Setting Interim Milestones for Watershed Protection Plans

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Milestones
• Interim goals that mark progress toward an ultimate goal
• Realistic, obtainable
• Set to established timeline (short, medium, long-term)

Why Milestones?
• Allow for tracking of actions that watershed partners will take to achieve final goals
• Adaptable to changing conditions and results
• Gauge of project direction/success
• Specific to work plan activities and priorities

Types of Milestones
• Administrative-Project planning and management
• Environmental-Results of watershed planning effort
• Social-Human impact of watershed management activities

Watershed Wide Administrative Milestones
• Planning/Implementation Related
  – Stakeholder recruitment and retention
  – BMP selection and placement
  – Deadlines for WPP
• Funding
  – Funding secured for BMP installation and E&O implementation
  – Funding secured from multiple sources

Watershed Wide Environmental Milestones
• Reduction of Pollutant
  – Modeling
  – Ambient water quality monitoring
• Habitat Restoration
  – Reversion to pasture lands
  – Prevention or mitigation of land use changes
  – Preservation/duplication of existing wetlands
• TCEQ/EPA Recognition of Improvements
  – 303(d) list status
  – Narrative criteria met
  – Numeric criteria met
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Watershed Wide Social Milestones

- Informational Message Developed
  - Watershed literacy and stewardship
- Target Audiences Reached
  - Ag producers, urbanites, youth, developers, etc.
  - Workshops, mass media, school science curriculum
- Documented Attitudes and Behavioral Changes Among Stakeholders
  - Follow up surveys
  - Public demand for watershed protection

Example: Hickory Creek Watershed

Example: Arroyo Colorado Watershed

Example: Plum Creek Watershed

Example: Upper San Antonio Watershed

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Watershed Wide Time Based Milestones

<table>
<thead>
<tr>
<th>Category</th>
<th>1 to 3 years</th>
<th>4 to 6 years</th>
<th>7 to 10+ years</th>
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<tbody>
<tr>
<td>Administrative</td>
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<td>Environmental</td>
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