

Section J: Information and Education Plan

This Information and Education (IE) strategy addresses communication needs associated with implementing the Greater Bear Watershed Plan. The goal of the information and education strategy is to **improve understanding and awareness of how actions on the land and water within the watershed can have a critical effect on protection of water quality and watershed resources.**

During the development of the watershed plan a variety of means were used to inform the public and other stakeholders about the planning process and seek input on plan development. A series of public forums was held in both 2011 and 2012; a survey for watershed residents and users was available online and in hard copy at various public locations throughout the watershed; meetings of the steering committee were open to the public; presentations were made at meetings of various organizations and property owners' associations; and information was included in newsletters, newspapers, the project website, and websites of organizations represented on the steering committee. These efforts helped engage the community in the development of the plan and educate residents about the planning process and the benefits of developing a comprehensive watershed plan for the Greater Bear Watershed.

The watershed survey, conducted by Draze Consulting in 2011, included questions to help inform the goals and objectives of the watershed plan and the information and education strategy. The following recommendations were developed after the review of watershed conditions, using input provided by community members throughout the watershed.

- Survey responses and high participation in the public forums indicate that watershed residents (permanent and seasonal) value good water quality and associate high environmental quality with a high quality of life and economic prosperity. Thus, information and education efforts do not need to focus on establishing the importance of protecting water quality.
- Survey respondents were asked where they obtain their information about the watershed and which sources they trust. Local newspapers were the most cited source, followed closely by Internet sources and newsletters. Many organizations were considered trustworthy sources. Those rated among the highest were: the Forest Service, the Conservation District, the Grand Traverse Regional Land Conservancy, local watershed councils and neighborhood associations, the Michigan Departments of Environmental Quality and Natural Resources, Michigan State University Extension, and the County Health Department. This information helped shape and inform the goals and objectives of the watershed plan and identify needs and strategies for public engagement.
- Survey responses indicate that many respondents are not aware of current water quality conditions within the Greater Bear Watershed. Information and education materials should include information about current conditions and management practices that influence those conditions, much of which is available in this plan.
- Many respondents indicated that the cost of implementing best management practices and a lack of access to information and equipment are barriers preventing implementation. Information and education materials could include cost estimates for implementing specific actions at the property level, and identify potential sources of technical assistance. For example, informational materials could be distributed regarding non-regulatory manure management planning assistance available through the USDA Natural Resource Conservation Service (NRCS) to livestock operators which identify the potential costs of preparing and implementing a plan.
- Many other respondents indicated that there are few impediments to implementing best management practices on their properties (cost and equipment are not limiting factors) but that not everyone is aware of what practices could be put in place on their property. Demonstration projects and associated events highlighting management practices should be prioritized.

- Information and education efforts should focus on coordinating with village, township, and county representatives who can affect plan implementation. Additionally, state and federal agencies with a presence in the Greater Bear Watershed should continue to be included in ongoing outreach efforts.
- Information and education efforts should focus on coordinating among units of government, non-profit entities, and businesses within the watershed and outside the watershed. Many of the watersheds within the northwestern Lower Peninsula of Michigan are positioned similarly to the Greater Bear Watershed in terms of current environmental conditions, public awareness, and available funding; economies of scale may be achieved through partnerships with organizations throughout the region.
- Given a high level of interest from community members as reflected by significant attendance at public forums throughout the development of this plan, the Implementation Team should hold Watershed Open Houses periodically to update and continue to engage community members.

INFORMATION AND EDUCATION IMPLEMENTATION STRATEGY

Since the Greater Bear Watershed Management Plan Coordinating Committee is a relatively new group, the strategy focuses on building organizational capacity in the short term by implementing general IE tasks identified in Exhibit 91. The www.bearwaters.org website will become a central repository for educational and informational materials. In the beginning efforts will focus on compiling existing materials identified in IE tasks and adding them to the website, and developing a contact list for distributing materials in 2013. Following this effort the Implementation Team will target educational efforts on two individual plan goals in each year of plan implementation. This approach recognizes the importance of IE actions relating to each goal and the limited resources (staff/volunteer time and materials) to implement watershed tasks.

The Implementation Team's focus on two goals each year (goals 1-6) will be repeated on a triennial cycle commencing in 2014. The general implementation timeline is summarized in Exhibit 91. Specific implementation tasks for each goal are identified in Exhibit 92 and in some instances depart from this general strategy because information may become especially relevant (i.e., if bacteria monitoring samples identify that water quality standards are not met) or represent more discrete tasks such as placing signs along roadways at the watershed boundary. The last two watershed goals (goals 7 and 8) have tasks relating to ongoing implementation and evaluation of the plan, and these should be completed each year. Estimated costs for implementing the IE strategy for the 10-year horizon of the plan are identified by goal in Exhibit 91 and by task in Exhibit 92. Estimates are subject to change as new information becomes relevant or as conditions in the watershed change.

EXHIBIT 91. General Information and Education Timeline and 10-Year Cost

Watershed Goals	Implementation Years	Estimated 10-Year Cost
Total Estimated 10-Year Costs for IE Plan Implementation		\$580,000
General Information and Education Activities —Such as maintaining the www.bearwaters.org website; maintaining a distribution/contact list; issuing a watershed newsletter; etc.	Each Year	\$119,500
Pathogens Affecting Humans —Minimize presence of pathogenic organisms that impair swimming, wading, fishing, boating, water skiing and other full or partial body contact water recreation activities.	2014 2017 2020	\$40,000
Ecosystem Health —Protect and restore essential physical habitat, and maintain compliance with water quality standards designed to protect fish, wildlife, and other aquatic organisms.	2014 2017 2020	\$60,000
Hazardous Materials —Prevent future and reduce current impacts on people (fish consumption advisories) and the environment.	2015 2018 2021	\$21,000
Invasive Species —Control abundance and further distribution of exotic species injurious to protected human uses (i.e., swimming, boating, fishing, etc.) and native plants and animals.	2015 2018 2021	\$30,000
Groundwater —Protect quality and quantity of domestic and agricultural water supplies and the source of cool, clean water to surface lakes and streams.	2016 2019 2022	\$60,000
Joint Planning and Development —Coordinated local economic and land use planning to preserve and optimize local assets and expand sustainable economic development and related employment.	2016 2019 2022	\$40,000
Sustainable Implementation of Greater Bear Watershed Plan —Formation of Greater Bear Watershed Management Plan Coordinating Committee and identification of leadership responsibilities.	Each Year	\$180,000
Evaluation and Revision of Management Plan Progress —Periodic assessment of progress in implementing actions and in meeting objectives and targets for plan revisions and updates.	Each Year	\$30,000

SOURCE: Public Sector Consultants and the Greater Bear Watershed Management Plan Coordinating Committee, 2013.

The IE strategy is intended to outline and promote educational activities that can support effective implementation of the Greater Bear Watershed goals, objectives, and tasks. Exhibit 92 outlines tasks for each goal. As with many of the tasks identified within the watershed goals and objectives, individual educational tasks can fit, to a certain degree, in multiple categories and help advance multiple goals. IE tasks are organized into the category in which they best fit. It is important to note that a substantial amount of educational material already exists on many of the issues that this plan seeks to address. To keep costs down, existing materials should be modified for the Greater Bear as opposed to developing new material. Much of the cost, then, will be in assembling and distributing relevant information through printed sources, online, and at community events such as Bear Lake Days. Noting that many residents rely on the Internet for information, and the relatively low cost of distribution through online avenues, all materials developed through the IE strategy should be made available online in addition to other distribution methods.

Exhibit 92 identifies potential agency partners and organizations using the following acronyms:

POTENTIAL PARTNERS

- **Nonprofit Organizations**—Bear Creek Watershed Council (BCWC), Bear Lake Property Owners Association (BLPOA), Bear Lake Watershed Alliance (BLWA), Conservation Resource Alliance (CRA), Cooperative Weed Management Area (CWMA), Grand Traverse Regional Land Conservancy (GTRLC), Manistee County Alliance for Economic Success (AES), and Manistee County Community Foundation (MCCF)
- **Federal Agencies**—Department of Agriculture, Natural Resource Conservation Service (NRCS) and United States Forest Service (USFS); and Department of the Interior, United States Fish and Wildlife Service (USFWS)
- **State of Michigan Agencies**—Michigan departments of Natural Resources (MDNR), Environmental Quality (MDEQ), Transportation (MDOT), Community Health (MDCH), and Agriculture and Rural Development (MDARD)
- Michigan State University—Extension (MSUE)
- **Local Government**—Bear Lake, Lake Improvement Board (LIB), Villages of Bear Lake, Kaleva, and Copemish (Villages); townships within the watershed (Twps) [Benzie County: Colfax and Joyfield Townships; Manistee County: Arcadia, Bear Lake, Brown, Cleon, Copemish, Dickson, Maple Grove, Marilla, Onekema, Pleasanton, Springdale Townships; Wexford County: Wexford Township]. See Exhibit 4 in the, Description of the Greater Bear Watershed section, for information on the extent to which the watershed extends into these communities.
- **Manistee County Government**—Soil Conservation District (MSCD), Road Commission (MCRC), Planning Department (MCPD), Emergency Response Management (MERM)
- **Native American Tribal Government**—Little River Band of Ottawa Indians (LRBOI)
- **Regional Government**—Northwest Michigan Council of Governments (NWMCOG), District #10 Health Department (D10HD)

If additional partners not identified express interest in plan implementation they should be engaged as appropriate.

ESTIMATED COST/YEAR

The timeline begins when the plan is completed. Prioritization of tasks should be re-evaluated two years after the plan is approved. Estimated costs are identified for each action for the full ten-year planning horizon; these costs may change if conditions within the watershed change. These costs include volunteer time, staff time, equipment, and materials.

Exhibit 92 contains a timeline that begins from plan completion. Many tasks will not be implemented immediately and may occur over many years of watershed plan implementation (which has a ten-year planning horizon). Years in which recommendations are suggested to occur are indicated with an “X” in the implementation timeline. If conditions change or opportunities to pursue tasks emerge, the Greater Bear Watershed Plan implementation team should re-evaluate the relative priorities and distribution of resources.

EXHIBIT 92. Information and Education Tasks to Achieve Watershed Goals

I/E task	Corresponding Goals & Objective Task(s)	Target audiences	Frequency	Medium or method	Potential partners (lead in bold)	Priority	Milestone	Estimated cost	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
General I/E Tasks																			
General I/E Task (IE)A Maintain and update the www.bearwaters.org website	All	Watershed residents, visitors, businesses, and local government	As needed	Website	BCWC, BLPOA, BLWA, MCCF, AES, MCPD	High	Website actively updated	\$12,000	X	X	X	X	X	X	X	X	X	X	X
General Task (IE)B Develop and maintain a contact list to distribute materials relevant to the watershed plan	All	Permanent and seasonal residents, businesses and local government officials	Update annually	Website, e-news lists,	BCWC, BLPOA, BLWA	High	Developed and actively maintained	\$20,000	X	X	X	X	X	X	X	X	X	X	X
General Task (IE)C Develop and update a watershed fact sheet	All	Permanent and seasonal residents, businesses, visitors and local government officials	Update annually	Website, e-news lists	GBWP implementation team	High	Developed and updated	\$2,500	X	X	X	X	X	X	X	X	X	X	X
General Task (IE)D Issue a newsletter with updates on plan implementation and watershed information	All	Residents, businesses, and local government	Quarterly	Website, e-news lists	GBWP implementation team	High	Distributed quarterly	\$25,000	X	X	X	X	X	X	X	X	X	X	X
General Task (IE)E Issue an annual report summarizing watershed plan implementation activities	All	Permanent and seasonal residents, businesses, visitors and local government officials	Annually	Website, e-news lists, printed copies at local government offices and libraries.	GBWP implementation team	High	Distributed annually	\$20,000	X	X	X	X	X	X	X	X	X	X	X
General Task (IE)F Place signs along major roadways at the boundary of the watershed indicating entrance to the watershed.	All	Permanent and seasonal residents, businesses, visitors and local government officials	Once installed, replace/update as necessary	Signs	AES, MCRC, Twps,	Medium	Signs placed	\$40,000	X	X	X	X	X	X	X	X	X	X	X

Greater Bear Watershed Management Plan

I/E task	Corresponding Goals & Objective Task(s)	Target audiences	Frequency	Medium or method	Potential partners (lead in bold)	Priority	Milestone	Estimated cost	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
GOAL 1. Pathogens Affecting Humans—Minimize presence of pathogenic organisms that impair swimming, wading, fishing, boating, water skiing, and other full or partial body contact water recreation activities.																		
(IE)1.A Inform stakeholders of results of <i>E. coli</i> sampling on Bear Lake and along Bear Creek	1.A.1 1.A.2 1.C.2	riparian owners, local beach owners, local government, tourists	Immediately upon results if WQS exceeded, annual summary	Local and state websites, e-news lists, newspaper, newsletters, kiosk or bulletin board at sampling location	BCWC, BLPOA, BLWA, D#10HD, LRBOI, Twps, Villages	High	Added to website annually	\$20,000	X	X	X	X	X	X	X	X	X	X
(IE)1.B Assemble and distribute existing information on the effects of artificially feeding waterfowl	1.B.1 1.C.2	Local government, residents, riparian owners, tourists	Triennial distribution continuously available on Web	Brochure, websites, e-news lists, newspaper, newsletter, kiosk, bulletin boards	BLPOA, BLWA, D#10HD	Low	Added to website 2013; triennial distribution	\$10,000	X	X								
(IE)1.C Assemble and distribute existing information on proper maintenance and operation of onsite wastewater treatment systems	1.C.2	Residents, riparian landowners, local government, businesses	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists, website, workshop, speaker(s)	BCWC, BLPOA, BLWA, D#10HD, Twps, Villages	High	Added to website 2013; triennial distribution	\$10,000	X	X			X					
Goal 2. Ecosystem Health—Protect and restore essential physical habitat, and maintain compliance with water quality standards designed to protect fish, wildlife, and other aquatic organisms.																		
(IE)2.A Assemble and distribute existing information on the importance of the nearshore littoral zone	2.A.4 2.A.5 2.E.4	Riparian landowners, local governments	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists, website	BCWC, BLPOA, BLWA, CRA, MDEC, MDNR	Medium	Added to website 2013; triennial distribution	\$10,000	X	X			X					

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IE task	Corresponding Goals & Objective Task(s)	Target audiences	Frequency	Medium or method	Potential partners (lead in bold)	Priority	Milestone	Estimated cost	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
(IE)2.B Assemble and distribute existing information on best management practices (BMPs) applicable to agricultural operations such as manure management plans, vegetative filter strips, excluding livestock from surface waters, to reduce loading to, Bear Lake, Bear Creek, and tributaries	2.B.1 2.B.2	Agricultural community, local businesses, local government	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists, website, workshops, speakers	BCWC, BLPOA, BLWA, CRA, MCPD, MSUE, MSCD, GTRLC	Medium	Added to website 2013; triennial distribution	\$10,000	X	X			X			X			
(IE)2.C Assemble and distribute existing information on benefits of conservation easements	2.D.1 2.D.3	Riparian and other landowners	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists, website, workshops, speakers	GTRLC , BCWC, BLPOA, BLWA,	Medium	Added to website 2013; triennial distribution	\$10,000	X	X			X			X			
(IE)2.D Assemble and distribute existing educational materials on BMPs that can be used by homeowners to retain and filter runoff such as low impact design from impervious surfaces on their property	2.A.2 – 2.A.5 2.B.1 2.D.1 - 2.D.3 2.E.4 3.A.2	Riparian landowners, local governments	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists, website	BCWC, BLPOA, BLWA, CRA,	High	Added to website 2013; triennial distribution	\$10,000	X	X			X			X			
(IE)2.E Advocate for scientific and regulatory community to evaluate WQS and sampling practices with respect to ecosystem changes (i.e., nutrient cycling/invasive species)	2.C.1 2.C.2	Scientific and regulatory community	As needed	Meetings, letters, newspaper, website	GBWP implementation team	Low	Completed as needed	\$10,000	X	X			X			X			

I/E task	Corresponding Goals & Objective Task(s)	Target audiences	Frequency	Medium or method	Potential partners (lead in bold)	Priority	Milestone	Estimated cost	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
(IE)2.F Distribute results of water quality monitoring of Bear Lake, Bear Creek, and tributaries	1.A.1 1.B.1 2.C.1 2.C.2 8.A.3	Watershed residents and visitors, local government	Annually	Brochure, newspaper, newsletter, e-news lists, website	BCWC, BLPOA, BLWA, D#10HD, LRBOI, Twps, Villages	Medium	Distributed annually	\$10,000	X	X			X			X			
Goal 3. Hazardous Materials—Prevent future and reduce current impacts on people (fish consumption advisories) and the environment.																			
(IE)3.A Implement a mechanism to ensure that anglers have the best information on state consumption advisories for fish taken from Bear Lake, Bear Creek, and tributaries	3.C.1	Anglers, general public, tourists, local governments	Update as necessary	Website, e-news lists, kiosk or bulletin boards at fishing access locations	BCWC, BLPOA, BLWA, D#10HD, LRBOI, MDNR	Low	Added to website 2013	\$1,000	X	X			X				X		
(IE)3.B Assemble and distribute existing information on BMP's to prevent release of hazardous materials into the environment, including the new statewide ban on burning of certain waste	3.A.1 3.A.2 3.B.1	Residents, businesses, local government, and schools	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists, website	NWMCOG, MDEQ	Medium	Added to website 2013; triennial distrib.	Estimated costs included in I/E plan	X	X			X				X		
(IE)3.C Develop and distribute information regarding the Manistee County Emergency Manager spill response plan	3.B.1	Local government, businesses, riparian owners	Upon development, with updates as necessary	Letter, brochure, workshop, newspaper	MERM, Twps, Villages	High	Added to website 2013; triennial distrib.	\$10,000	X	X			X				X		
(IE)3.D Support the cooperative pollution prevention program to protect groundwater from hazardous chemicals	3.A.1 3.A.2	Businesses, local government	Triennial distribution continuously available on Web	Letter, brochure, workshop, newspaper	D#10HD, MDEQ, MSCD, LRBOI	Medium	Added to website 2013; triennial distrib.	\$10,000	X	X			X				X		

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IE task	Corresponding Goals & Objective Task(s)	Target audiences	Frequency	Medium or method	Potential partners (lead in bold)	Priority	Milestone	Estimated cost	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Goal 4. Invasive Species—Control abundance and further distribution of exotic species injurious to protected human uses (i.e., swimming, boating, fishing, etc.) and native plants and animals.																			
(IE4.A) Continue to inform stakeholders when using chemical treatment in waterbodies	4.A.1	Residents, riparian landowners, local government	As treatment occurs	Brochure, newspaper, e-newsletter, e-news lists, website	LIB, BCWC, BLPOA, BLWA, MDNR, MDEQ, Twps, Villages	Medium	Annual notices when treatment used	Estimated costs included in Goals & Objectives section	X	X	X	X	X	X	X	X	X	X	X
(IE4.C) Place informational/educational signs or flyers at public access points to waterbodies regarding invasive species transfer and control	4.B.1 4.C.1 4.C.2	Residents, visitors, businesses, boaters	Once installed, replace/update as necessary	Signs, kiosk, bulletin boards	BCWC, BLPOA, BLWA, MDNR, CRA,	Med	Signs placed	\$10,000	X		X		X						
(IE4.D) Develop and distribute materials with pictures and information on invasive species known to have a presence in the watershed so residents can identify and report them	4.B.1 4.C.1 4.C.2	Residents, visitors, and local government	Triennial distribution continuously available on Web	Brochure, newspaper, e-newsletter, e-news lists, website	CWMA, LIB	High	Added to website 2013; triennial distribution	\$10,000	X		X		X						
(IE4.E) Assemble and distribute existing information on the harmful effects of invasive species on native flora and fauna and methods of control, and support monitoring programs to identify problem species and sources	4.B.1 4.C.1 4.C.2	Residents, landscapers, and property developers	Triennial distribution continuously available on Web	Brochure, newspaper, e-newsletter, e-news lists, website	CWMA, LIB	High	Added to website 2013; triennial distribution	\$10,000	X		X		X						
Goal 5. Groundwater—Protect quality and quantity of domestic and agricultural water supplies and the source of cool, clean water to surface lakes and streams.																			
(IE5.A) Assemble and distribute existing information on water conservation methods and importance thereof	5.B.3	Residents, businesses, and tourists	Triennial distribution continuously available on Web	Brochure, newspaper, e-newsletter, e-news lists, website	MSUE, NIMCOG, CRA, MDEQ	Low	Added to website 2013; triennial distribution	\$10,000	X		X		X						

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I/E task	Corresponding Goals & Objective Task(s)	Target audiences	Frequency	Medium or method	Potential partners (lead in bold)	Priority	Milestone	Estimated cost	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
(IE)5.B Assemble and distribute existing information regarding groundwater pollution prevention BMPs, including plugging of abandoned water wells	5.A.1 5.A.2	Well drillers, health dept., residents, local businesses, local government	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists, website	D#10HD, MDEQ	Medium	Added to website 2013; triennial distribution	\$10,000	X			X			X				X
(IE)5.C Assemble and distribute existing information regarding groundwater pollution prevention BMPs, including plugging of abandoned hydrocarbon wells	5.A.2	Well drillers, owners, operators, business, local government, MDEQ	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists, website	MDEQ	Low	Added to website 2013; triennial distribution	\$10,000	X			X			X				X
(IE)5.D Assemble and distribute existing information on the important functions of wetlands	2.D.1 2.D.3	Riparian landowners, local governments	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists, website	BCWC, BLPOA, BLWA, LRBOI, MDNR, MDEQ	Medium	Added to website 2013; triennial distribution	\$10,000	X			X			X				X
(IE)5.E Assemble and distribute information about cost-effective ways to have drinking water tested for contamination (such as bacteria and nitrates)	5.A.2	General public, businesses, local government	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists	BCWC, BLPOA, BLWA, D#10HD, MDEQ	Low	Added to website 2013; triennial distribution	\$10,000	X			X			X				X
(IE)5.F Assemble and distribute existing information on low-impact design to reduce runoff	2.A.2 – 2.A.5 2.B.1 2.D.1 - 2.D.3 2.E.4 3.A.2	Local government, businesses, residents	Triennial distribution continuously available on Web	Brochure, newspaper, newsletter, e-news lists, website	BCWC, BLPOA, BLWA, MCPD, Twps, Villages	High	Added to website 2013; triennial distribution	\$10,000	X			X			X				X

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IE task	Corresponding Goals & Objective Task(s)	Target audiences	Frequency	Medium or method	Potential partners (lead in bold)	Priority	Milestone	Estimated cost	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Goal 6. Joint Planning and Development —Coordinate local economic and land use planning to preserve and optimize local assets and expand sustainable economic development and related employment.																			
(IE)6.A Meet with representatives from each township and village within the watershed to discuss plan recommendations and opportunities for collaboration	All	Local government	2013 then as needed	Brochure, newsletters, website	GBWP implementation team, Twps, Villages, MCPD	Very High	Meetings held	\$10,000	X	X	X	X	X	X	X	X	X	X	X
(IE)6.B Improve wayfinding to access areas through signage, maps within the watershed, and electronic resources such as the Explore the Shores website	6.D.2	Residents and visitors	As needed	Signs, website	AES, Twps, Villages	Low	Signs placed; websites updated	\$20,000		X	X								
(IE)6.C Prepare and distribute information about public access facilities currently available for non-boating users	6.D.1 6.D.2	General public, tourists	Triennial distribution continuously available on Web	Brochure, websites, e-news lists, newspaper, newsletter, kiosk, bulletin boards	AES, Twps, Villages	Low	Added to website 2013; triennial distribution	\$10,000		X	X								
Goal 7. Sustainable Implementation of Greater Bear Watershed Plan —Formation of Greater Bear Watershed Management Plan Steering Committee and identification of leadership responsibilities.																			
(IE)7.A Prepare and distribute information on ways in which stakeholders can support plan implementation	7.A.1 – 7.A.4	Residents; businesses; local, state, tribal, federal government; nongovernment organizations	Annually	Brochure, newspaper, newsletter, e-news lists, website.	GBWP implementation team	Very High	Materials prepared & distributed	\$10,000	X	X	X	X	X	X	X	X	X	X	X
(IE)7.B Coordinate and collaborate with other watershed groups to share resources and leverage economies of scale	All	Residents; businesses; local, state, tribal, federal government; nongovernment organizations	Annually	Brochure, newspaper, newsletter, e-news lists, website.	GBWP implementation team	Very High	Meetings held; Develop collaborative plan	\$50,000	X	X	X	X	X	X	X	X	X	X	X

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I/E task	Corresponding Goals & Objective Task(s)	Target audiences	Frequency	Medium or method	Potential partners (lead in bold)	Priority	Milestone	Estimated cost	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
(IE)7.C Continue to build public support for groups represented on the Greater Bear steering committee	All	Residents; businesses; local, state, tribal, federal government; nongovernment organizations	Annually	Brochure, newspaper, newsletter, e-news lists, website.	GBWP implementation team	Very High	Materials distributed; increased membership	\$100,000	X	X	X	X	X	X	X	X	X	X	X
(IE)7.D Develop and distribute information on charitable giving options to support plan implementation	7.B.1	Residents; businesses; local, state, tribal, federal government; nongovernment organizations	Annually	Brochure, newspaper, newsletter, e-news lists, website.	MCCF, BCWC, BLPOA, BLWA, GBWP implementation team	Very High	Materials developed; Funds established; Funds raised	\$10,000	X	X	X	X	X	X	X	X	X	X	X
(IE)7.E Distribute information on formation of implementation team and related strategies	7.A.1 – 7.A.4	Residents; businesses; local, state, tribal, federal government; nongovernment organizations	Upon development, updated as necessary	Brochure, newspaper, newsletter, e-news lists, website.	GBWP implementation team	High	Materials developed; Increased membership	\$10,000	X										
Goal 8. Evaluation and Revision of Management Plan Progress—Periodic assessment of progress in implementing actions and in meeting objectives, and targets for plan revisions and update.																			
(IE)8.A Evaluate progress on implementation of plan I/E tasks; and goals and objectives tasks - make revisions as necessary	8.A.2 8.A.3	Residents; businesses; local, state, tribal, federal government; nongovernment organizations	Annually	Revise plan documents - brochures, newspaper, newsletter, e-news lists, website.	GBWP implementation team	High	Completed annually	\$10,000	X	X	X	X	X	X	X	X	X	X	X
(IE)8.B Disseminate information on plan accomplishments and updates to the plan itself	8.A.2 8.A.3	Residents; businesses; local, state, tribal, federal government; nongovernment organizations	Annually	Brochure, newspaper, newsletter, e-news lists, website	GBWP implementation team	Very High	Completed annually	\$20,000	X	X	X	X	X	X	X	X	X	X	X

SOURCE: Public Sector Consultants, 2013.