

# Updating the NWPA Strategic Plan

November 14, 2019

# Agenda

- Review process and key findings
- Review guiding objectives of the update
- Review draft strategic plan

# Process

- Strategy sessions:
  - Executive Committee (May and today!)
  - Technical Advisory Committee (March, May, September)
- Online member survey (June)
- Utilized small group of TAC members to review drafts
- TAC recommended for approval at October meeting

# Key findings from strategy sessions

- Continued support for existing mission and vision statements
- Developing best practices and getting policies adopted recognized as top activity
- Defining a sustainable water yield by source was a top activity
- Identified the need to build the list of partners
- Recognize power to support ISWS and legislation at the state level
- Importance of outreach and education and arming members with the right tools/information

# Key findings from survey

- Members look to NWPA to learn about the issues
- Top concerns: Water supply availability, chlorides and other groundwater contamination, growing water demand
- Participants found value in downloading technical presentations, networking, and adopted the lawn watering model ordinance.
- Participants are willing to share and/or develop outreach materials to spread the word about water supply issues.

# Guiding objectives

- Recognize accomplishments to date
- Simplify the structure of the plan itself
- Align strategies with current strengths and assets of the organization
- Recognize and support external partnerships that are critical to NWPA success
- Prioritize activities that both advance the mission and build the capacity of the organization
- Extend the time period to 5 years

# Strategic Plan for the NWPA

## **Mission Statement**

The NWPA, formed by intergovernmental agreement, 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.

# Strategic Plan for the NWPA

## **Vision Statement**

The NWPA area will have dependable supplies of water for generations to come.



# Strategic Plan for the NWPA

- A. Develop and promote sustainable water policies and practices
- B. Inform decisionmakers and the public on NWPA issues and best practices
- C. Improve the scientific understanding of NWPA water supplies
- D. Build organizational capacity to achieve mission

# Strategic Plan for the NWPA

## **A. Develop and promote sustainable water policies and practices**

A.1 Advance sensible salting practices

A.2 Promote outdoor water conservation strategies

A.3 Develop sustainable withdrawal targets by source

# Strategic Plan for the NWPA

## **B. Inform decisionmakers and the public on NWPA issues and best practices**

B.1 Provide a forum for members to learn about the latest research, best practices, tools, and other resources

B.2 Provide members with resources to communicate with decisionmakers and the public on NWPA issues and priorities

B.3 Engage county and village boards, city councils, Council of Governments, state representatives, and the public.

B.4 Engage partner organizations regarding collaboration on shared interests and issues.

# Strategic Plan for the NWPA

## **C. Improve the scientific understanding of NWPA water supplies**

C.1 Showcase latest research and available resources utilizing partner agencies and organizations.

C.2 Encourage exchange of data and information between scientific agencies, public utilities, and private commercial and industrial well operators.

C.3 Support Illinois State Water Survey work to maintain and advance the regional groundwater flow model and Illinois Water Inventory Program.

C.4 Support research in critical areas.

# Strategic Plan for the NWPA

## **D. Build organizational capacity to achieve mission**

D.1 Maintain Illinois Department of Natural Resources funding and pursue additional funding opportunities

D.2 Increase Technical Advisory Committee meeting attendance

C.3 Develop a set of NWPA outreach materials and resources

# Next Steps

- Address any additional edits you may have
- Request adoption of the strategic plan (as amended) at this meeting
- Distribute in January 2020