

2019-2022

Wentworth Watershed Association - Strategic Plan

Approved and Adopted by the Wentworth Watershed Association Board - October 2019

STRATEGIC FOCUS AREAS

Water Quality Improvement and Watershed Management

The Association works with the town of Wolfeboro, watershed property owners and users to implement best management practices which improve water quality in the Wentworth-Crescent Watershed.

Land Conservation and Stewardship

The Association conserves land to protect water quality within the Wentworth-Crescent Watershed, while also protecting natural habitats, wildlife, and view-sheds.

Education and Outreach

The Association educates the watershed community to protect water quality through land and natural resource stewardship and implementation of best management and sustainable practices.

GOALS

Water Quality Improvement and Watershed Management:

GOAL- Decrease phosphorus in the surface waters in the watershed

Water Quality Challenge: Integrate the water quality committees more effectively.

Water Quality Need: Update watershed management plan.

Land Conservation and Stewardship-

GOAL: Evolve the Association into a land trust organization focused on the Wentworth-Crescent Watershed to conserve sensitive and strategic

parcels. The Association's water quality focus will guide land conservation efforts.

Land Management Challenge: Ensure enough resources as we acquire more land.

Land Management Need: Develop and adopt a more comprehensive policy with criteria for land acquisition and easements.

Education and Outreach-

GOAL: Increase awareness of what needs to be done to protect and improve water quality in the watershed.

Education Challenge: Increase adaptive behaviors resulting in more installations of stormwater best management practices

Education Need: Design and deliver results-oriented programming

MISSION

The mission of the Wentworth Watershed Association is to protect and preserve the Wentworth-Crescent Watershed through initiatives that enhance water quality, land conservation, and community education.

THE COMMUNITY WE SERVE

Geographic Area We Serve

The Wentworth-Crescent Watershed from the headwaters in Wolfeboro, Brookfield and New Durham to the lakes.

Secondary - Waters downstream from the Smith River outlet and beneficiaries of our efforts, including Back Bay and Wolfeboro Bay of Lake Winnepesaukee.

Constituents

Primary- Watershed property owners and users.

Secondary- Downstream recipients of our waters, area residents interested in our work, and others interested in Lake Winnepesaukee's sub- watersheds.

Community Needs We Address

- A healthy watershed to sustain water quality and support economic vitality.
- Clean water and natural spaces for recreation and scenic beauty.
- The knowledge and skills to protect and improve water quality and conserve land and natural resources.
- An understanding in the community of the impact of human activity on water quality in the watershed.

VISION

The Wentworth Watershed Association is an influential organization, strongly supported by the Wentworth-Crescent Watershed community

and a respected leader in protecting and improving water quality, conserving sensitive lands, and providing effective education programs.