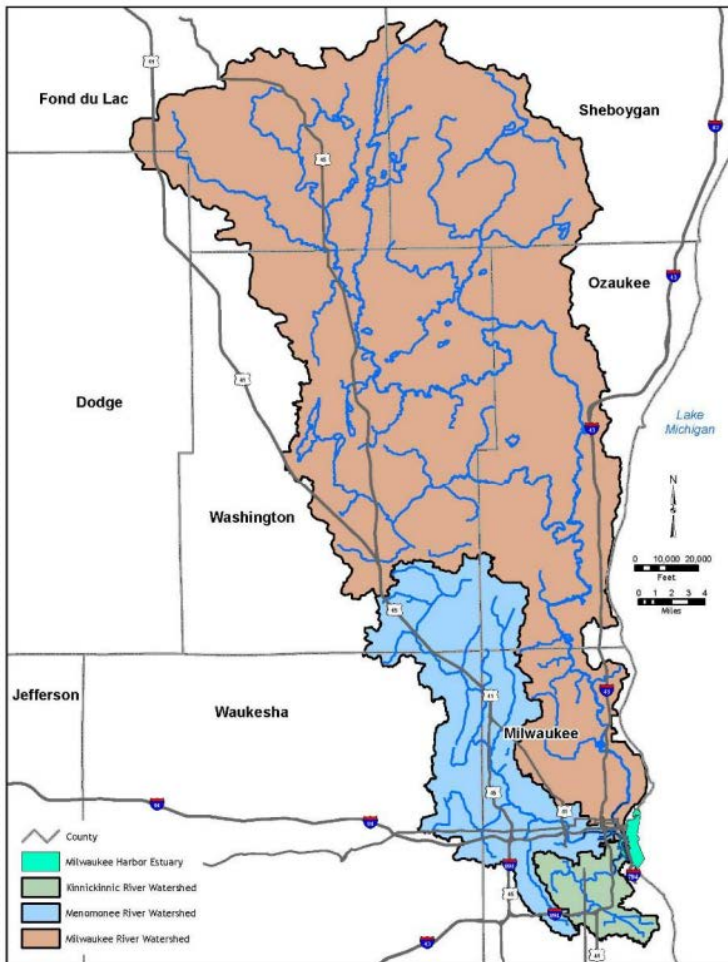
# Leveraging Watercourse Projects to Implement Site Specific Strategies

## Axioms:

- Timing is flexible
- There is funding for this work
- Coordination with watercourse projects:
  - is a geographically targeted approach
  - leverages funding
  - supports large public investments
- Monitoring will inform geographic targeting
- Areas where coordinating work is needed will be identified



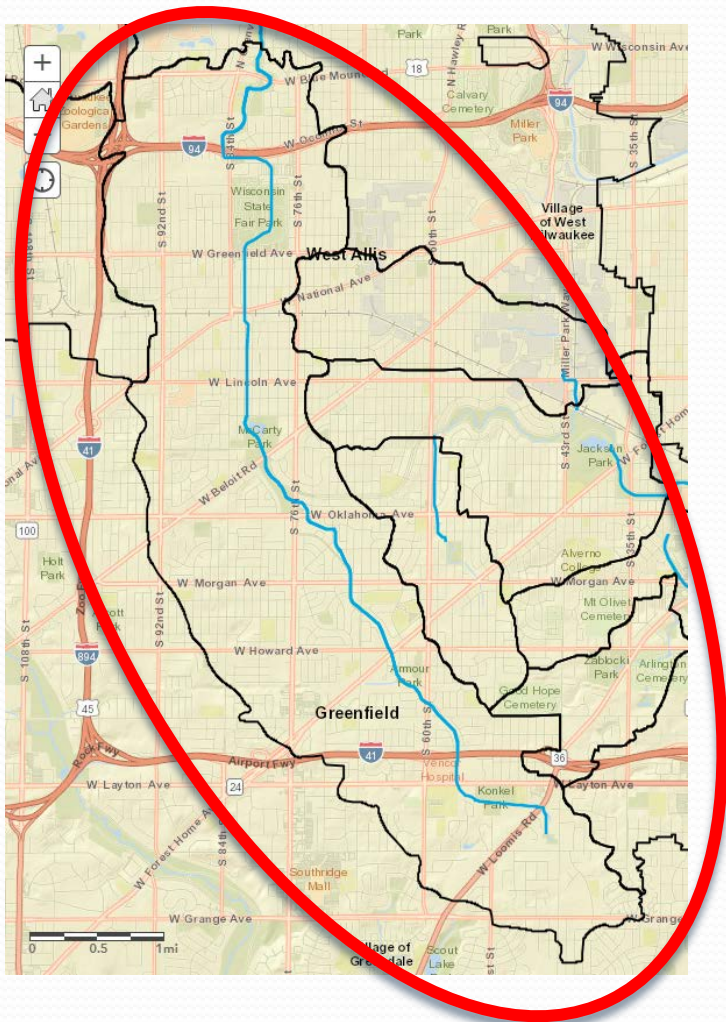
# Testing a strategy on a targeted drainage area







# TMDL Basin MN-15

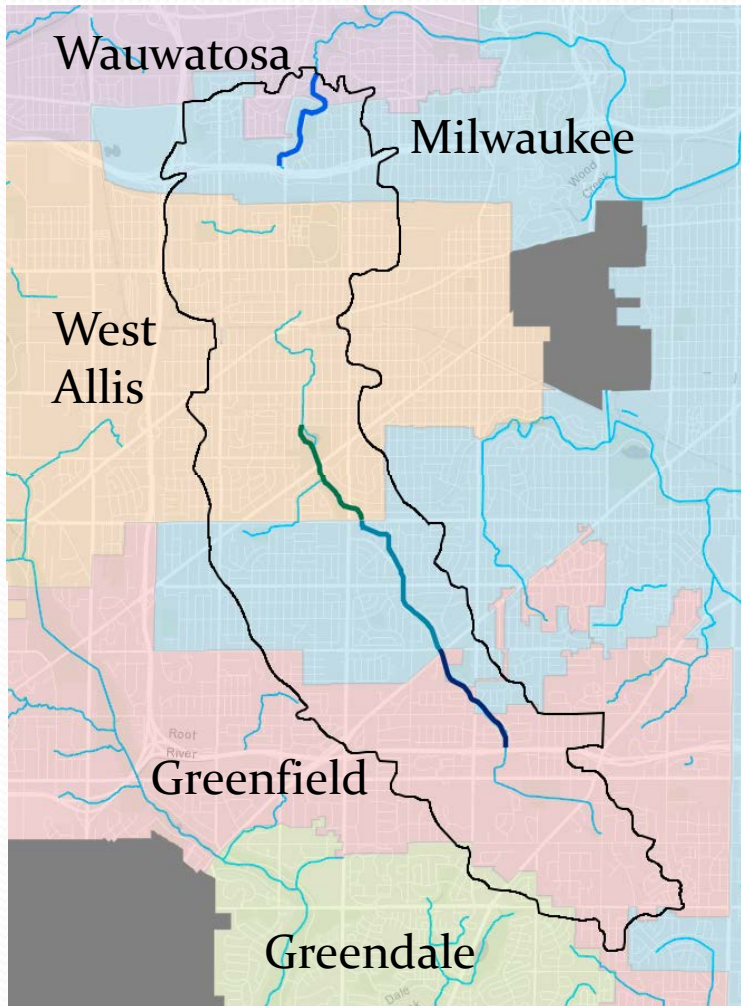


Future watercourse projects: Honey Creek

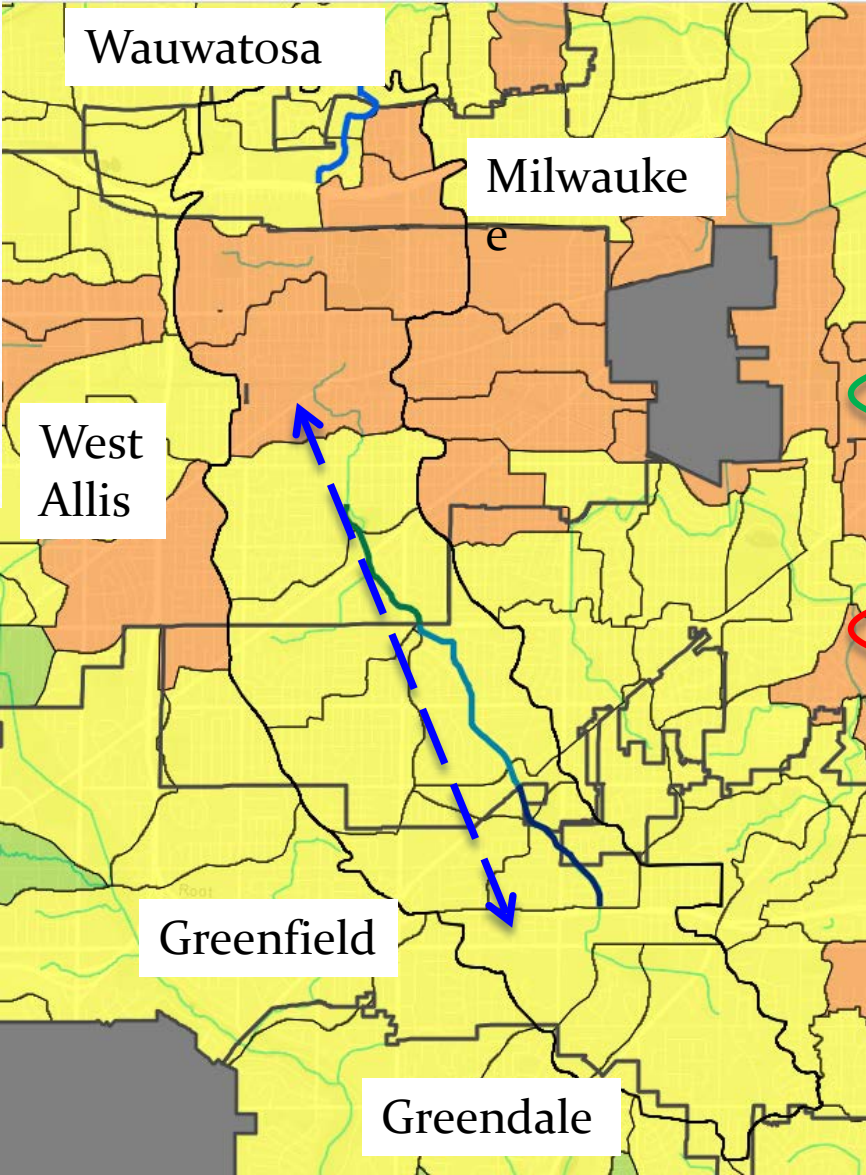
*Note: This is an example of how a framework for choosing and implementing IWM strategies could look for a drainage area, not actual recommendations for TMDL Basin MN-15*



# Identify Characteristics of Target Area: Required Reductions



Municipality	Acreage in MN-15	Average TP % Reduction	Average TSS % Reduction
Greendale	73	63%	67%
Greenfield	1,840		
Milwaukee	2,185		
Wauwatosa	150		
West Allis	2,258		
Total	6,506		



# Identify Characteristics: Percent Impervious

Municipalities in MN-15	25%-50% Impervious	50-75% Impervious
Greendale	100%	0%
Greenfield	100%	0%
Milwaukee	75%	25%
Wauwatosa	100%	0%
West Allis	50%	50%
Total	80%	20%

## Trading Opportunity

- Distribution of impervious coverage
- Better to focus retrofits upstream





# Identify Characteristics of Target Area:

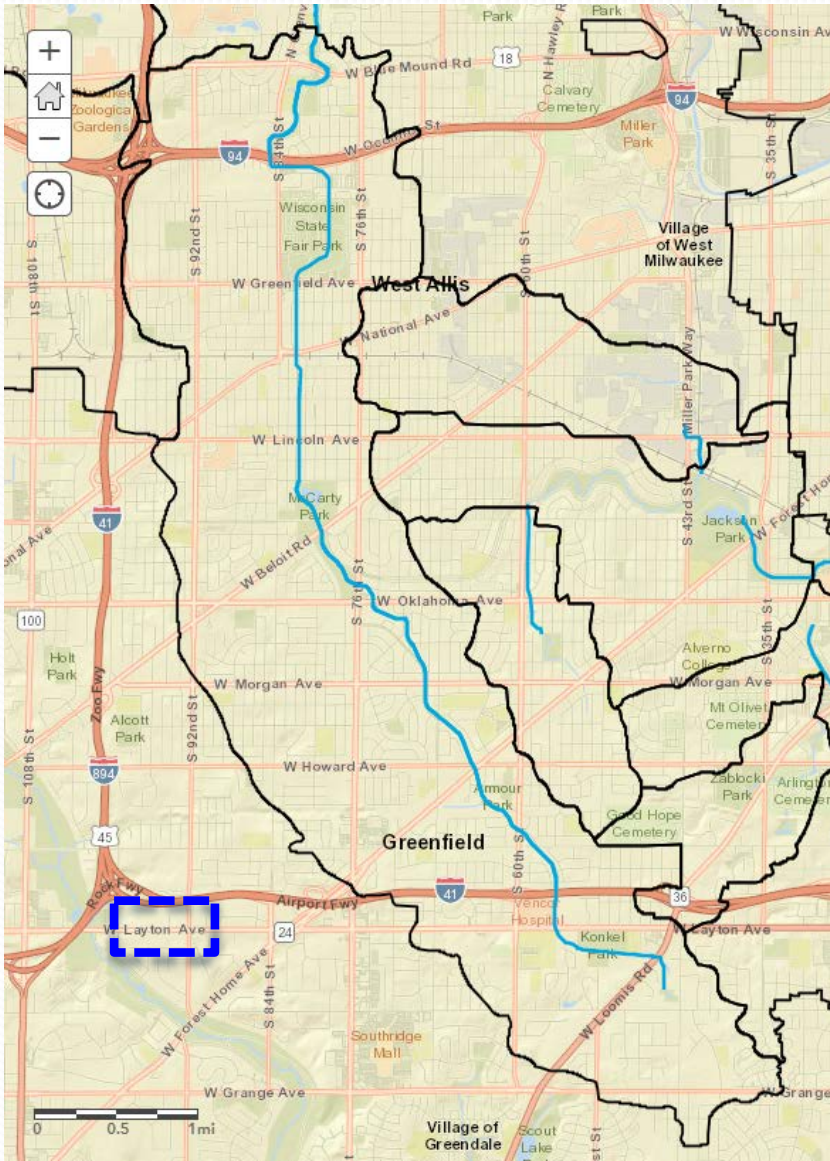
## Development Goals

Greenfield's "84 South" development received \$10M in public funds

Part of funding went towards stormwater technology

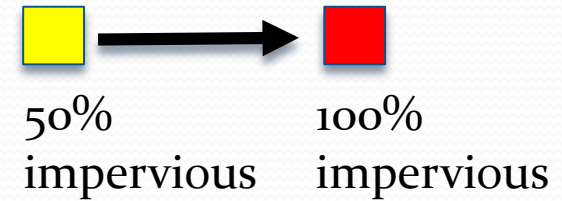
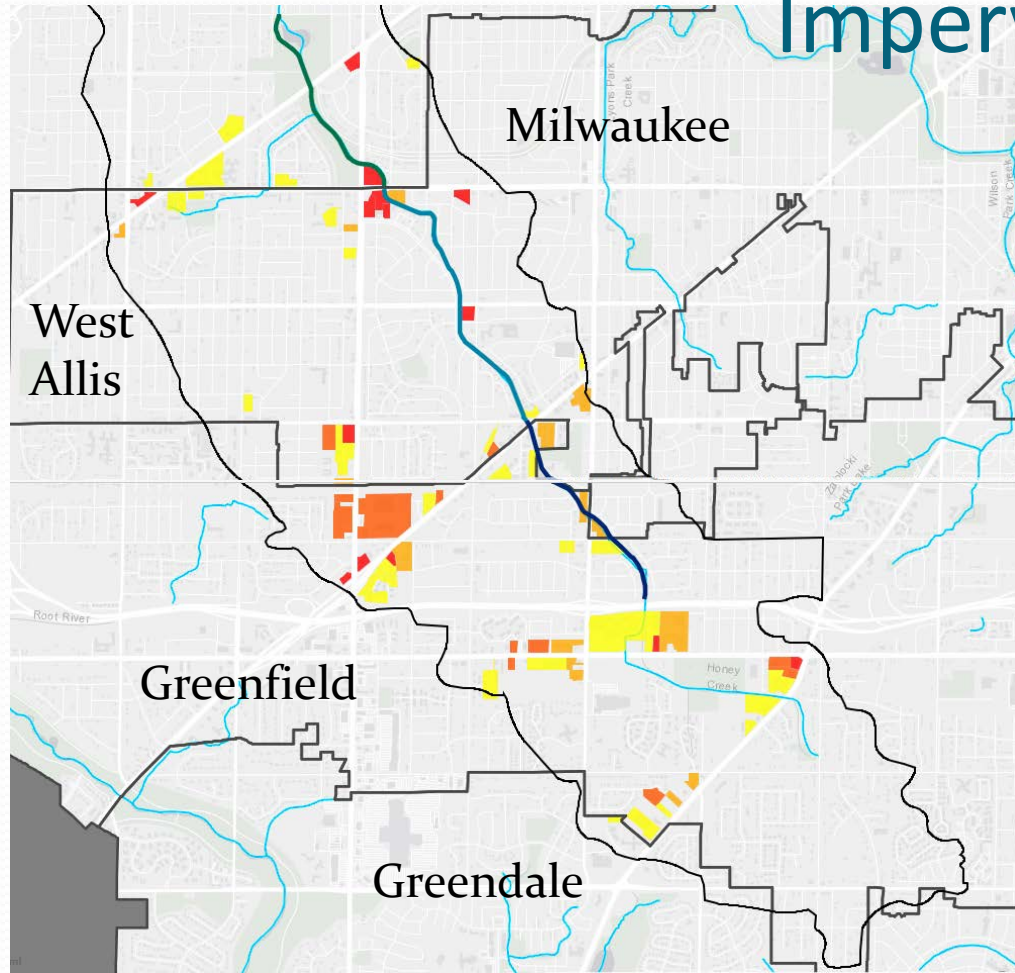
Mixed used development + new farmers market

Development outside of this watershed; other municipalities may be looking for similar development





# Identify Characteristics: Impervious Parcels > 1 acre



## Repurposing Relic Properties Opportunity

- Depends on Ownership

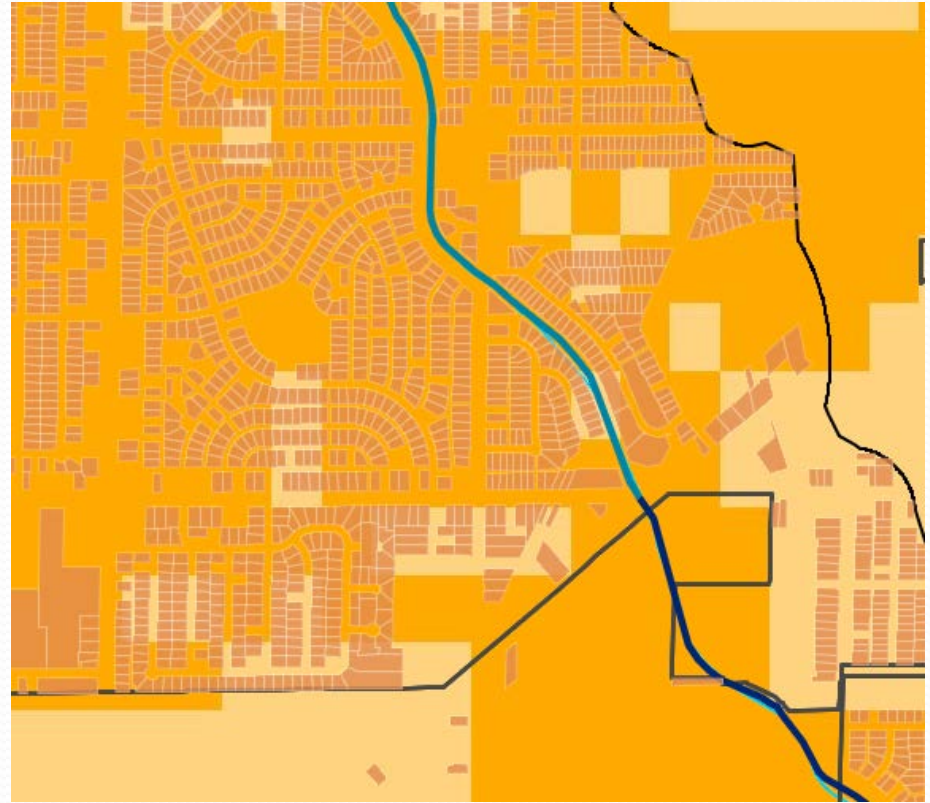
## Trading Opportunity

- Further identifies project location from previous example






## Identify Characteristics: Neighborhood Density



### **Supporting Desired Management Effort Opportunity**

- Neighborhood in Milwaukee that may match characteristics necessary for Interim Municipal Phosphorus Reduction Credit for Leaf Management Programs (Guidance Document)



# Based on Characteristics, Choose from Strategy “Menu”

- Proposed Funding Arrangement for Green Solutions
- Community Based Green Infrastructure
- Watershed Wide Price Supports
- **Trading Scenarios**
- *Expanding Watercourse Projects to Watershed Projects*
- **Supporting Desired Management Efforts**
- **Partnering with Private Sector Development**
- **Creative Repurposing of Relic Properties**



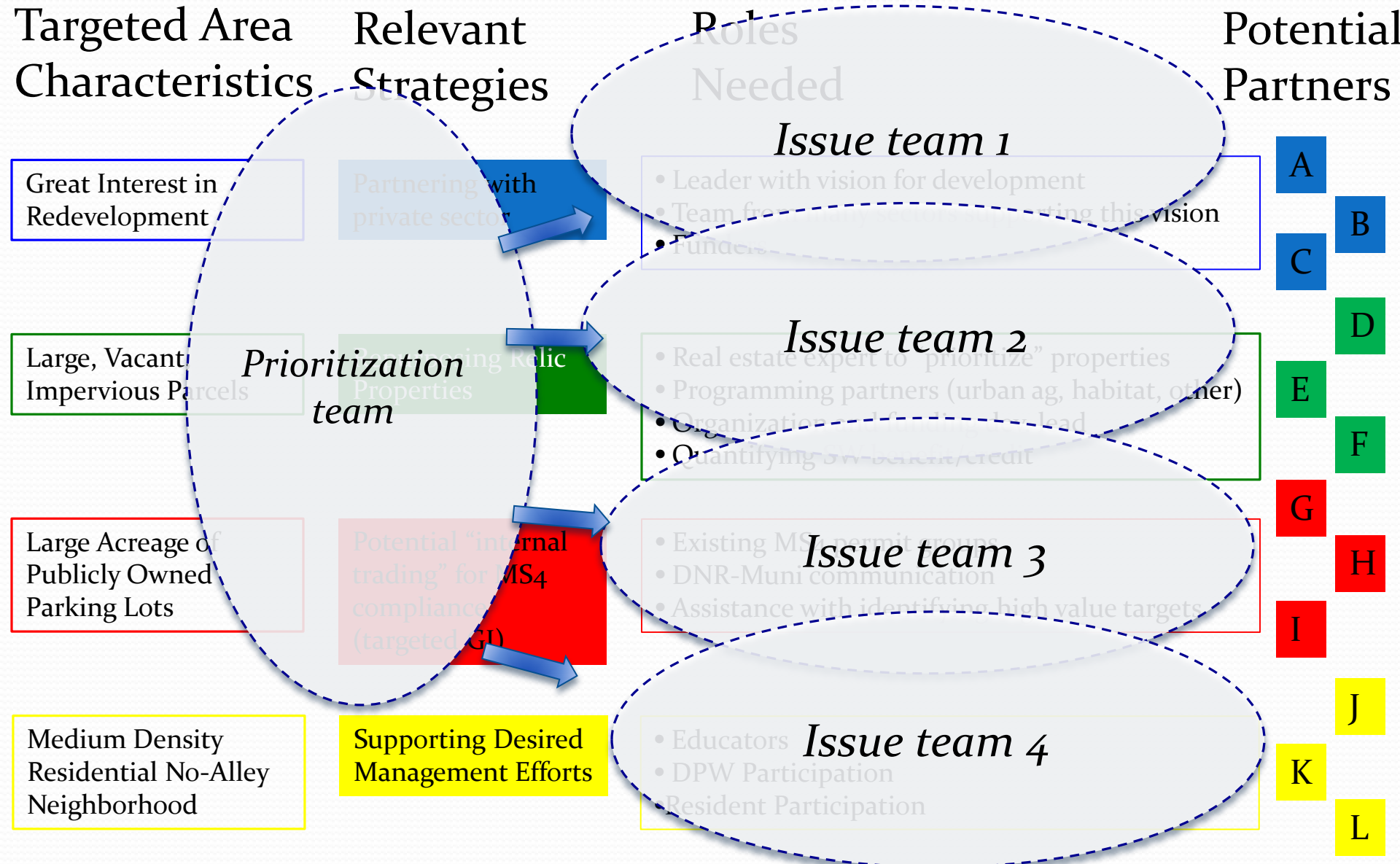


# Filling in the Framework

Targeted Area Characteristics	Relevant Strategies	Roles Needed	Potential Partners
Great Interest in Redevelopment	Partnering with private sector	<ul style="list-style-type: none"> <li>• Leader with vision for development</li> <li>• Team from many sectors supporting this vision</li> <li>• Funders</li> </ul>	<p>A</p> <p>B</p> <p>C</p>
Large, Vacant, Impervious Parcels	Repurposing Relic Properties	<ul style="list-style-type: none"> <li>• Real estate expert to “prioritize” properties</li> <li>• Programming partners (urban ag, habitat, other)</li> <li>• Organization and funding dev. lead</li> <li>• Quantifying SW benefit/credit</li> </ul>	<p>D</p> <p>E</p> <p>F</p>
Large Acreage of Publicly Owned Parking Lots	Potential “internal trading” for MS4 compliance (targeted GI)	<ul style="list-style-type: none"> <li>• Existing MS4 permit groups</li> <li>• DNR-Muni communication</li> <li>• Assistance with identifying high value targets</li> </ul>	<p>G</p> <p>H</p> <p>I</p>
Medium Density Residential No-Alley Neighborhood	Supporting Desired Management Efforts	<ul style="list-style-type: none"> <li>• Educators</li> <li>• DPW Participation</li> <li>• Resident Participation</li> </ul>	<p>J</p> <p>K</p> <p>L</p>



# Filling in the Framework





# Potential roles and partners

## **Prioritization team:**

Entities familiar with range of possibilities, neutral, looking to advance WQ goals AND other co-benefits

*Partnering with private sector team: ie..Muni lead, sustainability reps, political leaders, technical experts, funders, community rep*

*Relic property team: ie....Grass roots NGOs, Muni reps, Community reps, MS4 modeler, Real estate expert*

*GI trading team: ie..existing MS4 permit groups?, additional support?*

*Leaf Management Team: ie.....Educators, DPW Participation, Resident Participation*



# Why create a framework?

**Timeline:** We're in this work for the next 20-30 years!  
Organizations and staff will come and go...

How do we stay the course?

## **Goals of a framework:**

1. Faster delisting of stream segments
2. Better coordination of efforts
3. Bring additional funding
4. Realize more co-benefits (make this work resonate with the public!!)
5. Document efforts and adjust along the way





# Key Questions about this Framework

- What kind of work could the MMWQC leverage as an impetus for other projects?
- Could the MMWQC use a framework to use your stormwater management plans and TMDL Implementation plans more effectively?
- Could the MMWQC use a structure like this to make your collaborations more effective?
- Could you be on board with this framework? If not, what would need to change first?



# WQIP Team Contact Info

If you would like to submit answers to these key questions or have questions of your own, please contact the WQIP team:

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