



2006 Strategic Plan

Vision: We envision healthy waterways throughout Kentucky.

Mission: The mission of Kentucky Waterways Alliance is to protect and restore Kentucky's waterways.

Principles and Values: Kentucky Waterways Alliance is an advocate for healthy watersheds and waterways. We:

- Work across ecological and social boundaries.
- Are inclusive rather than exclusive.
- Make decisions on sound science and data.
- Value environmental education.
- Regard local watershed groups as vital.
- Make alliances that aren't limited to water advocacy organizations.
- Collaborate to solve problems, but not to the exclusion of administrative or judicial remedies.

Strategies, Goals, and Activities

1. Foster local watershed groups

Goals:

- Strengthen available support services to local watershed groups.
- Integrate watershed groups and their needs into our operations and planning.
- Target watersheds for higher level of developmental support of watershed groups.

Activities:

- Assist Watershed Watch at the state and basin level with fund-raising and organizational development.
- Redesign our structures for involving watershed based organizations in our governance.
- Develop a “toolbox” of print and web-based resources for watershed groups.
- Organize a Governing Council Committee that supports these goals.

2. Collect, analyze and disseminate information on waterways

Goals:

- Foster data collection and point citizen activists to relevant data
- Interpret data and management practices for citizens, policy makers, and water related groups
- Serve as a water policy resource for planners and municipal managers to enhance regional and local planning
- Provide forums, methods, and analysis to interpret waterways health

Activities:

- Establish a GIS capability to support development of watershed, basin, and statewide reports on water quality

- Develop Kentucky's Watershed Planning Guidebook
- Create good, useful Watershed Plans in communities

3. Influence public policy on water issues

Goals:

- Assure our seat at the policy-making table on water-related issues.
- Monitor the enforcement of clean water laws and regulations.
- Advocate and support full implementation of Kentucky's watershed planning framework.

Activities:

- Increase staff capabilities for reviewing regulations, permits, consent decrees and other regulatory and policy activities by the state and EPA related to the Clean Water Act.
- Advocate for improvement of Ohio River water quality and organize intra- and interstate action as appropriate.
- Pro-actively identify outstanding water resources for protection.
- Mobilize citizen involvement in the development and monitoring of “Total Maximum Daily Loads.”

4. Expand people's involvement in our mission

Goals:

- Develop non-traditional alliances with organizations who have a stake in good water quality.
- Engage recreational users and local governments in waterway related issues and work.

Activities

- Reach out to organizations for recreational users including outfitters, marinas, churches, and associations for hunters and anglers.
- Enhance our educational and advisory resources regarding watersheds and water quality issues and improve their accessibility to local planners.