Dea Larsen Converse
Community & Watershed Resources Manager
Yahara WINS, March 15th, 2018
Our role

• Our Lakes Vision – Building alliances
• Empower – Yahara CLEAN Roadmap
• Unique – Bringing businesses to the table
• Inspire – Transformative Projects
• Lead – Catalyzing change
Our Lakes Vision
We see a future in which everyone realizes that our lakes are the center of our community.

Our Mission
Continue to *build a community of people*, businesses, organizations and government agencies dedicated to improving and protecting water quality in the Yahara River watershed.
7-step Approach

- Builder Alliances
- Report Progress
- Education
- Advocate/Promote Awareness
- Take Action
- Secure Funding
- Focus Priorities

Cleaner Waterways and Lakes
EMPOWER - Yahara CLEAN
Strategic Action Plan for Phosphorus Reduction

• 14 specific actions - clear, achievable goals
• Proven, cost-effective
• Urban and rural
• Objective: 50% reduction in the average annual phosphorus load from the watershed of each Yahara lake
INSPIRE- Plan 2020: A Clear Path Forward

Community Engagement
- Education
- Volunteerism
- Monitoring
- Citizen Action

Advancing Yahara CLEAN
- Farmland Management
- Leaf Management
- Innovative Solutions
- Construction Erosion

Healthy Lakes. Healthy Community.
Changing Behavior

- Rake the Lake
- Yahara Pride Farms
- Lake Partners
- Volunteers
Clean Lakes Grants

• Projects in 5 Categories:
  ✓ Farmland Management
  ✓ Leaf Management
  ✓ Construction Erosion
  ✓ Lake Access and In-Lake Management
  ✓ Youth Education

• $62,500 awarded - $184,000 match