



ICPRB Strategic Plan, 2006

The ICPRB mission is to enhance, protect, and conserve the water and associated land resources of the Potomac River basin and its tributaries through regional and interstate cooperation.

The ICPRB mission is fulfilled through pursuit of the following three strategic goals using sound, unbiased science and credible technological methods:

- 1.) Promote watershed-based management protective of ecosystems and water resources.*
- 2.) Foster development of engaged and knowledgeable citizens and stakeholders.*

Further, the strategic plan must address the health of the agency as well as the watershed:

- 3.) Acquire resources to achieve recognition of ICPRB as a vital link in the basin's health and future.*

These goals are supported by strategic initiatives and measures of accomplishment. These items are further supported by the annual Program Plan and Budget and the workplans of ICPRB units.

Goal 1. Promote watershed-based management protective of ecosystems and water resources.

Relationship to compact: Article II (A), (E), (F); Article V 1, 2

Relationship to 1999 ICPRB strategic plan: Goals 1, 2, 3, 5, 7

Initiatives

- * Facilitate inter-jurisdictional cooperation and communication concerning water supply issues.
- * Develop a set of tools to evaluate the impacts of changes in consumptive use, land use, and climate change on water supply in the basin.
- * Conduct research to seek and develop answers to large-scale basin challenges.
- * Identify water quality/watershed stressors meriting basin-wide criteria.
- * Develop and propose watershed-wide water criteria for adoption by the jurisdictions.
- * Build consensus with jurisdictions/stakeholders.
- * Establish interstate committees to raise interest and commitment for common standards.
- * Become the premier agency for modeling and monitoring analysis tools basin-wide and throughout the basin.

Measures of Accomplishment

- *Produce:
 - Indices of integrity
 - Models
 - Maps of status
 - Interpretive reports
 - Reviews of state assessment reports
 - Watershed health criteria
- * Create a schedule for identifying, developing and building consensus for watershed criteria.
- * Convene a meeting of Coastal Plain water supply scientist/stakeholders at least annually.
- * Convene a meeting of upper Potomac basin (or selected sub-basin) water supply scientists/stakeholders at least annually.
- * Provide the Monocacy basin ground water model to stakeholders by 2009.
- * Complete the phase 1 upper Potomac basin watershed/ground water model by 2008.
- * Complete the phase 2 upper Potomac basin watershed/ground water model by 2012 (subject to funding).
- * Submit at least two grant proposals annually on behalf of DWSPP.
- * Submit at least two grant proposals annually focused on water quantity issues.

Goal 2. Foster development of engaged and knowledgeable citizens and stakeholders.

Relationship to compact: Article II (B), (C), (D)

Initiatives

- * Increase outreach and education programs focused on reaching basin youth and adults, business, and leadership based on conservation, protection, restoration, and pollution abatement.
- * Increase ICPRB visibility to all basin stakeholders.
- * Increase citizen stewardship through creation/support of watershed coordinators and citizen watershed groups throughout the basin.
- * Continue enhancements to the ICPRB website to make it the recognized resource for information on Potomac water issues.
- * Expand geographic information systems to support enhancements for the website and technical projects, such as TMDLs.
- * Exchange knowledge and ideas from outside the Potomac basin (technology transfer).
- * Explore options to make library holdings database more accessible.

Measures of Accomplishment

- * Enlarge recipient list for press releases and other products to include more government agencies and elected officials.
- * Increase website traffic by completion of “basin tour” section and conversion to interactive web maps highlighting basin resources.
- * Increase capacity for more presentations and other personal contact with stakeholders.

Goal 3. Acquire resources to achieve recognition of ICPRB as a vital link in the basin's health and future.

Relationship to compact: Article II (D); Article V 1, 2, 3

Relationship to 1999 ICPRB strategic plan: Goals 6, 8

Initiatives

- * Obtain adequate funding that enables the agency to react quickly and provide sustainable management strategies and solutions for implementation.
- * Promote commissioner and jurisdiction involvement through policy-oriented business meetings, seeking a balance of stakeholder interests among commission delegations, and closer working relationships between commissioners and staff.
- * Explore innovative or entrepreneurial ways to secure funding, such as a dedicated sources from fees or foundations.
- * Enhance staff retention and job satisfaction through educational and other advancement opportunities, and use of IPA programs or internships to supplement staff.
- * Create a standing subcommittee (Commissioners and staff) for each of the three strategic goals to encourage collaboration and to focus energy and ideas for accomplishment.
- * Resolve ICPRB eligibility for various categories of federal and other grants.

Measures of Accomplishment

- * Create regular e-letters and other services, similar to the clip service, to keep commissioners and stakeholders involved and informed.
- * Enhanced participation by signatory jurisdictions evidenced by increased Commissioner attendance and committee membership.
- * New sources of project and grant funds are recognized and used.