

# Sample Implementation Strategy and Action Plan for Protecting Natural Areas in Milwaukee County

The following DRAFT strategy was developed by the participants at the Workshop supported by

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**Project Title:** Southeast Wisconsin Conferences

## Needs/Desired Outcomes

1. Affirm – don't set our sights high enough on vision
2. Importance of persistence
3. Differ – relatively few sites on map; vision needs to be broader but inclusive of these sites
4. SEWRPC is preventative rather than connective
5. This is minimum of open space need for total goal of life
6. Powerful – foundation as umbrella example
7. Private – public leverage
8. Differ expected, more conversation about community involvement in public participation process
9. Economic base is less than Detroit area
10. Collaborative, regional approval may create leverage
11. Broaden base outside the county to address all needs (open space)
12. Affirmed power/influence of organized NGOs
13. Lots of folks motivated in same direction
14. Time is of the essence
15. Enthusiasm for “referenda” approach
16. Need to do the organizing and getting big \$
17. Need to expand “stakeholder” base
18. Need for umbrella organization to facilitate the collaboration
19. People are everywhere to help
20. Use this forum to reconcile political, funds, voters
21. Thought this would be uphill, but now doesn't seem as bad
22. Differ – GreenWays idea of private funding
23. Change – use political process more
24. Many ways to structure private – public mix
25. Intrigues by example that pulled in development community
26. Underlying driver is \$ and using that tax base will be difficult
27. Integration of green space into communications increases economic value (like buying lots on water)
28. Need a good plan in order to get \$; conservation community has not provided this yet
29. Education (of taxpayers, conservation subdivision, builders, park developers) of values of keeping natural areas intact
30. Educate about the whole economic package (all open space benefits)  
See spiral bound book 1992 Rivers & Trails Program – update it!
31. Proposal for metro/regional/county park system to replace existing – create an advisory board for this
32. Develop a relationship with the press; talk about success stories over time
33. Challenge of current political climate

**Key Outcomes:**

- An umbrella organization presence (such as Gathering Waters Conservancy or a new entity) is needed in the Milwaukee area to coordinate among the various conservation organizations and agencies
- A coalition of conservation groups, agencies and individuals needs to form to coordinate efforts, vision, etc.
- The general public and individual landowners need to be educated about:
  - Value of open space and conservation areas
  - Economics of open space
  - Options, opportunities and tools (such as conservation easements, CREP, etc.) for preserving conservation lands and open spaces
- The region needs a good comprehensive open space plan
  - SEWRPC’s natural areas are bare minimum of open space
- More public funding for land acquisition is needed at the local level.
  - Push for countywide referendum on open space preservation fund.
- NGOs are a critical partner and can provide leadership.

**Plan A: Desired Outcome: Umbrella organization/Conservation Coalition**

<b>Next steps</b>
Create comprehensive list of orgs, contacts, etc. including those not in attendance
Meet again and broaden group of participants
Research possible conveners like the Milwaukee Foundation
Learn about COSP* and Milw. Regional forum in Sept. 02 (same goal from separate tracks)
Develop comprehensive plan for the coalition/umbrella organization
Address leadership issues – who needs to be involved? Who will take charge?
UOSF***, COSP and GW need to collaborate

**Plan B: Desired outcome: Implement SEWRPC now**

<b>Next steps</b>
Document what’s being lost in terms of SEWRPC sites
Create Communication system to alert a land trust when sites are threatened; support land trust to do advocacy work
Conduct outreach to current landowners about status of properties and conservation options – focus on critical and threatened sites
Identify potential for this area – long term program capacity building
Use political process
Collaborate across groups to MALC; collaborate between land trusts; invite to St. Francis meeting June 25

- \*Community Open Space Partnership
- \*\* Milwaukee Area Land Conservancy
- \*\*\* Urban Open Space Foundation

**Formation of Conservation Coalition**

In the period since the workshop was held a group from several agencies, community groups and nonprofit organizations has formed the Milwaukee County Conservation Coalition. The Coalition has set a goal of working together to assure the protection of at least one site within a year, and has selected two sites on which to focus its efforts: Potters Woods, in Hales Corners, and Seminary Woods/Lakeside Property in St. Francis.

The current membership list is attached.

# MILWAUKEE COUNTY CONSERVATION COALITION

## Membership List

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