

Gaum Assembly of Planners

2025

Linking Ecosystem Services to
Economic Vitality

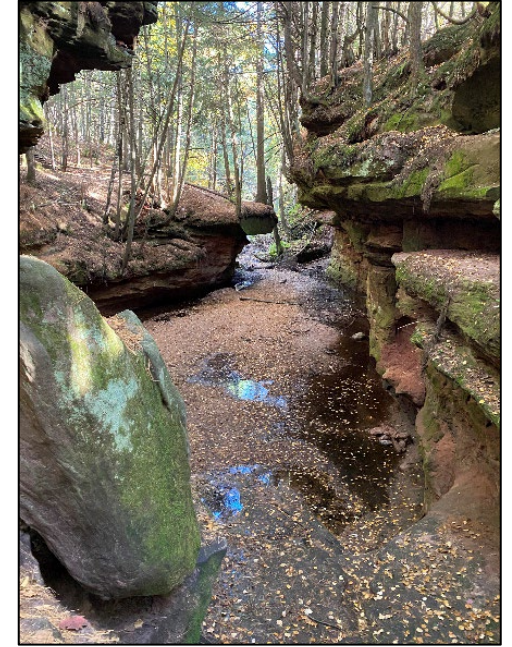
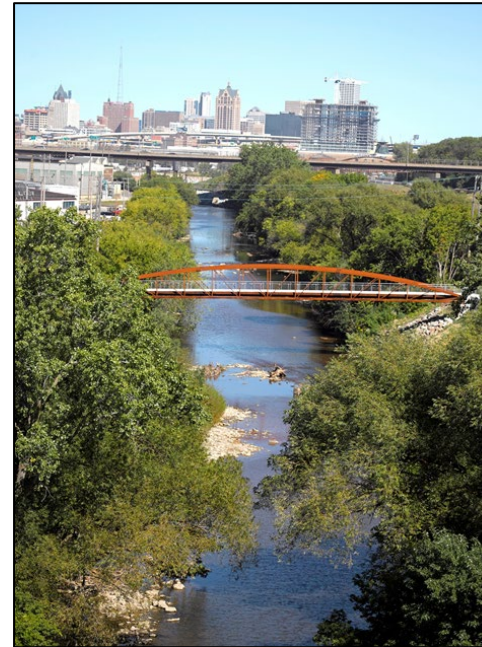


WISCONSIN COASTAL
MANAGEMENT PROGRAM

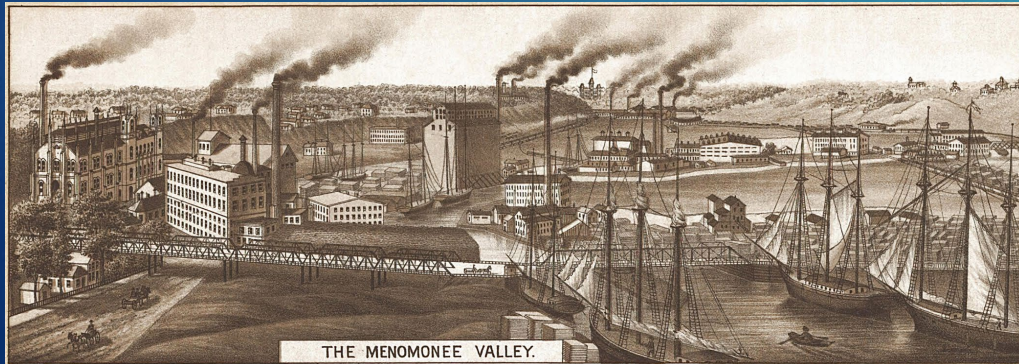
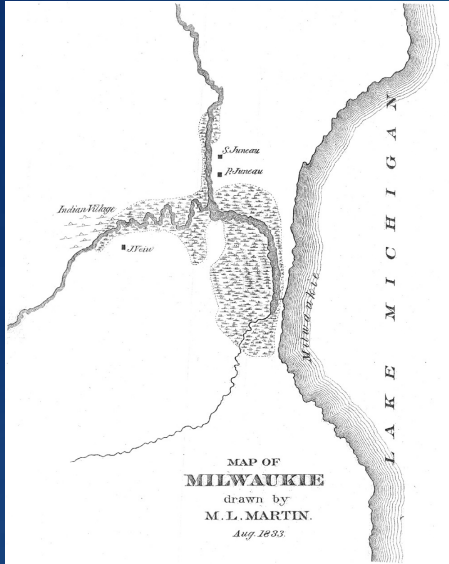
Wisconsin Coastal Management Program



Enjoy and Protect Wisconsin's Great Lakes Coastal Resources



Milwaukee's Menomonee Valley



Valley History

- ▶ Natural resources and supply of game and fish, for centuries the Valley was home to native tribes
- ▶ "Menomonee" is derived from the word for wild rice.
- ▶ Attracted French-Canadian traders and other European settlers.
- ▶ City of Milwaukee incorporated in 1846.
- ▶ Industrial boom called "America's Workshop".
- ▶ Dramatic landscape change.

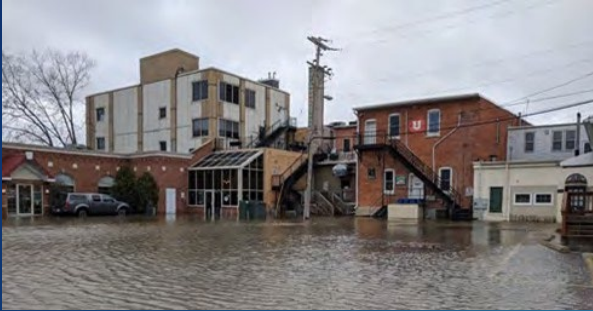
Valley Transformation



25 Year Effort

- ▶ Menomonee Valley Partners. Coordinator by engaging stakeholders, articulating a vision, leveraging funding, and aligning partners
- ▶ Sustainable Design Criteria
- ▶ Family sustaining jobs
- ▶ Water quantity/quality efforts
- ▶ Quality of life
- ▶ Stormwater Park
- ▶ Create a connection to the neighborhood

Green Bay Flooding



East River Collaborative

Massive flooding along the East River led to a need for watershed scale collaboration:

- ▶ Cross-boundary collaboration
- ▶ Building community capacity
- ▶ Science-informed decision- making
- ▶ Inclusion of vulnerable and underrepresented residents
- ▶ Encourage implementation of nature-based solutions

Green Infrastructure Code Audit



Emerging and evolving needs & issues

Intense storm events

Changing technical standards

New products & technology

<https://www.seagrant.wisc.edu/our-work/focus-areas/coastal-communities/green-infrastructure/policy/>

Communities of Practice



Coastal Hazards of Superior (CHAOS)

A bi-state community of practice in MN and WI's Lake Superior coasts. Foster collaboration between communities impacted by coastal hazards

Collaborative Action for Lake Michigan (CALM)

Building resilience to coastal hazards along Wisconsin's Lake Michigan coast. Increased collaboration and capacity to address coastal hazards.

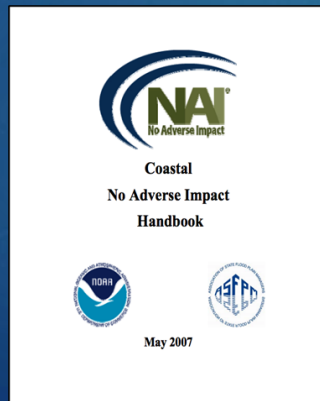
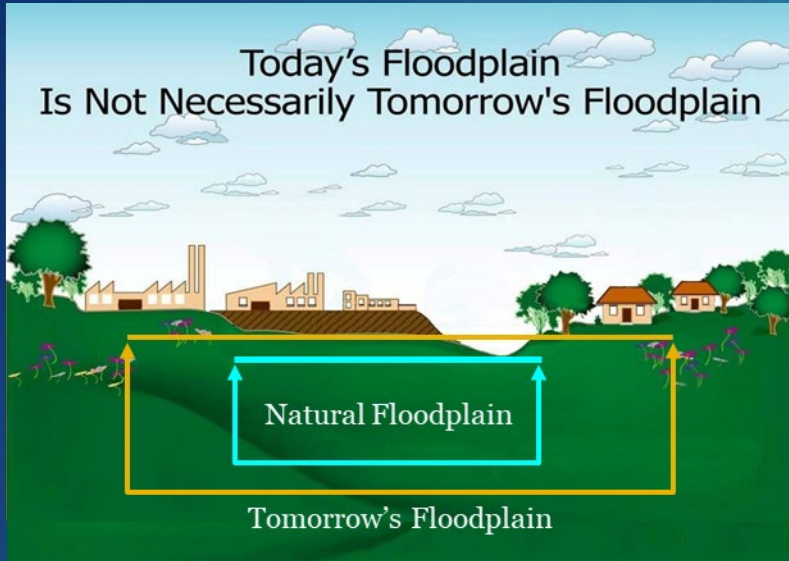
Wisconsin Coastal Leadership Academy

In-person workshop for Wisconsin's Great Lakes communities to improve resilience to coastal hazards like flooding, erosion and storms.



WISCONSIN COASTAL
MANAGEMENT PROGRAM

Coastal No Adverse Impact



Association of State Floodplain Managers

Current approaches deal primarily with how to build in the floodplain rather than how to minimize future damages

What is it?

An approach to floodplain stewardship that ensures that the action does not adversely impact the property and rights of others. (The Good Neighbor Approach)

Seven Building Blocks

Mitigation

Education/Outreach

Emergency Services

Hazard ID and Mapping

Planning

Regs/Development Standards

Infrastructure

THANK YOU!

Wisconsin Coastal
Management Program

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