

Updating the NWPA Strategic Plan

September 24, 2019

Agenda

- Review prioritization results from May TAC meeting
- Summary of member survey
- Review draft goals of the update process
- Review draft strategic plan
- Prioritize activities

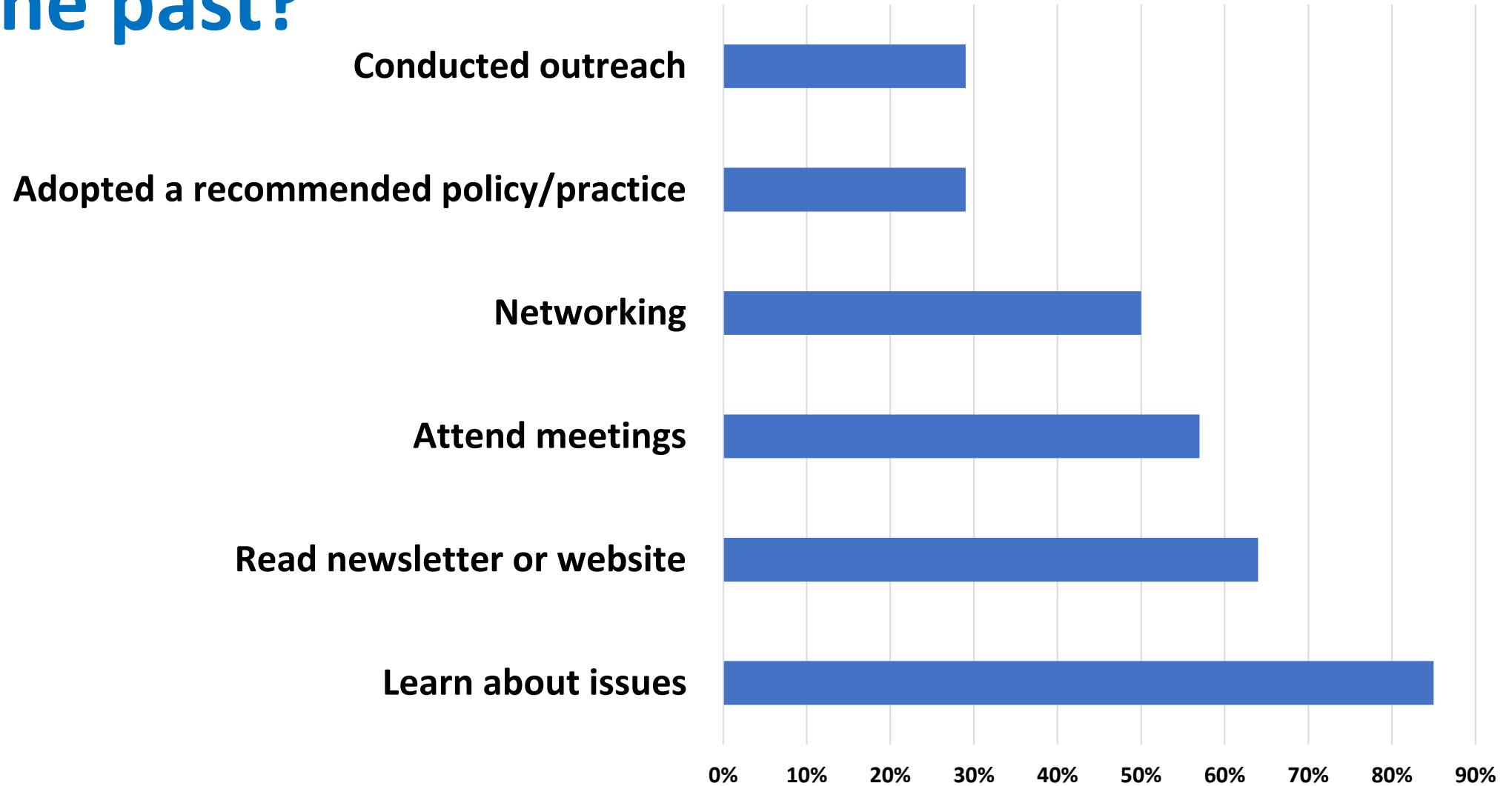
Prioritization results at May TAC meeting

- 1. Continued support for existing mission and vision statements**
- 2. Goal to develop best practices and get policies adopted was the top priority**
- 3. Defining a sustainable water yield by source was the top objective (30%)**
- 4. Regarding education and outreach, even split on strategies**
- 5. Regarding org capacity, even split on developing a work plan and creating a communication structure**

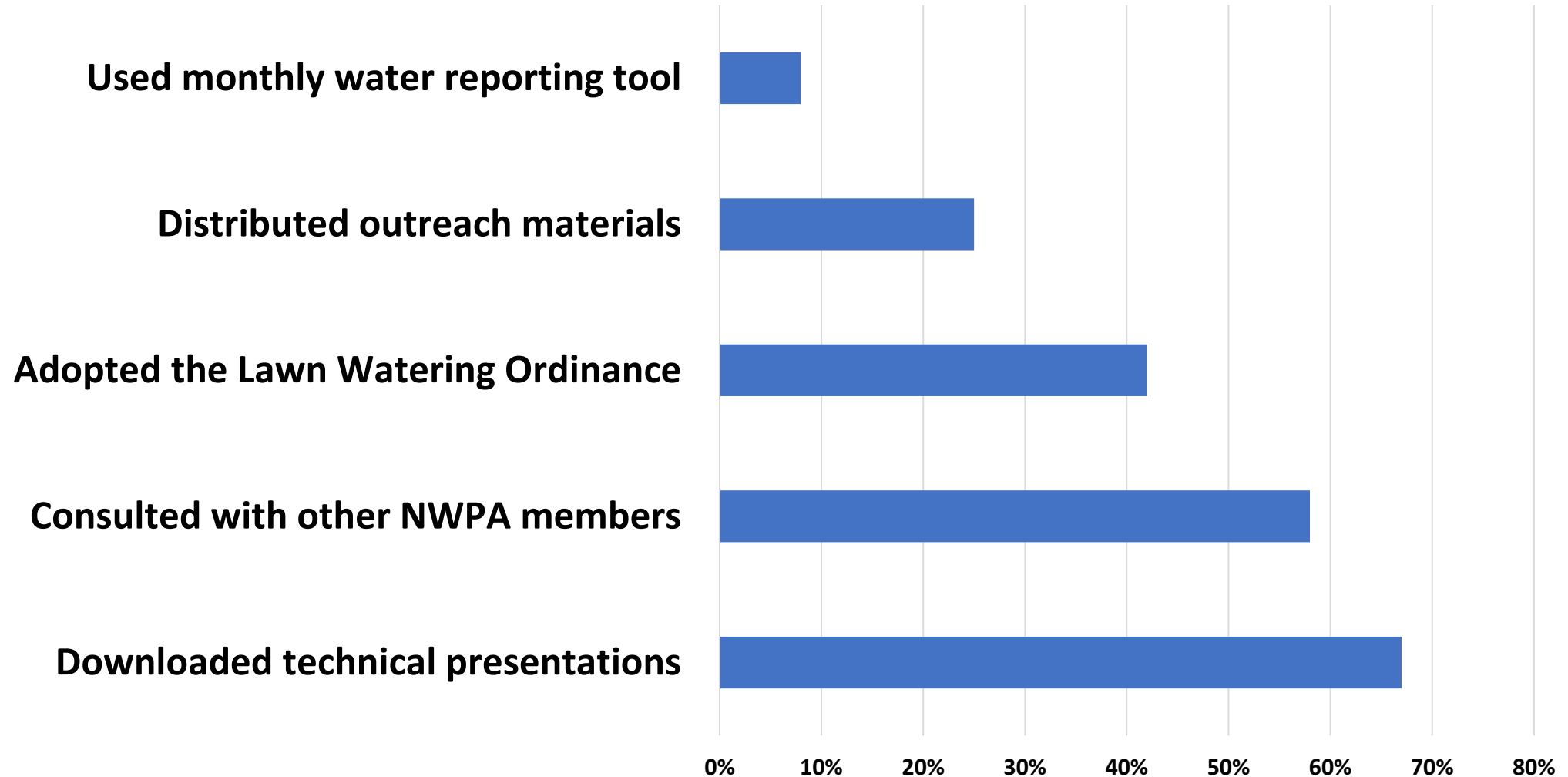
TAC Member Survey

- **Purpose of survey**
- **Conducted June 11th-28th, 2019**
- **Sent to government employees in water industry**
 - **Director of Public Works – most common participant**

How have you participated in the NWPA in the past?



Have you used any of the following NWPA resources?



Top concerns about regional water supply

- 1. Water supply availability**
- 2. Chlorides and groundwater contamination**
- 3. Growing water demand**



Outreach and Education

- Making a difference in the community
- Assisting the NWPA in outreach and education



Draft goals of updating the strategic plan

- Retain mission and vision statement
- Recognize accomplishments to date
- Simplify the structure
- 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

Goals of draft updated plan

- Goal A. Inform decision-makers on issues facing the NWPA region and corresponding initiatives
- Goal B. Promote and develop sustainable water use policies and practices
- Goal C. Improve the scientific understanding of water supplies
- Goal D. Build organizational capacity to achieve mission

Goal A. Inform decision-makers on issues facing the NWPA region

- Provide a forum for members to learn about the latest research, best practices, tools, and other resources
- Provide members with tools to communicate with decisionmakers on NWPA issues and priorities
- Engage county and village boards, city councils, Council of Governments, and state representatives.
- Engage partner organizations regarding collaboration on shared interests and issues.

Goal B. Promote and develop sustainable water use policies and practices

- Advance sensible salting practices
- Promote outdoor water conservation strategies
- Develop sustainable withdrawal targets by source

Goal C. Improve the scientific understanding of water supplies

- Showcase latest research and available resources utilizing partner agencies and organizations
- Encourage exchange of data and information between ISWS, public utilities, and private commercial and industrial well operators
- Support ISWS work to maintain and advance the regional groundwater flow model and IWIP
- Support research in critical areas

Goal D. Build organizational capacity to achieve mission

- Maintain IDNR funding and pursue additional funding opportunities
- Increase TAC meeting attendance
- Develop a set of NWPA outreach materials and resources

Prioritize activities

What should NWPA be doing in the next 5 years?

Use dot voting on posters to indicate the following:

Short term priority (1-2 years): BLUE

Medium term priority (3-4 years): GREEN

Longer term priority (+5 years): ORANGE

Not a priority: RED

Results and discussion

Next Steps

- Process results of feedback
- Revise draft strategic plan
- Distribute to TAC in October for support / confirmation
- Potentially present to Executive Committee in November