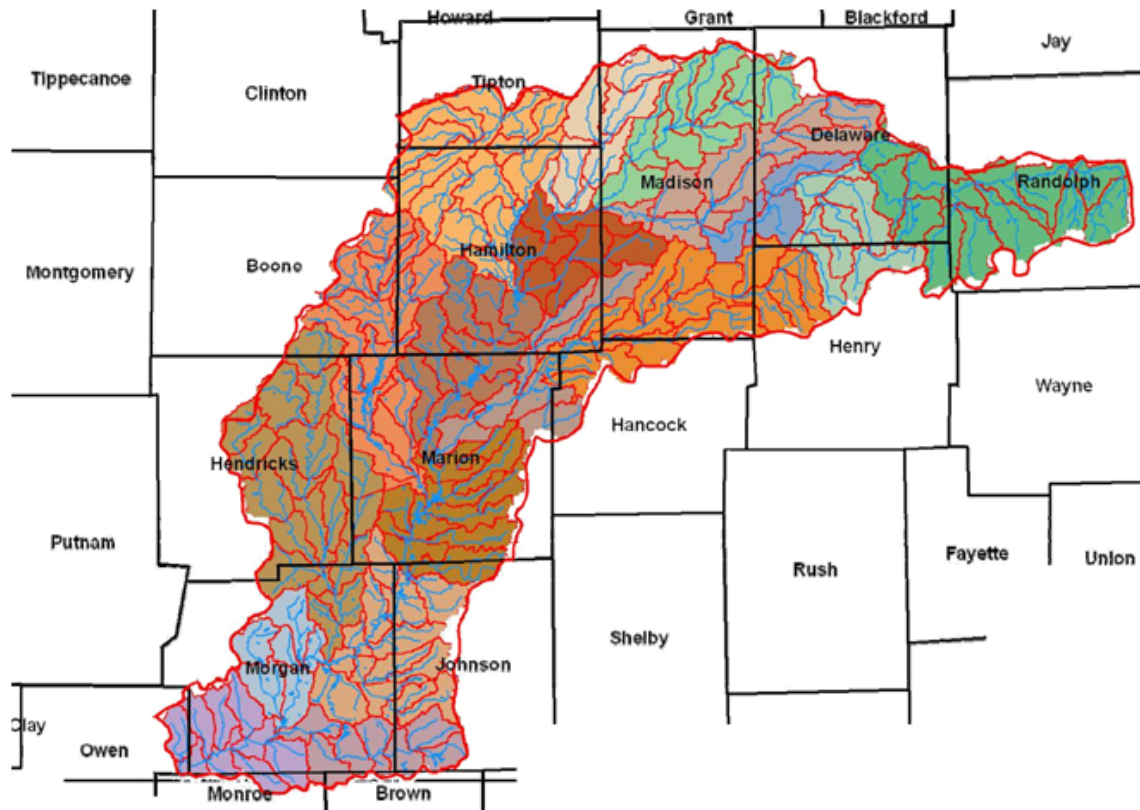


UPPER WHITE RIVER WATERSHED ALLIANCE

FIVE YEAR STRATEGIC PLAN

2007- 2011



1.7 MILLION ACRES, 16 COUNTIES, 1 FOCUS...

PARTNERING TO PROTECT THE WHITE RIVER

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OUR ORGANIZATION

The Upper White River Watershed Alliance (UWRWA) was formed in 1999 through a local municipal initiative. Not long thereafter, a substantial fish kill occurred as a result of a pollution incident along the White River near Anderson, Indiana. Public and municipal concern regarding overall water quality in the river continued, and continues, to rise. Current urban development pressures, concern for the quality of area drinking water supplies, and other use impairments drive the Alliance's activities.

The Alliance's projects, partnerships, and stakeholders are defined by the geographic boundaries of the Upper White River Watershed. This watershed is defined as the geographic region with the 8 digit hydrologic unit code (HUC) designation 05120201, as referenced by the United States Department of Agriculture Natural Resource Conservation Service and as delineated by the United States Geological Survey, commonly known as the Upper West Fork of the White River Watershed. The watershed encompasses a 2719.6 square mile area (1,740,544 acres) within central Indiana. It extends across sixteen (16) counties including significant portions of Hancock, Marion, Hendricks, Johnson, Hamilton, Morgan, Boone, Tipton, Madison, Henry, Delaware, and Randolph Counties, as well as smaller portions of Owen, Monroe, Brown, and Clinton Counties.

Our membership includes numerous public and private stakeholders representing various geographic and social constituencies in the watershed. All general membership and committee meetings are open to the public.

OUR MISSION

UWRWA is a consortium of local governments, industry leaders, agriculture and the regional community that exists to improve and protect water quality on a local watershed basis by consolidating data, integrating planning and priorities, and encouraging the development of smaller watershed partnerships that can more efficiently implement projects and plans within the larger Upper White Region.

OUR VISION

To become the principle regional watershed leader by creating resources, educational programs and partnerships, that promote, protect, and enhance the biological, chemical, and physical integrity of the White River ecosystem.

OUR ACCOMPLISHMENTS

The UWRWA boasts a website full of watershed and water quality data. Past accomplishments include a publicly accessible, multi-county web-based geographic information system (GIS), a strong, diverse membership base, and beneficial networking opportunities. The Alliance received the Indiana Association of Counties' (IAC) Local Government Cooperation Award in 2004 for its regional approach to improving water quality through the implementation of the Upper White River GIS.

TECHNICAL EDUCATION

- **Water Quality/Chemistry**
- **Stream Hydrology**
- **Wetland Ecology**
- **Septic System Function & Maintenance**
- **Storm Water Management**
- ***E. coli* & Public Health Concerns**
- **Biological Integrity Indices**
- **Low Impact Development**
- **Land Use Planning**
- **Ordinance Design**

OUR GOALS

Our broad goals will work hand in hand to create tangible member benefits. The nature of our diverse membership allows for important collaboration and resource exchange. We aim to tap these resources to develop strategic member benefits that will forward the Vision of our organization.

- Goal 1:** Integrate Plans and Set Priorities
- Goal 2:** Implement Projects & Plans More Efficiently
- Goal 3:** Consolidate Data and Data Collection for the Upper White River Watershed
- Goal 4:** Create a Strong, Recognizable Upper White Alliance outside the Alliance
- Goal 5:** Foster Networking & Relationships within the Alliance
- Goal 6:** Develop Smaller Watershed Partnerships

STRATEGIC MEMBER RESOURCES

- **BMP Toolbox**
- **Phase II Storm Water Educational Materials**
- **Mitigation Clearinghouse**
- **Water Resources Technical Contact Roster**
- **Speakers Bureau**
- **Regional Water Resource Planning Materials**
- **Collaborative Funding Opportunities**

OUR STRATEGIES

Goal 1 - Integrate Plans and Set Priorities			
Strategies	Plan Year	Responsible Party	Priority Level
Build UWRWA to become the single resource center that unifies subwatershed planning efforts	ongoing	Coordinator, Officers	high
Create central contact to coordinate issues and solutions to problems; post to central website for the membership and public	2007	Officers, Coordinator	high
Develop watershed plan that identifies all issues and prioritize some for initial focus	2007-2009	Coordinator	high
Use/Create GIS resources to show where planning has occurred and identify areas where more funding/planning is needed	2008-2009	Coordinator, Committee	high
Prioritize top two or three issues for urban, urbanizing, and agricultural areas	2008-2009	Exec. Comm., Coordinator	high
Provide guidance/BMPs/language for local zoning boards to promote water quality goals	2008-2009	Committee	high
Identify and secure multiple sources of funding and funnel to target areas based on funding requirements or larger goals	ongoing	Coordinator, Committee	moderate
Goal 2 - Implement Projects & Plans More Efficiently			
Strategies	Plan Year	Responsible Party	Priority Level
Increase representation of municipalities in the Alliance	2007, ongoing	Officers, Coordinator	high
Identify troublesome regulatory and technical issues, create subgroups, and internal resources to facilitate addressing them	ongoing	Committee, Coordinator	high
Coordinate local education efforts and budgets	2008-2011	Coordinator, Committee	high
Improve resource sharing via the website (technical resource lists, topical government/regulatory contacts, funding opportunities/cycles, fact sheets, etc.)	ongoing	Coordinator, Committee	moderate
Provide BMP resources on website (links, guidance related to regulations, etc.)	2007-2008	Coordinator, Committee	moderate
Create mitigation clearinghouse to target stream and wetland restoration efforts	2007-2008	Committee	moderate
Provide focused homeowner education that is universal	2008	Committee	moderate
Find ways to simplify workloads of coordinators so they can participate in regional planning/projects	2008	Committee	low
Goal 3 - Consolidate Data and Data Collection for the Upper White			
Strategies	Plan Year	Responsible Party	Priority Level
Assign data coordinator to track who, what, where and how often data is collected	2007	Committee, Officers	high
Collect/consolidate data needs/wants, including wetland mitigation, current land use, BMP database	2007	Coordinator, Committee	high
Provide recommendations regarding a set of standard data formats - meta data	2008	Committee	high
Identify/create user friendly method of distributing data	2009-2010	Committee	high
Facilitate the creation MOUs between entities to share data	2008	Exec. Comm.	moderate
Prioritize data offered to make more usable resources for members	2008	Committee	moderate
Decide/determine data needs and the accuracy needed for local/regional planning vs. regulatory needs	2007-2008	Coordinator, Committee	low

Goal 4 - Create a Strong, Recognizable Upper White Alliance outside the Alliance			
Strategies	Plan Year	Responsible Party	Priority Level
Host regular meetings quarterly and publicize to outside membership	ongoing	All leadership	high
Create high-visibility projects and publicize accomplishments	ongoing	All leadership	high
Acquire large-scale funding - state, federal, and private	ongoing	Officers, Coordinator	high
Identify the strategies utilized by successful groups and emulate them	2007-2008	Exec. Comm., Officers	high
Create networking opportunities and social events for members and public involvement	ongoing	Coordinator	moderate
Provide public education on data, tools used, interpretation and findings of regional planning or assessment efforts	2008-2010	Coordinator, Committee	moderate
Provide credible data that is consolidated and useful	2008-2011	Committee	moderate
Provide outreach to external constituencies in systematic, progressive way	ongoing	Coordinator, Committee	low
Goal 5 - Foster Networking & Relationships within the Alliance			
Strategies	Plan Year	Responsible Party	Priority Level
Create working subgroups (e.g. MS4s, etc.) that are project oriented; create technical focus groups	ongoing	President, Exec. Comm.	high
Conduct membership campaign; identify key staff and follow-up	2007, annual	Coordinator, Board	high
Develop "members only" benefits	2007	Committee, Coordinator	high
Attend meetings and solicit needs of town councils, SWCDs, health departments, plan commissions	2008-2009	Coordinator, Officers	high
Apply for joint funding of programs	ongoing	Committee, Members	moderate
Create electronic roster of water resource professionals	2008	Committee, Coordinator	moderate
Provide a larger variety of networking events	ongoing	Coordinator	low
Goal 6 - Develop Smaller Watershed Partnerships			
Strategies	Plan Year	Responsible Party	Priority Level
Share watershed success stories (include lessons/strategies learned and recognition of community partners)	ongoing	Coordinator	high
Provide leadership, visibility, and voice for smaller watershed groups to groups like Farm Bureau and DNR so groups know about projects and are ready to respond	ongoing	Exec. Comm., Officers, Coordinator	high
Develop and promote a unified vision of water health with clear physical, chemical, biological, and aesthetic characteristics that multiple partners/members can support	ongoing	Exec. Comm., Officers, Coordinator	moderate
Develop speaker's bureau that small groups can access for training or public events	2008	Coordinator, Committee	moderate
Help groups connect with community resources like Chambers of Commerce, Visitors Bureaus, AIC or IACT for event planning, promotion, and partnerships	ongoing	Coordinator	low
Develop and provide messaging pieces/materials to help groups focus their pitches to community and partners	2008-2009	Coordinator, Committee	low
Cross-train among membership to improve leadership capacity of local groups (how to ask for things like partnerships, money, information from regulators, also conflict resolution and public participation strategies etc.,)	2008-2010	Coordinator, Committee	low

OUR OUTLOOK

The UWRWA's strategic plan will be monitored and evaluated during the next five years. UWRWA believes the following will occur:

- UWRWA will be a coalition committed to a common vision.
- UWRWA will be nationally recognized for its exemplary regional watershed planning.
- UWRWA will implement partner-focused strategies to meet local and regional goals.
- UWRWA's core membership will grow stronger.
- UWRWA will solidify mutually supportive and beneficial relationships with community partners and affiliates.
- UWRWA's organizational culture will be recognized as practical, results-focused with tangible member benefits.
- UWRWA will become the dominant watershed leader and resource center for local watershed groups.
- UWRWA will improve social awareness, community participation, and environmental quality associated with the White River ecosystem.

STRATEGIC PARTNERS

- Municipalities
- SWCDs
- MS4 Entities
- County Government
- Land Trusts
- Consultants
- Academicians
- Utilities
- Environmental NGOs

The UWRWA Executive Committee and Officers will revisit this strategic plan annually in effort to set committee structure, make appropriate budget allocations, and provide direction to the membership.

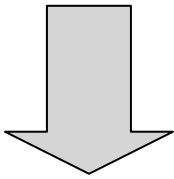
TIMELINE AT A GLANCE

MAJOR ACTIVITIES	2007	2008	2009	2010	2011
Create central contact to coordinate issues and solutions to problems					
Assign data coordinator to track who, what, where and how often data is collected					
Collect/consolidate data needs/wants					
Provide BMP resources on website (links, guidance related to regulations, etc.)					
Create mitigation clearinghouse to target stream and wetland restoration efforts					
Decide/determine data needs and the accuracy needed					
Develop Regional Watershed Master Plan					
Facilitate the creation MOUs between entities to share data					
Create electronic roster of water resource professionals					
Develop speaker's bureau that small groups can access for training or public events					
Develop and provide messaging pieces/materials to help groups focus efforts					
Create integrated GIS layers with current planning data and priorities					
Prioritize top water quality issues by land use					
Provide guidance/BMPs/language for local zoning boards to promote water quality goals					
Attend meetings and solicit needs of town councils, SWCDs, health depts, commissions					
Cross-train among membership to improve leadership capacity of local groups					
Coordinate local education efforts and budgets					
Provide public education on data and findings of regional planning or assessment efforts					
Provide credible data that is consolidated and useful					
Identify/create user friendly method of distributing data					
Identify troublesome regulatory and technical issues, create subgroups, and resources					
Improve resource sharing via the website					
Host regular meetings quarterly and publicize to outside membership					
Acquire large-scale funding - state, federal, and private					
Create networking opportunities and social events for members and public involvement					
Create working subgroups that are project oriented; create technical focus groups					
Apply for joint funding of programs					
Share watershed success stories/strategies					
Provide leadership, visibility, and voice for smaller watershed groups to larger groups					

APPENDIX
ORGANIZATIONAL STRUCTURE

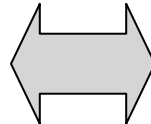
Board of Directors

- Voted on by membership at annual meeting
- Representation based on pre-set categories
- Designates meeting times & places; meets quarterly
- Governs/set policy, sets dues, act as advocate, approve budget from Exec Comm., designated committees



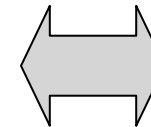
Officers

- Voted on by Board at annual meeting
- One year term, two year term limit
- President appoints chairmen and members of all standing and temporary subcommittees; shall be the chief executive officer of the Alliance, and other duties as assigned by Exec Comm.



Executive Committee

- Elected by Board based on nominations
- Governs the operational affairs of the Alliance, including performance of an annual audit of the bank account and authorization of all contracts
- Meets as needed



Coordinator

- Works on part-time basis via a MOU
- Attends all meetings
- Works with President to set agendas
- Develops technical resources
- Assists with membership duties and communications
- Implements strategic plan

