



**WABAMUN WATERSHED MANAGEMENT COUNCIL**

**STRATEGIC PLAN 2022 – 2025**



## Vision

As a description of our future, our vision guides our decisions, helps us set priorities and encourages us to align our efforts as we work to make WWMC the organization as effective as it can be.

**The Wabamun Lake Watershed is a healthy ecosystem with a community that shares its collective responsibility to be the best stewards of that environment.**

**Be the best stewards of Wabamun Lake and Watershed**

**Keep Wabamun Lake Clean and Clear**

## Mission

**To guide the development, management, and stewardship of Wabamun Lake through collaborative watershed planning, research, and public education.**

## Core Values

### **Relationship with the watershed:**

Wherever we live, we live in a watershed. What we do on the watershed lands impacts the health of the lake for today and tomorrow.

### **Stakeholder engagement:**

We believe all stakeholders share in the privilege and responsibility of a healthy watershed and should be involved in achieving our mission.

### **Knowledge sharing:**

We believe watershed stewardship is achieved and supported by ongoing and deliberate knowledge sharing. It is an activity through which knowledge (information, skills, or expertise) is exchanged among people, communities, or organizations while respecting different ways of knowing, (e.g., science-based knowledge, Indigenous knowledge).

### **Collaboration:**

We are most effective working together in the stewardship of the watershed.

### **Fairness and integrity:**

WWMC leads watershed stewardship with fairness and integrity.



## Our History

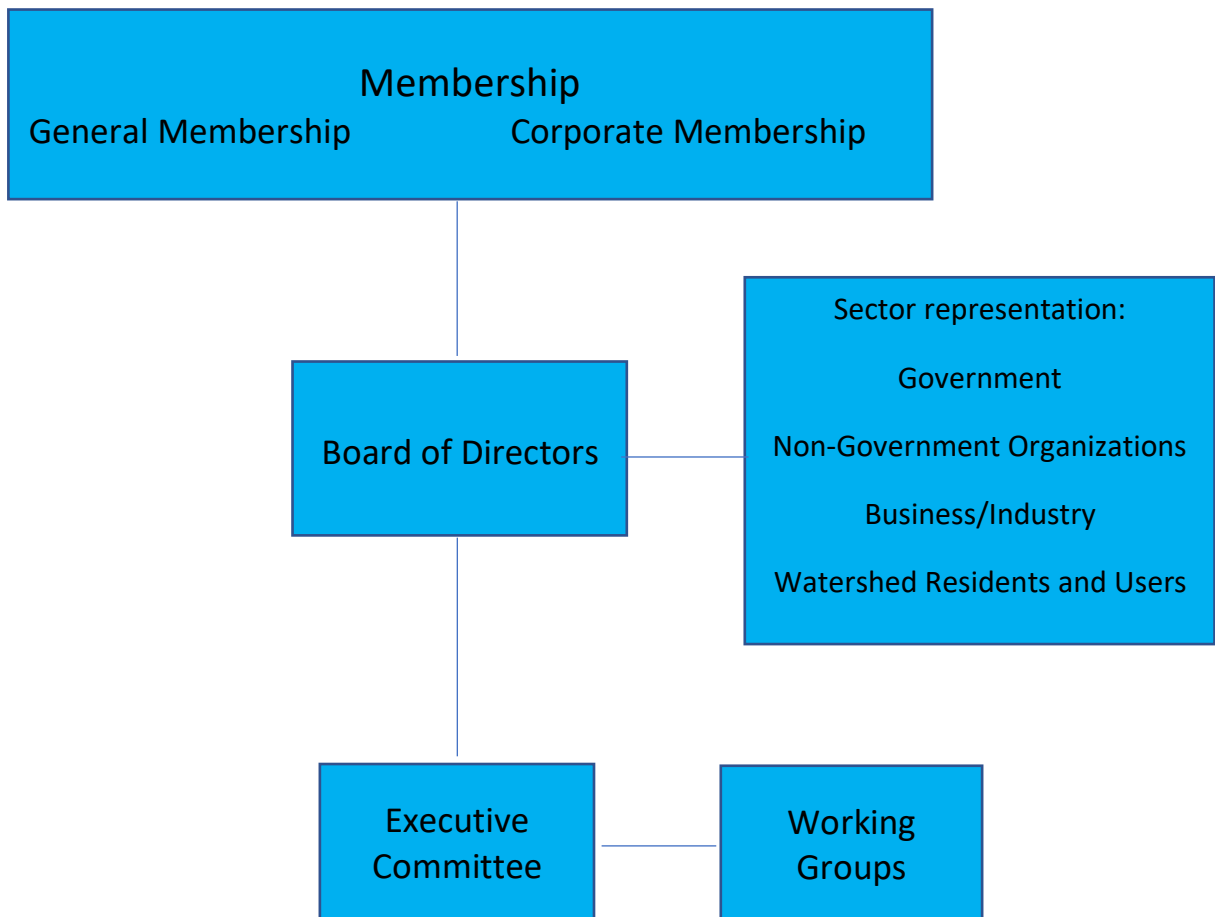
Since its inception in 2006, a small but very dedicated group of volunteers, has made a significant impact educating the public in understanding and improving the watershed issues that exist on Wabamun Lake. Projects have included information sessions about diverse topics, such as lake biology and environmental regulation of the lake and watershed; as well as the development and distribution of brochures and posters related to nutrient loading impacts on the lake; homesite consultations; shoreline naturalization workshops; opposition to unauthorized developments affecting the watershed and lake; preparation of the Wabamun Lake State of the Watershed Report; contributing to Parkland County's Wabamun Lake Sub- Watershed Land Use Plan; use of drone technology to survey and prepare a Riparian Health Assessment of Wabamun Lake; assisting in the Parkland County 'Love your Lake' program; and responding to emerging issues including boat launch sites and a major ice heaving event in 2018. As well, since 2019, the WWMC, with direction and oversight from the Alberta Lake Management Society (ALMS), has established a water quality sampling program in which the WWMC works with ALMS in both summer and winter to sample the water quality, flora, and fauna of the lake, and check for evidence of aquatic invasive species.

In recognizing that a properly functioning in-lake ecosystem is crucial to the improvement of water quality, the WWMC board's initial focus was to work with various Federal and Provincial agencies to ensure a complete assessment of this environmentally sensitive area. Sharing these assessments and working collaboratively with all stakeholders, the board's goal was to implement strategies that would return the ecosystem to its natural and healthy state. In 2020, the Wabamun Lake Watershed Management Plan Steering Committee, with provincial, municipal and local representation and input, completed the [Wabamun Lake Watershed Management Plan](#); the plan ensures that Wabamun Lake and watershed issues are identified and prioritized, and actions to address issues are outlined in a ten-year workplan.

WWMC has been instrumental, through its website (<https://www.wwmc.ca/>) and Facebook page ([www.facebook.com/groups/Wabamun](https://www.facebook.com/groups/Wabamun)), in creating and maintaining a comprehensive library of historical, scientific, and policy/regulatory information relevant to users of the Watershed and communicates with the public on issues and opportunities as those arise.



## 2022 WWMC Organizational Chart





## Environmental Scan / SWOT Analysis Results

<b>Strengths (leverage)</b> <ol style="list-style-type: none"><li>1. Passionate volunteer base</li><li>2. Fully committed and collaborative partners</li><li>3. Strong support from all levels of government</li><li>4. Intermunicipal collaboration</li></ol>	<b>Weaknesses (reduce/improve)</b> <ol style="list-style-type: none"><li>1. Limited financial resources</li><li>2. Limited human resources</li><li>3. Stakeholders' complacency/apathy and lack of knowledge</li><li>4. Minimal membership and donor base</li><li>5. Limited authority</li></ol>
<b>Opportunities (exploit)</b> <ol style="list-style-type: none"><li>1. Continue to strengthen community support and recruit active volunteers</li><li>2. Build a more effective financial model</li><li>3. Increase capacity of the organization by hiring an executive director / program administrator</li><li>4. Implementation of the Watershed Management Plan</li></ol>	<b>Threats (Mitigate)</b> <ol style="list-style-type: none"><li>1. Climate change</li><li>2. Complacent stakeholders</li><li>3. Reduced commitment from collaborative partners</li><li>4. Reduced support from governments</li><li>5. Reduced support from adjacent municipalities</li><li>6. Reducing memberships and donors</li></ol>



## WWMC Strategic Plan 2022-2025 (April)

The WWMC Strategic Plan 2022-2025 provides the WWMC Board of Directors, members and stakeholders with a comprehensive strategy that will assist in ensuring the continued viability of Wabamun Lake as an environmentally secure place to live, work, recreate and appreciate.

The strategic plan utilizes the Wabamun Watershed Management Plan to execute the WWMC mission (to guide the development, management, and stewardship of Wabamun Lake through collaborative planning of programs, research, and public education.)

### Key Strategies

The Wabamun Watershed Management Council has 4 key strategies and associated strategic goals. The key strategies and associated strategic goals and performance measures are as follows:

#### 1) Strategy – Maintain a functioning sustainable organization

**GOAL:** To achieve the WWMC mission, the WWMC is a highly functional, resourced/sustainable organization, strengthened by a governance model aimed at having the organization become less of a working board and more of a governance board.

Performance measures: No vacancies on Board of Directors, diverse representation on Board of Directors, fundraising growth through charitable status, a viable governance model

#### 2) Strategy – Collaboration and Advocacy

**GOAL:** WWMC will further strengthen collaboration with key stakeholders to advocate for the implementation of the Wabamun Watershed Management Plan.

Performance measures: Ongoing support from NSW, ALMS, AEP; support from and communication with all municipalities in the watershed; support and ongoing communication from TransAlta; work to strengthen relationship with Paul First Nation and other area Indigenous Nations.

#### 3) Strategy - Maintain, improve, and monitor the health of Wabamun Lake and watershed

**GOAL:** Stewardship activity priorities and objectives align with those identified in the Wabamun Watershed Management Plan (WMP) and are implemented in collaboration with Wabamun Watershed Management Plan Steering Committee (WMP SC) supported by NSW.

Performance measure: Wabamun Watershed Management Plan New Activities 2020-2023 are advanced.

#### 4) Strategy- Maintain communication role and provision of information regarding watershed health

**GOAL:** Implementation of a strong communication strategy that allows the organization to continually inform the stakeholders of Wabamun Lake and surrounding area on watershed stewardship matters.

Performance measures: As identified in 2022 WWMC Communication Strategy



## Short Term Operational Goals (2022-2023)

- Advocate for continuing implementation of WMP (2022-2025)
  - Act as watchdog for entities that have greatest impact on watershed health (i.e., governments, developers, industry, residents)
  - Continue monitoring the health of the lake through water testing
  - Advance wetland/riparian assessment and restoration in the watershed
  - Increase watershed knowledge among residents and lake users around the lake
  - Present strong educational documentation and advocacy, especially as it relates to invasive species
- Develop and document an effective communication strategy reaching out to all stakeholders with specific emphasis on additional dialogue with Indigenous groups around the lake (2022-2025)
- Further develop capacity to advance WWMC mission (2022-2025)
- Pursue further funding opportunities from Provincial, Federal and community funding sources
- Continue strengthening our membership and donor base
- Enhance WWMC board governance
  - Complete application for charitable status with Canada Revenue Agency
  - Update WWMC financial reporting
  - Prepare a 24-month financial projection and budget for Revenue and Expenses

## Medium Term Operational Goals (2022-2025)

- Continue to advocate for the better management and restoration of riparian areas around the lake and along major tributaries
- Continue to strengthen collaborative relationships to advocate for the implementation of the Wabamun Watershed Management Plan.
- Maintain our strong and collaborative relationship with the NSWA
  - Continue to solidify the relationships developed with the stakeholders of the lake and surrounding area
- Further enhance watershed stewardship capacity by
  - Encouraging participation of effective and passionate voluntary board members
  - Continue to build a strong financial base of members and donors
- Work to establish and fill an executive director position to administer the day-to-day business of the WWMC, including programming and fund raising
- Continue to develop a diverse Board of Directors
- Expand our capacity and ability to measure the effectiveness of the organization's goals and objectives