

The Deep Creek Lake Watershed Management Plan as a Project

A systematic way to go about creating the plan

Planning the Plan

Pete Versteegen
9/11/2013

What is the purpose of the plan?

The management plan is a blueprint for maintaining a healthy watershed and a healthy lake while being responsive to all those that depend on it.

We will use “Project Management” principles to develop the Plan

This is a standard way to systematically develop solutions to complex problems.

Definitions

1. **Vision** - a brief description of the purpose of the effort
2. **Goals** - statements of desired outcomes
3. **Objectives** - steps to take to meet the goals
4. **Strategies** - action plans to execute to accomplish objectives
5. **Tactics** - the pieces needed to execute the strategies

Goals & Objectives

- ✦ The most important parts of the plan
- ✦ Sets the tone of the plan and actions
- ✦ Most difficult part of the plan
- ✦ Everyone needs to subscribe to them
- ✦ Public heavily involved in defining them

Goals

- ✦ Statements of desired outcomes
- ✦ What is it that we actually want?
- ✦ Intentions of where we want to be

Five Principles of Goal Setting

- ✦ Clarity - measurable and unambiguous
- ✦ Challenge - motivated by achievement
- ✦ Commitment - everyone must be involved
- ✦ Feedback - opportunities to visualize progress
- ✦ Task Complexity - don't let it become overwhelming

How to set goals

- ✦ Do it the SMART way:
 - ✦ SPECIFIC - what, why, and how
 - ✦ MEASURABLE - if you can't measure it you can't manage it
 - ✦ ATTAINABLE - you should be able to make it work
 - ✦ RELEVANT - it is something that's really needed
 - ✦ TIME-BOUND - instills urgency to get going on it now

Example Goals:

- ✦ Manage the water level of the lake in a way that maximizes the benefits to all stakeholders
- ✦ Protect human health and safety
- ✦ Manage and reduce invasive plant populations
- ✦ Encourage water quality friendly agricultural practices
- ✦ Encourage water quality friendly development
- ✦
- ✦ etc.

Objectives

- ✦ The steps we need to take to get to our goals
- ✦ These are outcomes, things we can mark as “DONE”
- ✦ Can be defined to meet an intermediate or sub-goal

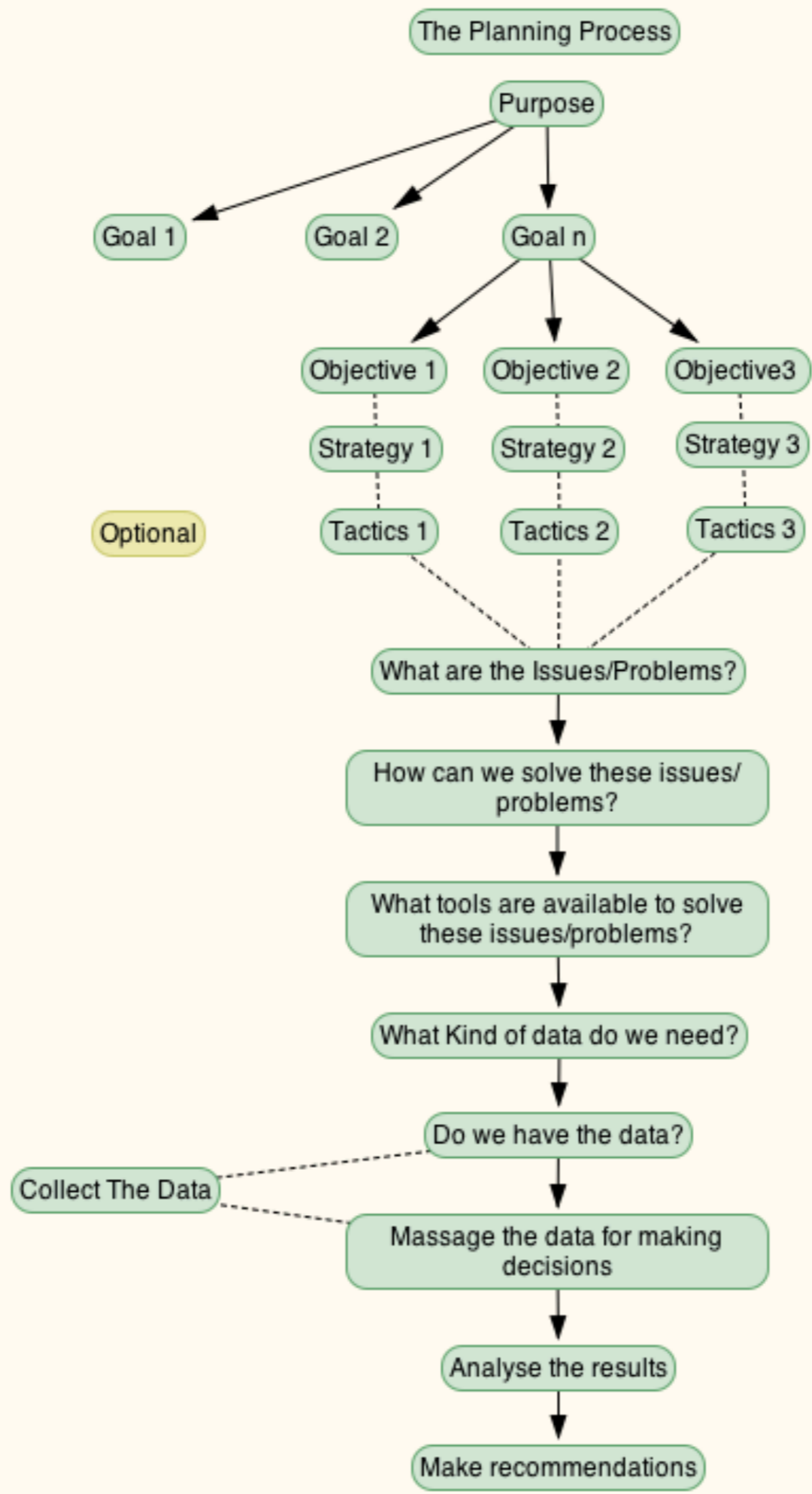
Example Objectives

- ✦ Goal : To provide navigable waters from May through September

- ✦ Objectives:
 1. Manage the water level of the lake to be above 2,458 ft
 2. Manage and reduce excessive SAV around the boat slips and channels into deeper waters
 3. Control sedimentation in shallow coves to less than 0.5 inches per year

The “End Product”

- ✦ A report/document that specifies:
 - ✦ **What** needs to be done
 - ✦ **When** it needs to be done
 - ✦ **How much** it'll cost to get there
 - ✦ **Who** should do the work
 - ✦ **Prioritization** of the work to be done



For Each Action Item

- ✦ Problem Statement
- ✦ General Background
- ✦ Generic Actions and BMPs
- ✦ The Issues
- ✦ Preliminary Scope
- ✦ Potential participating Entities
- ✦ Estimated Cost
- ✦ Estimated Time Line
- ✦ References

Components of a Plan

