

Terminology

You have probably seen words such as “goals,” “objectives,” “tasks,” “measures,” “benchmarks,” and the like used differently in different contexts in your prior experiences. In order to ensure a clear and easy process for the Portage Lake Watershed Forever plan, we are proposing the following terminology:

Goal

A statement that outlines the anticipated future condition of the watershed. Goals are based on protecting designated and desired uses. They are concise, specific, not necessarily connected to a fixed timeline, and may not be easily measured. They may change as time goes by and more information is gathered.

Example: Assure that participants in water-based recreation in the Portage Lake watershed are not exposed to human pathogens or toxic chemicals, and are not consuming wild fish or wildlife with contaminants in excess of recommended levels.

Objective

Outlines how you will know if you have achieved a goal. An objective should be achievable in a specific time frame, realistic in terms of potentially available resources, measurable, concise and understandable.

Examples:

- All popular swimming areas on Portage Lake meet or exceed state water quality standards for total body contact at all locations from May 31 to October 1 of each year.
- All of Portage Lake meets or exceeds state water quality standard for partial body contact throughout the year based upon periodic sampling focused on locations adjacent to potential sources of human and animal waste.

Task/Action

Tasks are steps needed to reach an objective. They may include modifying an existing project, program, or ordinance; implementing an educational effort; evaluating the effectiveness of the plan; and implementing land management practices to control sources or causes of pollution (best management practices).

Examples:

- Annually monitor popular swimming areas of Portage Lake for *e.coli* bacteria (sampling plan will include sample locations, number of samples, times of year, who is responsible, cost, source of funding, and how reported).
- Periodically monitor target locations for *e.coli* bacteria near most likely sources of human or animal waste (sampling plan will include sample locations, number of samples, times of year, who is responsible, cost, source of funding, and how reported).
- Take corrective action(s) as needed (action plan will include type of action(s), authority and responsibility for action(s), and how results are reported to stakeholders).