



Creating a Strategic Plan

In 2018, Blue Water Baltimore embarked on a strategic planning process to assess our organizational strengths and identify the actions needed to meet our clean water goals. With input from several external stakeholders, Blue Water Baltimore's board and staff focused on our unique ability to blend science and advocacy, with community engagement and environmental restoration. The resulting strategic plan aims to focus on these strengths, while partnering with organizations, agencies, and residents interested in collaborating toward shared clean water goals.

Our Values

Our work is grounded in Science

We take our lead from the scientific evidence and regard it as the last word on whether something is healthy or unhealthy, working or not, for the watershed.

We focus our efforts in Baltimore

We are about the Baltimore region and its water quality.

We strive for Visible Change

We have a bias to tangible, visible projects that educate and engage people.

We rely on Partnership

We collaborate with community-based and other partners to understand their priorities and ensure that the plans, work, and results have local approval and stewardship.

We prioritize Respect

We respect the diversity of experience and identity among the people who live in the Baltimore region and work to be aware of and responsive to the practices and beliefs of all cultures and traditions.

We are always Learning

We strive to better understand our waterways, our partners, and our communities, to better serve and fulfill our mission.

Goals for 2019–2023 by Area of Focus:



Demonstrate hands-on leadership by monitoring water quality challenges and directly implementing solutions.

Goal 1: Continue to gather and report comprehensive, high-integrity water quality data and analysis to residents, researchers, and state and local agencies.

Goal 2: Implement high-visibility restoration projects in the Baltimore region to demonstrate the benefits of green infrastructure for improving waterway health.

Goal 3: Work with landowners in the city and county to help them understand and undertake opportunities for restoration projects that could be installed on their properties to improve water quality in our region.

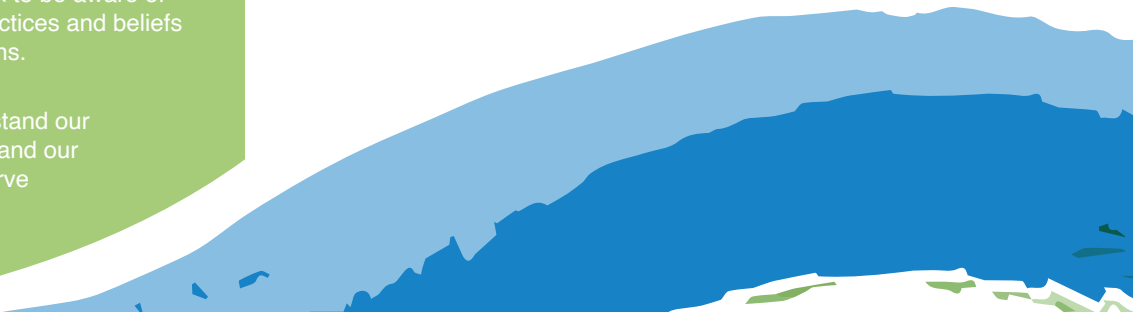


Advocate for leadership on water quality from the public, private, and nonprofit sectors.

Goal 1: Work with partners to improve stormwater remediation.

Goal 2: Encourage businesses and institutions to champion improved water quality and water policy.

Goal 3: Hold polluters accountable for the water pollution they cause.





Educate people on the threats to our waterways and how they can help.

Goal 1: Inform the public debate by advocating for transparency on public water and wastewater spending and programs.

Goal 2: Increase public understanding of the primary sources of water pollution and where stormwater goes in the Baltimore region.

Goal 3: Empower Baltimore region residents to help improve waterway health by explaining simple and impactful actions they can take.



Strengthen our organization to fulfill its mission.

Goal 1: Build brand awareness as a credible, evidence-based information source, and a reliable partner committed to the Baltimore region's future.

Goal 2: Be the best partner we can be by avoiding duplication of effort with other non-governmental organizations and mission creep.

Goal 3: Diversify funding support by doubling unrestricted income and expanding the number of individual, corporate, and philanthropic givers.

Goal 4: Build a workplace culture that values diversity, inclusion, equity, and collaboration while promoting personal sustainability and professional development.

Goal 5: Ensure Blue Water Baltimore is prepared for operational success through optimal leverage of resources and effective structure, communications and processes.

Following a Roadmap

This strategic plan represents a roadmap for Blue Water Baltimore's work over the next few years, and is focused not only on what we do, but more importantly, on how we do it. Blue Water Baltimore will strive for our work to be collaborative, inclusive, technically sound, and credible. We cannot accomplish our goals alone, nor would we want to. Meaningful relationships with community members, decision-makers, and other stakeholders are critical to restoring water quality and meeting our collective commitments toward a sustainable future for our entire region.

**Clean Water.
Strong Communities.**



**BLUE
WATER
BALTIMORE**

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