



Cherry Creek Basin Water Quality Authority Strategic Plan

The Cherry Creek Basin Water Quality Authority Board of Directors has adopted the following Mission/Vision, Goals, and Objectives as the Board's Strategic Plan:

Mission & Vision

What is our vision for the Cherry Creek Basin? Why was the Authority created under our Statute?

The Authority will benefit the public by **improving, protecting, and preserving water quality in Cherry Creek and Cherry Creek Reservoir, for recreation, fisheries, water supplies, and other beneficial uses, and achieving and maintaining current water quality standards.** The Authority will also provide for effective efforts by counties, municipalities, special districts, and landowners within the basin in the protection of water quality; provide that new developments and construction activities pay their equitable share of costs for water quality preservation and facilities; and promote public health, safety, and welfare.

Goals

What long-term goals do we want to achieve, to support our Mission and Vision?

1. Use Authority's **stewardship** effectively to implement sustainable reservoir and watershed water quality management strategies.
2. Implement an efficient and effective **organization** with the right expertise to achieve quality results.
3. Work with Member Entities and Stakeholders to enhance **partnerships** on water quality policies and projects.
4. Continue to develop leading edge, **innovative** water quality solutions, and adapt as needed.

Objectives

What specific, tangible, measurable milestones will we set to achieve to reach our goals?

- 🕒 To better understand reservoir and watershed dynamics and linkages
- 🕒 To identify the right "mix" of sustainable strategies that will preserve and enhance water quality for beneficial uses and/or prevent negative water quality impacts
- 🕒 To ensure that the Authority Board maintains an adaptable organizational structure and expertise so that it can efficiently identify, prioritize, and implement Authority initiatives, and respond to requests
- 🕒 To enhance partnerships with Member Entities and Stakeholders to leverage Authority resources, resulting in improvement, protection, and/or preservation of water quality and beneficial uses, and prevention of negative water quality impacts
- 🕒 To continue to be recognized as an innovative, leading edge watershed authority

Based on the adopted Mission/Vision, Goals, and Objectives, the Authority will periodically develop specific strategies, and metrics and measures, to help achieve the Strategic Plan. These strategies, metrics, and measures are intended to be readily adaptable as needed, and are therefore not part of the Board-adopted Strategic Plan itself.

