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*Established in 1994 to protect surface and groundwater resources from pollutants as a result of agriculture and silviculture activities.*

*(KRS 224.71-100 thought 224.71-145)*

**AWQA Strategic Plan**

**2/18/16**

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| **Goal #1** | | **Increase Compliance with the AWQA** | | | | |
| **OBJECTIVES** | | **TASKS** | | **SUBTASK** | **TARGET DATE** | **FINDINGS/ACCOMPLISHMENTS** |
| 1 | Continue and grow education and outreach efforts | * Develop AWQA brand for marketing (AWQA messaging) | |  | 2017 | * Completed - New AWQA logo Spring 2016 |
| * Develop tools for regionalized efforts | |  |  |  |
| * Identify funding for long term staffing | |  |  |  |
| * Investigate the addition of an AWQA question on the NASS | | -Include Forestry data already collected from KDF | 2017 | * Completed - \*Not feasible at this time due to cost Spring 2016 |
| * Support development of staff so conservation district staff are able to assist in development of AWQA plans | | -Collect and furnish data to regions where participation is historically low | 2017 |  |
| -Provide additional training to district staff and supervisors | 2017 | * Completed - Training provided by Gumbert in March & Oct 2016 |
| -Provide annual training for districts at KACD Convention | 2017 | * Completed - Training provided by Gumbert July 2016 & 2017 |
| * Develop farmer support – develop a set of ads/photos/videos for promoting Ag Water Quality Act, BMPs featuring farmers | |  | 2017 | * Completed - 3 videos produced Aug 2016 (B. James, M. Turner, J. Bednarski) |
| 2 | Develop marketing tools including economic benefit. | * Determine prioritized list of BMPs for gathering economic data   **ACTION:** focus on 2-3 BMPs that will be heavily influential for promoting both water quality and economics, then promote the “brand” in order to sell the Authority | |  |  |  |
| * Identify experts for assistance in accruing data | |  |  |  |
| * Gather economic data | |  |  |  |
| * Distribute economic data for use in presentations given by Authority members | |  |  |  |
| * Establish an incentive for certification of AWQA plans | |  |  |  |
| 3 | Continue development of new BMP’s and include subject area experts for dissemination and adoption | * Obtain funding for research on MP effectiveness | |  |  |  |
| * Conduct research on BMP effectiveness | |  |  |  |
| * Develop public-private partnerships | |  |  |  |
| * Outreach to KACD research committee | |  |  |  |
| * Include education/training for Authority | |  |  |  |
| **Goal #2** | | **Improve Water Quality** | | | | |
| **OBJECTIVES** | | **TASKS** | **SUBTASK** | | **TARGET DATE** | **FINDINGS/ACCOMPLISHMENTS** |
| 1 | Build new and support existing ground & surface water monitoring efforts | * **ACTION**: Determine list of priority water quality parameters for trend monitoring |  | |  |  |
| * **ACTION:** Determine what year may be appropriate for establishing trend baseline |  | |  |  |
| * **ACTION:** Work with USGS to add additional Super Gages to the USGS network |  | |  |  |
| * **ACTION**: Participate in the establishment of a soil moisture network |  | |  |  |
| 2 | Develop and support Ag Water Quality priority protection areas. | * Develop criteria for prioritization of areas |  | |  |  |
| * Determine scale and number of priority areas |  | |  |  |
| * Determine priority areas |  | |  |  |
| * Share priorities with agencies to align funding priorities with priority areas |  | |  |  |
| 3 | Develop Regional AWQ Plans | * Determine what components are desired in a regional plan |  | |  |  |
| * Review existing watershed plans for usage in a regional plan development |  | |  |  |
| * Review existing priority areas for plan components (i.e. MRBI, NWQI NRS) | -Review Forest Action Plans | |  |  |
| * Engage public in regional plans |  | |  |  |
| * Conduct detailed monitoring including source identification |  | |  |  |
| **Goal #3** | | **Provide Adequate Funding for Implementation of the AWQA** | | | | |
| **OBJECTIVES** | | **TASKS** | **SUBTASK** | | **TARGET DATE** | **FINDINGS/ACCOMPLISHMENTS** |
| 1 | Work to further educate leaders about the Act and Authority. | * Conduct outreach to local governments & legislative leaders |  | | 2017 |  |
| * Develop PowerPoint slide and speaking points for Authority members to use in presentations |  | | 2017 | * Completed - PowerPoint developed and available for use (Dec 2016) |
| * Convene a workgroup of stakeholders to discuss approaches to increasing funding for the implementation of the Agriculture Water Quality Act. | - **ACTION**: what is the $ needed for? Staff (Coordinator)? Marketing? | | 2017 |  |
| 2 | Raise awareness of the importance of financial assistance | * Develop briefing sheet on AWQA |  | | 2017 | * Completed - Briefing sheet developed and available for use (Sept 2016) |
| * Share priorities of funding to align funding with priority areas Funding priorities: staff, marketing, branding |  | |  |  |
| **Goal #4** | | **Maintain a Highly Functional AWQ Authority** | | | | |
| **OBJECTIVES** | | **TASKS** | **SUBTASK** | | **TARGET DATE** | **FINDINGS/ACCOMPLISHMENTS** |
| 1 | Formalize procedures | * Adopt business rules |  | | 2017 |  |
| * Develop annual report |  | | 2017 |  |
| * Determine committee rules and functions |  | | 2017 | * Completed - Formalized and inserted in committee notebooks (spring 2016) |
| * Clarify process for BMP revisions (timelines/who/how) |  | | 2017 | * Completed - Process and timelines clarified & inserted in committee notebooks (spring 2016) |
| 2 | Further integrate the Soil and Water Conservation Commission | * Conduct an annual joint meeting of Authority and Commission |  | |  |  |
| * Conduct training annually for new Commissioners and Supervisors |  | |  |  |
| * Work with Commission to develop positive motivators for state cost share funds in conjunction with AWQA plans |  | |  |  |
| 3 | Objective – Research options for updating pieces of the AWQ Act itself vs. development of Regulations based on the existing statute **ACTION**: Establish a work group for further discussion |  |  | |  |  |
| 4 | Increase active review of BMPs by AWQA members | * AWQA members will conduct on-site reviews of functioning BMPs annually |  | |  |  |
| * AWQA members will complete annual report of successes and barriers |  | |  |  |