

FINAL REPORT: WINNEBAGO WATERWAYS PHASE II

December 1, 2014

Overview

Over the last six months, Bluestem Communications has assisted the Winnebago Waterways Steering Team as the General Consultant for Phase II of their long-term project. Our scope of work included:

1. *Steering Team Facilitation and Meetings:* Agendas, logistics, notes and follow-up for monthly in-person meetings and monthly phone calls.
2. *Communication and Outreach Strategy:* Written strategic plan for ongoing communications and outreach on Lake Winnebago. This includes a plan for sharing information and material drafts for distribution. (Details below.)
3. *Central Hub:* Based on feedback from Phase I, we explored what a central hub or depository of information *could* look like, what content could be included, how it would work and how much it could cost. (Details below.)
4. *Engage Local Governments:* Conducted two sets of focus groups with local town and municipality representatives. One series (April 2014) provided an update on the success of Phase I and explored the possibilities of the central hub. The second series (August 2014) discussed the results of the cooperative management recommendations and got feedback. (Details below.)
5. *Cooperative Management Recommendations:* Managed a sub-consultant who researched and analyzed cooperative management options, edited report and collected feedback. (Details below.)
6. *Address Inventory Gaps:* Updated (Phase I) and new (Phase II) inventories, and identification of any remaining gaps.

Communication and Outreach Strategy

In the beginning of Phase II, we:

- Developed a communications strategy and message to engage key public constituencies
- Developed first round of communications materials, including:
 - Civics Lesson flyer
 - Shanty Photo Contest flyer
 - General project information flyer
 - “About the Hub” flyer
 - Talking points
 - Newsletter articles

- Social media messages

In addition to creating the strategy and message documents, conducted ongoing public outreach via MindMixer and the content for several e-newsletters. The strategy, message and outreach toolkit materials are attached at the end of this document.

Central Hub

Based on input from Phase I, the public are interested in partners and governments working together to share important information with their constituencies. Currently, to find information about permits or algal blooms, interested people have to search multiple sites. At best, they find redundant information. At worst, they find conflicting information and don't know what to trust.

To solve this problem, the Steering Team wanted to explore what a Central Hub for Lake Winnebago-related information could look like, how it might come together and what it could cost.

Suggested Hub categories were identified by the Steering Team and partners. They include:

BOATING
a. Regulatory info (speed, noise, cleaning, etc.)
b. Safety tips
c. Launch passes/permits
d. Parking info
e. Navigation info
f. Where docks are/dock fees
g. Maps
h. List of local boating groups
i. Links to other websites/social media pages (Example: http://www.boatingwinnebago.com/)
j. Army Corp of Engineers gage data
k. Regulatory info (speed, noise, cleaning, etc.)
l. Safety tips
m. Launch passes/permits
n. Parking info
FISHING
a. License info/regulations
b. Weight limits
c. Tournament info
d. Free fishing weekends
WATER QUALITY
a. Water temperature data
b. Water levels data
c. Algae bloom reports

d. Citizen monitoring reports
e. How to report problems
f. State/local regulations
g. Septic system info
h. Water levels data
STORMWATER RUNOFF
a. Agriculture regulations and tips
b. Cost-sharing resources for agricultural practices
c. Shoreline management tips and regulations
d. Native plantings, rain barrels/gardens, etc.
e. Fertilizer, pet waste, road salt, etc.
f. Personal pledge campaign
AQUATIC INVASIVE SPECIES
a. Tips and regulations for managing at home (shoreline)
b. Tips and regulations to combat spread
c. How to identify them
d. What to plant/how to care for plants
e. AIS vegetation bins project
f. Pledge campaign
HELPFUL LINKS
a. Local government officials contacts
b. County government contacts
c. State government contacts
ICE GUIDANCE
EVENTS LISTS
RECREATION LINKS
a. Maps
b. Trails
c. Camping
GROUPS/ASSOCIATIONS LINKS
a. Nonprofit organizations' websites
b. Social media (Facebook, Twitter)
c. UW-Extension websites
d. Fishing club websites
e. Boating club websites

As a result of a series of Town Focus Group Meetings in April 2014 (explained below), Bluestem designed a possible “site map” for how the Hub could look. If the Steering Team moves forward with a central hub, this site map would be a great starting point for the Steering Team and a web designer to put the plan into action.

The site map is attached at the end of this document.

In addition to designing a site map, Bluestem asked a local web designer (Patrick Lothian, p3lothian@yahoo.com) with whom we've frequently worked to provide a scope of work and possible budget for developing and maintaining a Central Hub. He proposed:

- A 20-page WordPress website for the Winnebago Waterways Central Hub.
- The website will be easily editable and added to by administrators.
- Winnebago Waterways (or other administrators) will have unlimited revisions on the design and layout of the website until they are happy with the project.
- A two-year website maintenance period would begin once Winnebago Waterways states that the website is finished.
- If Winnebago Waterways moves forward with a two-year maintenance contract, Patrick Lothian will host the website for free for 5 years. If not, hosting will be set at \$50 per year.
- The two-year maintenance period will include anything that needs to be done for the Winnebago Waterways Central Hub website. That includes any new pages, any new graphics, any site redesigns or structure changes or any other needs by the client.

Website Design and Coding Cost: \$5,850

Two-year Maintenance Cost: \$150/month or \$2,700 for two years

Engage Local Governments

Bluestem conducted two sets of Town Focus Group Meetings (April 2014 and August 2014) to update town representatives on progress and gather very specific feedback on issues. Notes and results from these meetings are listed below:

1. Central Hub Focus Groups Overview

In April 2014, the Winnebago Waterways team hosted a series of four focus groups with representatives of the cities, counties, towns and villages that border the waterways. The focus groups were well attended and yielded valuable information. Following is a summary of the discussions that spanned the four meetings.

Meetings were held on the following dates and locations:

- **April 16, Harrison Town Hall**
- **April 16, Coughlin Center (Oshkosh)**
- **April 17, Fin-n-Feather (Winneconne)**
- **April 24, Fond du Lac City and County Center**

Each meeting began as a representative of the Steering Team provided an overview of the Weigh in on the Winnebago Waterways project and reviewed the public input process that took place in Spring 2013. We reviewed recent actions taken as a result of the feedback heard during that process, such as piloting a joint boat launch pass among three counties.

One of the things we heard over and over during the public input period last spring was that people have a hard time finding information they need, or don't know who to contact to report on

or inquire about issues. To address this, the Steering Team is researching the benefits, feasibility and utility of developing a central information “hub” that would be in the form of a website. At this point, we are just gathering the resources and potential content; we have not identified a “home” or manager for the website just yet – that would come out of a future phase of work.

A central hub would put “everything under one roof”, a benefit that would provide clarity, transparency and some amount of efficiency in our collective communications efforts. We have solicited input from the public over the past several months to understand what kind of information they would find useful on such a website. The goal of the April 2014 focus groups was to discuss the potential for such a site from the perspective of local governments and potential content that it could house.

The above chart includes the type of content, identified by the public, that could be included in a central hub. This chart was distributed to all focus group meeting participants. **NOTE:** this central hub would function as a clearinghouse for information, resources and content that already exists; creating the hub would not mean creating new resources, just text for the site. The central hub would be a way to connect and link all the great resources that currently exist regarding the Winnebago system.

Following are the questions asked and discussed at the meetings, along with summaries of what we heard during each.

1. How do you currently get information out to your residents/constituents?

- Annual/periodic newsletters (mailed, hard copy versions most common, some email blasts)
- Inserts in municipal mailings (such as utility/tax bills)
- Brochures
- Phone
- Town/government meetings (monthly, quarterly, annually or periodically)
- Targeted mailings
- Municipal websites
- NEWSC/FWWA
- Social media (Facebook most common)
- Word of mouth
- Educators (i.e., UW-Ex, AIS Coordinators, etc.)
- FAQs (online)
- Taverns
- Public Service Announcements
- Fishing/Recreation groups/organizations
- Fact sheets

2. Are those methods effective? Is there some other way you think your residents could/should be reached?

- Most participants felt that current methods work well enough, but that people only really respond or pay attention when issues are contentious

- Most participants reported very low attendance at their meetings, and attendance by the same people each time (unless a controversial topic is being discussed/reviewed)
- Websites are effective, but towns reported they are challenging to maintain – many towns do not have the capacity to maintain the website and respond to input from it; but the public is going to websites seeking information
- Several participants reported recently creating Facebook pages, but don't have the capacity to maintain or update, or are unfamiliar with its utility
- Newsletters seem to be effective
- Phone and word of mouth are effective, but very time consuming
- People want interaction, so websites are good but need to be active and provide a two-way conversation
- Mailings can be effective
- Brochures are good – they can be distributed in strategic places, such as: town/village/city halls, hotels, visitor centers, libraries, etc.
- Schools – getting information to kids, because that's how the parents learn
- Facebook is effective when used well/correctly; good place to get opinions

3. Thinking about the content we're talking about, and how the site might function, do you think there is a need for a resource such as this?

- Nearly all participants said yes, there is a need for this resource
- Participants in favor added the following insight:
 - The website would need to be carefully set up and maintained; this sounds like a very big project
 - This resource would be very good for visitors; could help with tourism
 - Great way to make connections and bring different interest groups together
 - This could relieve burden from town officials when they receive information requests
 - Would need to determine the correct source of information, if more than one
 - Include FAQs
- One participant challenged the need for a website such as this
 - Most of the information exists already, so it could be too redundant to put together a central website

4. Thinking about the draft content outline that was developed with input from the public, is anything missing? Anything too redundant?

- The attached content outline was revised to include the following input that participants offered. One participant cautioned about including ice guidance information for liability reasons; this could be distributed by the fishing clubs. Participants suggested including:
 - Interactive maps
 - Clearly identify boat launch access points (they're not always well marked in the field); include photos and what type of launch (i.e., paddle vs. motor)
 - Existing rules/regulations about sea planes
 - Shoreline restoration guidance (describe the problem and solution; include list of appropriate plants)
 - Tourism spots: hotels, restaurants, great sunset locations, etc.
 - Calendar of tournaments

- Real time weather information
- Best management practices for invasive species
- Links to raw monitoring data
- Special events: parks, attractions, etc.
- Talk about the unique qualities of the Winnebago system (what makes this system special)
- Satellite images; incorporate technology (i.e., fish cams)
- Development/construction process information (i.e., zoning, permits, etc. for homes, additions, etc.)
- List of parks, beaches and entertainment opportunities for visitors and tourists
- Links to point sources data/information (water quality info)
- Build the site in a way to categorize by topic

5. What would you like your residents/constituents to see on this website?

- Regulatory information
- Launch pass permit applications
- Navigation information
- Water levels and temperature data
- Clear list of contacts for particular problems/issues
 - For example, make a list of frequent problems/issues and include the proper contacts to help address those
- Safety information and links to sheriffs
- Meeting notices
- Integrated calendars

Other Input Offered:

- Keep it simple so that people don't need to follow 20 links/clicks to find info
- Big project, try not to overwhelm users
- Need plan for maintaining and keeping current
- Make compelling with photos and graphics
- Allow for dialogue

2. Cooperative Management Focus Groups Overview

In August 2014, the Winnebago Waterways team hosted a series of four focus groups with representatives of the cities, counties, towns and villages that border the waterways. While attendance varied, they yielded valuable information. Following is a summary of the discussions that spanned the four meetings.

Meetings were held on the following dates and locations:

- August 12, J.P. Coughlin Center, Oshkosh
- August 13, Calumet County Building, Chilton
- August 19, Fond du Lac City County Government Center, Fond du Lac
- August 20, Winneconne Village Hall, Winneconne

The overarching question we were getting responses to was: “What do you see as the pros/cons of each cooperative management option?”

Notes from August 12 Meeting, J.P. Coughlin Center, Oshkosh

- Option #4 (County and Municipal Member based) Non-profit – it would be easier to add new members to an existing organization, than to start a new one from scratch.
- Option #4 sounds a lot like Option #2 (East Central)
- Question for all options – who will ultimately be accountable?
- Downside to option #4 – it could feel like re-inventing the ‘knowledge’ wheel for new members when expertise already exists in existing orgs and agencies
- Downside to option #4 – would local issues ‘take over’ and keep the group from focusing on system-wide issues (eg. Local manure spill vs. whole system)
- Question for all options – who would be in charge? Where would authority(ies) lie?
- How could any of these models provide broad education across the system?
- Option #1 (ad hoc – no change) could be very viable if the group focuses on one ‘focused’ change at a time. Focus on the problem ‘du jour’ and when it is ‘fixed’ the group could disband (for a while). As issues come up, the ad hoc group gets together to tackle it. Downside – who would initiate the ball rolling each time the group needs to get together to tackle an issue.
- It would be nice to have an ‘umbrella’ for single-focused groups to operate under, and perhaps even prop them up when their particular issue pops up
- Youth education is important –e.g. Clean Bay Backers
- Option #1 could have an ‘education wing’ to focus on youth education and outreach
- Option #1 is still progress over what was happening before. Option #1 could morph into Option #5 (formalized cooperation), and then to #4, and then lastly maybe to #3. Each morph would be stronger and more cooperative. Easier to build stepwise than to create something big in the beginning.
- The report needs to define the system correctly
- Option #1 (ad hoc) is fine because if something needs to be done we can go to our legislators to fix it and support the existing agencies and rules (EPA, DNR, COE, LWCD etc)
- One participant expressed no support for a cooperative effort – preferred option #1 instead
- Bring the Dennis boat up here from Milwaukee for education
- Benefits of membership in Option #4:
 - members would be aware of what others are thinking across the system
 - members would potentially influence the thinking of others
 - there would be an ability to advance interests of members and also retard or slow down ideas that may not be sound
- Don’t create another entity – doing so would require justifying its existence and not getting work done
- This effort needs more weigh in from cities and villages
- Recognition that everyone (agency staff) has a lot to deal with already

- If a membership fee was charged, it should be on a per capita basis.

Notes from August 13 Meeting, Calumet County Building, Chilton

- One participant was skeptical about the accuracy of claims that the lake system is unhealthy or getting worse. Doesn't trust group's "science" and believes that data shows water quality is actually getting better. And, if water quality isn't actually as bad as we say it is, then shouldn't be wasting time and tax dollars solving a problem that isn't there.
- Wondered: "Who will make the ultimate decision about which way the group is going?" All county boards need to agree. As a county board member, one participant was not "comfortable adding a layer of government."
- Some people thought that going the nonprofit route might take too much time, might be the end point but there needs to be a pathway to get there. Also, hard to get people to volunteer and stay committed.
- There will be some municipalities that are wanting to move forward, there are others that don't see the big picture or why using their town resources for something collaborative is a good idea. Need lots of town buy-in.
- If option 4 or 5 is chosen, the facilitator will need to be a person of passion—someone with support from all the counties who can give directions and make sure people are following through on their commitments.
- Because of where people actually live in this system, much of the burden could continue to fall on two counties---the ones with the biggest population centers. Yet, much of the pollution is rural. How do we make sure the group represents all issues and no one county is over-burdened?
- How do we hear from all the other towns and municipalities who didn't show up to these town meetings?
- One participant suggested a sixth option: Disbanding All Cooperation and letting the current system work.
- Participants would like to see examples of other cooperative management relationships (not necessarily involving water) that do not use tax dollars that have been effective.
- We have not talked about all the ways counties have cooperated before, would be helpful to show how it works and how it is funded.
- Involve the Towns Association
- Don't decide anything until everyone is at the table.

Notes from August 19 Meeting, Fond du Lac City County Government Center

- Would like to see more information on what Option 5 (Formalized Facilitated Cooperation) would actually look like; put meat on the bones. Who would manage it?
- County Execs. Have to be on board with this. Otherwise, it'll fall apart.
- How would projects be funded? Who'd actually get the grants?
- Need to have official seat at the table for towns and municipalities. The current system of updating them on an "as-needed" basis isn't working.

- One participant wondered: is there really a need for one big organization to do this? Is anyone currently keeping track of what existing smaller nonprofit organizations are doing? Is it possible they are already doing a lot of the things proposed here?
- If DNR/the State supports whatever cooperative management structure people select, is it possible they would relax regulation enforcement with the groups who are actively involved because their involvement shows they are committed? Could this give those governments who are involved more flexibility to reach the goals?
- Some of the biggest problems facing the lake right now can only be solved by municipalities, so they have to be more actively engaged.
- Benefits of using Option 2 (East Central): already have strong relationships with governments; have experts on staff; know how to use/implement a dues structure. But, East Central would have to be willing to bring in people who are currently outside their existing scope to ensure that the whole watershed is represented and everyone had buy-in
- Would counties pay different dues than towns?

Notes from August 20, Winneconne Village Hall

- Concerns about East Central: maintain funding could be hard and not everyone knows what they do; would have to bring in additional staff
- Think a Lake District or commission could be a great long-term option—a goal to work toward.
- Like that Option 5 (Formalized Facilitated Cooperation) emphasizes local control and the ability of local governments to impact their homes/neighbors.
- Think Option 5 could be a coordinating /educating body for County execs and decision-makers who aren't experts on these kinds of issues
- Any cooperative management structure needs to be about more than water quality; it has to be about tourism, flooding, quality of life, boating, slow-no wake zones, business, etc. Needs to include ALL of these to be effective and robust
- First next step: counties formally acknowledge and assign staff to sit on this body as part of their job; this could come out of the County Execs meeting
- Second next step: get WI towns association involved

Cooperative Management Recommendations

Bluestem worked with the subconsultant Environmental Consulting & Technology, Inc. (ECT) to produce a report that studied and analyzed cooperative management options. Based on interviews and research, the final report recommends moving forward with a nonprofit organizational structure.

Address Inventory Gaps

During Phase I, the Steering Team compiled an inventory of data for the following topics: Agriculture, Aquatic invasive species, Aquatic plant management, WPDES (including CAFOs), Habitat, Health Considerations, Water Quality, Navigation & Safety, Economic Input and Public Input. The Steering Team reviewed the data and developed a list of additional data that would be useful for the project. Below is a list of the missing data that was collected in Phase II and an update on the final deliverables as of December 2014. All completed deliverables are attached to this summary.

Identified Need	Deliverable	Research Lead	Status Update
Watershed inventory of private on-site wastewater treatment systems, conditions, and how they are inspected and managed	Data inventory	East Central Regional Planning Commission	ECRPC will compile the county data presented last October.
Comparison amongst jurisdictions for local laws (e.g. shoreland zoning codes, noise ordinances, ice use ordinances, hunting regulations)	Brief summary and Excel spreadsheet of local ordinances and brief summary.	Bluestem	Bluestem researched local ordinances for shoreland zoning, noise, slow/no wake, hunting and ice-related.
Water-related private businesses, jobs, and revenue	List of businesses with number of jobs supplied and total revenue to the region	East Central Regional Planning Commission	ECRPC will perform an analysis on business by 5 counties
Lake-related tourism promotions (campaigns, materials, metrics)	Inventory of existing campaigns	Counties (Fond du Lac, Winnebago, Fox Valley, Calumet)	Counties will reach out to individual visitor bureaus for campaign and materials (Erin - FDL, Catherine - Winnebago, Jessica - Fox Valley, Dani - Calumet)
Boating safety infrastructure (e.g. buoy type, condition, location, schedule)	Inventory of buoys and navigational aids	East Central Regional Planning Commission	Todd will compile agendas, minutes and list of attendees of meeting currently held

			regarding topic
Waterfront/water view trail inventory	Map of existing trails	ECRPC and Fox and Wolf Heritage Parkway	ECRPC will look at inventory of land trails; F/W Heritage Parkway has water trail map
Demographics and social capital (e.g. organizations) linked to lake use	List of who deals with lake economics and improvements	Calumet County and Bluestem	Dani provided population demographics. Bluestem provided demographics from mind mixer.
Shoreland erosion and condition (e.g. geo-referenced photographic surveys planned by county conservation staff)	Shoreline inventory in Calumet and Winnebago counties	Calumet and Winnebago Counties	Calumet and Winnebago Shoreline Inventories. Both counties working on finishing products.
Lake education/outreach and citizen based monitoring partners	List of partners	Calumet County	Dani Santry updated December 2013 list with AIS snapshot effort and Citizen Based Monitoring Committee progress

Additional Research

The Steering Team determined that the following research was beyond the scope of the project and identified what plan and/or group would cover the topic.

Dredging needs and scheduled projects	List of needs and schedule	DNR	Will be included in development of a Habitat Management Plan (DNR), any efforts will be included in a central hub.
Aquatic plant management policies, projects and schedules	List of all approved permits	DNR	Will be included in development of a Habitat Management Plan (DNR), any efforts will be included in a central hub.
Economic impact of recreation aside from angling (e.g. motorboating, waterfowl hunting, silent sports, camping)	Analysis report	ECRPC	ECRPC's analysis of water-related private business will provide guidance / leverage to obtain funds for a private consultant.

Watershed inventories of soil loss, soil nutrient amendments (including manure), and animal units on farms	Data collection/inventory	DNR	Will be included in development of the TMDL (DNR), any efforts will be included in a central hub.
Updated mapping of all navigable waters	Maps		Navigability determinations are ever evolving on a site-specific need and are available upon request. SWDV is a tool to provide a preliminary determination and will be included in a central hub.

Attachments

Winnebago Waterways

Public Resource Hub

A healthy Lake Winnebago system depends on all of us. By rethinking how we oversee this incredible and important system, we can use resources more efficiently and coordinate policies. The best way to re-imagine what we can do is by first understanding the needs and priorities of the system's users.



Since Spring 2013, the Winnebago Waterways team has been collecting public feedback in order to make recommendations for how our counties and towns can share management of these important waterways, while increasing efficiencies and creating more effective policies. The team is comprised of representatives from five counties surrounding the waterways—Calumet, Fond du Lac, Outagamie, Waushara and Winnebago—and is funded by a planning grant from the Wisconsin Department of Natural Resources to the Winnebago Lakes Council.

One suggested shared resource solution is a shared Hub—a website—where towns and counties in the Winnebago system can post their permitting procedures, regulations and information. In this way, residents and visitors will only have to look in one place to find out how to get fishing permits, or what the boat speed limits are, or how to maintain lakefront property. Putting these important resources in one place will promote transparency and make it easier for residents and visitors to follow regulations.

Current suggested topics for the Hub include:

Boating Information

- a. Regulatory info (speed, noise, cleaning, etc.)
- b. Safety tips
- c. Launch passes/permits
- d. Parking info
- e. Navigation info
- f. Where docks are/dock fees
- g. Maps
- h. List of local boating groups
- i. Links to other websites/social media pages
- j. Army Corp of Engineers gage data

Fishing Information

- a. License info/regulations
- b. Weight limits
- c. Tournament info
- d. Free fishing Weekends

Water Quality Information

- a. Water temperature data
- b. Water levels data
- c. Algae bloom reports
- d. Citizen monitoring
- e. How to report problems
- f. State/local regulations
- g. POWTS info

Stormwater Runoff Information

- a. Agriculture regs and tips
- b. Cost-sharing
- c. Shoreline management tips and regs
- d. Native plantings, rain barrels/gardens, etc.
- e. Fertilizer, pet waste, road salt, etc.
- f. Pledge campaign

Aquatic Invasive Species

- a. Tips and regs for managing at home (shoreline)
- b. Tips and regs to combat spread
- c. How to ID them
- d. AIS vegetation bins project

Government Links (contacts, Winnebago Waterways report, etc.)

Ice Guidance

Events Lists

Recreation Links (maps, parks, trails, etc.)

Group/Association Websites and Social Media Links

Informational Hub—Design Option

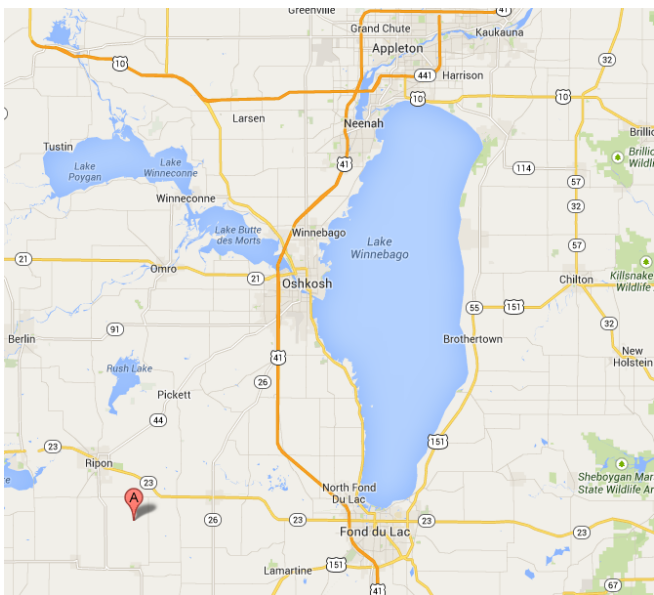
HUB SITE DESCRIPTION

- Approximately 20 pages total
- Most information will be divided by category and county
- Wordpress-based site
- Site will be easy to edit by multiple administrators (if desired)
- Static header/footer on all pages
- Home page features “Table of Contents” —links to all 9 information categories, plus an “About this Site”
- 5 of the 9 information categories contain county-specific information
- 4 of the 9 information categories do not contain county-specific links
- Each Drop-down option lists links to find the information; no text is created on this site

Informational Hub—HOME PAGE

Winnebago Waterways Information Hub of Helpful Links

Click on a **Category** below to find helpful links on that topic. Or, click on the **Map** below to find the same information sorted by county.



Boating



Fishing



Water Quality



Stormwater Runoff



Aquatic Invasive Species



Recreation



Local Events



Local Groups and Associations



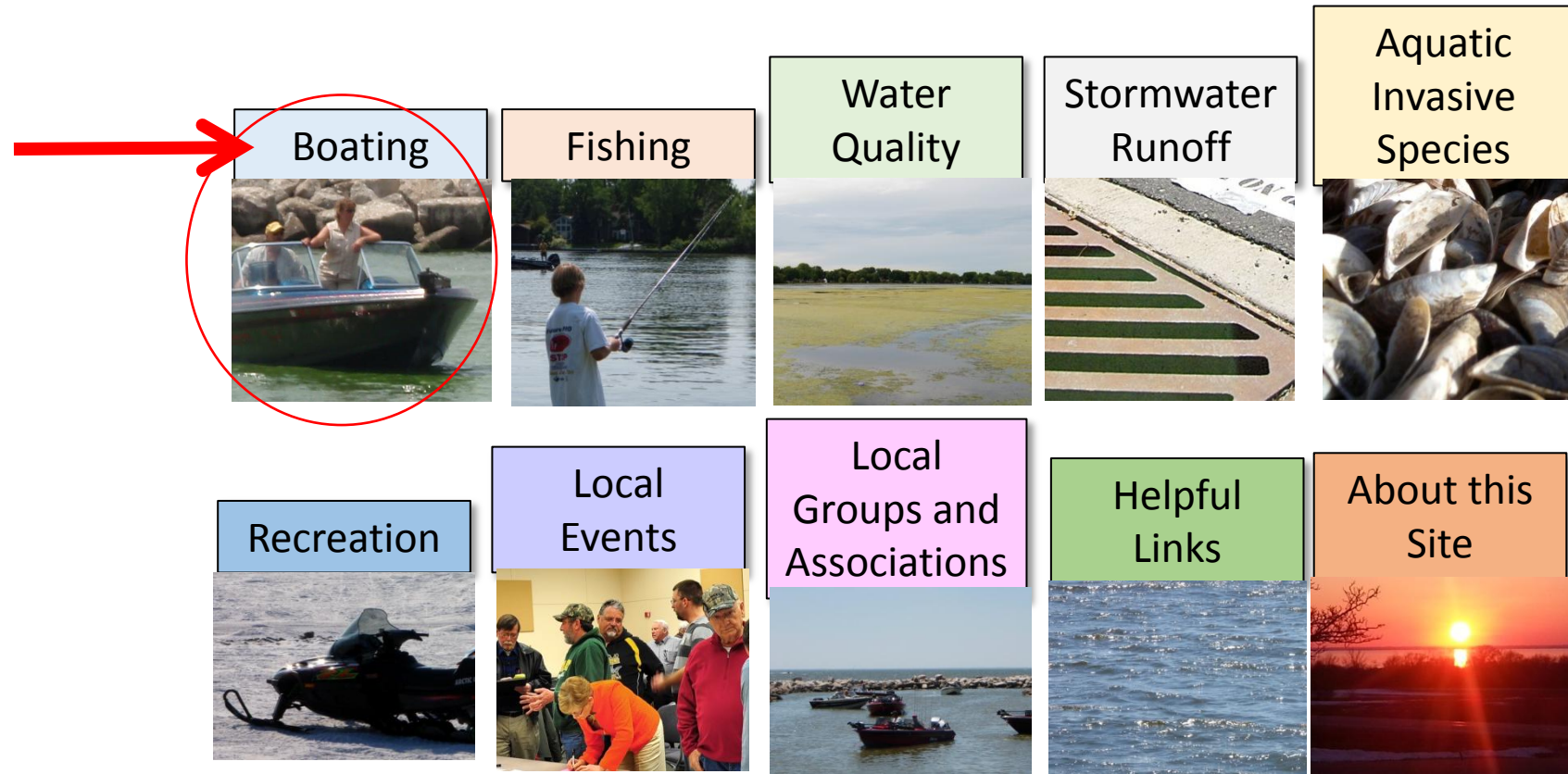
Helpful Links



About this Site



Let's say you wanted to find boating information. You'd click on the "Boating" square on the home page.



This would take you to a list of boating-related links available, both general links and those that are county-specific.

Listed here is the full range of boating-related categories that are POSSIBLE under the boating tab. Not every county will have the same links because not every county has produced the same types of information.

A map will also be available on these category pages to help out-of-towners choose a county, if desired.

Boating



GENERAL LINKS

- [Safety tips](#)
- [Maps of waterways](#)
- [Army Corps of Engineers gauge data](#)
- [Links to other boating-related websites](#)

CALUMET COUNTY LINKS

- [Regulations \(i.e. speed, noise, cleaning, etc.\)](#)
- [Launch passes and permits](#)
- [Parking](#)
- [Navigation](#)
- [Dock locations and fees](#)
- [List of local boating groups](#)

FOND DU LAC COUNTY LINKS

- [Regulations \(i.e. speed, noise, cleaning, etc.\)](#)
- [Launch passes and permits](#)
- [Parking](#)
- [Navigation](#)
- [Dock locations and fees](#)
- [List of local boating groups](#)

OUTAGAMIE COUNTY LINKS

- [Regulations \(i.e. speed, noise, cleaning, etc.\)](#)
- [Launch passes and permits](#)
- [Parking](#)
- [Navigation](#)
- [Dock locations and fees](#)
- [List of local boating groups](#)

WAUSHARA COUNTY LINKS

- [Regulations \(i.e. speed, noise, cleaning, etc.\)](#)
- [Launch passes and permits](#)
- [Parking](#)
- [Navigation](#)
- [Dock locations and fees](#)
- [List of local boating groups](#)

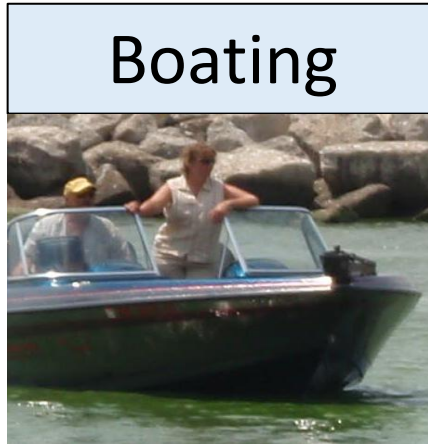
WINNEBAGO COUNTY LINKS

- [Regulations \(i.e. speed, noise, cleaning, etc.\)](#)
- [Launch passes and permits](#)
- [Parking](#)
- [Navigation](#)
- [Dock locations and fees](#)
- [List of local boating groups](#)

Winnebago Waterways Region



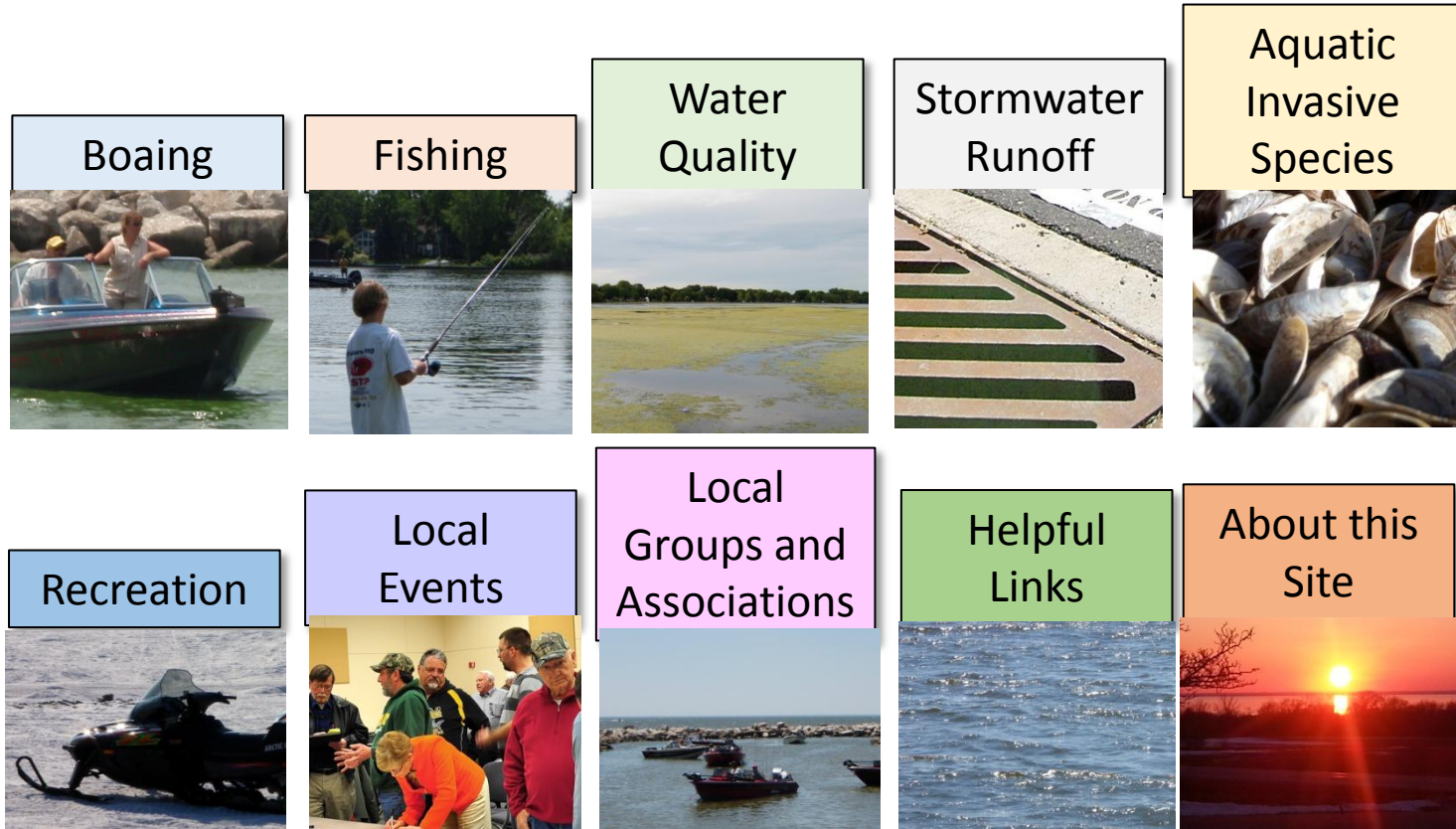
Clicking on a boating-related category, like **“Launch passes and permits”** would either take you to an off-site page that contains the actual information, or reveal additional link options.

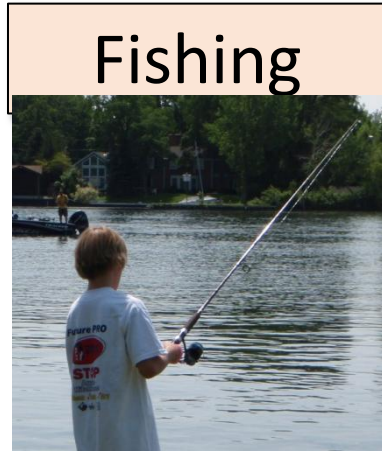


FOND DU LAC COUNTY

- [Regulations \(i.e. speed, noise, cleaning, etc.\)](#)
- [Launch passes and permits](#)
 - [Fond du Lac County Boating Permits](#)
 - [Three-county boating Permits](#)
- [Parking](#)
- [Navigation](#)
- [Dock locations and fees](#)
- [Maps of waterways](#)

Each content category works the same way. After choosing a category, you get the list of links available on that topic, sorted into general and county-specific lists.





GENERAL LINKS

- [Tournament Information](#)
- [Free fishing weekends](#)

COUNTY-SPECIFIC LINKS

- [Licenses and regulations](#)
- [Weight Limits](#)

Water Quality



GENERAL LINKS

- [Water temperature data](#)
- [Water levels data](#)
- [Algae bloom reports](#)

COUNTY-SPECIFIC LINKS

- [Citizen monitoring reports](#)
- [How to report problems](#)
- [State and local regulations](#)
- [Septic system information](#)

Stormwater Runoff



GENERAL LINKS

- [Shoreline management tips and regulations](#)
- [Native plantings, rain barrels and rain gardens](#)
- [Fertilizer, pet waste and road salt](#)
- [Personal pledge campaign](#)

COUNTY-SPECIFIC LINKS

- [Agriculture regulations and tips](#)
- [Cost-sharing resources for agricultural practices](#)

Aquatic Invasive Species



GENERAL LINKS

- [How to identify invasive species](#)
- [What to plant along your shoreline and how to care for your plants](#)
- [Aquatic Invasive Species Vegetation Bins Project](#)
- [Pledge campaign](#)

COUNTY-SPECIFIC LINKS

- [Tips and regulations for managing invasive species at home](#)
- [Tips and regulations to combat the spread of invasive species](#)

While 5 of the topic categories will have some county-specific links, these 4 categories will NOT have a county filter because most of the links will be multi-jurisdictional.

Local Events



- [Festivals](#)
- [Tournaments](#)

Recreation



- [Maps](#)
- [Trails](#)
- [Camping](#)

Local Groups and Associations



- [Nonprofit organization's websites](#)
- [Social media sites](#)
- [UW-Extension websites](#)
- [Fishing clubs](#)
- [Boating clubs](#)

Helpful Links



- [Local government officials' contact information](#)
- [County government contact information](#)
- [State government contact information](#)

The “**About this Site**” page will be the only one with written content.

The content will explain the goals of the Hub, how information is compiled, who funded it, etc. There will also be contact information in case any one wants to report broken links or suggest additional links.

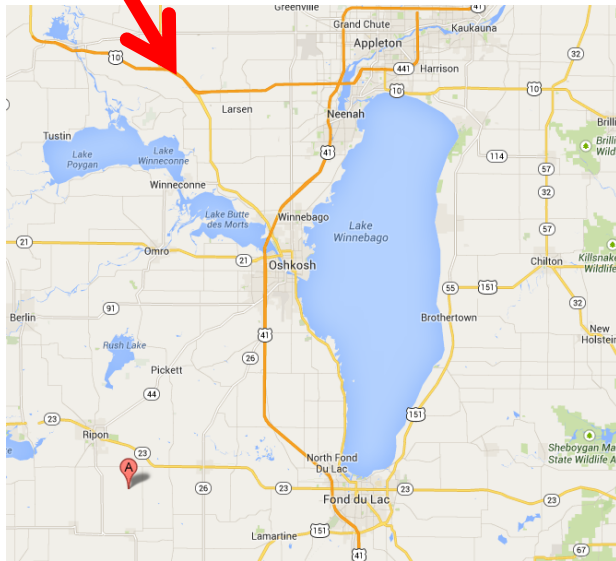


Informational Hub—HOME PAGE

Or, you could click on the map to find county-specific information first.

Winnebago Waterways Information Hub of Helpful Links

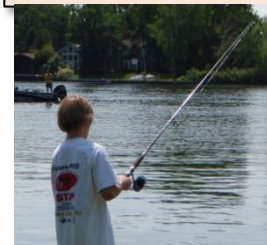
Click on a Category below to find helpful links on that topic. Or, click on the map to the left to find the same information sorted by county.



Boating



Fishing



Water Quality



Stormwater Runoff



Aquatic Invasive Species



Recreation



Local Events



Local Groups and Associations



Helpful Links



About this Site

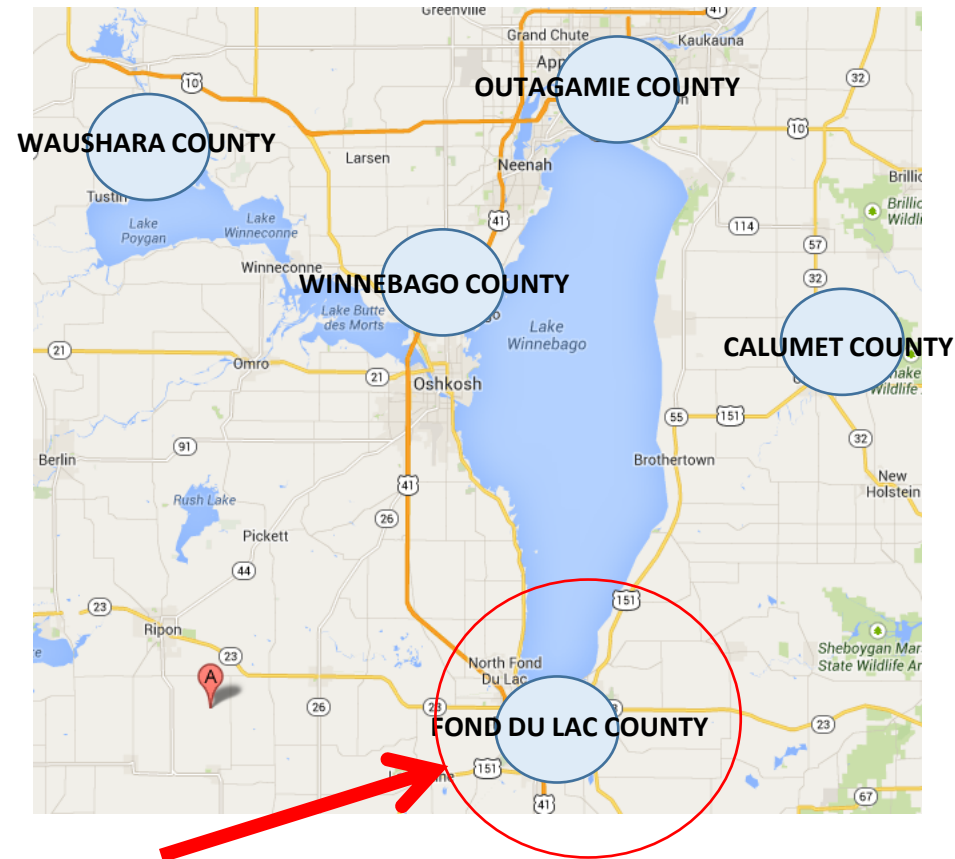


Allowing people to sort the information by either county or category will appeal to both tourist users who aren't familiar with the counties and local users who are.

Map of the Winnebago Waterways Region

This would take you to a map of the Winnebago Waterways System with the five counties marked on it.

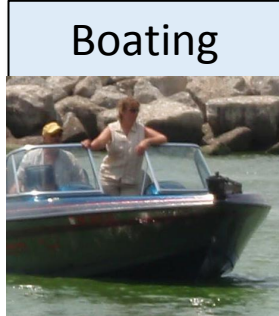
You would chose the county for which you are seeking information.



Clicking on Fond du Lac County on the map would reveal a page with all the available links that are county-specific for that county.

FOND DU LAC COUNTY LINKS

Boating



FOND DU LAC COUNTY LINKS

- [Regulations \(i.e. speed, noise, cleaning, etc.\)](#)
- [Launch passes and permits](#)
- [Parking](#)
- [Navigation](#)
- [Dock locations and fees](#)
- [List of local boating groups](#)

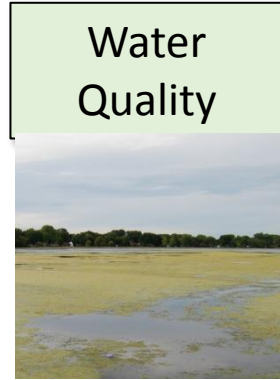
Fishing



FOND DU LAC COUNTY LINKS

- [Licenses and regulations](#)
- [Weight Limits](#)

Water Quality



FOND DU LAC COUNTY LINKS

- [Citizen monitoring reports](#)
- [How to report problems](#)
- [State and local regulations](#)
- [Septic system information](#)

Stormwater Runoff



FOND DU LAC COUNTY LINKS

- [Agriculture regulations and tips](#)
- [Cost-sharing resources for agricultural practices](#)

Aquatic Invasive Species



FOND DU LAC COUNTY LINKS

- [Tips and regulations for managing invasive species at home](#)
- [Tips and regulations to combat the spread of invasive species](#)

FOR IMMEDIATE RELEASE

DATE

For more information, contact:

NAME, TITLE

ORGANIZATION

PHONE

EMAIL

Counties Test the Waters with Shared Boat Pass

LAKE WINNEBAGO—Boaters on Lake Winnebago will have a much easier time navigating the boat launch system this summer, thanks to a three-county boat pass pilot project. Boaters who regularly access Lake Winnebago from Winnebago, Fond du Lac or Calumet county launches will only need to acquire one boat launch parking permit for 2014.

The 2014 Annual 3-County Lake Winnebago Boat Landing Parking Permit will provide access in the 2014 season to boat docks at Osh-O-Nee, Asylum, Black Wolf, Highway 45 Wayside, Columbia, Brothertown, Stockbridge and Calumet County Park.

The idea for the shared pass came from Weigh in on the Winnebago Waterways, a public input project that was started in 2013. “Weigh-in on the Winnebago Waterways is a collaborative project in a five county area— Calumet, Fond du Lac, Outagamie, Waushara and Winnebago. This group is dedicated to protecting our local lakes, rivers and economy,” said NAME, TITLE at ORGANIZATION. “Together, we’ve been gathering public opinion input on the needs facing our waters and possible solutions. The shared boat pass idea came out of that public input process.”



Image of the 2014 Annual 3-County Lake Winnebago Boat Landing Parking Permit

The Winnebago Waterways collaboration is currently funded by a grant from the Wisconsin Department of Natural Resources to the Winnebago Lakes Council, and includes a Steering Team with representatives from each county as well as members of the University of Wisconsin-Extension, Wisconsin Department of Natural Resources, East Central Regional Planning Commission, the Winnebago Lakes Council and the Fox-Wolf Watershed Alliance.

“Through this public input process, we learned about the many ways people are using the waterways and their top concerns for the future of these lakes and rivers. By understanding the needs and priorities of the system’s users, the team is now working together to help government entities identify areas for policy coordination,” said NAME, TITLE at ORGANIZATION. “The shared boat pass was an obvious area for coordination that we could work on immediately.”

The three-county permit costs \$50.00 and is available for purchase at the Fond du Lac County Planning and Parks Department, Winnebago County Parks Office and County Clerk's Office, and Calumet County Parks Office. The three-county permit is separate from both the Winnebago County Annual Parking Permit Program and the Multi-year Boat Trailer Parking Permit. Users are invited to give feedback on the three-county permit at www.WinnebagoWaterways.com.

“The three-county permit is just one of the first collaborative improvements we hope to make for our rivers and lakes as a result of the public input that we’ve received,” said NAME. “We are also working on projects that will allow us to conduct shoreline inventories in the same way, address shared noise issues and coordinate outreach efforts to help curb the spread of aquatic invasive species, like the zebra mussel.”

###

For additional information, please contact XXX.

Real-life Civics Lessons

Brought to you by Weigh in on the Winnebago Waterways

We have an exciting—and easy!—opportunity for your students to interact with members of government.

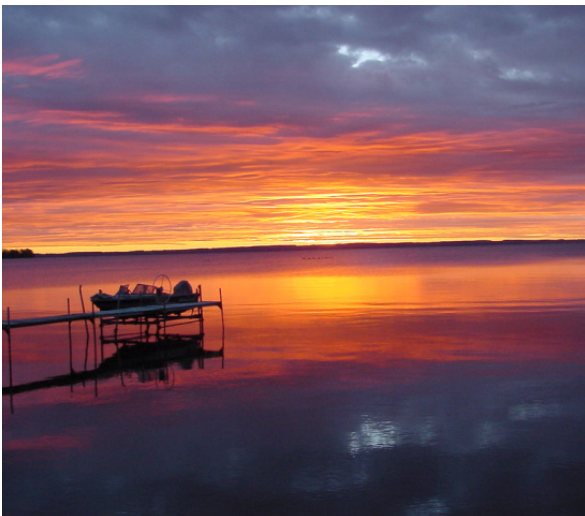
Weigh in on the Winnebago Waterways, a network of counties, towns and other organizations with a stake in the health of our region's lakes and rivers, wants to know how the next generation—those currently in junior high and high school—interact with the lake system. Specifically, we'd like to know what kinds of things they like to do, what problems they see and if they have any ideas for how we might solve those problems.

Throughout March 2014, **Weigh in on the Winnebago Waterways** will post special topics on an interactive “virtual town hall” website through which students will be able to engage directly with local leaders. Students can provide valuable feedback that will affect the recreational, economic and environmental health of our waters while directly interacting with local governments. This two-way conversation is integral to our democracy and illustrates the kinds of issues that local governments regularly work on.

WinnebagoWaterways.com is a special online forum that is fun and interactive. It's designed to allow students and citizens to truly engage in conversations with government leaders, including staff from several counties, and the Department of Natural Resources. Students can engage by asking questions, posting photos and taking polls. Local leaders will respond to questions, view the photos and review poll results.



*Photos submitted by citizen contributors to **WinnebagoWaterways.com**.*



Website topics will include issues like pollution in the rivers and lakes, fishing, boating and tourism. Specific topics can be tailored to reflect current classroom discussions and lesson plans, as appropriate. We encourage teachers to sign up and have a look at the site, then contact **Meg Kelly (312-754-0406 or mkelly@bluestemcommunications.org)** for more details on how to participate in this real-life civics lesson.

To participate in this program, each student who wants to engage will need to sign up for an account at **www.winnebagoaterays.com**. Please note participants must be at least 14 years-old to sign up, and as always, should be sure to get permission from their parents, if required. This is a public forum, so any photos or comments will be available to the **Weigh in on the Winnebago Waterways** team and other site users.

Real-life Civics Lessons

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We encourage teachers to sign up and have a look at the site, then contact **NAME (phone, email)** for more details on how to participate in this real-life civics lesson.

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Weigh in on the Winnebago Waterways Talking Points

I heard I can give my input on our local lakes and rivers. When does it start and how do I do it?

Weigh in on the Winnebago Waterways will be collecting public input from anyone and everyone in the five-county region that surrounds these waterways. Online engagement opportunities are available at www.WinnebagoWaterways.com now through May 2014.



What counties are involved? What waterways are included?

The counties are: Calumet, Fond du Lac, Outagamie, Waushara and Winnebago. The waterways are: Lake Poygan, Lake Winneconne, Lake Winnebago, Lake Butte des Morts and parts of the Upper and Lower Fox River and Wolf River.

I know there were town hall meetings and surveys last year. What happened to all that input you already got?

Over a four-month period, the Winnebago Waterways team sought public input during a multi-step public engagement effort. From March to May 2013, participants revealed their favorite activities in the region and concerns about the waterways and their management through a series of eight public meetings, a survey and an online engagement tool. Overall, 247 people attended public meetings, 330 people took a traditional survey, and 370 people participated in an online forum at www.WinnebagoWaterways.com. Collectively from those sources, we learned about the many ways people are using the waterways and their top concerns for the future of these lakes and rivers.

The Winnebago Waterways team is now using that feedback to develop shared tools and systems for managing these waters smartly, economically and comprehensively. Overwhelmingly, 95% of public survey responders from 2013 support agencies and local municipalities working together to manage the system. That's why, during this second year of the Winnebago Waterways partnership, the Steering Team is working together to identify possible shared solutions.

One such solution is a shared hub—a website—where towns and counties in the Winnebago system can post their permitting procedures, regulations and information. In this way, residents and visitors will only have to look in one place to find out how to get fishing permits, or what the boat speed limits are, or how to best maintain lakefront property. Putting these important resources in one place will promote transparency, make it easier for residents and visitors to follow regulations, and increase government efficiencies. The Winnebago Waterways team is seeking feedback on what should be included on this shared resource hub. Visit www.WinnebagoWaterways.com to give your feedback today!

What are the major issues facing our waterways?

Through the intensive public engagement process of 2013, we learned that the most important issues facing our Winnebago system, according to local residents and business owners, are:

- Algae blooms: Although feelings about algae blooms differed slightly depending on where participants live, participants noted that algae blooms impact drinking water, hinder recreation and are the result of many sources of pollution, such as chemicals or fertilizers in runoff.
- Polluted runoff: Feedback from participants around the entire Winnebago system shows that polluted runoff, from various sources, is a major issue that needs to be addressed. Polluted runoff leads to many problems for the health of the waterways that can ultimately hinder recreational uses which, in turn, affect the region's economy and industry.
- Invasive species: Lake Winnebago is a recognized Statewide Aquatic Invasive Species (AIS) Source Water, and the public has clearly noticed the effects of invasive species in the Winnebago Waterways. Many people specifically reported zebra mussels as a major nuisance when their shells accumulate on shorelines and beaches, though many believe the zebra mussels contribute to improved water clarity.

In addition to these top three problems, boat ramps have to be maintained and buoys have to be replaced. Water levels have to be managed to promote boating, but also to allow fish and animals the water levels that they need to thrive.

Who is paying for this project?

The project organizers received lake planning grants from Wisconsin Department of Natural Resources (WDNR) this multi-phase project, which took place in 2013. A Steering Team manages this project and is composed of county staff, lake associations, the Winnebago Lakes Council and WDNR, with help from UW-Extension and the East Central Wisconsin Regional Planning Commission. The partners are working collaboratively to gather public opinion input and turn that input into a plan.

How can I get involved?

All residents and business owners in our five-county area are invited and encouraged to give their input on our easy-to-use website: www.WinnebagoWaterways.com. On this site, visitors can post ideas or concerns, take short surveys and respond to other people's comments. Our hope is to build a real dialogue about the future of our region. It's easy for active and informed citizens to get in on the conversation. Enter the virtual town hall at www.WinnebagoWaterways.com any time, anywhere. Contribute new ideas. Second or expand on ideas you like. Vote in an instant poll. You can even submit links, maps, photos and videos that help tell your story. A steering committee of local and state stakeholders will be tuned in to what you and your neighbors are saying, keeping track of what you want to see happen around Lake Winnebago.

Why do our lakes and rivers matter?

Our waterways are integral to our economy, way of life and family memories. For generations, they've defined our businesses and free-time.

- At almost 132,000 acres, Lake Winnebago is the largest inland lake in Wisconsin and over 250,000 people get their drinking water from it.
- More than a dozen kinds of game fish in the waters fuel a \$234 million per year recreational fishing industry.
- Together, they offer public parks, beaches and boat docks that are the foundation of generations of memories – and the economy.

Weigh in on the Winnebago Waterways Newsletter Template

Making big plans for our region's waterways

Lake Winnebago and its sister waterways, like the Fox River, Lake Butte des Morts and Lake Poygan, are the heart of our region. No matter which of the five surrounding counties you live in, these waterways are integral to our economy, way of life and family memories. For generations, they've defined our businesses and free-time. And, as a region, we are proud to be defined by them in return.

Lake Winnebago and its neighboring waterways are big. But being big can lead to big problems.

The health and economy of the Winnebago system faces challenges from inconsistent policies and practices among the many communities and jurisdictions that use and manage its resources. This contributes to water quality issues and affects the tourism and business industries. It's time to work together so the Winnebago system can continue to play its vital role in our lives, as a source of drinking water, sport and economic opportunity.

Like the communities that surround the Winnebago Waterways, these potential problems are interconnected. The solutions are too.

Weigh in on the Winnebago Waterways is a collaborative project in a five county area—Calumet, Fond du Lac, Outagamie, Waushara and Winnebago – along with members of the University of Wisconsin-Extension, Wisconsin Department of Natural Resources (WDNR), East Central Regional Planning Commission and the Winnebago Lakes Council. It is funded by a planning grant from the Wisconsin Department of Natural Resources to the Winnebago Lakes Council. The group is dedicated to protecting our local lakes, rivers and economy and is looking to engage community groups, county staff, nonprofit organizations and other local interest groups. The diverse membership is working collaboratively to gather public opinion input and to turn that input into a plan.

Gathering Public Input

The first phase of this project, which began in 2013, is a stakeholder engagement process during which the team has been identifying priority issues with help from public stakeholder groups such as anglers, boaters, conservationists, policy experts, tourism boards, homeowners, business owners and farmers. From mid-February through May 2013, 247 people attended public meetings, 330 people took a traditional survey, and 370 people participated in an online forum at www.WinnebagoWaterways.com.

Building solutions—with your help!

Collectively from those sources, we learned about the many ways people are using the waterways and their top concerns for the future of these lakes and rivers. By understanding the needs and priorities of the system's users, the team is now working together to help government entities identify areas for policy coordination.

Overwhelmingly, 95% of public survey responders support agencies and local municipalities working together to manage the system. That's why, during this second year of the Winnebago Waterways partnership, the Steering Team is working together on possible shared solutions.

Winnebago Waterways is working together to build region-wide solutions to address the issues threatening the long-term health of the lakes and rivers. But this can't be done without continued input from people like you.

If you fish, boat, swim, own a business, live nearby, or even drive past their shores, the Winnebago Waterways are part of your life. And that's why we want your input. We want to know how your thoughts on possible solutions to the problems we outlined in 2013. We want 2014 to be a year of progress for our waters. Give your feedback today! Respond to survey questions, contribute to conversations and give feedback at: www.winnebagowaterways.com.

The [NAME OF TEAM MEMBER] is proud to be involved in this collaborative process. We are [LIST THINGS THAT YOU ARE DOING FOR THE PROJECT or PROVIDE A QUOTE FROM A TEAM MEMBER ABOUT WHY THIS PROJECT IS GREAT].

Are you fishing in *style* this winter?



Submit photos of your decorated shanty
for a chance to win!

Enter photos and vote for your favorite shanty at
www.winnebagowaterways.com.

Contest open February 10 - 28. Winner will be
announced in March. Voting is open to everyone!

Weigh in on the Winnebago Waterways is a
partnership dedicated to building a region-wide plan for the
long-term health of our lakes and rivers. A healthy Lake
Winnebago system will continue to support events like
Sturgeon Spearing season that are key to the recreational
and economic health of our region.

**Weigh in on the Winnebago Waterways
Social Media Posts
February 12, 2014**

Longer Form Social Media (Facebook, LinkedIn, etc.)

Together, Lakes Winnebago, Winnecone, Butte des Morts and Poygan as well as the Fox and Wolf Rivers, define our region. These Winnebago Waterways are an integral part of our lives and livelihoods. Share your opinions about their future at www.winnebagowaterways.com.

Lake Winnebago is the largest inland lake in Wisconsin and it provides drinking water to over 250,000 people. Are you one of them? Give your opinion on your water and your lake at www.winnebagowaterways.com.

The lakes and rivers in our region contain over a dozen kinds of game fish that fuel a \$234 million per year recreational fishing industry. Want a say in how these waters are managed? Get involved at www.winnebagowaterways.com.

Weigh-in on the Winnebago Waterways is working to protect local lakes and rivers, and looking at ways to potentially reduce spending and management inefficiencies. We want to hear from you at www.winnebagowaterways.com.

Currently, residents and visitors have to contact individual towns and counties to find Winnebago Waterways information, like permits, fishing limits, speed ordinances, etc. The Winnebago Waterways team is working to create a Shared Resource Hub—a site where all this information could be found in one place. What kinds of information would you like to see on the Hub? Let us know at www.winnebagowaterways.com.

Short Blast Social Media (i.e., Twitter)

The Winnebago Waterways define our region and are an integral part of our lives and livelihoods. Share your opinions about their future at www.winnebagowaterways.com.

Lake Winnebago is Wisconsin's largest inland lake and provides drinking water to over 250,000 people. Share your opinion on your water at www.winnebagowaterways.com.

The Winnebago Waterways contain over a dozen kinds of game fish that help fuel our economy. Want a say in how these waters are managed? Get involved at www.winnebagowaterways.com.

Weigh-in on the Winnebago Waterways is working to protect local lakes and rivers. We want to hear from you at: www.winnebagowaterways.com.

Weigh in on the Winnebago Waterways
Email Template—GENERAL (EDIT AS NEEDED)

Dear **NAME** or **ORGANIZATION** members,

I am working with Weigh in on the Winnebago Waterways to collect public input from anyone and everyone in the five-county region. Together, county staff, the Wisconsin Department of Natural Resources, Winnebago Lakes Council and community organizations are working to protect our local lakes and rivers while reducing inefficient spending and redundant policies. To do this we are gathering public input to understand how the waterways are really used.

Our waterways—including Lakes Butte des Morts, Poygan, Winnebago and Winneconne and parts of the Fox and Wolf Rivers—are integral to our economy, way of life and family memories. For generations, they’ve defined our businesses and free-time.

This public engagement process began in 2013. We are continuing to use a dynamic web-based engagement tool to get feedback and information from residents, business owners and other groups like boaters, anglers, farmers and conservationists. All the input will be analyzed and gathered into reports that will be made available to public. The first report (from 2013) is available at **SITE**.

You can lend your voice to the conversation by taking easy online surveys at **www.winnebagowaterways.com**. Check back and engage on the site often, as questions and content will be updated weekly.

The Winnebago Waterways team is currently researching ways in which counties and local municipalities can work together and share resources. Our hope is to develop recommendations that will be transparent, save tax-payer dollars and promote the economic and natural health of our rivers and lakes.

I will keep you updated on our progress over the next several months. Please let me know if you have any questions about this project. Please also forward this email to any other colleagues or organizations who might be interested in this process.

Lake Winnebago and its adjoining waterways are the heart of our region. Their future will affect our economy and future generations of outdoors enthusiasts. Your input can help determine what that future looks like. I hope you will join our efforts.

Sincerely,

NAME
ORGANIZATION
EMAIL

Weigh in on the Winnebago Waterways

Letter or Email Template—ABOUT THE HUB (EDIT AS NEEDED)

Dear NAME,

I am working with a partnership called “Weigh in on the Winnebago Waterways.” Together, county staff, the Wisconsin Department of Natural Resources, Winnebago Lakes Council and community organizations from a five-county region are working to protect our local lakes and rivers while reducing inefficient spending and redundant policies. To do this we are gathering input from cities, towns and townships.

Since 2013, the Winnebago Waterways team have been collecting public input from residents, business owners and other groups like boaters, anglers, farmers and conservationists on our waterways—including Lakes Butte des Morts, Poygan, Winnebago and Winneconne and parts of the Fox and Wolf River. Overall, 247 people attended public meetings, 330 people took a traditional survey, and 370 people participated in an online forum at www.WinnebagoWaterways.com. Collectively from those sources, we learned about the many ways people are using the waterways and their top concerns for the future of these lakes and rivers.

The Winnebago Waterways team is now using that feedback to develop shared tools and systems for managing these waters smartly, economically and comprehensively. **Overwhelmingly, 95% of public survey responders from 2013 support agencies and local municipalities working together to manage the system.** That’s why, during this second year of the Winnebago Waterways partnership, the Steering Team is working together to identify possible shared solutions.

One such solution is a shared hub—a website—where towns and counties in the Winnebago system can post their permitting procedures, regulations and information. In this way, residents and visitors will only have to look in one place to find out how to get fishing permits, or what the boat speed limits are, or how to best maintain lakefront property. Putting these important resources in one place will make it easier for residents and visitors to follow regulations, and reduce government redundancy. The Winnebago Waterways team is seeking feedback on what should be included on this shared resource hub.

I’d like to talk to you about your thoughts on a resource hub for the Winnebago Waterways region and what resources your TOWN/CITY/TOWNSHIP might like to contribute. Are you available to TALK/MEET on DATE at TIME?

Lake Winnebago and its adjoining waterways are the heart of our region. Their future will affect our economy and future generations of outdoors enthusiasts. Your input can help determine what that future looks like. I hope you will join our efforts.

Sincerely,

NAME
ORGANIZATION
EMAIL

Weigh-in on the Winnebago Waterways

Communications Strategy for:

1. Communicating successes
2. Engaging local governments in hub—focusing on towns
3. Engaging public in hub
4. Gauging public and local government support on cooperative management strategies (showing how the local governments could benefit from this; Goal: build champions in local towns to be the bearers of this in their areas)

GOAL

Members of key public constituencies (listed below) know that a collaborative group is working together to protect and restore the Lake Winnebago system. They engage in the feedback process and feel that their concerns have been heard. They know what to expect in the coming months as collaborative efforts advance

Outreach Strategy

The following activities are designed to reach the greatest number of people in the Winnebago region who fall into any of the following targeted audience groups as possible (Groups with * are priority groups):

- Young adults and students (4H clubs, water sports clubs, etc.) *
- Economic development community (industry, Economic Development Corporation, tourism, convention and visitor bureau, chambers of commerce, lake-dependent businesses, festivals, EAA, lake service providers) *
- Minority populations *
- Fishing/fishing guides
- Hunting/conservation
- Real estate-related (property owners, lake associations, beach associations, realtors, builders)
- Farmers/agricultural community
- Boaters/marinas
- Municipalities (local elected officials, staff, utilities, law enforcement departments, county executives/administrators)
- Water-quality interests (trails and preserve users, Friends groups, environmental and local advocacy, NGOs)
- Silent sports (swimmers, non-motorized sports, state parks/land, cyclists)
- Indian Nations
- Teachers, education community?
- State legislators?

Pathways The ways an audience member receives information. **= Most likely to be completed by Steering Team Members	Messengers A messenger is a person or organization who has access to an audience and is trusted by the audience.	Message What we need to convey	Communication Activities and Associated Materials	Timeline for Activities	Indicators of Success (including population reached)
**Presentations to town chairs and boards (Quarterly town association meetings; Intergovernmental meetings)	Steering Team members and Advisory Group members	Who we are; What we've done; Here's what we plan on doing (Hub); here's how you can contribute	Introductory email; PowerPoint slides; leave-behind handout; talking points		Presentations to XX groups of town chairs/boards
**Presentations to advisory boards, committees, clubs (economic development meetings, Farm Bureau, Indian Nations, monthly county LCC meetings) (Based on slides created for the Lake Michigan roadshow.)	Steering Team members and Advisory Group members	Update on where we stand; what we are working on now; give feedback on Hub	PowerPoint slides; leave-behind handout; talking points		1-2 presentations at groups representing all 10 of the targeted audience demographics (10-20 total)
Presentations/conversations to youth groups/clubs; minority groups (Hmong through UWEX?)	Steering Team members and Advisory Group members	We are all connected; how you can keep our waterways clean	PowerPoint slides; leave-behind handout; talking points		3-4 presentations
Updates to ST colleagues and County Executives	Steering Team	This is what is going on this week/month...	Update emails with bullet points of information	Monthly	6 update emails
One-on-one conversations; networking at existing committee, chapter and board meetings (Fox Wolf Watershed Alliance Conference	Steering Team members and Advisory Group members	Update on where we stand; what we are working on now; give feedback on Hub	Simple handout with website information and key points		1-2 meetings for each of the 10 audience groups

Pathways The ways an audience member receives information.	Messengers A messenger is a person or organization who has access to an audience and is trusted by the audience.	Message What we need to convey	Communication Activities and Associated Materials	Timeline for Activities	Indicators of Success (including population reached)
**Tabling or having a booth at public and youth events/gatherings (Fire dept. BBQs; sturgeon spearing)	Steering Team members and Advisory Team	Update on where we stand; what we are working on now; give feedback on Hub	Poster/display board; handout with website information and key points		Booths or tables at 5 public events
**Websites	Steering Team and Advisory Team	We heard people in Phase 1 and here's what we've done; What we are working on now (Hub); How people can participate and give feedback on the Hub; What cooperative management means; what we propose; how you can give feedback on the management	Update content	Ongoing	
**Media: Newspapers (print and electronic); Radio; TV (radio: UW Extension; hunting/outdoor programs)	Steering Team members and Advisory Group members	We heard people in Phase 1 and here's what we've done; What we are working on now (Hub); How people can participate and give feedback on the Hub; What cooperative management means; what we propose; how you can give feedback on the management	3-4 Press releases; follow-up phone calls; letters to the editor		3-4 press releases distributed

Online calendars (http://fonddulac.uwex.edu/agriculture/agriculture-calendar/)	Steering Team members and Advisory Group members	Come to this meeting!	Short posts with descriptions of meetings (with dates, times, locations)	Announcing each public meeting, as relevant	6-8 calendar posts
**Email listservs Internal: MindMixer List, Weigh-in List Others: past participants of sporting events; fish registrations; Hispanic Latino Advisory Board, Ebony Vision, Brothertown Elders in Fond du Lac; NE Region of APA Wisconsin Chapter (Allen Davis)	Bluestem Steering Team members and Advisory Group members	3-4 emails: We heard people in Phase 1 and here's what we've done; What we are working on now (Hub); How people can participate and give feedback on the Hub; What cooperative management means; what we propose; how you can give feedback on the management	3-4 sample emails		10-15 emails sent
Newsletter articles (Submit to: UW Extension newsletters; County Conservation newsletter; Winn Lakes Council; town/village of Harrison; ECWRPC (mid-February and mid-August))	Steering Team members and Advisory Group members	3-4 articles: We heard people in Phase 1 and here's what we've done; What we are working on now (Hub); How people can participate and give feedback on the Hub; What cooperative management means; what we propose; how you can give feedback on the management	Sample newsletter articles		Articles in 3-4 newsletters
**Social media (public and young adult audiences) (i.e. WLWCA, DNR, Fox Wolf and other people with active social media)	Bluestem gives content to others to post	Things are happening in our region! Join the conversation at...	Sample content for weekly posts		8-10 social media posts

Church bulletins	Steering Team members and Advisory Group members	Things are happening in our region! Join the conversation on winnebagowaterways.com	Sample posts/ads		Posts in 3-5 church bulletins
MindMixer	Bluestem	Engage conversations on the various topics being covered at a given time; always ask for feedback	Continual rotation of 5-6 topics, every 2-3 weeks		15-20 topics posted
**Bulletin boards in public areas (libraries, churches, parks, police stations, restaurants, boat docks, fishing clubs, etc.)	Steering Team members and Advisory Group members	Things are happening in our region! Join the conversation on website.	Posters		Posters hanging in 15-20 public spaces

Deliverables List

Press releases (3-4)	Rounds 1-4
PowerPoint presentations (3)	Rounds 1, 2, 4
Talking Points (3)	Rounds 1, 2, 4
Leave behind hand out (3)	Rounds 1, 2, 4
Newsletter articles (3-4)	Rounds 1-4
Emails (4-5)	Rounds 1-4
Posters	Rounds 3-4
Social media posts	Ongoing
Blurbs (for bulletins, web calendars, etc.)	Rounds 3-4

Timeline

2/12/14	Bluestem writes drafts of rounds 1-2 materials
2/21/14	Steering Team provides feedback on rounds 1-2 materials
3/7/14	Bluestem finalizes rounds 1-2 materials
X/X/14	Bluestem writes drafts of round 3 materials
X/X/14	Steering Team provides feedback on round 3 materials
X/X/14	Bluestem writes drafts of round 4 materials
X/X/14	Steering Team provides feedback on round 4 materials

Weigh in on the Winnebago Waterways

DRAFT Message for Conveying Successes and Recruiting Towns to Participate in Hub

Lake Winnebago and its adjoining waterways, like the Fox River, Wolf River, Lake Butte de Morts and Lake Poygan, are the heart of our region. No matter which of the neighboring counties you live in, these waterways are integral to our economy, way of life and family memories. For generations, they've defined our businesses and free-time. And, as a region, we are proud to be defined by them in return.

The waterways around and including Lake Winnebago are incredibly impressive. At almost 132,000 acres, Lake Winnebago is the largest inland lake in Wisconsin. Together, Lake Winnebago, Lake Butte des Morts, and Lake Poygan offer public parks, beaches and boat docks that are the foundation of generations of memories—and the economy. More than a dozen kinds of game fish in the waters fuel a \$234 million per year recreational fishing industry. In addition, over 250,000 people get their drinking water from Lake Winnebago alone.

Simply, Lake Winnebago and its neighboring waterways are big. But being big can lead to big problems. And big problems require big solutions.

A healthy Lake Winnebago system depends on all of us. By rethinking how we oversee this incredible and important system, we can increase efficiencies and create more effective policies. The best way to re-imagine what we can do is by first understanding the needs and priorities of the system's users – which is what the **Weigh in on the Winnebago Waterways** Steering Team set out to achieve in 2013.

Gathering information, Learning from the Public

Weigh in on the Winnebago Waterways is supported by staff from the 5 counties surrounding the waterways – Calumet, Fond du Lac, Outagamie, Waushara and Winnebago – along with members of the University of Wisconsin-Extension, Wisconsin Department of Natural Resources (WDNR), East Central Regional Planning Commission and the Winnebago Lakes Council. This partnership received a planning grant from the WDNR in 2013. Grant activities included gathering information from the public and inventorying existing plans that pertain to the lakes.

Over a four-month period, we sought public input during a multi-step public engagement effort. The first step was to find out how people use these waterways, and what they feel are the top issues. From March to May 2013, participants revealed their favorite activities in the region through a series of eight public meetings, a survey and an online engagement tool.

The partnership reached out to people through television and radio news outlets, newspaper and newsletter articles, emails, direct mail and regional events. Overall, 247 people attended public

meetings, 330 people took a traditional survey, and 370 people participated in an online forum at www.WinnebagoWaterways.com.

Collectively from those sources, we learned about the many ways people are using the waterways and their top concerns for the future of these lakes and rivers.

Understanding the problems

Through this intensive public engagement process, we learned that the most important issues facing our Winnebago system, according to local residents and business owners, are:

- Algae blooms: Although feelings about algae blooms differed slightly depending on where participants live, participants noted that algae blooms impact drinking water, hinder recreation and are the result of many sources of pollution, such as chemicals or fertilizers in runoff.
- Polluted runoff: Feedback from participants around the entire Winnebago system shows that polluted runoff, from various sources, is a major issue that needs to be addressed. Polluted runoff leads to many problems for the health of the waterways that can ultimately hinder recreational uses which, in turn, affect the region's economy and industry.
- Invasive species: Lake Winnebago is a recognized Statewide Aquatic Invasive Species (AIS) Source Water, and the public has clearly noticed the effects of invasive species in the Winnebago Waterways. Many people specifically reported zebra mussels as a major nuisance when their shells accumulate on shorelines and beaches, though many believe the zebra mussels contribute to improved water clarity.

In addition to these top three problems, boat ramps have to be maintained and buoys have to be replaced. Water levels have to be managed to promote boating, but also to allow fish and animals the habitat that they need to thrive.

Building solutions—with your help!

Overwhelmingly, 95% of public survey responders support agencies and local municipalities working together to manage the system. That's why, during this second year of the Winnebago Waterways partnership, the Steering Team is working together on possible shared solutions.

Winnebago Waterways is working together to build region-wide solutions to address the issues threatening the long-term health of the lakes and rivers. But these plans and partnerships won't go anywhere without continued input from people like you.

If you fish, boat, swim, own a business, live nearby, or even drive past their shores, the Winnebago Waterways are part of your life. And that's why we want your input. We want to know how your thoughts on possible solutions to the problems we outlined in 2013. We want 2014 to be a year of progress for our waters. Give your feedback today! Respond to survey questions, contribute to conversations and give feedback at: www.winnebagowaterways.com.

Recent successes: Putting public feedback into action

As a result of public feedback, the Winnebago Waterways team has implemented several projects designed to improve communications, public access to resources and the overall health of our rivers and lakes.

For example, partners are implementing a pilot project to supply bins for vegetation left from cleaning boats, which helps manage aquatic invasive species. Three counties are working together to develop a multi-county boat launch pass, which will make it possible to purchase a pass recognized in all three counties. In addition, partners are creating an inventory of shoreline health and coordinating a noise ordinance for the Winnebago lake system.

One-stop Resource Shop!

In 2013, people throughout the Winnebago Waterways region suggested that it would be incredibly helpful if the towns and counties that share access to our rivers and lakes also shared their information with each other and the public. In fact, **95% of public survey responders support agencies and local municipalities working together to manage the system.**

Currently, members of the public have to contact individual towns and county departments in order to learn how to get fishing permits, or to find speed and quiet regulations, or to discover rules for maintaining lake-front property. Instead of wasting time looking up different rules and resources in each separate town or county, the public suggested collecting all of this information into one easy-to-use site.

In response to this great public suggestion, the Winnebago Waterways team is working with town and county staff to collect all of these resources and make them accessible to the public through a universal hub.

Putting these important resources in one place will promote transparency, make it easier for residents and visitors to follow regulations, and help government entities identify areas for policy coordination. In addition, it will help local municipalities identify gaps in important information that residents and visitors may need.

As we decide what should be included in this shared resource hub, we'd like your feedback! Visit **www.WinnebagoWaterways.com** to give your feedback today!

Q1 A key aspect of this phase of the project will be gathering input and buy-in from the high-level county decision makers. What is the best way to share information with your county heads? What communications tools would you like to help you keep them involved? (i.e. bulleted email updates, regular phone calls, regular face-to-face meetings, formal presentations, etc.)

Answered: 7 Skipped: 1

#	Responses	Date
1	Intentional debriefings: Quarterly or as needed. Invite CEO/CAO and county board chair for coffee/lunch for updates of key information or action needed.	1/22/2014 2:53 PM
2	bulleted email updates regular face-to-face meetings	1/21/2014 8:39 AM
3	Bulleted email updates and phone calls.	1/20/2014 8:23 AM
4	face to face is the best way to get and keep their attention. they need bulleted documents and reminders. meetings with formal presentations help, and then engage them in the discussion so that we can really understand their perspectives and level of support.	1/16/2014 2:08 PM
5	I continue to keep out Land Conservation Committee (LCC) informed at their LCC meetings. I think all counties should do this with their committees. Presentations could also be beneficial inviting the decision makers. If we could develop a good e-mail list this would be great outreach as well.	1/16/2014 12:31 PM
6	Formal Presentations to County Board so all members get the same message	1/16/2014 12:23 PM
7	face to face meetings and formal presentations	1/16/2014 8:37 AM

Q2 For this phase of the Winnebago Waterways project, we would like to reach out to the following audiences:

- Young adults and students (4H clubs, water sports clubs, etc.)
- Economic development community (industry, Economic Development Corporation, tourism, convention and visitor bureau, chambers of commerce, lake-dependent businesses, festivals, EAA, lake service providers)
- Minority populations
- Fishing/fishing guides
- Hunting/conservation
- Real estate-related (property owners, lake associations, beach associations, realtors, builders)
- Farmers/agricultural community
- Boaters/marinas
- Municipalities (local elected officials, staff, utilities, law enforcement departments, county executives/administrators)
- Water-quality interests (trails and preserve users, Friends groups, environmental and local advocacy, NGOs)
- Silent sports (swimmers, non-motorized sports, state parks/land)
- Indian Nations

Are there any additional audiences that are missing from this list?

Answered: 6 Skipped: 2

#	Responses	Date
1	Bicycle groups like Race-the-Lake participants, Triathlon organizers, other races. State representatives forum (this would be a fairly big group with all districts around Lake Winnebago).	1/22/2014 2:53 PM
2	The general public so they are aware of the environmental concerns and the push to save and promote this great natural resource.	1/20/2014 8:23 AM
3	this is a pretty extensive list, I can't imagine having time to reach more. the education community is missing if there is capacity to reach out to them too.	1/16/2014 2:08 PM
4	Some more representation from the small villages and cities around the system (example: Winneconne).	1/16/2014 12:31 PM
5	tourism, aka, CVBs and tourism businesses	1/16/2014 12:23 PM
6	Should 'state legislators' (for the pool lakes area) be added? Are they already being communicated with?	1/16/2014 8:37 AM

Q3 What is the best way to reach each of the following audiences? (i.e. one-on-one conversations, presentations, flyers, social media, traditional media, tabling, etc.) Be creative!

Answered: 7 Skipped: 1

Answer Choices	Responses
Young adults and students	100% 7
Economic development community (industry, Economic Development Corporation, tourism, convention and visitor bureau, chambers of commerce, lake-dependent businesses, festivals, EAA, lake service providers)	100% 7
Minority populations	100% 7
Fishing/fishing guides	71.43% 5
Hunting/conservation	71.43% 5
Real estate-related (property owners, lake associations, beach associations, realtors, builders)	71.43% 5
Farmers/agricultural community	85.71% 6
Boaters/marinas	71.43% 5
Municipalities (local elected officials, staff, utilities, law enforcement departments, county executives/administrators)	85.71% 6
Water-quality interests (trails and preserve users, Friends groups, environmental and local advocacy, NGOs)	71.43% 5
Silent sports (swimmers, non-motorized sports, state parks/land)	85.71% 6
Indian Nations	100% 7

#	Young adults and students	Date
1	Twitter	1/22/2014 2:53 PM
2	presentations + flyers + social media	1/21/2014 8:39 AM
3	social media, farmer's markets,	1/20/2014 8:23 AM
4	go to where they hangout - club meetings, social sites (but not exclusively on-line places)	1/16/2014 2:08 PM
5	social media	1/16/2014 12:31 PM
6	social media via school and clubs	1/16/2014 12:23 PM
7	presentations	1/16/2014 8:37 AM
#	Economic development community (industry, Economic Development Corporation, tourism, convention and visitor bureau, chambers of commerce, lake-dependent businesses, festivals, EAA, lake service providers)	Date
1	local groups	1/22/2014 2:53 PM
2	one-on-one conversations	1/21/2014 8:39 AM
3	flyers, face to face meetings,	1/20/2014 8:23 AM
4	go to their monthly ED meetings. there are several and we can let you know when/where they are and who to connect with	1/16/2014 2:08 PM
5	flyers, presentations, meetings	1/16/2014 12:31 PM

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6	one on one	1/16/2014 12:23 PM
7	one on one, presentations	1/16/2014 8:37 AM
#	Minority populations	Date
1	one-on-one with leaders	1/22/2014 2:53 PM
2	depends which ones you are talking about but generally face-to-face works best.	1/21/2014 8:39 AM
3	farmer's markets, social events,	1/20/2014 8:23 AM
4	unsure - we need to do this reasearch. UWEX has ways of connecting with Hmong population. Can we (UWEX) work with you to strategize on how to reach out to these audiences?	1/16/2014 2:08 PM
5	flyers, media	1/16/2014 12:31 PM
6	radio	1/16/2014 12:23 PM
7	flyers, presentations	1/16/2014 8:37 AM
#	Fishing/fishing guides	Date
1	?? sport shows, face to face	1/20/2014 8:23 AM
2	unsure	1/16/2014 2:08 PM
3	one-on-one, presentations	1/16/2014 12:31 PM
4	presentations	1/16/2014 12:23 PM
5	presentations, traditional and social media	1/16/2014 8:37 AM
#	Hunting/conservation	Date
1	?? sport shows, membership meetings	1/20/2014 8:23 AM
2	unsure	1/16/2014 2:08 PM
3	presentations, flyers, one-on-one	1/16/2014 12:31 PM
4	presentations	1/16/2014 12:23 PM
5	presentations, traditional and social media	1/16/2014 8:37 AM
#	Real estate-related (property owners, lake associations, beach associations, realtors, builders)	Date
1	face to face, appear at a membership meeting	1/20/2014 8:23 AM
2	there are some professional orgs for builders and realtors; not sure about property owners other than tax roll lists	1/16/2014 2:08 PM
3	flyers, presentations	1/16/2014 12:31 PM
4	fliers, offer one on one	1/16/2014 12:23 PM
5	one on one, presentations	1/16/2014 8:37 AM
#	Farmers/agricultural community	Date
1	UW-Extension newsletters, UW-Extension radio interviews, Land Conservation staff conversations	1/21/2014 8:39 AM
2	face to face, Farm Bureau meetings or similar	1/20/2014 8:23 AM
3	go through farm bureaus and go to their meetings	1/16/2014 2:08 PM
4	one-on-one: county daily has contact with farmers, flyers	1/16/2014 12:31 PM
5	via county contacts	1/16/2014 12:23 PM
6	presentations, traditional media	1/16/2014 8:37 AM
#	Boaters/marinas	Date
1	?? sport show, face to face	1/20/2014 8:23 AM
2	unsure	1/16/2014 2:08 PM
3	flyers, media	1/16/2014 12:31 PM

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4	fliers at frequesnted places, one on one to boating clubs/marinas	1/16/2014 12:23 PM
5	boat launch interactions	1/16/2014 8:37 AM
#	Municipalities (local elected officials, staff, utilities, law enforcement departments, county executives/administrators)	Date
1	at their already scheduled meetings	1/22/2014 2:53 PM
2	get on the agenda and appear at a board meeting	1/20/2014 8:23 AM
3	quarterly towns association meetings; go to town board meetings; go to their council meetings; not sure how to best reach the departments unless it is through the elected official	1/16/2014 2:08 PM
4	one-on-one, flyers, meetings	1/16/2014 12:31 PM
5	one on one, offering presentation at chapter meetings	1/16/2014 12:23 PM
6	presentations, one on one	1/16/2014 8:37 AM
#	Water-quality interests (trails and preserve users, Friends groups, environmental and local advocacy, NGOs)	Date
1	?? press releases, traditional media, social media	1/20/2014 8:23 AM
2	some of them have pretty good websites and list serves, others may not	1/16/2014 2:08 PM
3	one-on-one, flyers, meetings	1/16/2014 12:31 PM
4	traditional media or directly to their president	1/16/2014 12:23 PM
5	presentations	1/16/2014 8:37 AM
#	Silent sports (swimmers, non-motorized sports, state parks/land)	Date
1	List of past race participants	1/22/2014 2:53 PM
2	?? press releases, traditional media, social media.	1/20/2014 8:23 AM
3	no idea; point of use posters?	1/16/2014 2:08 PM
4	media, flyers	1/16/2014 12:31 PM
5	fliers at facilities	1/16/2014 12:23 PM
6	traditional and social media	1/16/2014 8:37 AM
#	Indian Nations	Date
1	direct meeting with small groups	1/22/2014 2:53 PM
2	face-to-face with tribal leaders	1/21/2014 8:39 AM
3	?? face to face	1/20/2014 8:23 AM
4	work with their tribal leaders to reach out	1/16/2014 2:08 PM
5	flyers, media	1/16/2014 12:31 PM
6	Indian Councils	1/16/2014 12:23 PM
7	one on one, presentations	1/16/2014 8:37 AM

Q4 Phase I of this project was successful because we took advantage of many different pathways for reaching all the intended audiences. Looking at the above list of audiences, what meetings are coming up in your town or county that could be great opportunities for sharing information about this project through short presentations or announcements? (i.e. board meetings, committee meetings, club events, etc.) If known, please also list the dates of these meetings.

Answered: 7 Skipped: 1

#	Responses	Date
1	Quarterly Towns Association meeting. Intergovernmental meetings with towns, cities and villages.	1/22/2014 2:53 PM
2	http://fonddulac.uwex.edu/agriculture/agriculture-calendar/	1/21/2014 8:39 AM
3	Town Board meetings along the shoreline, Conservation clubs or group meetings	1/20/2014 8:23 AM
4	quarterly towns association meeting in winnebago - unsure of date, but Frank Frassetto (Town of Nekimi would know).	1/16/2014 2:08 PM
5	Monthly County LCC meetings, various conservation club meetings	1/16/2014 12:31 PM
6	Town units association meeting, quarterly municipal leaders meetings, conservation clubs meet regularly	1/16/2014 12:23 PM
7	4/25 Quarterly East Central RPC Commission Meeting 7/25 Quarterly East Central RPC Commission Meeting	1/16/2014 8:37 AM

Q5 What public events in the next couple months in your area could provide great opportunities to share information about this project with the public through flyers, posters or tabling exercises? If known, please also list the dates of these events.

Answered: 3 Skipped: 5

#	Responses	Date
1	Area Fire department Chicken Barbeques. Various weekends throughout the summer	1/20/2014 8:23 AM
2	Lakes Partnership Convention (April 24-26), Fox Wolf Watershed Alliance Watershed Conference (March 4-5)	1/16/2014 12:31 PM
3	sturgeon spearing and associated events, events on tourism calendars	1/16/2014 12:23 PM

Q6 What email lists or listservs should we reach out to?

Answered: 6 Skipped: 2

#	Responses	Date
1	Past participants of sporting events, fish registrations,	1/22/2014 2:53 PM
2	Hispanic Latino Advisory Board list in Fond du Lac Ebony Vision in Fond du Lac Brothertown elders in Fond du Lac/Calumet	1/21/2014 8:39 AM
3	??	1/20/2014 8:23 AM
4	Conservation clubs, businesses around the system.	1/16/2014 12:31 PM
5	All county a-lists, don't know others	1/16/2014 12:23 PM
6	Northeast Region of APA Wisconsin Chapter - Allen Davis is the contact.	1/16/2014 8:37 AM

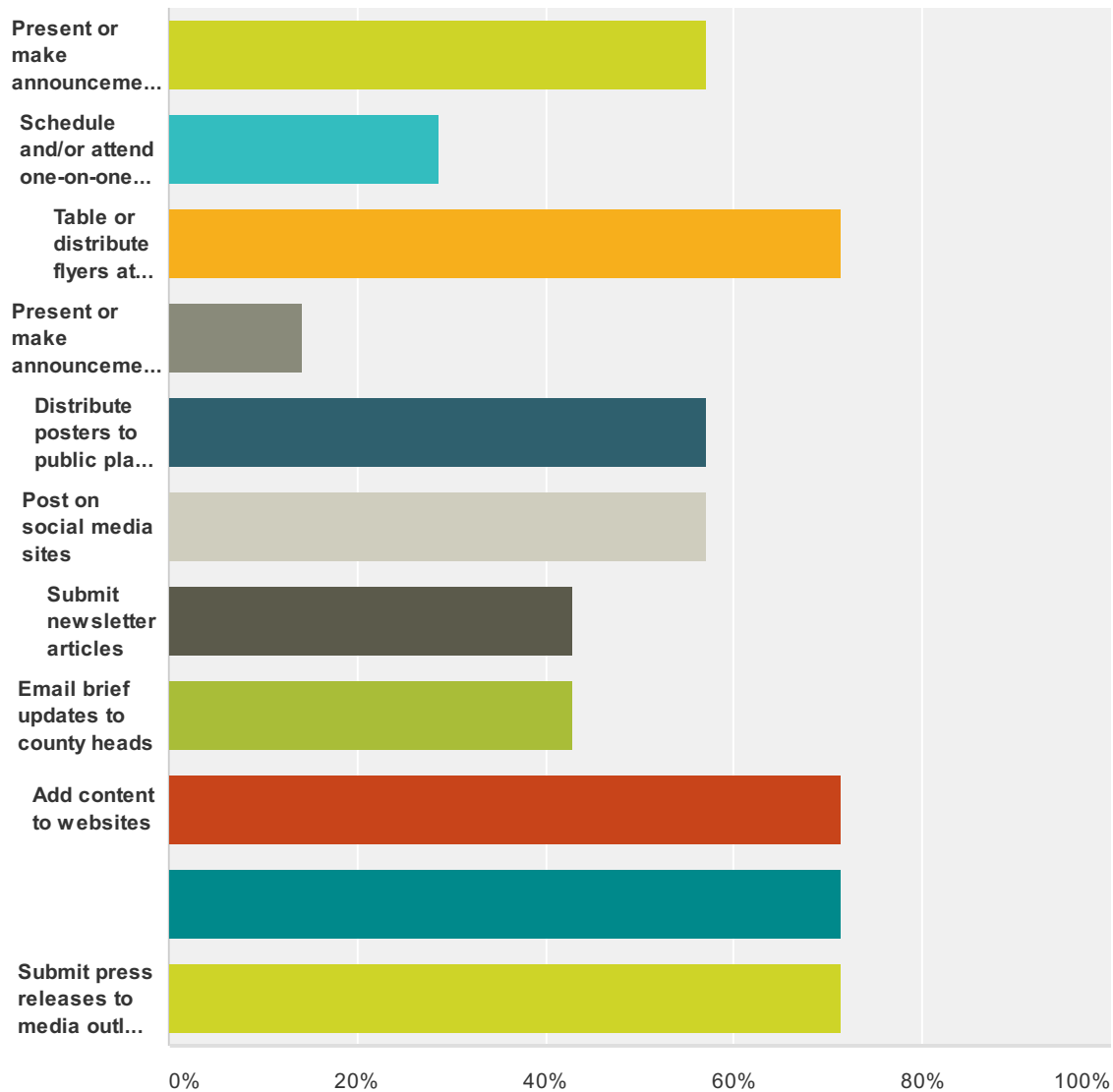
Q7 What professional, community or activity-specific newsletters (like town newsletters, sports clubs newsletters, etc.) do you subscribe to that might be great places to run an article about the Winnebago Waterways project?

Answered: 5 Skipped: 3

#	Responses	Date
1	County conservation newsletter, UWEX newsletter	1/22/2014 2:53 PM
2	??	1/20/2014 8:23 AM
3	Our website.	1/16/2014 12:31 PM
4	Winn Lakes Council, town/village of Harrison	1/16/2014 12:23 PM
5	ECWRPC newsletters get mailed in mid-February and mid-August.	1/16/2014 8:37 AM

Q8 Before we produce communications materials, we would like to know how you, as members of the Steering and Advisory Teams, plan to help spread the word about the Winnebago Waterways successes and engage our audiences? (Check all that apply.)

Answered: 7 Skipped: 1



Answer Choices	Responses	
Present or make announcements at board, committee and other professional meetings in my area	57.14%	4
Schedule and/or attend one-on-one meetings with town or county decision-makers	28.57%	2
Table or distribute flyers at public events in my area	71.43%	5
Present or make announcements at social or sporting club meetings or events	14.29%	1
Distribute posters to public places where they can be displayed	57.14%	4

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Post on social media sites	57.14%	4
Submit newsletter articles	42.86%	3
Email brief updates to county heads	42.86%	3
Add content to websites	71.43%	5
Share posts via email list and/or listserve	71.43%	5
Submit press releases to media outlets (newspapers, radio stations, etc.)	71.43%	5
Total Respondents: 7		

#	Do you have any other suggestions for outreach tasks?	Date
1	Could connect with Hmong, Latino, African-American, and Brothertown representatives in person.	1/21/2014 8:39 AM
2	I would be willing to work with Bluestem on local meetings with local governments in Winnebago county. (Catherine)	1/16/2014 2:08 PM

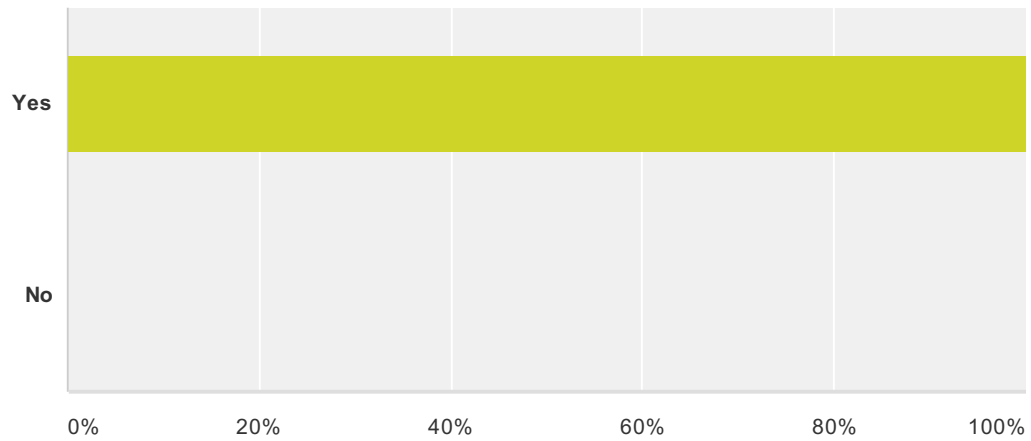
Q9 What is your name and organization?

Answered: 7 Skipped: 1

#	Responses	Date
1	Jay Shambeau, Calumet County	1/22/2014 2:53 PM
2	Diana Tscheschlok, UW-Extension	1/21/2014 8:39 AM
3	Terri DoppPaukstat, Waushara County	1/20/2014 8:23 AM
4	Catherine Neiswender, UWEX Winnebago County	1/16/2014 2:08 PM
5	Chad Casper - Winnebago County LWCD	1/16/2014 12:31 PM
6	Julie Schmelzer Calumet county/WLC	1/16/2014 12:23 PM
7	Eric Fowle, ECWRPC	1/16/2014 8:37 AM

Q10 May we contact you via phone or email to ask further questions or for clarification?

Answered: 7 Skipped: 1



Answer Choices	Responses
Yes	100% 7
No	0% 0
Total	7

#	If yes, what email or phone number should we use?	Date
1	shambeau.jay@co.calumet.wi.us	1/22/2014 2:53 PM
2	920/929-3173; diana.tscheschlok@ces.uwex.edu	1/21/2014 8:39 AM
3	terri.courthouse@co.waushara.wi.us	1/20/2014 8:23 AM
4	cneiswender@co.winnebago.wi.us	1/16/2014 2:08 PM
5	ccasper@co.winnebago.wi.us	1/16/2014 12:31 PM
6	9208491493, ext. 200	1/16/2014 12:23 PM
7	efowle@ecwrpc.org or 920-751-4770	1/16/2014 8:37 AM

Winnebago Waterways

Gaps Analysis: Comparison of Local Ordinances

Below is a brief overview of the local ordinance data collected for the municipalities and counties outlined in the attached spreadsheet.

Noise Ordinances

All municipalities and counties have a noise ordinance, typically outlined in the Public Nuisance or Public Peace and Good Order sections. Most of these ordinances do not specifically address motorboats; if they do it is related to the use of a muffler. Winnebago County is the only county to address noise from vehicles operated on a frozen surface on an inland lake.

Slow/No Wake Ordinances

Approximately half of the counties and municipalities have slow/no wake ordinances. The ordinances are listed under Parks and Navigable Waters, Miscellaneous Offenses or General Conduct chapters.

Ice-related Ordinances

Few municipalities and counties have ordinances that restrict activities on frozen surfaces on inland lakes (i.e. Lake Winnebago). The Calumet and Winnebago County and City of Omro ordinances restrict snowmobile speed limit within a certain distance of the shoreline, other vehicles and ice shanties. Most other municipalities and counties adopt the State of Wisconsin snowmobile regulations or have their own, but these do not specifically regulate use on Lake Winnebago.

Shoreland Zoning Ordinances

Almost all of the municipalities and counties have shoreland zoning ordinances that establish the boundaries and identify the permitted and prohibited uses. The boundaries are typically “within 1,000 feet of the ordinary high-water mark of navigable lakes, ponds or flowages and within 300 feet of the ordinary high-water mark of navigable rivers or streams, or the landward side of the floodplain, whichever distance is greater”.

Hunting Ordinances

Most municipalities and counties have a general regulation that prohibits hunting within city limits and on county or city-owned lands (i.e. parks). The Wisconsin Department of Natural Resources sets annual hunting regulations for the following categories: deer, bear, migratory game birds, small game and turkey, and wolf harvest. The [Migratory Game Bird section](#) includes regulations for open water hunting that apply to Lake Winnebago such as:

- Open Water Hunting with blinds is allowed at Lake Winnebago if located more than 1,000 ft. from any shoreline, including islands, provided blinds are securely anchored and removed daily at the close of hunting hours.
- Illegal to hunt:

- from any pier, dock, breakwater or artificial structure
 - from a moving boat other than those propelled by paddle, oars or pole
 - using any vehicle (excluding motorboats)
 - using any hazing activity (unmanned aircraft or drones)
- Illegal to hunt using decoys that are:
 - More than 200 ft. from the cover where the hunter is located
 - Placed in water prior to one hour before opening of water fowl hunting hours
 - Left in water more than 20 minutes after close of water fowl hunting hours
 - Left in water unattended
 - Live
- Illegal to shoot a firearm within 100 yards of a building devoted to human occupancy while on lands you do not own, including while on any waters of the state, without permission of the owner or occupant of the building.

**Winnebago Waterways
Summary of Noise Ordinances**

County/Municipality	Under what section or chapter is it addressed?	Brief Description	Link or PDF available
County			
Calumet	Peace and Good Order	General prohibition of automobiles making loud noise; nothing specific to boats	http://fyi.uwex.edu/wimanuremgt/files/2010/12/calumet_000.pdf
Fond Du Lac	Crimes against Public Peace, Order and other Interests - Section 38-173: Noise	Unnecessary engine noise. To discharge into open air the exhaust of any steam engine, stationary internal combustion engine, motor vehicle or motorboat engine, except through a muffler or other device that will effectively prevent loud or explosive noises therefrom.	https://www.municode.com/library/wi/fond-du-lac-county/codes/code_of_ordinances
Outagamie	Ch 34: Miscellaneous Offenses	State boating laws adopted - includes noise levels	https://www.municode.com/library/wi/outagamie-county/codes/code_of_ordinances
Waushara	Ch. 26: Offenses and Miscellaneous Acts, Article III: Noise	General noise ordinance; not specific to boats or snowmobiles	https://www.municode.com/library/wi/waushara-county/codes/code_of_ordinances
Winnebago	Ch. 9: Public Peace and Good Order, 9.36 Regulation of Motor Vehicles on Icebound Inland Lakes	5) Operating Motor Vehicles on Frozen Surface of Inland Lakes: No person shall operate a motor vehicle on the frozen surface of an inland lake unless it is equipped with a muffler in good working order. If not already regulated by Wisconsin Statute, while in stationary operation exhaust and overall engine noise levels shall not exceed 96 decibels as measured in accordance with the procedures established for the measurement of exhaust sound levels by the Society of Automotive Engineers Standard J1287.	http://www.co.winnebago.wi.us/sites/default/files/uploaded-files/chapter9.pdf
Municipality			
City of Neenah	Division: Noise	General noise ordinance; does not list specific limits for boats or snowmobiles	https://www.municode.com/library/wi/neenah/codes/code_of_ordinances?nodeId=COORNEWI
City of Omro	Title 12: Streets, Parks, Public Places, Ch. 12.24: Parks and Navigable Waters Chapter, 12.24.070 - Operation of Motorboats	Muffler Requirement - "Excessive noise prohibited"	https://www.municode.com/library/wi/omro/codes/code_of_ordinances

**Winnebago Waterways
Summary of Noise Ordinances**

City of Appleton	Miscellaneous Offenses - Operation of Motorboats (Section 10-6)	No excessive noise listed under "muffler" section	https://www.appleton.org/i/p/municode.pdf
City of Fond du Lac	Chapter 425: Lakes and Waterways, 425-6: Regulations for boats	Muffler required. No person shall operate any boat propelled by a petroleum product within the City unless the boat is equipped with a muffler in good working order and closed so that all of the motor exhaust passes through the muffler to reduce so far as reasonably possible the noise of such exhaust.	http://ecode360.com/FO3072
City of Menasha	Regulation of Boating and Navigable Waters (Ch. 2), Sec. 12-2-2	Muffler requirement and unlawful "to operate any motorboat with any unusual noise which tends to cause any disturbances to the public."	http://www.cityofmenasha-wi.gov/content/government/city_code/documents/12-2.pdf
City of Oshkosh		General noise listed under public nuisances; not specific to boating	http://www2.ci.oshkosh.wi.us/weblink8/browse.aspx?startid=575047
Town and Village of Harrison	N/A		
Town of Algoma	Ch. 10: Orderly Conduct, 10.18 Regulation of Marina, Pier Facilities	General no loud noise, but not specific to boats	http://www.algomacity.org/municipal-code-book/
Town of Black Wolf	N/A	General but not specific to boats	
Town of Brothertown	N/A		
Town of Fond Du Lac	Noise Ordinance (Ch. 7) - General Prohibited	Unnecessary Engine Noise. To discharge into open air the exhaust of any steam engine, stationary internal combustion engine, motor vehicle or motorboat engine, except through a muffler or other device that will effectively prevent loud or explosive noises therefrom.	http://www.townoffdl.com/uploads/images/Town%20of%20Fond%20du%20Lac%20Ordinances.pdf
Town of Friendship	Title 11, Ch. 2: Offenses against public safety and peace, Sec. 11-2-6 Unnecessary Noise	Muffler requirement	http://www.townfriendship.com/CMS//files/TITLE%2011-%20Offences%20and%20Nuisances.pdf
Town of Grand Chute	Ch. 415: Peace and Good Order	General noise ordinance, not specific to boats	http://ecode360.com/GR2781
Town of Menasha	Ch 8: Public Nuisances	General noise ordinance, not specific to boats	http://www.town-menasha.com/departments/clerks-office/ordinances/

**Winnebago Waterways
Summary of Noise Ordinances**

Town of Neenah	Ch. 7: Public Protection, Orderly Conduct and Nuisance	General noise ordinance, not specific to boats	http://www.townofneenah.com/uploads/ckfiles/files/FINAL%20NEENAH%20CODE%20-%20CHAPTER%207.pdf
Town of Oshkosh	Title 11: Offenses and Nuisances, Ch. 6: Public Nuisances	General noise ordinance, not specific to boats	http://townofoshkosh.com/uploads/documents/TITLE%2011%20Offenses%20and%20Nuisances.pdf
Town of Poygan	N/A		
Town of Poysippi	N/A		
Town of Stockbridge	N/A		
Town of Taycheedah	Title 11: Offenses and Nuisances, Ch.2: Offenses Against Public safety and Peace	General noise, not specific to boats	
Town of Vinland	N/A		
Town of Winchester	N/A		
Town of Winneconne	Peace and Good Order (not specific to boating)	"No person shall make or cause to be made any loud, disturbing or unnecessary sounds or noises such as may tend to annoy or disturb another in or about any public street, alley, park or any private residence."	http://ecode360.com/WI2089
Town of Wolf River	N/A		
Village of North Fond du Lac	Ch. 14: Public Nuisances, 14.07: Loud and Unnecessary Noise Prohibited	General noise; not specific to boating or snowmobiles	http://www.nfdl.org/government/municipal-code
Village of Sherwood	Nuisance Ordinance, Loud and Unecessary Noise	General noise; not specific to boating or snowmobiles	http://www.villageofsherwood.org/vertical/sites/%7B54AFFA50-C1D3-43C5-8309-999D021DE139%7D/uploads/Nuisance_Ordinance_Revised_2014(1).pdf
Village of Stockbridge	Ch.10: Public Nuisances; Ch. 5: Snowmobiles, Bicycles, All Terrain Vehicles	General noise, not specific to boats; Ch 5: baffled mufflers	http://www.villageofstockbridge.org/documents/5-SnowmobilesBicyclesAll-TerrainVehicles4WheelersandRulesforThePermissiveUseofBatteryOperate.pdf

**Winnebago Waterways
Summary of Slow No Wake Ordinances**

County/Municipality	Under what section or chapter is it addressed?	Brief Description	Link or PDF available
County			
Calumet	N/A	No county-wide ordinance; individual towns or cities have their own	
Fond Du Lac	Article II: Aquatic Recreation	Adopted State of Wisconsin boating regulations including speed restrictions - must be at slow/no wake speed 100 feet within shoreline (http://dnr.wi.gov/files/PDF/pubs/LE/LE0301.pdf)	https://www.municode.com/library/wi/fond-du-lac-county/codes/code_of_ordinances
Outagamie	Ch. 34: Miscellaneous Offenses, Sec. 34-25: Boating Regulations	Slow No Wake only enforced during emergencies - "Controlled. No person shall operate a boat faster than slow-no-wake in any navigable waters during such declared emergency."	https://www.municode.com/library/wi/outagamie-county/codes/code_of_ordinances
Waushara	N/A	Not county-wide, only for certain boat landings	http://www.co.waushara.wi.us/docview.aspx?docid=14529
Winnebago	N/A		
Municipality			
City of Neenah	Neenah Harbor Ordinance (Sec. 7.02)	No person shall operate any boat faster than a "Slow-No-Wake" speed in the Neenah Harbor. "Slow-No-Wake" means the slowest possible speed to maintain steerage way.	https://www.municode.com/library/wi/neenah/codes/code_of_ordinances?nodeId=COORNEW1
City of Omro	Parks and Navigable Waters Chapter, 12.24.070 - Operation of Motorboats	Slow No Wake - Applicability and Enforcement. The provisions of this chapter shall apply to the waters of the Fox River. This chapter shall be enforced by the officers of the city of Omro, or designees thereof.	https://www.municode.com/library/wi/omro/codes/code_of_ordinances
City of Appleton	Miscellaneous Offenses - Operation of Motorboats (Section 10-6)	Speed of watercraft limited to slow no wake	https://www.appleton.org/i/p/municode.pdf
City of Fond du Lac	Chapter 425: Lakes and Waterways, 425-6: Regulations for boats	Speed limit on navigable waters. No person shall operate, use, navigate or otherwise employ any boat or vessel upon any navigable waters within the City other than a speed of slow-no-wake.	http://ecode360.com/FO3072
City of Menasha	Regulation of Boating and Navigable Waters (Ch. 2)	It shall be unlawful for any person to operate, drive, or use a motorboat or personal watercraft at a speed in excess of slow-no-wake speed on the following waterways:	http://www.cityofmenasha-wi.gov/content/government/city_code/documents/12-2.pdf

**Winnebago Waterways
Summary of Slow No Wake Ordinances**

City of Oskosh	Ch. 17 Morals and Conduct, Article III: Operation of Boats and Vessels	Speed Limits for Motorboats: No person shall drive a motorboat in excess of slow-no-wake speed at: (specifies area within Fox River and Millers Bay)	http://www2.ci.oshkosh.wi.us/weblink8/DocView.aspx?id=733728&searchid=49be4a98-7bec-4568-9bde-25cfa656406e&dbid=0
Town and Village of Harrison	N/A		https://www.municode.com/library/wi/harrison_calumet_co/codes/code_of_ordinances
Town of Algoma	Ch. 10: Orderly Conduct, 10.18 Regulation of Marina, Pier Facilities	"No Wake" zone shall be observed by all boats, jet skis or other watercraft within the harbor, harbor entrance or within 100 feet of the terminus of the breakwater.	http://www.algomacity.org/municipal-code-book/
Town of Black Wolf	N/A		
Town of Brothertown	N/A		
Town of Fond Du Lac	N/A		
Town of Friendship	N/A		
Town of Grand Chute	N/A	Request for Slow No Wake in Fox River in 2006 (link to meeting minutes: http://ecode360.com/documents/GR2781/public/52178759.pdf#search=wake)	
Town of Menasha	N/A		
Town of Neenah	N/A		http://www.townofneenah.com/ordinances
Town of Oshkosh	Title 12: Parks and Navigable Waterways, Ch. 3: Establishing a No Wake Zone	"Establishing a No Wake Zone" No one shall operate a motorboat on such portion of the Fox River Channel, under the US Highway 41 Bridge at a speed in excess of slow-no-wake.	http://townofoshkosh.com/uploads/documents/Code%20of%20Ordinance%20-%20TITLE%2012%20-%20Parks%20and%20Navigable%20Waters.pdf
Town of Poygan	N/A		
Town of Poysippi			
Town of Stockbridge	N/A		
Town of Taycheedah	N/A		
Town of Vinland	N/A		
Town of Winchester			

**Winnebago Waterways
Summary of Slow No Wake Ordinances**

Town of Winneconne	Ch. 232: Parks & Recreation, 232-3: Boat Regulations	Speed restrictions. No person shall operate a motorboat at a speed greater than is reasonable and prudent under the conditions and having regard for the activities and potential hazards then existing. The speed of a motorboat shall be so controlled as to avoid colliding with any object lawfully in or on the water or with any person, boat or other conveyance in or on the water in compliance with legal requirements and exercising due care. Where required by a posted notice, which notice shall be conspicuously posted by the Town Board, the speed of motorboats within 50 feet of a populated shoreline or in canals, rivers or harbors giving access to Lake Winneconne, Lake Butte des Morts or the Fox or Wolf Rivers shall be idling speed.	http://ecode360.com/10808339?highlight=boating,boat#10808339
Town of Wolf River	N/A		
Village of North Fond du Lac	N/A		http://www.nfdl.org/government/municipal-code
Village of Sherwood	N/A		
Village of Stockbridge	N/A		http://www.villageofstockbridge.org/code-of-ordinances.html

**Winnebago Waterways
Summary of Ice-Related Ordinances**

County/Municipality	Under what section or chapter is it addressed?	Brief Description	Link or PDF available
County			
Calumet	Sec. 70-8. Motor vehicles on icebound inland lakes	Limits motor vehicles (including snow mobiles) speed to 10 mph if within 100 feet of a person not in a motorized vehicle, shanty. Limits speed to 25 mph if within 1000 feet of the shoreline. \$500 fee	
Fond Du Lac	Sec. 54-111. - State snowmobile laws adopted.	Adopted State of Wisconsin snowmobile laws (http://dnr.wi.gov/files/PDF/pubs/le/LE0201.pdf) but nothing specific to Lake Winnebago	https://www.municode.com/library/wi/fond_du_lac_county/codes/code_of_ordinances
Outagamie	Chapter 40: Parks & Recreation, Article 1: In General - Sec. 40-8. - Motor vehicles and snowmobiles.	Snowmobile speed restrictions and areas of use	https://www.municode.com/library/wi/outagamie_county/codes/code_of_ordinances?nodeId=COOR_CH40PARE
Waushara	Ch. 30 Parks and Recreation, 30.7: Use Restrictions	General snowmobile restrictions but nothing specific to use on ice	https://www.municode.com/library/wi/waushara_county/codes/code_of_ordinances?nodeId=COOR_CH30PARE
Winnebago	Ch. 9: Public Peace and Good Order,	Limits motor vehicles (including snow mobiles) speed to 10 mph if within 100 feet of a person, shanty or another motor vehicle. Limits speed to 25 mph if within 250 feet of the shoreline. Good muffler required.	http://www.co.winnebago.wi.us/sites/default/files/countyclerk/otherdocuments/38-6201282012_4.pdf
Municipality			
City of Neenah	N/A	Adopted state of Wisconsin snowmobile laws - speed and noise levels	https://www.municode.com/library/wi/neenah/codes/code_of_ordinances?nodeId=COORNEWI

**Winnebago Waterways
Summary of Ice-Related Ordinances**

		Operation on Icebound Waters. No person shall operate or ride upon a snowmobile on the Fox River at any time or place when such operation has been declared unsafe by the chief of police. The chief of police shall procure, erect and maintain signs and markers giving notice that such restrictions are in effect at all public access points on such river. No person shall operate a snowmobile on the Fox River starting at the west end of Stearn's Park and extending to the east end of Clark's Island, all within the city of Omro at a speed greater than twenty-five (25) miles per hour.	
City of Omro	Title 7: Vehicles and Traffic, Ch. 7.16 Snowmobiles, 7.16.050 - Speed—Hours of operation—Operation on icebound waters.		https://www.municode.com/library/wi/omro/codes/code_of_ordinances?nodeId=TIT7VETR_CH7.16SN_ART1GEOP_7.16.050SPQUOPPEICWA
City of Appleton	N/A		
City of Fond du Lac	N/A		http://ecode360.com/FO3072
City of Menasha	N/A	Snowmobiles restricted to trails designated by City of Menasha; nothing specific about ice	http://www.cityofmenasha-wi.gov/content/government/city_code/documents/10-3.pdf
City of Oshkosh	N/A		http://www2.ci.oshkosh.wi.us/weblink8/browse.aspx?startid=575047
Town and Village of Harrison	N/A		https://www.municode.com/library/wi/harrison_calumet_co/codes/code_of_ordinances
Town of Algoma	N/A		
Town of Black Wolf	N/A		
Town of Brothertown	N/A		
Town of Fond Du Lac	N/A		http://www.townoffdl.com/uploads/images/Town%20of%20Fond%20du%20Lac%20Ordinances.pdf
Town of Friendship	N/A		
Town of Grand Chute	N/A		http://ecode360.com/GR2781
Town of Menasha	N/A		http://www.town-menasha.com/departments/clerks-office/ordinances/
Town of Neenah	N/A		http://www.townofneenah.com/ordinances
Town of Oshkosh	N/A		

**Winnebago Waterways
Summary of Ice-Related Ordinances**

Town of Poygan	N/A		http://www.townofpoygan.com/uploads/documents/Poygan%20Zoning%20Ordinance.pdf
Town of Poysippi	N/A		
Town of Stockbridge	N/A		
Town of Taycheedah	N/A		
Town of Vinland	N/A		
Town of Winchester	N/A		
Town of Winneconne	N/A	State snowmobile laws adopted	http://ecode360.com/WI2089
Town of Wolf River	N/A		
Village of North Fond du Lac	Ch. 16: Traffic Controls, 16.13: Snowmobiles and All-Terrain Vehicles	State snowmobile laws adopted	http://www.nfdl.org/ordinances/37-chapter-16-traffic-controls
Village of Sherwood	N/A		
Village of Stockbridge	N/A		

State of Wisconsin Snowmobile Regulations	http://dnr.wi.gov/files/PDF/pubs/
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**Winnebago Waterways
Summary of Shoreland Zoning Ordinances**

County/Municipality	Under what section or chapter is it addressed?	Brief Description	Link or PDF available
County			
Calumet	Ch. 50: Shoreland-wetland Zoning	Thorough chapter with definition of shoreland, permitted and prohibited uses, zoning restrictions, etc.	http://www.co.calumet.wi.us/documentcenter/view/30
Fond Du Lac	Chapter 44: Shoreland Zoning	Thorough chapter with definition of shoreland, permitted and prohibited uses, zoning restrictions, etc.	https://www.municode.com/library/wi/fond_du_lac_county/codes/code_of_ordinances
Outagamie	Chapter 44: Shoreland-Wetland Zoning		https://www.municode.com/library/wi/outagamie_county/codes/code_of_ordinances
Waushara	Chapter 58, Article VI: Shorelands	Jurisdictional area: "Within 1,000 feet of the ordinary high-water mark of navigable lakes, ponds or flowages. Within 300 feet of the ordinary high-water mark of navigable rivers or streams, or the landward side of the floodplain, whichever distance is greater." Outlines uses and structures permitted/prohibited in the area.	https://www.municode.com/library/wi/waushara_county/codes/code_of_ordinances?nodeId=COOR_CH58ZO_ARTVISH_S58-901STREAMWISH
Winnebago	Shoreland Zoning Code (Ch. 27)	Establishes shoreland district; limits activities within the district; all cities, villages within county must follow; establishes development standards	http://www.co.winnebago.wi.us/sites/default/files/uploaded-files/chapter_27_new.pdf
Municipality			
City of Neenah	Article III	General Info, boundaries, permitted and prohibited uses	https://www.municode.com/library/wi/neenah/codes/code_of_ordinances?nodeId=COORNEWI
City of Omro	Title 15: Building and Construction, Ch. 15.28: Shoreland -Wetland Regulations	Boundaries: Within one thousand (1,000) feet of the ordinary high-water mark of navigable lakes, ponds or flowages. Within three hundred (300) feet of the ordinary high-water mark of navigable rivers or streams, or to the landward side of the floodplain, whichever distance is greater.	https://www.municode.com/library/wi/omro/codes/code_of_ordinances?nodeId=TIT15BUCO_CH15.28SHTLRE

**Winnebago Waterways
Summary of Shoreland Zoning Ordinances**

City of Appleton	In process	Reads "ARTICLE XI. SHORELAND/WETLANDS REGULATIONS Reserved for future shoreland/wetland regulations. Secs. 23-326 – 23-389. Reserved."	https://www.appleton.org/i/p/municode.pdf
City of Fond du Lac	Chapter 720: Zoning, 7.20.22	Shoreland Overlay District - Within 1,000 feet from the ordinary high-water mark of a navigable lake, pond or flowage. (b) Within 300 feet of the ordinary high-water mark of a navigable river or stream or to the landward side of the floodplain, whichever distance is greater.	http://ecode360.com/15653238?highlight=shorelands,shoreland
City of Menasha	Article C: Shoreland Wetland Zoning District	Establishes boundaries, permitted uses, and nonconforming structures/uses	http://www.cityofmenasha-wi.gov/content/government/city_code/documents/13-2-C.pdf
City of Oshkosh	DRAFT Shoreland Overlay District (dated 10/8/2014)	1000ft - 300 ft	http://www2.ci.oshkosh.wi.us/weblink8/ElectronicFile.aspx?docid=742789&dbid=0
Town and Village of Harrison	Ch 117: Zoning, Article II: Administration, Sec. 117-34. - Other regulations applicable to the development and use of land and structures.	In addition to the applicability of these regulations, certain lands and structures in the town are also subject to, without limitation, regulations pertaining to floodplains, shorelands and wetlands. (1)Shorelands. Lands in the town located within a certain distance from the ordinary high water mark of navigable waters, as defined in Wis. Stats. § 59.692(1)(b) and NR 151 Wis. Admin. Code are also regulated by the Calumet County Zoning Ordinance. Landowners should also consult with the Calumet County Planning and Zoning Department to obtain proper permits.	https://www.municode.com/library/wi/harrison_calumet_co/codes/code_of_ordinances?nodeId=PTIILADECO_CH117ZO_ARTIIAD
Town of Algoma	N/A		

**Winnebago Waterways
Summary of Shoreland Zoning Ordinances**

Town of Black Wolf	Sec 2: General Provisions, Zoning and aligns with Winnebago County Shoreland Code	Defined as: SHORELANDS Those lands lying within the following distances: One thousand (1,000) feet from the high-water elevation of navigable lakes, ponds, and flowages and three hundred (300) feet from the high-water elevation of navigable streams, or the landward side of the floodplain, whichever is greater.	http://www.townofblackwolf.com/ordnances.htm
Town of Brothertown			
Town of Fond Du Lac	N/A. Must comply with Fond du Lac County Shoreland Code (http://www.fdlco.wi.gov/home/showdocument?id=441)	1) Shorelands. Those lands within the following distances: one thousand (1,000) feet from the high-water elevation of navigable lakes, ponds and flowages or three hundred (300) feet from the high-water elevation of navigable streams or to the landward side of the floodplain, whichever is greater.	http://www.fdlco.wi.gov/home/showdocument?id=441
Town of Friendship	N/A	Must comply with Fond du Lac County Shoreland Code (http://www.fdlco.wi.gov/home/showdocument?id=441)	http://www.townfriendship.com/CMS//files/TITLE%2013-%20Zoning.pdf
Town of Grand Chute	Ch 535: Zoning, Article II: General Provisions, 535-9: Other Regulations	There is a regulation that "certain lands and structures in the Town of Grand Chute are also subject to, without limitation, county regulations pertaining to floodplains, shorelands and wetlands, and airports and airport operations."	http://ecode360.com/GR2781
Town of Menasha	Ch 31: Zoning Ordinance - Must comply with the Winnebago County Shoreland Overlay District:	"Jurisdiction of these regulations shall include all lands and waters within the Town of Menasha, except for those shoreland areas governed by the general code of Winnebago County, consistent with the shoreland zoning standards set forth in ch. NR 115 of the Wisconsin Administrative Code. "	http://www.town-menasha.com/wp-content/uploads/Departments/MunicipalCodeBook/Chapter%2031%20Zoning%20Ordinance.pdf

**Winnebago Waterways
Summary of Shoreland Zoning Ordinances**

Town of Neenah	Ch. 6: Development Ordinance	"Shoreland jurisdiction" means the area within 1,000 feet of the ordinary high water mark of a navigable lake, pond, or flowage; within 300 feet of the ordinary high water mark of a river or stream; or to the landward side of a floodplain, whichever distance is greater."; lists permitted structures and uses for shoreland districts	http://www.townofneenah.com/uploads/ckfiles/files/FINAL%20NEENAH%20CODE%20-%20CHAPTER%206%202011%20rev.pdf
Town of Oshkosh	Title 16: Zoning Ordinance	Shoreland Zoning District; also comply with Winnebago County shoreland zoning district	http://townofoshkosh.com/uploads/documents/TITLE%2016%20Zoning%20Ordinance(1).pdf
Town of Poygan	N/A	There is a shoreland-floodplain district that falls under jurisdiction of the Winnebago County and Poygan shall defer to Winnebago County.	http://www.townofpoygan.com/uploads/documents/Poygan%20Zoning%20Ordinance.pdf
Town of Poy Sippi	N/A		
Town of Stockbridge	N/A		
Town of Taycheedah	No, but it is noted that shoreland location should be considered and to defer to Fond Du Lac County Shoreland Zoning for riparian setbacks.	Definition of Shorelands. Lands within the following distances from the ordinary high-water mark of navigable waters: 1,000 feet from the lake, pond or flowage; and 300 feet from a river or stream or to the landward side of the floodplain, whichever distance is greater.	http://www.townoftaycheedah.com/data/taycheedah-zoning-ordinance.pdf
Town of Vinland	N/A		
Town of Winchester	N/A - must comply with Winnebago County Shoreland Zoning Ordinance		http://townofwinchesterwi.com/uploads/documents/Town%20of%20Winchester%20Zoning%20Ordinance(1).pdf
Town of Winneconne	No ordinance but all permits must comply with State of Wisconsin shoreland regulations		http://ecode360.com/WI2089_
Town of Wolf River	N/A		
Village of North Fond du Lac	Ch. 21: Zoning Code	Defined shoreland district, purpose, alignment with state and county shoreland zoning codes	http://www.nfdl.org/ordinances/40-chapter-21-zoning-code
Village of Sherwood	N/A		

Winnebago Waterways
Summary of Shoreland Zoning Ordinances

Village of Stockbridge	Ch. 25: Shoreland-Wetland Zoning		http://www.villageofstockbridge.org/documents/25-Shoreland-WetlandZoning.pdf
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