

# **CPWAC/CPWP Strategic Plan**

**Adopted December 8, 2023**

## **Mission Statement**

*The Coconino Plateau Water Advisory Council and Coconino Plateau Watershed Partnership facilitates and cooperates to implement sound water resource management and conservation strategies on the Coconino Plateau. The Council coordinates and cooperates in the identification, prioritization and implementation of comprehensive policies, projects, and programs to assist in meeting the water needs of the Coconino Plateau.*

## **Vision Statement**

The Vision of the Council and Partnership is to be a leader in ensuring an adequate, long-term, sustainable supply of water is available to meet the current and future reasonable needs while preserving the health of the environment on the Coconino Plateau.

## **Values Statements/Guiding Principles**

Water is life. As individuals and as a community, we take responsibility for our region's water. We value water for its social, cultural, and environmental roles. We have an ethical obligation to manage water and use it in a purposeful manner, recognizing our choices and their consequences. To quote Aldo Leopold, "A thing is right when it tends to preserve the integrity, stability, and beauty of the biotic community. It is wrong when it tends otherwise."

## **Competitive Advantage**

The competitive advantage of the Coconino Plateau Water Advisory Council is that it eliminates competition between its participants by providing a stakeholder process where they can work together instead of competing with one another.

## **Long-term Goal**

- A long-term sustainable water supply to serve the regional needs of the Coconino Plateau.

## **Strategies**

- Continue sustainability and science framework.
- Inform and engage state and federal legislators.
- Engage tribal governments.
- Build a diverse funding base.
- Continue education awareness and outreach efforts.
- Expand partnerships.
- Review the strategic plan every three years and amend as needed.
- Obtain an update on the Navajo, Hopi and Yavapai Apache Nation progress toward obtaining future water supplies.
- Build strong relationships with stakeholders.
- Support efforts by the Havasupai Tribe to protect water quality.

## **Action Items/Plans (Committees)**

### **Executive Committee**

- Prioritize strategic plan strategies and action items/plans at the annual meeting.
- Continue to communicate and support the adopted Land Acknowledgement statement.

#### Technical Advisory Committee

- Maintain the water source menu for meeting the needs of the Coconino Plateau.
- Complete the C and R/M Aquifer modeling project and pursuit of a rules change for a determination of water adequacy for users of the C and R/M Aquifers.
- Complete the Water Related ESA dashboard project by the end of 2024 with WaterSMART Grant.

#### Government Affairs Committee

- Meet with state elected officials to discuss water legislation as necessary.
- Review and report on state water legislation annually.
- Review federal legislation as needed.
- Maintain lobbyist registration.
- Craft comment letters as required by CPWAC on proposed legislation.
- Invite state elected officials to speak to CPWAC.
- Expand the GAC.

#### Public Outreach Committee

- Participate in Earth Day and similar events to reach out to the public.
- Administer annual water ethic contest in schools across the Plateau.
- Improve booth and display equipment and information.
- Stock up on handouts for event participation.
- Identify speaker's bureau for CPWP.
- Develop a "canned" PowerPoint to be used by speaker's bureau (Who are we? What are we doing?).
- Promote school awards on web site, TV, and newspapers.
- Develop archival photos of water that can be used for outreach.

## Key Performance Indicators (Committees)

#### Executive Committee

- Funding source for intern.
- Increase membership and participation.
- Involve flood control districts.
- Identify and review model policies for local governments.
- Reach out to partners no longer attending to reactivate participation.
- Develop a succession plan for coordinator by end of 2024.

#### Technical Advisory Committee

- Pursue applicable grants with successful grant applications.
- Update water source menu.
- Provide meaningful deliverables to the Partnership for informed decisions.
- Provide GAC and POC technical information as requested.

#### Government Affairs Committee

- CPWAC participation in legislative water briefings.
- Information provided to CPWAC/CPWP on proposed water legislation.
- Submission of CPWAC comments as needed on proposed water

#### Public Outreach Committee

- Ensure an adequate budget to complete action items.
- Greater public awareness of the CPWAC/CPWP.
- Regular reports to CPWP identifying progress.
- Go on the road and present to potential partners why they should participate.
- Number of presentations to groups.
- Expand recognition to communities in ways other than the 4<sup>th</sup> Grade Water Ethics Contest.