

**A program of the
Department of
Administration**

Czma program approved:
1978

Coastal population in 2000:
1,992,393

Miles of coastline:
820

Czma funds:
\$2,000,000

Czma enhancements funds:
\$193,000

Czma nonpoint funds:
\$283,000

State and other matching
funds:
\$2,283,000

Total:
\$4,759,000

Wisconsin

COASTAL ZONE MANAGEMENT FUNDING

FISCAL YEAR 2003



Program Goals and Objectives

The Wisconsin Coastal Management Program (WCMP) supports the management, protection and restoration of Wisconsin's coastal resources, and increases public access to the Great Lakes. The following principles guide the WCMP grant program:

- Coastal management means achieving a balance between natural resource protection, preservation and economic development.
- All projects will be environmentally sustainable and respect ecosystem integrity.
- All projects will protect, restore or enhance coastal resources.
- All projects must demonstrate a need for WCMP funding and that no other viable funding source exists.
- All projects must identify measurable outcomes of the grant as part of the grant application and final progress report.
- Educational projects that are appropriate for distribution (i.e., studies and curricula) must specify a distribution and marketing strategy.

Key Accomplishments

- Awarded grants totaling \$1.5 million for protection and enhancement of Wisconsin's Lake Michigan and Lake Superior coasts. The grants were distributed to nonprofit organizations and local, state and tribal governments to help fund 38 projects totaling \$4.7 million.
- Received full approval for the Wisconsin Coastal Nonpoint Pollution Control Program from the National Atmospheric and Oceanic Administration (NOAA) and the Environmental Protection Agency (EPA). This accomplishment resulted in the award of additional funds to address nonpoint source pollution in Wisconsin's coastal zone (more than \$500,000).
- Partnered with a steering committee of local stakeholders and state agency representatives to pursue a Lake Superior National Estuarine Research Reserve.

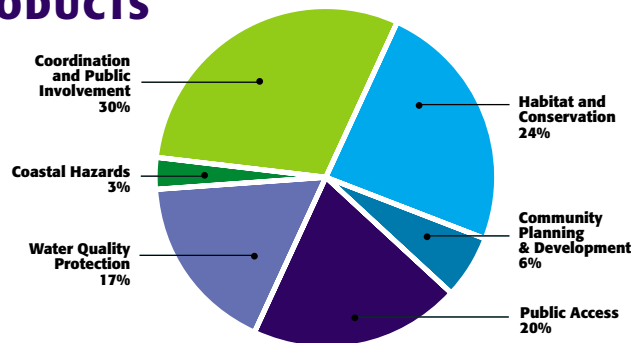
OUTCOMES AND PRODUCTS

COORDINATION AND PUBLIC INVOLVEMENT: \$1,429,036

- Provided "Paddle to the Sea," to the state's elementary schools and public libraries
- Funded three separate Discover Wisconsin video productions spotlighting Racine, Bayfield Counties, and the cities of Manitowoc and Two Rivers
- Provided funding to the coastal Regional Planning Commissions (RPCs) to provide on-going technical assistance and outreach to the public on issue areas that include wetland protection, public access, coastal hazards, etc.
- Enhanced the local role in waterway/ wetland protection by supporting implementation and enforcement of state waterway and wetland regulations and assisting with local shoreland-wetland ordinances

COASTAL HAZARDS: \$145,838

- Revised Bayfield County shoreline recession rates by adding historical aerial photography and obtaining oblique photos of the shoreline and made this information available to public through county website
- Convened educational outreach sessions for property owners and local officials on Bayfield County shoreline recession rates
- Characterized bluff and wave conditions of the Lake Superior Coast
- Held a public information session for property owners and local officials in Ozaukee County on bluff erosion in Lake Michigan



PUBLIC ACCESS: \$943,786

- Funded public education program about maritime related cultural resources along Lake Michigan and Lake Superior
- Produced Wisconsin Harbor Town guidebook, a user-friendly guide devoted to Wisconsin's harbor towns
- Developed and implemented the Lake Superior Birding and Nature Trail

COASTAL WATER QUALITY PROTECTION: \$831,361

- Funded two county beach bacterial source identification projects that leverage effort and expertise of the monitoring program funded by the BEACH Act
- Developed site planning and engineering to treat stormwater from a redeveloped site through the use of recreational open space in central Milwaukee's former industrial Menomonee Valley.
- Developed GIS that identifies where nonpoint pollution control efforts should be concentrated to maximize water quality gain and funding efficiency
- Improved water quality at South Shore Beach by installing filtration technology at a boat ramp to collect and treat stormwater runoff from the parking lot

COASTAL HABITAT CONSERVATION AND RESTORATION: \$1,130,851

- Converted the state's Natural Heritage Inventory database of rare and endangered species and communities to a web-based geographic information system for use by state natural resource managers
- Inventoried 448 restored wetlands covering over 500 acres on private lands

COMMUNITY PLANNING AND DEVELOPMENT: \$ 278,128

- Produced materials targeted to specific audiences in five coastal counties to make the public aware of Great Lakes water issues, entitled "Wisconsin's Communities and Coasts: Making the Connection"
- Developed a Cultural Resource Management Plan for the redeveloping Menomonee Valley industrial area in central Milwaukee
- Published a "Guide to Planning for Coastal Communities in Wisconsin"
- Developed a "Regional Conservation Plan for Wisconsin's Lake Michigan Basin" to be implemented by a consortium of private land trusts

Wisconsin

Key Accomplishments (continued)

- Completed, with cooperation from the other seven Great Lakes states, a coordinated project to report on their successful use of federal restoration funds. The project demonstrated our collective impact on solving coastal restoration problems.
- Provided “Paddle to the Sea,” the classic children’s book about the Great Lakes, to the state’s elementary schools and public libraries. The book is in honor of the program celebrating 25 years of protecting and promoting the state’s Great Lakes.
- Funded a guide that provides coastal communities information on how to address coastal issues in their state-mandated comprehensive plans, including an emphasis on smart growth policies.
- Participated in NOAA’s pilot Performance Indicators project.
- Partnered with a group of Wisconsin Great Lakes communities to establish the Wisconsin Harbor Towns Association (WHTA). The WHTA—representing 17 community organizations on the Lakes Michigan and Superior coasts—promotes tourism in Wisconsin’s coastal zone.
- Funded three separate Discover Wisconsin video productions spotlighting Racine, Bayfield Counties, and the cities of Manitowoc and Two Rivers. Additionally, WCMP produced an episode about Wisconsin’s historic coasts.
- Assisted in hiring, along with the Wisconsin Great Lakes Nonpoint Abatement Coalition, staff to educate, solicit participation and enroll producers in the USDA’s Conservation Reserve Enhancement Program within Wisconsin’s coastal zone.
- Initiated a project, in two coastal county conservation agencies, to survey the county beaches and develop an inventory protocol to identify and address possible sources of elevated e. coli bacteria, the indicator for beach health.
- Funded and assisted Bayfield County to develop a website to communicate erosion hazards information (www.bayfieldcounty.org/landRecords/lakesuperior_shore.htm).
- Funded a four-year, comprehensive evaluation of the bluff stability of the entire Wisconsin Lake Superior coast.
- Assisted in the preparation of an all-hazards mitigation plan of the county, which includes coastal hazards.
- Published the second major publication on the status of Lakes Michigan and Superior, entitled “2003 Wisconsin Great Lakes Chronicle.” The document features articles on coastal restoration, clean water, beach closings, estuaries, dam removals and historic preservation.
- Sponsored a land and water symposium that attracted more than 80 local government officials and federal, state, regional and local natural resources experts.
- Featured in article published by the Wisconsin Natural Resources Magazine. The magazine reaches an audience of 130,000 persons interested in the preservation and restoration of Wisconsin’s environmental resources.
- Sponsored beach sweeps in Kenosha, Racine, Milwaukee, Point Beach, Manitowoc/Two Rivers and Superior. More than 600 persons attended events statewide.
- Sponsored the Celebration of Freshwater Festival on Milwaukee’s lakefront at Pier Wisconsin. The festival featured presentations and exhibits on clean water and maritime history.
- Applied to Environmental Protection Agency for a \$3 - 4 million grant to clean up abandoned, idle and underused contaminated properties. DOA together with the DNR and the Department of Commerce propose to create the Wisconsin Brownfields Coalition that would apply for a single Brownfields Revolving Loan Fund grant.

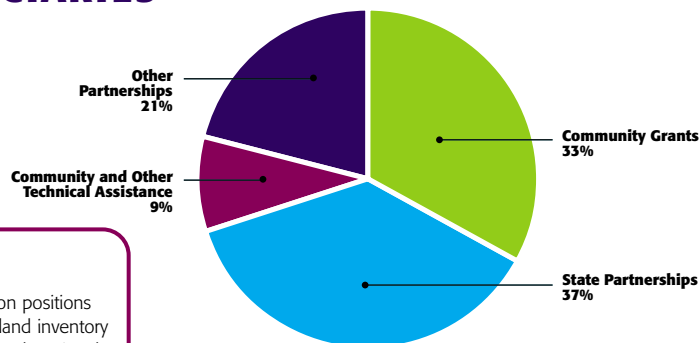
PROGRAM BENEFICIARIES

OTHER PARTNERSHIPS: (INCLUDES FEDERAL PARTNERSHIPS) \$965,680

- Developed Performance Indicators for pilot project

COMMUNITY AND OTHER TECHNICAL ASSISTANCE: \$395,846

- Staffing of Waterway and Wetland protection positions
- Update of the State’s coastal counties wetland inventory
- Local assistance to the three Wisconsin Coastal Regional Planning Commissions



COMMUNITY GRANTS: \$1,458,767

- Provided community coastal planning grants

STATE PARTNERSHIPS: \$1,622,302

PRIORITIES AND NEEDS

The key priorities of the Coastal Program for the next year are the following:

- Funding to initiate the site selection for a Wisconsin, Lake Superior NERR site.
- Continued funding for implementation of the Coastal Nonpoint Pollution Control Program.

STATE CONTACT:

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