

HOW TO WRITE YOUR VISION, GOALS, OBJECTIVES AND ACTIONS

This document is intended to give you examples of visions, goals, objectives, and actions and to see how they can be written. Use this guide to help you develop your own goals, objectives and actions. Use this with the [Vision, Goals, Objectives, and Actions Worksheet](#).

OVERALL VISION EXAMPLES:

Example from the Adams, Bear, and Thomas Lake's Lake Management Plan by the Wisconsin DNR:

"The overall goal for the Adams, Bear, and Thomas Lake Management Plan is to manage Adams, Bear, and Thomas Lakes to maintain the water quality and healthy eco-systems present.

Fox River Ecosystem Partnership:

"Our vision for the Fox River watershed in Illinois is to balance all the uses and demands on our natural resources while preserving and enhancing a healthy environment."

Moreau Lake State Park:

"Moreau Lake State Park will be a place for the residents and non-residents of New York State to visit and enjoy and appreciate the natural, cultural, and physical resources and the recreational opportunities that the park offers."

Michigan DNR, Fisheries Division:

"To provide world-class freshwater fishing opportunities, supported by healthy aquatic environments, which enhance the quality of life in Michigan."

Lake Co. Forest Preserves: 100-year Vision for Lake County

"We envision that 100 years from now Lake County will be a healthy and resilient landscape with restored and preserved natural lands, waters and cultural assets. Residents will take great pride in how their forest preserves make their communities more livable and the local economy more dynamic. Our vibrant communities will thrive, and future generations will protect and cherish these remarkable resources and the highly desirable quality of life that they provide."

Mayflower Lake (Wisconsin) Vision Statement:

"Mayflower Lake will...host a balanced aquatic plant community that benefits the health of the lake and provides quality habitat, but does not impede lake users' enjoyment of the lake or outdoor activities. Clean, clear water will support abundant fish and wildlife. Beauty and peacefulness will be preserved in the lake's natural setting and promote quality of life spent with family and friends, rest, and relaxation. Residents and lake lovers will work together on the behalf of the lake."

Example Goals and Objectives from the Crystal Lake Clean Lakes Phase 1 Protection Plan by Hey & Associates Inc. (2010)

Goal 1: Maintain or enhance the existing water quality of Crystal Lake.

Objective 1A. Avoid infilling of shallow areas in Crystal Lake by preventing sediment discharge.

Objective 1B. Control nutrient inputs to the lake to prevent algal blooms and eutrophication.

Objective 1C. Prevent re-suspension of sediment.

Objective 1D. Reduce and minimize phosphorus, chloride, herbicide, and pesticide usage in the watershed.

Objective 1E. Maximize stormwater infiltration from new development in the watershed after thorough pre-treatment.

Objective 1F. Establish effective development regulations for new development to reduce phosphorus delivery to the lake below existing loadings.

Objective 1G. Evaluate measures to improve the effectiveness of Lippold Park and Cove Pond for phosphorus removal.

Objective 1H. Eliminate potential high pollutant risk land uses from the watershed through zoning.

Goal 2: Maintain or enhance lake levels by managing inflows and outflows to the lake.

Objective 2A. Maintain or enhance existing inflows to the lake.

Objective 2B. Control unnecessary water losses from the lake.

Objective 2C. Evaluate alternatives to either add inflow to the lake or reduce outflows from the lake to minimize lake level fluctuations.

Objective 2D. Maximize the capture and infiltration of stormwater runoff from new development to augment existing inflow to the lake.

Objective 2E. Consider new ordinance regulations for new development in the Crystal Lake watershed.

Objective 2G. Thoroughly document the role that existing storm and sanitary sewers play in lake level fluctuations.

Goal 3: Improve the fishery of Crystal Lake.

Objective 3A. Carefully evaluate the current stocking program to maximize its effectiveness.

Objective 3B. Evaluate the restoration or addition of aquatic habitat.

Objective 3C. Evaluate current fish size and creel limits to promote a more sustainable fishery.

Objective 3D. Vigorously enforce size and creel limits.

Objective 3E. Protect existing threatened and endangered species habitat.

Goal 4: Continue to manage the compatibility of power, non-power, and personal watercraft to protect these uses.

Objective 4A. Vigorously enforce boating safety regulations to prevent accidents.

Objective 4B. Evaluate and continue no-wake regulations and use zones.

Objective 4C. Evaluate time restrictions on boating uses.

Goal 5: Carefully manage aquatic vegetation to protect and expand existing lake use.

Objective 5A. Manage Eurasian milfoil using aquatic herbicides as needed to preserve habitat and lake access.

Objective 5B. Manage weed growth at existing CLPD beaches.

Objective 5C. Carefully preserve native aquatic vegetation especially on the west end as fish habitat.

Goal 6: Control the spread of invasive species.

Objective 6A. Monitor the presence and extent of invasive species such as zebra mussel and Eurasian milfoil.

Objective 6B. Monitor boat launches to inspect boats for invasive species.

Objective 6C. Provide an effective boat wash before boats can

Objective 6D. Continue boater education efforts to warn of invasive species vectors.

Goal 7: Encourage a 50-foot buffer around Crystal Lake on private and public property

Objective 7A. Provide education to riparian owners regarding the benefits of a shoreline buffer zone.

Objective 7B. Develop and provide guidance to existing riparian owners on different approach to shoreline buffer landscaping.

Objective 7C. Evaluate the language of the Crystal Lake Stormwater Ordinance to regulate ne development buffer requirements.

Goal 8: Evaluate recreational access opportunities.

Objective 8A. Evaluate riparian access issues around the lake especially the west end.

Objective 8B. Assess the minimum actions needed to improve access to the lake for riparian owners.

Objective 8C. Evaluate the appropriate number of boat keys to manage beneficial uses.

Objective 8D. Manage the placement of piers on CLPD property.

Goal 9: Efficiently use all existing statutory authorities to cost-effectively manage beneficial lake uses.

Objective 9A. Cooperatively evaluate the effectiveness of existing lake management program

Objective 9B. Determine which agencies can most cost efficiently manage specific lake uses.

Objective 9C. Aggressively pursue grants for lake protection, management and improvement.

Objective 9D. Evaluate funding strategies for lake protection, management and improvement.

GOAL, OBJECTIVES, AND ACTIONS EXAMPLES:

Goal 1: Reduce sediment entering the lake through eroding shorelines.

Objectives 1.1: Encourage 10% of homeowners to adopt, fix, or stabilize eroding shorelines.

Actions:

- Share information with the landowners about the importance of native shoreland and shoreland restoration practices.
- In steeper sloped areas around the lake, encourage the design of access points to the water that minimize erosion and slow water runoff.

Goal 2: Improve fish habitat in the lake.

Objectives 2.1: Protect native aquatic shoreland and woody habitat that is considered good fish habitat.

Actions:

- Leave existing woody habitat (trees, stumps, branches) in the lake, especially near-shore littoral areas.
- Reduce dense growth of aquatic invasive plants to improve visibility for largemouth bass and improve bluegill size structure.
- Consider including information about the importance of native aquatic plants and woody habitat to the fish community in a welcome packet to new and/or existing shoreland owners.

Goal 3: Increase overall fisheries size/age distribution.

Objective 3.1: Make the lake catch and release only designation for the lake (can be clarified even further for specific fish species or during certain times of the year)

Actions:

- Consider posting a sign at the boat launch that says the lake is designated as volunteer catch and release for largemouth bass during spawning season
- Explore options for protecting largemouth bass (i.e. higher size limit)
- Coordinate with IDNR or consulting firms for updated fisheries survey.

Goal 4: Preserve the quiet nature and safety of the lake while allowing for recreational opportunities

Objectives 4.1: Protect native aquatic shoreland and woody habitat that is considered good fish habitat.

Actions:

- Post “slow no-wake signs” at the boat landings on each lake and the designated areas where it should be implemented.

Goal 5: Provide information to lake residents and lake users about the lake.

Objectives 5.1: Provide information to all riparian residents and available lake users.

Actions:

- Share information on lake topics with riparian landowners through informational packets