

Mission Statement: *The Northwest Water Planning Alliance (NWP), formed by intergovernmental agreements, seeks to collaboratively plan for and steward our shared river and groundwater resources to ensure a sustainable water supply for the people, economy, environment, and future generations.*

Vision Statement: *The NWP area will have dependable supplies of water for generations to come.*

Goal A. Build the organization capacity to achieve mission.						
Objective	Strategy	Lead Implementer	First Steps	Partners	Priority	EC Approval
1. Develop an annual stream of revenue.	Reevaluate membership dues.	Executive Comm. (EC)	follows the lead of Obj. 2	Technical Adv. Comm. (TAC)	Internal - 3	yes
	Pursue grant opportunities.	Technical Advisory Comm. (TAC) / MPC	Have a grant/strategy match discussion during 1st qtr.	EC / CMAP	Internal - 1	
2. Develop a work plan/budget consistent with the strategic plan; prioritize activities accordingly.	Determine staff and resources needs; hire accordingly.	TAC / EC	second half of 2014 activity	ISWS / USGS	Internal - 2	yes
3. Create a structure (i.e., process and products) for communication with and engagement of members.	Produce an annual report.	CMAP	Begin discussion of report outline at Jan. '14 TAC/EC meetings.	TAC / EC	Internal - 2	yes
	Prepare news, activity updates, and action requests for delivery to and by council of governments and county boards.	MPC	Collect monthly feedback from EC and TAC and finalize newsletter; issue a schedule and editing protocol.	TAC	Internal - 1	

Goal B. Provide education and outreach to raise awareness of the value of water as a finite asset.						
Objective	Strategy	Lead Implementer	First Steps	Partners	Priority	EC Approval
1. Promote a water-use conservation and efficiency ethic.	Encourage members to participate in the neverwaste.org campaign.	TAC / EC	Invite A4WE to present to EC; TAC follows with action item recommendations; promote campaign in e-newsletter timed with other steps	Alliance for Water Efficiency	Ongoing	
	Encourage members to become WaterSense partners.	EC / COGs	Use e-newsletter to promote members in the program; EC commits to action item on COG agendas; gather info on participant activities.	MMC / USEPA	Ongoing	
	Encourage adoption of Water 2050 recommendations.	TAC / EC	Use e-newsletter to promote recommendations.	MPC / IISG / MMC	Ongoing	
	Promote use of existing resources and programs (e.g., CMAP's water-bill inserts).	NWPA members	Use e-newsletter to promote resources / programs.	MPC / CMAP / IISG / MMC	Ongoing	
2. Incorporate ongoing educational opportunities for two different audiences: elected officials and school-age children.	Collaborate with other organizations (e.g. American Water Works Association, National Groundwater Association, Illinois-Indiana Sea Grant) to apply existing educational programs and/or staff resources.	TAC members	TAC members to self-identify as liaison with action items developed by and discussed with both groups	EC / other organizations	External - 3	
	Approach local college (e.g., Columbia College Chicago) to develop a short film(s) for one or more K-12 audience (e.g., 3 rd grade, 7 th grade, junior-year high school).	MPC / CMAP	Arrange to meet with faculty in 1st qtr. to discuss potential project and production schedule.	TAC / EC	External - 2	

Build on high-profile events such as fix-a-leak week, World Water Day, etc.	MPC	Present ideas to EC in Jan. for recommendation to members; create a competition for fix-a-leak week.	TAC members / EC	Internal - 1	
Work with local school districts and member municipalities to emulate the City of Batavia's annual "utilities field trip" model.	EC / COGs	Using a brief developed by City of Batavia, EC to develop work plan and action items.	Metro. Mayors Caucus (MMC)	External - 2	
Prepare a brief for newly elected officials.	TAC/MPC	TAC to develop a menu of topics for discussion with EC.	MMC / EC	Ongoing	
Develop and make presentations to county and village boards, city councils, and Council of Governments; coordinate with delivery of annual reports.	CMAAP / MPC / MMC	Prioritize topics at Jan. '14 TAC/EC meetings; request EC to secure time on COG/county/village board agendas.	TAC / EC	External - 1	

Goal C. Develop sustainable water-use policies and practices that are widely adopted and protective of water supplies.

Objective	Strategy	Lead Implementer	First Steps	Partners	Priority	EC Approval
1. In terms of water use, define "sustainability" by each source of water.	Review the literature and other users (i.e., places) for how sustainability is defined and made operational; gain agreement within the Technical Advisory Committee (TAC) for a recommendation to be made to the Executive Committee.	TAC	group reporting of literature review; operational definition developed for discussion with EC; determine acceptable reduction (%) of natural groundwater discharge.	ISWS, INHS	Internal - 1	yes
	Consider ISWS model/guidance to optimize new well locations to avoid well interference.	ISWS	1) Obtain future well locations from muni. comp. plans. 2) Use info from #1 to advise on expected impacts. 3) Consult current/future models to identify locations for new wells to ensure sustainability per Objective C1.	NWPA members / TAC	External - 3	
2. Track monthly and annual water use among members.	Support member use of monthly data reporting.	TAC	Solicit feedback from users to perfect ease of use and form effectiveness; determine if webinar will be helpful for encouraging use.	ISWS	Internal - 1	
	Poll the Illinois Water Inventory Program (IWIP) for annually reported data.	CMAAP	Add WY 2012 data to '10/'11 data compiled in 2013.	TAC	Internal - 1	
	Develop a framework or process for understanding private-well water use.	ISWS	1) Develop initial estimates based on IWIP public supply data. 2) Refine private-well use estimates by extrapolating info from lit review and IWIP.	TAC	External - 3	
3. Improve the scientific understanding of water supplies in terms of quantity and quality.	Determine data collection and information needs in concert with the Illinois State Water Survey.	ISWS / TAC	1) Review historic data records and water reports. 2) Combine the McHenry, Kane, and Kendall models and use new model to identify knowledge gaps. 3) Conduct a model sensitivity analysis of uncertain parameters to see impacts on results.	County government	External - 1	

	Develop an ideal network of monitoring wells and identify both existing wells and new wells as part of the network.	ISWS	1. Identify areas where the model predicts both significant and minimal pumping impacts and either locate/use existing wells or recommend construction of new monitoring wells.	TAC / NWPA members	External - 1	
4. Make recommendations to protect ground- and surface-water quality.	Promote wintertime "sensible salting" as the de facto standard practice at state, county, township, and local levels of road maintenance responsibility.	TAC / EC / County government / COGs	TAC to develop a policy position for EC endorsement and promotion to municipalities and others with highway maintenance jurisdiction.	APWA / IL Assoc. of Regional Groundwater Councils / IDOT / ILAWWA	Internal - 1	
	Engage other organizations (e.g., Fox River Ecosystem Partnership, Fox River Study Group) in dialogue regarding collaboration on shared interests and issues.	(overlapping) TAC members / EC	Identify menu of issues to discuss with other organizations; explore action items as an outcome of those discussions.	CMAP/MPC	Internal - 3	
	Ensure mention of NWPA and make recommendations in watershed plans that are developed within the subregion.	CMAP / TAC	Develop a guidance brief for sharing with other w'shed planners.	Fox River Study Group / other plan developers	Internal - 2	
5. Achieve consistency among members regarding an outdoor lawn-watering ordinance.	Provide guidance/assistance with ordinance implementation, development and promotion upon request.	IISG / MPC	Work with IISG to create short brochure and outreach toolkit materials about conservation and ordinance	MMC / CMAP	Ongoing	
6. Organize to develop drought-preparedness recommendations.	Work with ISWS to develop best estimate of available water supply.	ISWS	Establish metrics (acceptable drawdown, acceptable reduction in natural groundwater discharge) and uncertainty associated with each metric (cyclical pumping, interformational boreholes, deep aquifer transmissivity). These values will be improved as ISWS implements new modeling technologies (MODFLOW-USG, MNW, etc.)	TAC	External - 2	
	Work with the Illinois Water Inventory Program (IWIP) to track historical annual water use by member.	CMAP	Build on data prev. collected for '05, '10, '11.	TAC	Internal - 2	
	Assess demand per NWPA member by customer class for monthly, seasonal, and annual use.	NWPA members / TAC	Develop customer-class definitions; conduct census of members to identify customer-class categories used.	EC / COGs	Internal - 2,3	yes
	Forecast population and growth projections.	CMAP	Coordinate with GO TO 2040 update to be released in 2014.	NWPA members / TAC	Internal - 1	
	Estimate annual volume of nonrevenue water following AWWA M36 water-loss methodology.	NWPA members	Review M36 form for application to NWPA and compare/contrast to LMO-2 for recommendation to IDNR; set up training sessions in partnership with ILAWWA	TAC / EC / ILAWWA	Internal - 2	yes

Internal and External priority ranking: 1 = top priority, completion or substantive progress to be made during first year (2014); 2 = mid-level priority, completion or substantive progress to be made within 2 years; 3 = lower priority, completion or substantive progress expected within 3-year span of strategic plan

Evaluation Measures have been developed for each objective and will be refined over time. They are found on an accompanying worksheet