

Table 39 cont. Implementation Tasks and Actions

Objectives	Tasks	Priority (L,M,H)	Milestone	Notes	Potential Partners	Estimate Total Cost	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
GOAL 5 - Local Management and Implementation Institutions and Community Education: Establish mechanisms to provide sustained local leadership, community engagement, and fundraising needed to assure implementation and updating of the Portage Lake Watershed Forever Plan.																
5.B. Provide sufficient resources to support plan implementation.	5.B.3. Secure funding to provide for paid staff, or a secure commitment from an experienced volunteer, to assist in securing funds, in-kind contributions, and volunteer participants needed to sustain public interest in the plan and meet public expectations.	H	Submit for grant in year one.	Grant for 3-year position	PLWF	\$15,000	Submit									
	5.B.4. Evaluate the best funding methods to assure long-term financial support needed to involve stakeholders in the implementation and periodic updates of this plan.	H	Evaluation completed by year five.	Portage Lake Forever Endowment Fund	PLWF, MCCF	\$22,500	Evaluate	Evaluate	Evaluate	Evaluate	Complete					
	5.B.5. Continue to discuss with other area watershed organizations to identify and explore opportunities for shared administration.	L	Discuss every two years.		PLWF, other watershed organizations	\$2,500	Discuss		Discuss		Discuss		Discuss		Discuss	
	5.B.6 Work with Onekama Township to study costs and grants available.	L	Annually.		PLWF, Onekama Twp.	\$10,000	Study	Study	Study	Study	Study	Study	Study	Study	Study	Study
5.C. Ensure that growth and development in the communities within the Watershed is directed to areas with existing adequate infrastructure in a compact and mixed-use manner.	5.C.1. Work with the appropriate authority in joint planning coordination; provide input as necessary.	H	Ongoing.		PLWF, AES, LRBOI, MCCF, MCD, MDOT, MSU Ext., OESC	\$16,250	Coordinate	Coordinate	Coordinate	Coordinate	Coordinate	Coordinate	Coordinate	Coordinate	Coordinate	Coordinate
	5.C.2. Work with Planning Commission to strengthen the current riparian overlay of Portage Lake.	M	Develop list of areas to be improved by year three. Develop action plan by year eight.		PLWF, AES, Health Dept., LRBOI, MCCF, MCD, MDOT, MSU Ext.	\$8,750			List Developed					Action Plan		
GOAL 6 - Information and Education: Establish and promote public awareness about watershed issues that support effective implementation of watershed planning goals, objectives, and tasks.																
6.A. Establish a baseline of public knowledge and awareness about issues affecting water quality in the Portage Lake Watershed.	6.A.1. Use analysis of the 2017 plan update survey and other means to identify Watershed/water quality issues where public knowledge needs development.	H	Update by year two; Complete another survey by year ten.	Method: Survey, meetings, website Audience: General public, tourist, riparian landowners	PLWF, PLA, MDNR, EGLE, School, MSU Ext., MCD, PIW	\$5,250		Update								Survey
	6.A.2. Develop follow-up mechanisms to determine the effectiveness of efforts. Analyze results to identify key issues needing further attention.	H	As needed, but at least every five years.	Method: Survey, meetings, website Audience: General public, tourist, riparian landowners	PLWF, PLA, MDNR, EGLE, MSU Ext., MCD, PIW	\$4,250			Develop	Analyze					Develop	Analyze

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GOAL 6 - Information and Education: Establish and promote public awareness about watershed issues that support effective implementation of watershed planning goals, objectives, and tasks.																	
6.A. Establish a baseline of public knowledge and awareness about issues affecting water quality in the Portage Lake Watershed.	6.A.3. Supply information to the public pertaining to Part 5 Rules and contact information for reporting releases to waters of the state.	M	Initiate in year two.	Method: Kiosk/bulletin boards, newsletters, lake management reports, social media, website, meetings Audience: General public, riparian landowners, local government	PLWF, Onekama Twp., Village, Health Dept.	\$5,750		Supply	Supply	Supply	Supply	Supply	Supply	Supply	Supply	Supply	
	6.B. Establish a clearing house for Watershed materials relevant to the general public and to specific stakeholder groups.	6.B.1. Update current website to assure that it is user-friendly and accessible.	H	Update by year two; Review design every three years.	Method: Website, survey, social media Audience: General public, stakeholder groups	PLWF	\$3,000		Update			Review			Review		
		6.B.2. Assure that PLWF materials are updated, current, accurate, relevant, user-friendly, and readily accessible.	H	Annually review materials.	Method: Website, survey, social media Audience: General public, riparian landowners, local governments, tourists, local farmers, businesses	PLWF	\$5,000	Review	Review	Review	Review	Review	Review	Review	Review	Review	Review
		6.B.3. Provide means for feedback on the PLWF website and distributed materials.	M	Feedback mechanism in place by year two; Review feedback mechanism every four years.	Method: Website, survey, social media Audience: General public, riparian landowners, local governments, tourists, local farmers, businesses	PLWF	\$21,000		Mechanism in place				Review				Review
6.C. Implement a mechanism to ensure that stakeholders have current and accurate information about monitoring and other test results.	6.C.1. Inform stakeholders of <i>E. coli</i> monitoring results.	H	Immediately upon results, annual summary.	Method: Kiosk/bulletin boards, newsletters, social media, website, meetings Audience: Riparian owners, local governments, general public, tourists	PLWF, MSU Ext., MCD, PLA	\$5,000	Inform	Inform	Inform	Inform	Inform	Inform	Inform	Inform	Inform	Inform	
							Post										

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GOAL 6 - Information and Education: Establish and promote public awareness about watershed issues that support effective implementation of watershed planning goals, objectives, and tasks.																
6.C. Implement a mechanism to ensure that stakeholders have current and accurate information about monitoring and other test results.	6.C.2. Provide information about swimmer's itch, its causes, steps to minimize exposure and the Portage Lake reporting system.	H	Immediately upon results, annual summary.	Method: Website, e-mail, social media, newsletter, comment card, brochure, newspaper Audience: General public, riparian landowners, tourists, local governments	PLWF , Onekama Twp., Village, MSU Ext., MCD, PLA, EGLE, MNDR, LRBOI, Oakland University, MISIP	\$17,500	Educate									
	6.C.3. Continue efforts to educate the public about invasive species and means to report/control them.	H	Annually; have reporting mechanism in place by year two.	Method: Website, social media, kiosk/bulletin boards, newsletter, brochure, newspaper Audience: General public, riparian landowners, tourists, local governments	PLWF , MSU Ext., MCD, PLA	\$13,000	Educate	Reporting	Educate							
	6.C.4. Distribute information about cost-effective ways to have drinking water tested for bacteria and contaminants.	L	Distribute annually.	Method: Brochure, newspaper, newsletter, website, social media Audience: General public, businesses	PLWF , Health Dept., EGLE, MCD, USDA-NRCS, MSU Ext., EGLE, School, LRBOI	\$15,750	Distribute									
	6.C.5. Implement mechanisms to ensure anglers have the best information on state consumption advisories for fish taken from Portage Lake.	H	Post information annually.	Method: Website, social media, kiosk/bulletin board, newsletter, newspaper Audience: Anglers, general public, tourists	PLWF , charter boat operators, Sportfishing Association, marinas, MDNR, LRBOI	\$15,750	Distribute									
	6.D. Implement a pollution protection program to protect groundwater from hazardous chemicals and other threats.	6.D.1. Distribute information about the proper maintenance and operation of septic systems.	H	Distribute annually; Review and update every five years.	Method: Website, workshop newsletter, newspaper, video, social media, Audience: General public, riparian landowners, businesses	PLWF , Health Dept., EGLE, MCD, realtors	\$20,250	Update					Update			
	6.D.2. Provide education on point of sale ordinance that require septic tank/tile filed system inspections at time of sale in order to determine system failure rates and to upgrade failing systems.	H	Distribute annually; Review and update every five years.	Method: Brochure, video, newsletter, newspaper, website, social media, Audience: General public, riparian landowners, businesses	PLWF , encourage other partners	\$16,250		Update					Update			

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GOAL 6 - Information and Education: Establish and promote public awareness about watershed issues that support effective implementation of watershed planning goals, objectives, and tasks.																
6.D. Implement a pollution protection program to protect groundwater from hazardous chemicals and other threats.	6.D.3. Distribute information about limiting phosphorus loadings through use of low- or zero-phosphorus fertilizers.	H	Distribute annually; Review and update every five years.	Method: Brochure, social media, newspaper, website, newsletter Audience: Riparian landowners, businesses, general public	PLWF, Health Dept., EGLE, MCD, Local Businesses	\$16,250			Update					Update		
	6.D.4. Distribute information about the impact of plastics, coal tar sealants, and other environmental threats.	H	Distribute annually; Review and update every five years.	Method: Brochure, newspaper, newsletter, website, social media Audience: Riparian landowners, local governments, general public	PLWF, EGLE, Local Businesses, PLA, MDNR, MCD	\$16,250				Update					Update	
	6.D.5. Distribute information on the important functions of wetlands.	H	Distribute annually; Review and update every five years.	Method: Brochure, newspaper, newsletter, website, social media Audience: Riparian landowners, local governments, general public	PLWF, MDNR, Garden Club, EGLE, MCD, PLA	\$16,250					Update					Update
	6.D.6. Work with the local community to encourage the creation of rain gardens, bio-swales, and other means to curtail runoff (e.g. rain barrels).	H	Distribute annually; hold two presentations by year ten.	Method: Presentations, website, social media, newsletter, brochure Audience: Riparian landowners, local governments, businesses, general public	PLWF, MDNR, Garden Club, EGLE, MCD, PLA	\$16,250										Present
6.E. Distribute information about best practices related to shoreline landscaping practices and other threats.	6.E.1. Provide information about near shore littoral zones and the impacts of beach grooming, shoreline hardening, sea walls, and permanent mooring structures.	H	Distribute annually; Review and update every five years.	Method: Brochure, newspaper, newsletter, website, social media Audience: Riparian landowners, local governments	PLWF, EGLE, Garden Club, PIW	\$16,250	Update					Update				
	6.E.2. Work with local governmental units to encourage implementation of near shore littoral zones.	H	Ongoing.	Method: Meetings, e-mail, letter, presentations Audience: Local governments	PLWF, EGLE, Local Businesses, PLA, MDNR, MCD	\$6,250	Coordinate									

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GOAL 6 - Information and Education: Establish and promote public awareness about watershed issues that support effective implementation of watershed planning goals, objectives, and tasks.																
6.E. Distribute information about best practices related to shoreline landscaping practices and other threats.	6.E.3. Educate the public on the possible threats, wave action of boats occurring close to the shoreline, and excessive sediment sources.	H	Distribute annually; Review and update every five years.	Method: Brochure, newspaper, newsletter, website, social media Audience: Riparian landowners, general public, tourists, local governments	PLWF, PLA	\$13,750		Update					Update			
6.F. Promote recognition of the agricultural heritage in the Watershed, present agriculture, the use of local agricultural products, and sustainable agricultural practices of the region.	6.F.1. Encourage and facilitate development of a program to celebrate local agricultural products.	L	Program developed and in place by year three.	Method: Guides, newspaper, newsletter, social media, website, kiosk/bulletin board Audience: General public, tourists, businesses, local farmers	PLWF, USDA-NRCS, MCD, MSU Ext., AES, Local Farmers and Businesses	\$1,650			Develop Program							
	6.F.2. Continue recommendation of locally grown agricultural products and encourage their sale and use in partnership with local farmers and other interested stakeholder organizations and individuals.	L	Develop sustainable partnerships by year two.	Method: Brochure, newspaper, newsletter, social media, website, kiosk/bulletin board Audience: General public, tourists, businesses, local farmers	PLWF, AES, USDA-NRCS, MCD, MSU Ext., Local Farmers and Businesses	\$4,100		Develop Partnership								
	6.F.3. Encourage local farmers to participate in the Michigan Agriculture Environmental Assurance Program (MAEAP).	L	Distribute annually; Review and update every five years.	Method: Website, social media, letters, workshop Audience: Local farmers	PLWF, MAEAP, Local Farmers	\$1,650			Update					Update		
6.G. Distribute information about the location of scenic vistas, historical sites, and other local highlights.	6.G.1. Recommend education, information, and voluntary actions by private landowners and public agencies about how to protect and enhance public access and enjoyment of scenic vistas.	M	Distribute annually; Review and update every five years.	Method: letter, meetings Audience: Private landowners and public agencies that own property that provides scenic vistas	PLWF, MDNR, EGLE, PLA, LRBOI, Public Library	\$61,250				Update					Update	
	6.G.2. Compile and distribute information about public access facilities currently available for non-boating users.	M	Compile information by year two; Distribute annually; Update every four years	Method: Brochure, website, social media, newspaper, newsletter, bulletin board Audience: General public, tourists	PLWF, MDNR, EGLE, PLA, LRBOI, Onekama Parks and Recreation	\$20,000		Compile				Update				Update

SOURCE: Spicer Group Inc., 2019.