

ECWA STRATEGIC FRAMEWORK

A strategic framework links together an organization’s desired impact with its core strategies.

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| DESIRED IMPACT long-term difference | Ellerbe Creek is a clean, healthy creek supporting people and wildlife | | |
| ENABLING OUTCOMES results of strategies that lead to impact | Public policies, regulations, and investments protect the creek. | Community members are connected to Ellerbe Creek with opportunities to learn, play, and protect the creek. | Green infrastructure is in place, including protected land and stormwater management. |
| STRATEGIES what ECWA does to create enabling outcomes | Motivate policymakers and other decisionmakers to value the watershed and take action to restore and protect it. | Create hands-on experiences for residents and landowners to appreciate and improve the watershed. | Protect and restore land along the creek for improved watershed function and recreational use. Identify and implement innovative green infrastructure solutions that improve watershed function. |
| CROSS-CUTTING STRATEGIES | Work through partnerships, influence others to do the work rather than doing all the work Engage the community from a place of listening to needs and wants | | |