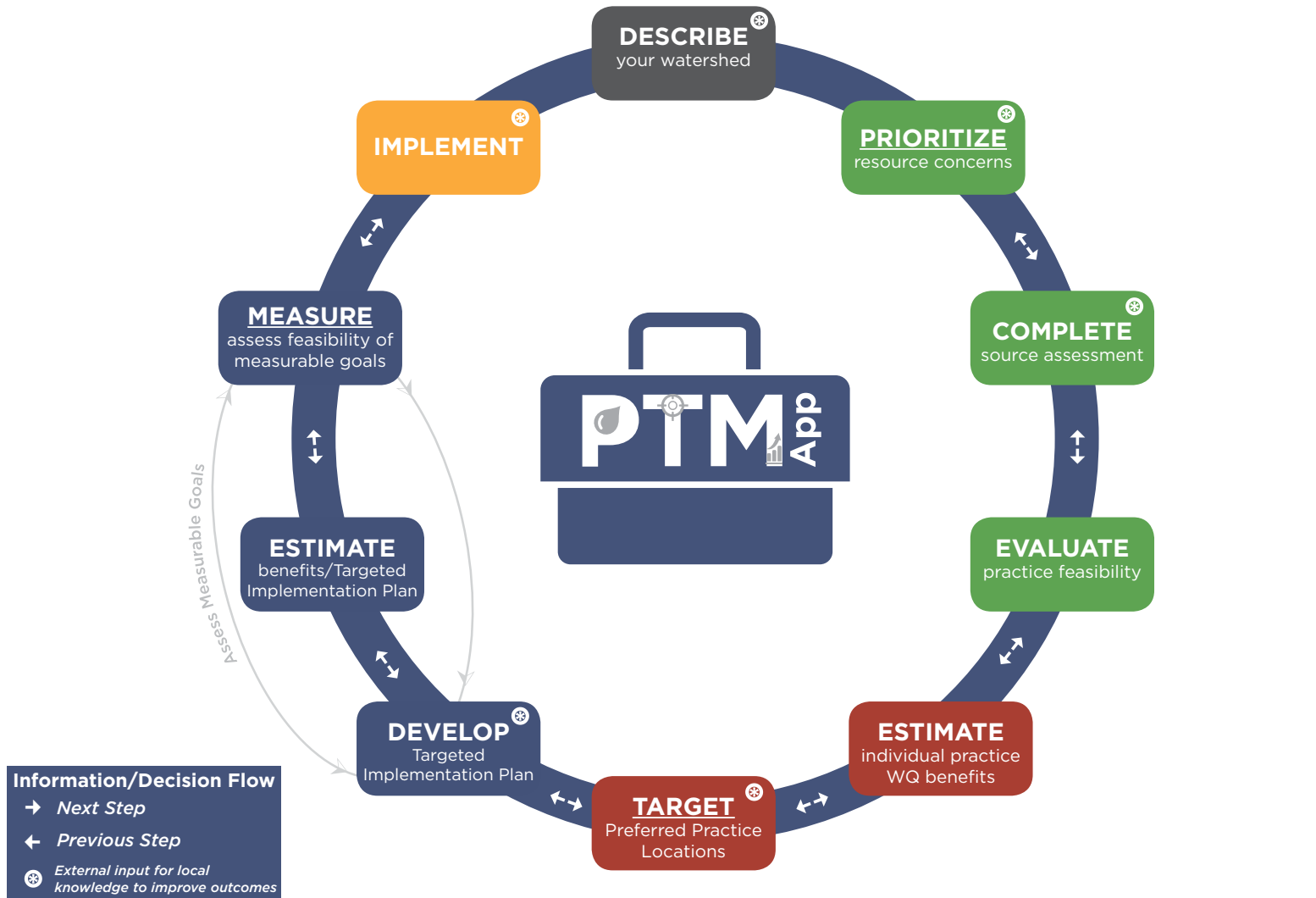


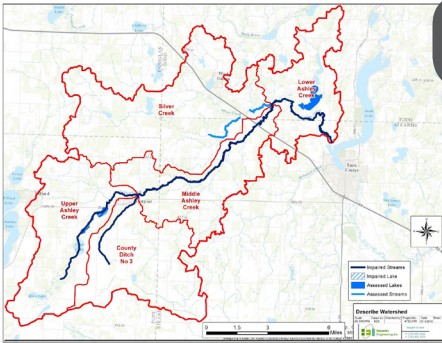
# PTMApp Products and Business Workflow

The Prioritize, Target, Measure Application (PTMApp) is an innovative new tool that will help users with aspects of surface water quality planning from describing the watershed to developing implementation plans. Learn more about how you can use the application to improve every day decisions for more accurate results.



Available for free download: [www.rrbdin.org/prioritize-target-measure-application-ptmapp](http://www.rrbdin.org/prioritize-target-measure-application-ptmapp)



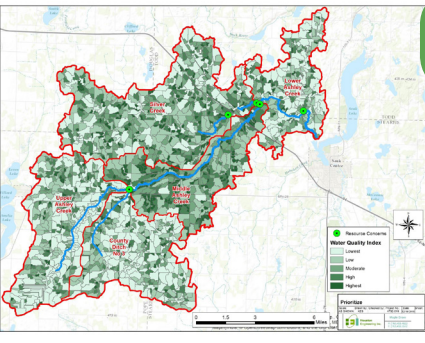


## DESCRIBE <sup>⊗</sup>

### your watershed

Identify and describe important resources, features, and factors associated with your watershed. PTMApp contains a pre-packaged publicly available watershed data set to the

boundary of your watershed. This simplifies the process of gathering and summarizing GIS and resource data needed for your watershed. Data from PTMApp can help visualize and summarize the number of impaired waters and assessed waters in the study area.



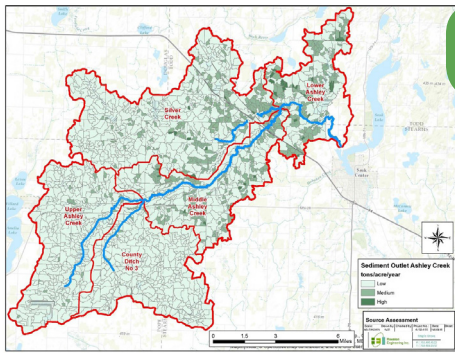
## PRIORITIZE <sup>⊗</sup>

### resource concerns

Establish the relative importance of resources within the area you manage. Lakes, streams and wetlands are frequently potential resource concerns included in prioritization

processes. Use PTMApp products in conjunction with other models and Zonation to help prioritize resource concerns. PTMApp can help select resources that are a priority and locations where management actions should be taken.

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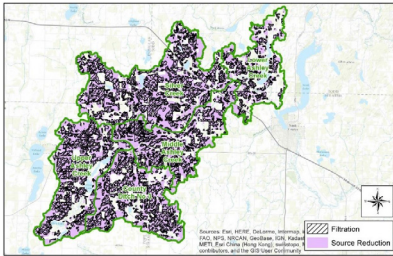


## COMPLETE

source assessment

Identify the magnitude and spatial distribution of potential pollution sources across the landscape. Understand how various parts of the watershed contribute sediment, total phosphorus, and total nitrogen loads to

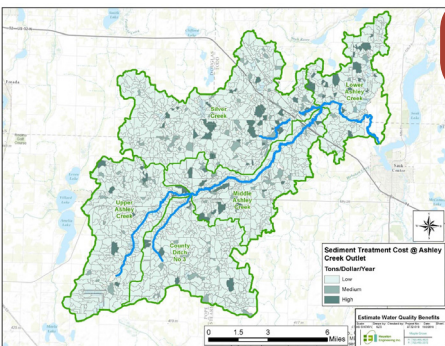
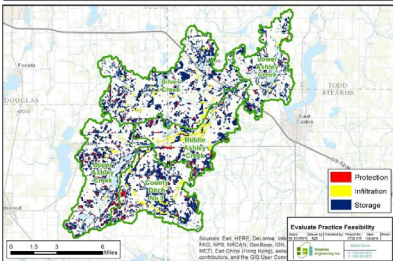
downstream locations including impaired waters. Use PTMApp to identify the highest areas of sediment loading and show the best areas for practices.



## EVALUATE

practice feasibility

The feasibility of placing best management practices (BMPs) on the landscape depends on several factors: the size of contributing drainage area, land slope, and flow regime. Feasibility is often based on technical factors and excludes societal factors. PTMApp creates products to facilitate these conversations: BMP opportunities can be combined with the source assessment data to estimate the “measurable” water quality benefits for implementing the practices.

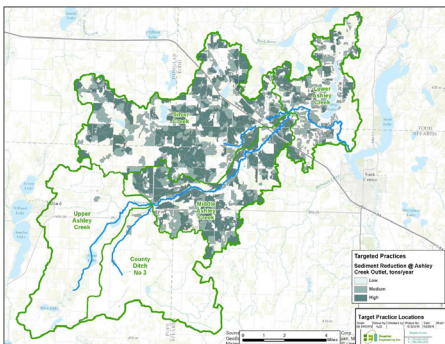


## ESTIMATE

individual practice WQ benefits

Selecting specific practices to implement is based on their probable benefits, ranging from pollutants removed or the related cost. PTMApp can help estimate benefits at the location of the practice or resource. Outputs from PTMApp can show

areas that provide the most bang for your buck and can help target practice locations to provide the most cost-effective ways to create measurable progress.



## TARGET

preferred practice locations

Once possible BMP locations are identified for feasibility, potential locations must be evaluated for their combined effectiveness. PTMApp can generate data to provide feasible locations for implementing practices that will provide measurable

water quality improvements for priority resources. There are a number of factors that might influence preferred practices, including existing practices in place and landowner participation.

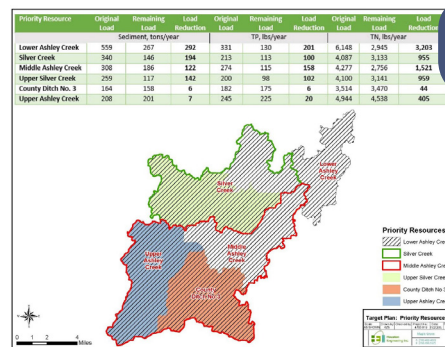


## DEVELOP

Targeted Implementation Plan

Specific locations to place practices must also be targeted based on practical and social factors. PTMApp data can incorporate additional information to refine the practices targeted. It is likely that many areas in the

watershed may already have numerous Best Management Practices implemented, lack willing landowners, or have benefits beyond water quality that would impact the targeted locations for practices. PTMApp can adjust scenarios to restrict targeting to certain areas.

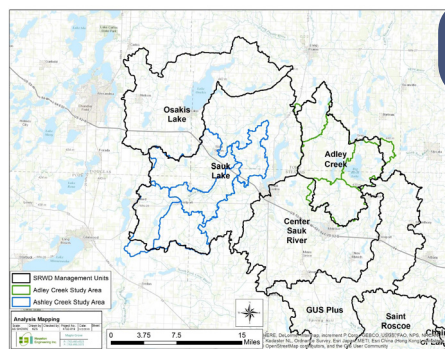


## ESTIMATE

benefits/Targeted Implementation Plan

Combined benefits can be compared to a measurable goal. PTMApp can use the combined benefits of many practices to assess the effectiveness of the targeted implementation plan. Annual load reduction estimates can be calculated at

each priority resource point within a study area and used to assess progress toward a measurable water quality goal. This information can be used directly within a Targeted Implementation Plan.



## MEASURE

assess feasibility of measurable goals

A measurable goal may be the load reduction needed to restore a lake or river reach, or a maximum load to protect a resource. PTMApp can compare the estimated benefits of the Targeted Implementation Plan to water quality goals.

Results of this analysis can show the scenarios that will provide the reductions needed to reach your planning goals.



## IMPLEMENT

By running various scenarios in PTMApp, managers can identify scenarios to implement the best, targeted solutions. PTMApp can analyze various practices and estimate the largest load reductions for specific areas within the

watershed. This information helps users implement the best possible practices in the most effective locations.