



STRATEGIC PLAN 2008-2011



Suwannee River Partnership—Strategic Plan Overview

Introduction

The Suwannee River Partnership is a group of 63 Federal, State, and Local Agencies, State Associations, Private Businesses, and other organizations that have come together to improve and conserve water in the Suwannee and surrounding watersheds within the SRWMD.

The Partnership was established to reduce nutrient loading in the Middle Suwannee River Basin by encouraging land owners to use Best Management Practices through voluntary, and incentive based programs. Over the last six years the Partnership has expanded to cover the entire SRWMD.

The Partnership has been very successful in obtaining high level of participation from the agriculture industry in the basin. 70% of Crop farms 90% of Dairies, and 99% of Poultry Farms have agreed to implement practices that help protect and save water.

Over the last several years the Partnership has begun working with homeowners through the UF-IFAS Florida Yards & Neighborhoods Program to help protect and save water.

The Partnership has made great strides over the last 10 years. Still there is much work that needs to be accomplished in the coming years if the Partnership is to realize its potential in helping to preserve the water resources of the Suwannee, strengthen the economy, and maintain the way of life we enjoy.

The Partnership's Vision

To be an effective partnership for promoting excellent water quality and conservation for all citizens of the SRWMD.

The Mission

To provide researched based solutions that protect and conserve the water resources within the SRWMD by emphasizing the implementation of voluntary, or incentive- based programs.

Our Priority Areas

1. BMP Research, Education, and Implementation
2. Expanded Partnerships
3. Marketing, Awareness, and Accountability



Priority Areas

BMP Research, Education, and Implementation

The Partnership will:

- Continue to conduct research that verifies and improves the effectiveness of land management practices in protecting and saving water.
- Continue to identify educational information that provides solutions to land users on management practices that helps protect the environment and that are feasible to use.
- Continue to provide programs and incentives that help land owners implement management practices that help protect and save water.

Expanded Partnerships

The Partnership will seek to form new Partnerships while promoting the non-regulatory incentive based approach with local leaders and citizens within springsheds.

Awareness, Marketing and Accountability

The Partnership will:

- Continue to inform land owners, citizens, partners, elected officials, and others about Partnership programs that protect and save water.
- Continue to document how Partnership programs help protect and save water.

Goals, action items, and performance measures

The Partnership vision, mission, and goals will be achieved through the following strategies and action items.

Strategic Goal Areas

- #1:** *Develop and deliver water quality and conservation tools to increase and sustain agriculture production (while protecting and saving water).*
- #2:** *Develop and deliver water quality and conservation tools to increase and sustain non-agriculture participation (to protect and save water)*
- #3:** *Increase local government participation in the SRP*
- #4:** *Expand the SRP Approach to Springsheds*
- #5:** *Secure and Increase SRP Funding*
- #6:** *Develop public and youth awareness and education programs and activities.*
- #7:** *Communicate the impact of the Suwannee River Partnership to citizens, policy makers and participants*
- #8:** *Explore and research the feasibility of a branding program for SRP participants.*