

LAKE MICHIGAN & COASTAL AREA CAMPAIGN

Overarching Goal	Type	Performance Measure
Viable Populations	Outcome	Focal Species abundance (or relative abundance) is maintained or increased
	Output	Implement monitoring for Focal Species and SGCN that are not currently monitored at statewide or finer spatial scales (coastal area)
Habitat Management	Outcome	Develop outreach plan for ravine landowners based on previous work and studies. Determine outreach already conducted. Identify percentage of landowners to be contacted. Develop outreach strategy.
	Output	Number of landowners contacted about ravine management practices.
	Output	Number of stabilization activities along the Illinois Beach State Park shoreline to prevent further loss of important coastal habitats.
Habitat resiliency and connectedness	Outcome	Complete analysis of suitable migratory habitat patches and gaps. Identify migratory habitat gaps and complete installation of habitat using appropriate Audubon guidelines.
	Output	Number of habitat patches created to fill migratory corridor gaps
Public Awareness, Appreciation, Connection	Output	Number of education and outreach projects completed that address the general public's fundamental understanding of fish, wildlife and habitats in Lake Michigan and the Illinois Coastal Area.