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For immediate release

**Public Policy Forum begins
water resource management study**

Milwaukee, Wisconsin – *October 4, 2004* – The Public Policy Forum has received grants from three foundations for an 18-month study to identify the policies and financing necessary for responsible stewardship of water resources in southeastern Wisconsin.

“As a region, southeastern Wisconsin has a powerful advantage when it comes to having abundant water, but the natural boundaries of the watersheds differ from the region’s political boundaries, making management of the resource complex and sometimes exasperating,” said Jeff Browne, Forum president. “Our intent is to clarify the facts in a way that will help our region manage its water well into the future and play a role in the stewardship of the entire Great Lakes Basin.”

The study, funded by The Joyce Foundation (\$100,000), The Brico Fund (\$93,300), and the Greater Milwaukee Foundation (\$30,000), will consist of technical and policy analyses, each directed by an advisory panel of experts. Technical aspects will be studied using existing research, while the policy aspects will be reviewed with primary and secondary qualitative and quantitative research.

“The study will not be a technical analysis of water consumption or quality,” Browne said. “Rather, the technical aspects will serve as the underpinning for the larger policy goals and decisions.”

Southeastern Wisconsin includes five watersheds: Oak Creek and the Milwaukee, Root, Menomonee, and Kinnickinnic rivers. Parts of Fond du Lac, Sheboygan, Washington, Ozaukee, Milwaukee, Racine, Kenosha, and Waukesha counties are affected by those watersheds. The socio-political boundaries, on the other hand, include all of those counties.

“Our quality of life and the region’s economy and competitiveness in the global market are all linked to clean, accessible water,” said Browne. “The results of the Forum’s study will be important in assuring a bright future.”

Public Policy Forum is a nonpartisan, nonprofit membership organization dedicated to enhancing the effectiveness of government and the development of southeastern Wisconsin through objective research of regional public policy issues.