



One Watershed, One Plan

Targeting Implementation Activities

Supporting information for Section III.E of the 1W1P Plan Content Requirements

This document provides some considerations for targeting the implementation activities in your watershed plan. Additional information on how to organize these activities into a targeted implementation schedule, including examples of schedule templates, can be found in the [One Watershed, One Plan Guidebook](#).

Defining “Targeted”

BWSR’s vision for One Watershed, One Plan is for implementation actions to be **prioritized, targeted, and measurable (PTM)**. Before developing this schedule, your partnership will identify priority resources and concerns and an associated set of measurable goals. The next step is to identify when and where actions will be implemented within the watershed to achieve the desired goals within the 10-year timeframe of the plan. There are **three facets** to targeting your implementation plan:

Activity type

To address your watershed’s priority resources and issues, put careful thought into matching the problem to the proper solution. What primary and secondary BMPs will be most effective for addressing an identified pollutant? Can the practices you select achieve multiple benefits (e.g. pollution reduction and habitat improvement)? Are the outcomes of these activities measurable? Who needs to take action on the BMP, and what is needed to get them to act? (General education and outreach? site-specific technical assistance?) Also consider the availability of funds and labor for long-term BMP maintenance.

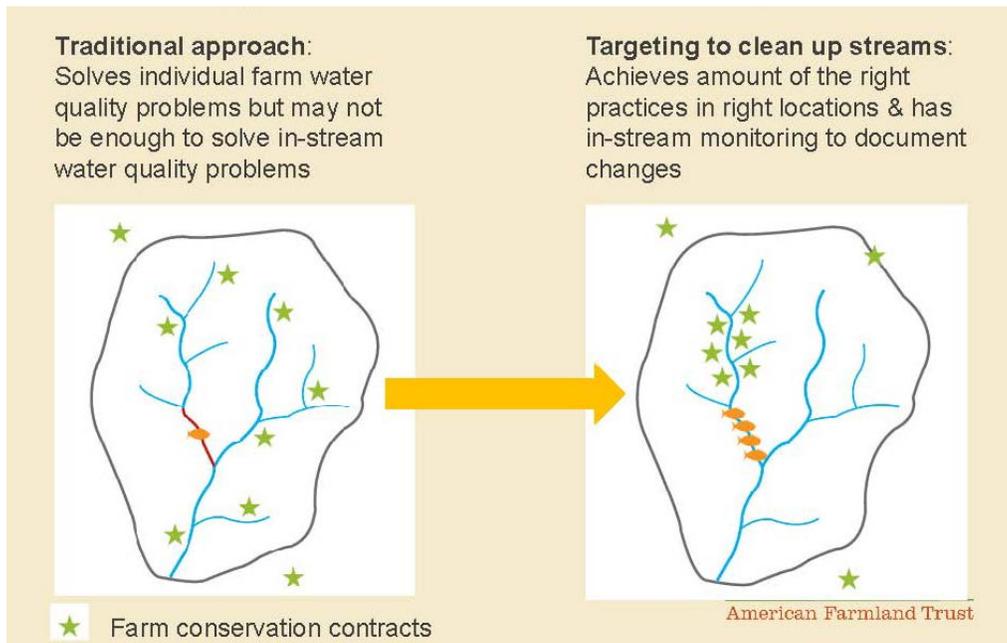
Timing

Targeting also involves deciding which priority resources and issues you will address first, second, third, and so on. The implementation schedule provides an order of events within the 10-year plan period to guide management actions. Identifying one or more annual or biennial increment for each activity allows for a more detailed expression of when actions will take place. Being specific will help in future work planning for specific activities and the supporting programs and project/staff development needed to get the work done. Two year increments provide a balance between a timeline that is unrealistically fine-grained and one that is unusably vague, and supports local annual work plans and budget requests submitted to the state.

Location

In addition to targeting the type and timing of your activities, you will need to target their installation locations. Availability of technical assistance/engineering, nutrient loading hotspots, watershed position, and interactions with other practices are factors that may influence your location decisions (see figure below). It should be noted that the location of the resource issue and where the strategies to address the issue will be applied may be different. For example, the strategies to address a main-stem flooding issue may be needed many miles upstream from where the flood damages occur.

The most useful comprehensive watershed management plans include maps that show the geographic location of the targeted resources, subwatersheds or management zones, focus areas within those zones, and projects or practices that will be implemented in those locations. Targeting implementation activities to specific watersheds does not preclude working with landowners outside the targeted area; however, LGUs may want to consider structuring incentive programs to provide increased benefits for selected practices in targeted areas.



Ultimately, the purpose of targeting is to ensure that the right practices are installed in the right locations at the right time.

The level of detail that appears in your plan will depend on practice types and the types of targeting tools used to develop your plan. Specific (field scale) locations for individual practice types are not required, but the plan should identify which subwatersheds will be the focus for implementation, and what approaches will be used to locate different types of BMPs or focus programs during implementation.

Keys to Successful Targeting

There are many factors to discuss when deciding how to target the types, timing, and locations of your implementation activities. A few key ideas are listed below as a jumping off point, but your planning group may want to incorporate other considerations unique to your watershed. The state's [Nonpoint Priority Funding Plan](#) also lists "keys to implementation" and criteria for considering when selecting implementation activities.

Landowner participation

In most cases, landowners are the most important factor for successful voluntary implementation. It is important for your partnership to evaluate current and past attempts to generate landowner participation, and where such efforts have been successful (or not). That information could be useful to determine which areas you target in the future. Also consider marketing expertise needed to convince landowners to do conservation

work, and the technical support required to get projects done. Your plan should detail the strategies your group will use to get the level of landowner participation needed to accomplish watershed goals.

Root cause(s) of problem

Management activities should address the root cause(s) and drivers of degradation, not just the symptoms, resulting in long term solutions instead of temporary fixes. For example, one might assume that streambank erosion is happening as a result of riparian grazing and lack of stabilizing vegetation. In reality, the root cause of the streambank erosion may be increased volume of runoff moving through the stream channel due to tile drainage, wetland loss, or increased extreme rainfall events. The success of your actions depends on correctly identifying the root cause(s) of the problem so you can target effective management activities to address them (limiting grazing versus improving hydrology through constructing wetlands/WASCOBs). In those instances where drivers are beyond local control (e.g. increased rainfall), actions still need to be targeted to increase resiliency of the landscape and achieve goals (e.g. reduce peaks or reduce runoff volume). Additionally, when selecting actions, consider how you can strategically select and target activities to address multiple goals.

Cost effectiveness

Cost is an important consideration when selecting practices and programs. For example, while cover crops may be good at nitrate abatement, they are far less cost effective (in terms of dollars per kilogram of N removed) than controlled drainage (Christianson et al. 2013). On the other hand, cover crops may yield enough other benefits (increased soil health, improved hydrology) to make the investment worthwhile. Given a limited budget, your group may want to consider how to get the most “bang for your buck.” This includes factoring in the costs of establishment and maintenance, as well other considerations like potential impacts on crop yields.

Using models

The depth and specificity of targeted actions identified in the plan will vary. Generally, capital improvement projects and best management practices to be implemented on public land can be specifically located and identified in the plan. By contrast, conservation practices proposed for private lands will be more difficult to pinpoint. For these types of activities, models or other tools can be used to identify critical areas for implementation at various scales. For example, HSPF and PTMApp can help prioritize at the HUC-12 or subwatershed scale, while ACPF and PTMApp can be used to identify practices at a field-scale. For private lands, the plan must describe actions to work with landowners in these critical areas and tailor conservation practices in the plan implementation programs section.

Getting to a Quality Plan

At the end of this process, you should have a targeted implementation schedule that describes each action, when and where it will occur, and how the outcomes will be measured. Your implementation schedule will outline an intended pace of progress for achieving watershed goals, and will serve as a compass as your group sets the course for plan implementation. Moreover, the schedule will support the development of local annual work plans and budget requests to the state.