



Potential Goal Structure for Watershed Planning

Definition of terms:

Problem Statement — 1. A "Problem Statement" is a brief, three-part overview of a difficulty or lack and the way you propose to address that difficulty or lack.¹ 2. A problem statement is a concise description of the issues that need to be addressed by a problem-solving team and should be presented to them (or created by them) before they try to solve the problem. A good problem statement should answer these questions:

- a. What is the problem?
- b. Who has the problem or who is the client/customer?
- c. What form can the resolution be? What is the scope and limitations that can be used to solve the problem?²

Goal — More focused desired end state to be achieved, typically a "high level" statement.

Objective — A concrete statement describing what the project is trying to achieve, written at a "low level," meant to be evaluated to determine whether it was achieved or not.³

Strategy — A statement of the means to be used to achieve objectives.

Evaluation measure — Metric used to determine whether objective was achieved.

Principle — A tenet that helps shape the acceptable range of strategies used to achieve goals.

¹ <http://core.ecu.edu/engl/henzeb/3880/extrafiles/problemstatements.htm> ;

² http://en.wikipedia.org/wiki/Problem_statement

³ One way of thinking of this is: a well-worded objective will be Specific, Measurable, Attainable/ Achievable, Realistic, and Time-bound (SMART).

Example:

Problem Statement — Surface water bodies (i.e., lakes and streams) must meet water quality standards sufficient to achieve designated uses. The nine lakes within the watershed planning area fail to meet all of their designated uses due to known causes that are often related to land use. Best management practices, including new or improved policy initiatives, must be identified and implemented by landowners and managers as resources allow to improve water quality and to restore designated use attainment. The total maximum daily loads (TMDLs) developed for the planning area will guide planning and decision making. A plan to solve the problem must be finalized by June 1, 2014, to guide remedial activities during the following 5-10 years.

Goal — Achieve removal of lakes from Section 303(d) List of impaired waters.

Objective — Reduce phosphorus loads in line with TMDL calculations.

Strategy — Install riparian area filter strips of appropriate width to trap and filter runoff containing nutrients and sediment.

Evaluation measures — Number of acres/miles of new filter strips installed.
Number of new or revised ordinances (e.g., creation of a new lowland conservancy overlay district) adopted.

Principle — Section 303(d) delisting should only be accomplished through voluntary measures.