KEY ELEMENTS OF SUCCESS

WWOA Annual Conference - Lake Geneva, WI
October 17, 2018     By Tom Steinbach
1. Review of OWPP History and Successes So Far: Completed Projects, Aerial Seeding Program

2. KEY FACTORS OF SUCCESS
Oconomowoc River Watershed

- 49 Miles in length
- 17 Lakes
- 131 Square miles
- 84,000 acres

Impaired reaches in red.
Options Evaluation 2013 - 2014

Brick and Mortar Projects
0.95 → 0.17 mg/l By 2022
& Stormwater Management
Impaired streams and lakes? ... YES!
Watershed Health

- 3 Impaired streams
- 5 Impaired lakes

Jefferson County
OWWTP
Battle Creek
Mason Creek
Flynn Creek
Ocon. River
Washington County
Waukesha County
A new program to encourage watershed based pollutant reduction.

Oconomowoc received DNR approval on September 15, 2015.

The OWPP was born!
## Ag & Stormwater Project Summary

<table>
<thead>
<tr>
<th>Project type</th>
<th>Projects</th>
<th>Acres</th>
<th>Lin. Feet</th>
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</thead>
<tbody>
<tr>
<td>Seasonal Cover</td>
<td>6</td>
<td>690</td>
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<tr>
<td>Conservation Cover</td>
<td>5</td>
<td>173</td>
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<tr>
<td>Pollinator Cover</td>
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<tr>
<td>Aerial Cover</td>
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<td>990</td>
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<tr>
<td>Animal control</td>
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<tr>
<td>Scrapes</td>
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<tr>
<td>Filter strips</td>
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<td>22.5</td>
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<td>Buffer strips</td>
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<td>Wetland restoration</td>
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<td>Sedimentation Basin</td>
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<td>Streambank Restoration</td>
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<td>1500</td>
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<td>Re-forestation</td>
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<td>10</td>
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<tr>
<td>Storm Water Treatment</td>
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<td>13</td>
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<td><strong>Totals</strong></td>
<td><strong>51</strong></td>
<td><strong>1949</strong></td>
<td><strong>2930</strong></td>
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</tbody>
</table>
Aerial Cover Crop Seeding Program

Inter-seeding into standing corn and beans!
Key Factors of Success:

- Community support
- Partners
- Connections to the right people
- Farmer leadership
- Stream and lake monitoring
- BMP - Financial incentives
- Communications
- Energy and Passion
Community Support:

LAKES !!!  LAKES!!!  LAKES!!!
Partners:

- Tall Pines Conservancy
- Ruekert and Mielke
- Clean Water Association
- Farmers For Lake Country
- DATCP – Grants for Innovative Projects
- Environmental Resource Consulting
- Pheasants Forever
- Volunteers
Connecting with the right people:

- Local politicians
- Farmers
- Specialists
- County LCDs
- NRCS Conservationists
- Middle People – Go Betweens
Farmer Leadership – “Farmers For Lake Country”
Monitoring:

- Baseline
- Flow and comp/grab
- Event
- Mud Chasers
- Mason Creek Specific
BMP Funding Sources and Options

Installation Cost, $

Federal

- NRCS 70%

Local - OWPP

- 100% OWPP

- 90%

EQIP

- All OWPP Funded No NRCS

OWPP Funding

NRCS Funding
Annual Rent Offset – Tiered

- Proximity to Confluence, Waters edge, or Hot Spots
- Priority Resource Concern
- Slope to pour point
- Project size

$375 / acre $140 / acre
Flexibility !!!!!
COMMUNICATIONS:

Mud Chasers Training

2018 SHED TALKS
Communications:

Richfield Thresheree
Communications:

Annual Paddle Events
Communications:

High School Group involvement
Communications:

Helicopters in the air..............
Communications:

Annual Healthy Lakes Conferences
Communications:
Printed and Social Media:

- Websites
- Facebook
- E-Blasts
- Newspaper
- Bulk Mailings
- Postcards
- Radio
Note: 0.075 mg/l is the Statewide Water Quality criteria level for Total Phosphorus, and the limit we must meet in our Adaptive Management Plan for the watershed.
Thanks for your attention to Water Quality!
Visit us at:
Oconomowocwatershed.com
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