

WATER QUALITY PROGRAM STRATEGIC PLAN



WATER QUALITY PROGRAM 2015-2020 STRATEGIC PLAN

Our Mission



To protect and restore Washington's waters to sustain healthy watersheds and communities. Our work ensures that state waters support beneficial uses including recreational and business activities, supplies for clean drinking water, and the protection of fish, shellfish, wildlife, and public health.

Our Vision

Working with engaged citizens and partners, we restore and maintain the integrity of Washington's waters by preventing and eliminating water pollution.

Our Values

We value our staff and their commitment to public service. We aspire to develop a culture and program that has high levels of respect, innovation, excellence, teamwork, ownership and inclusion.

Our Goals

1. Prevent and reduce water pollution.
2. Clean up polluted waters and engage citizens in the work to protect and restore water quality.
3. Provide excellent technical & financial assistance.
4. Develop, recruit and retain highly qualified and committed staff.

Four pillars of our strategic plan:

- *Align around the common purpose of protecting the integrity of Washington's waters.*
- *Focus on delivering results that maintain and protect water quality.*
- *Always do better.*
- *Strive to be enablers and advocates of leadership and respect.*

Goal 1A: Prevent and reduce point and stormwater pollution

Objectives

1. Maintain our progress on redeveloping the Permit and Reporting Information System (PARIS) and fully transitioning our work to e-business.
2. Focus on priority permits and water quality impacts.
3. Increase the effectiveness, timeliness, and transparency of permit program.
4. Verify municipal permitting via a pilot audit program.
5. Decrease risk associated with climate impacts by providing tools and strategies to cities, counties, and water utilities.
6. Improve coordination and alignment between water cleanup plans (TMDLs) and permits.



Goal 1B: Prevent and reduce nonpoint pollution

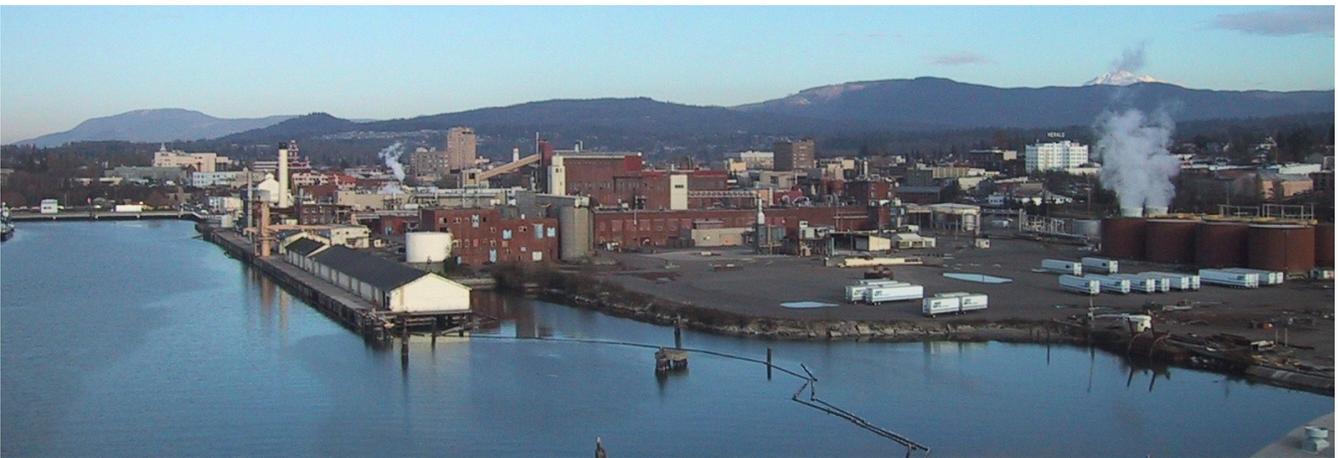
Objectives

1. Increase education and outreach in agriculture areas where we work.
2. Prevent and reduce nonpoint pollution to surface and ground waters by identifying, approving, and tracking best management practices (BMPs) in every water cleanup plan (TMDL).
3. Develop suites of BMPs by sector or land use.
4. Prioritize and integrate nonpoint pollution reduction tools and improve staff coordination.
5. Promote certainty programs that protect clean water.
6. Increase groundwater pollution control and cleanup in key areas.

Goal 2A: Clean-up water pollution

Objectives

1. Increase TMDL production to meet new program target of addressing 53 listings per year and 106 listings per biennium. Set regional TMDL and Straight to Implementation (STI) production targets.
2. Increase TMDL and STI implementation actions and tracking.
3. Launch effectiveness monitoring initiative.
4. Improve internal WQ assessment process and maintain progress on WQ standards. Finish phase 1 by December 2015 and complete automation by January 2020.



Goal 2B: Engage partners and citizens in the work to protect and restore water quality

Objectives

1. Improve Water Quality Program web presence.
2. Develop videos and online tools that tell water quality success stories.
3. Improve outreach and environmental education efforts.
4. Increase use of visual tools for the public.
5. Improve dialogue and collaboration with our partners.
6. Proactively increase and enhance program partnerships.



Goal 3: Provide excellent technical and financial assistance

Objectives

1. Maintain transparency and accountability of our financial assistance program.
2. Improve data sharing and outcomes reporting.
3. Increase information sharing with other programs and agencies.
4. Improve staff coordination and training.
5. Prioritize and target financial assistance.
6. Increase communication of funding successes by publishing biennial water quality financial assistance report by June 2017.
7. Improve technical assistance and customer service.



Goal 4: Develop, recruit, and retain highly qualified and committed staff

Objectives

1. Recruit – Increase our involvement in agency recruiting efforts and our presence at job recruitment events.
2. Develop and train – Improve knowledge transfer by designing and implementing new mentoring, internship, and succession planning programs. Increase development and training efforts program wide.
3. Retain – Increase efforts to retain committed staff by creating a culture of respect, excellence, innovation, teamwork, ownership and inclusion.
4. Evolve – Routinely evaluate and adjust how we deploy staff to ensure our workforce is working on current and anticipated needs.