



engineers | scientists | innovators

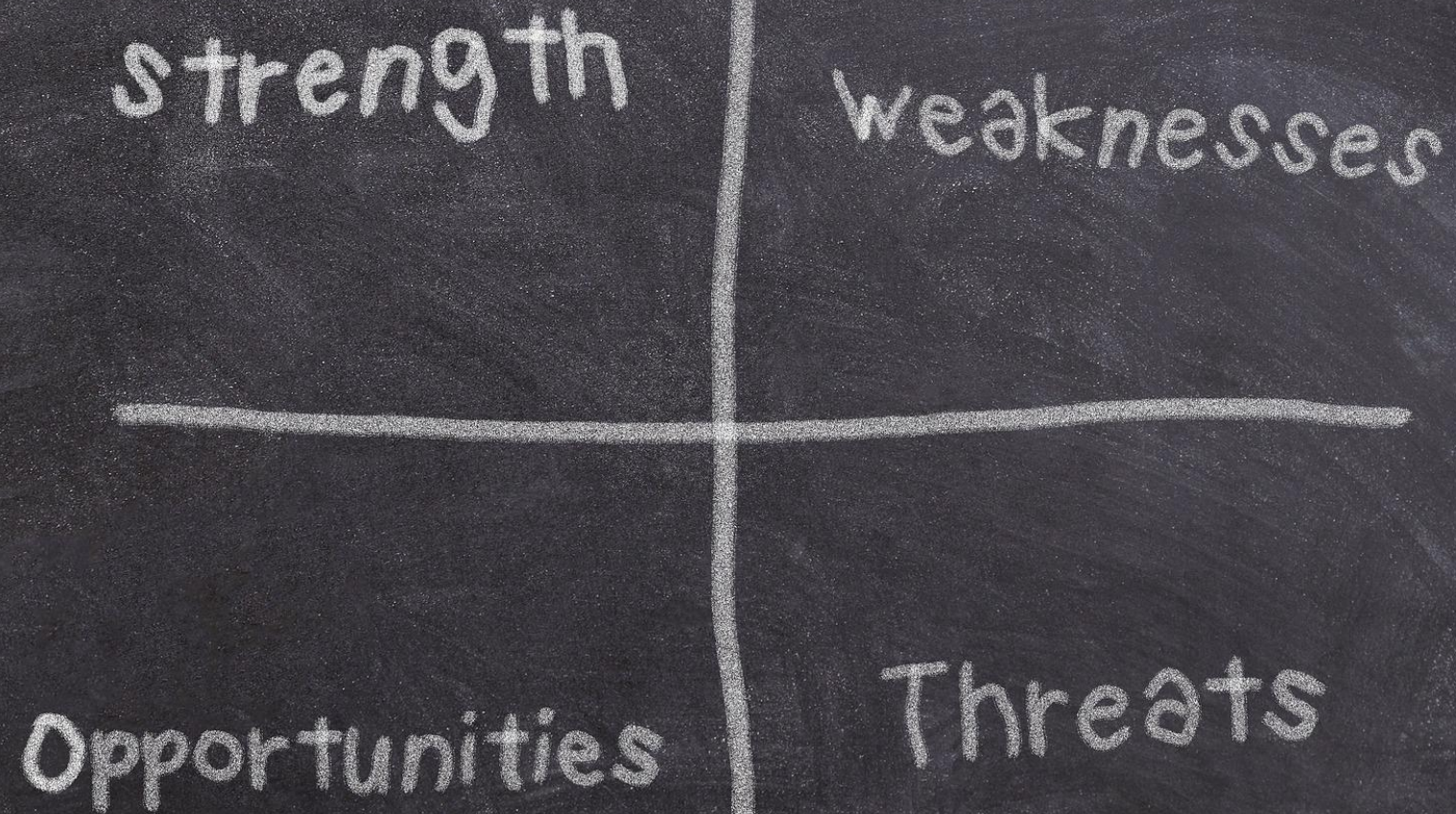
# Perdido Watershed Management Planning

*Baldwin County, Alabama*

*January 31, 2022*

# Introductions

# SWOT



## Mission/Vision Statement

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<b>No vision</b>	<b>= total failure</b>
<b>A vision without a plan</b>	<b>= just a dream</b>
<b>A vision with a plan, but no action</b>	<b>= wasted time</b>
<b>A vision with a plan AND action</b>	<b>= SUCCESS</b>

## Mission/Vision Statement

### Mobile Bay National Estuary Program

**Mission:** To promote the wise stewardship of the water quality and living resources of the Alabama's estuaries and coast.

**Vision:** Alabama's estuaries, where rivers meet the sea, are healthy and support ecological function and human uses.

accessible (2) agencies (2) bays (3) benefit (2) brings (3) citizens (3) clean (3) coastal (2) collaborative (2)  
conserve (3) dedicated (4) diverse (2) ecological (2) ecosystem (3) enhance (7) ensure (2)  
estuaries (3) estuarine (3) fish (2) future (2) generations (2) habitat (4) healthy (2) help (2)  
management (3) natural (3) partnership (3) people (4) preservation (4)  
protect (13) public (3) quality (4) regional (3) resources (7)  
restore (12) science (4) shared (2) surrounding (2) sustain (3) together (6)  
water (10) watershed (6) wildlife (4) working (4)

Our vision is to produce a Watershed Management Plan

- for the community
- creating a landscape of environmental and economic viability
- that promotes the protection and restoration
- of water quality and coastal ecosystems
- through strong local leadership and sustainable partnerships.

# Goals (General)


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- Goals (general)

Negotiate Contract	12/27/2021	12/30/2021	
MBNEP Verbal Go-Ahead	12/30/2021	12/30/2021	
<b>Kick off meeting (w/MBNEP)</b>	1/17/2022	1/18/2022	
Identify Stakeholders	1/17/2022	1/31/2022	
Stakeholder Meeting (listen for needs)	2/1/2022	2/2/2022	
Leveraging Meeting	2/2/2022	2/2/2022	
Initial GIS Maps	2/3/2022	3/17/2022	
Survey (needs and values)	2/2/2022	4/18/2022	
Request, download, obtain data (inc. MRD)	2/3/2022	2/24/2022	
Speak at public meetings	2/3/2022	4/7/2022	
Literature Review	2/3/2022	3/17/2022	
Characterize Watershed	3/18/2022	4/15/2022	
Stakeholder Meeting (listen for values)	4/18/2022	4/18/2022	
Literature Review	2/3/2022	4/18/2022	
Field visits	4/1/2022	4/8/2022	
Video creation / release	2/10/2022	5/5/2022	
Conditions of Watershed	2/3/2022	4/28/2022	
Climate Vulnerability and Assessment	2/3/2022	4/14/2022	
Regulatory Review	2/2/2022	4/18/2022	
Governmental Review Seminar	4/18/2022	4/18/2022	
Critical Issues	4/28/2022	5/26/2022	
Public Meeting	5/19/2022	5/19/2022	
Management Measures	5/26/2022	6/30/2022	
Stakeholder Meeting (MCDM)	6/23/2022	6/23/2022	
MBNEP Review	7/1/2022	7/22/2022	
Financing Alternatives	5/26/2022	6/30/2022	
Monitoring	5/26/2022	6/30/2022	
MBNEP Review	7/22/2022	8/12/2022	
Address Comments	8/15/2022	8/22/2022	
Stakeholder Meeting (Equip for Implementa	8/23/2022	8/30/2022	
Final Review / Comments	8/23/2022	8/30/2022	
Issue for Comment	8/31/2022	9/30/2022	
Publish WMP	10/3/2022	10/10/2022	
Present video to officials	10/11/2022	1/3/2023	

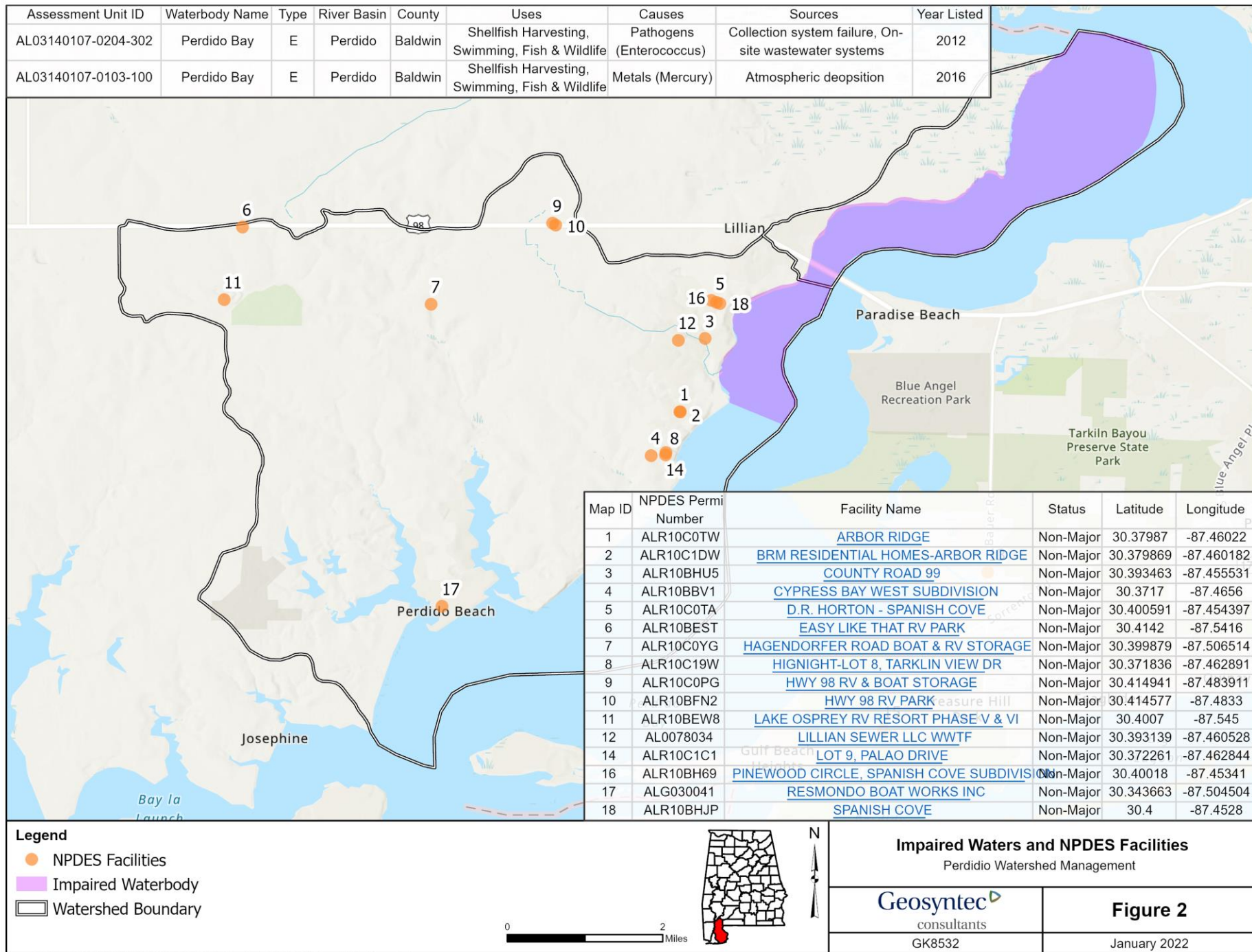
# Biggest Challenge

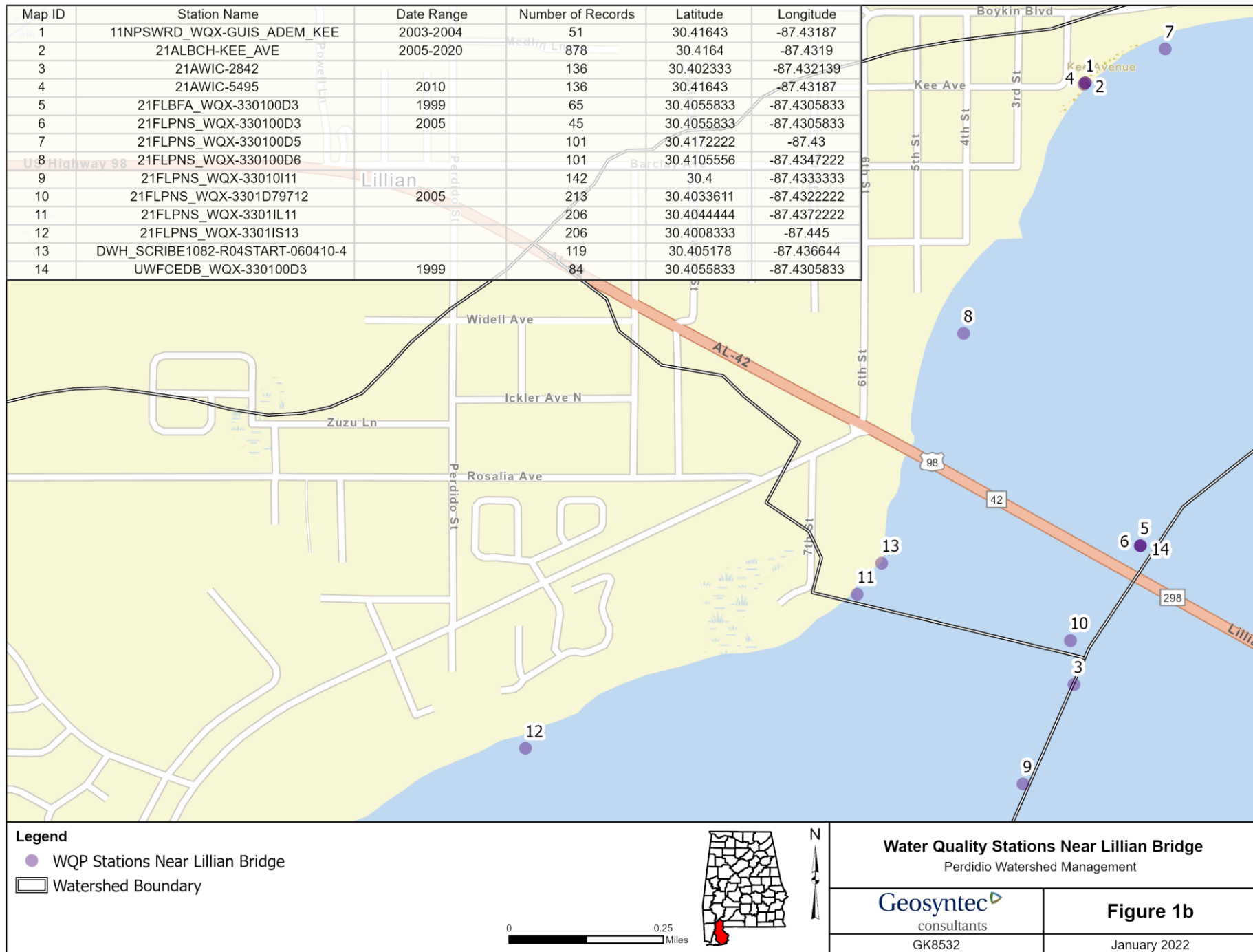
Task Description	2022											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Community Engagment												
Watershed Characterization and Conditions												
Climate Vulnerability Assessment												
Identification of Critical Issues and Areas												
Management Measures												
Implementation Strategies												
Monitoring Program												
Regulatory Review												

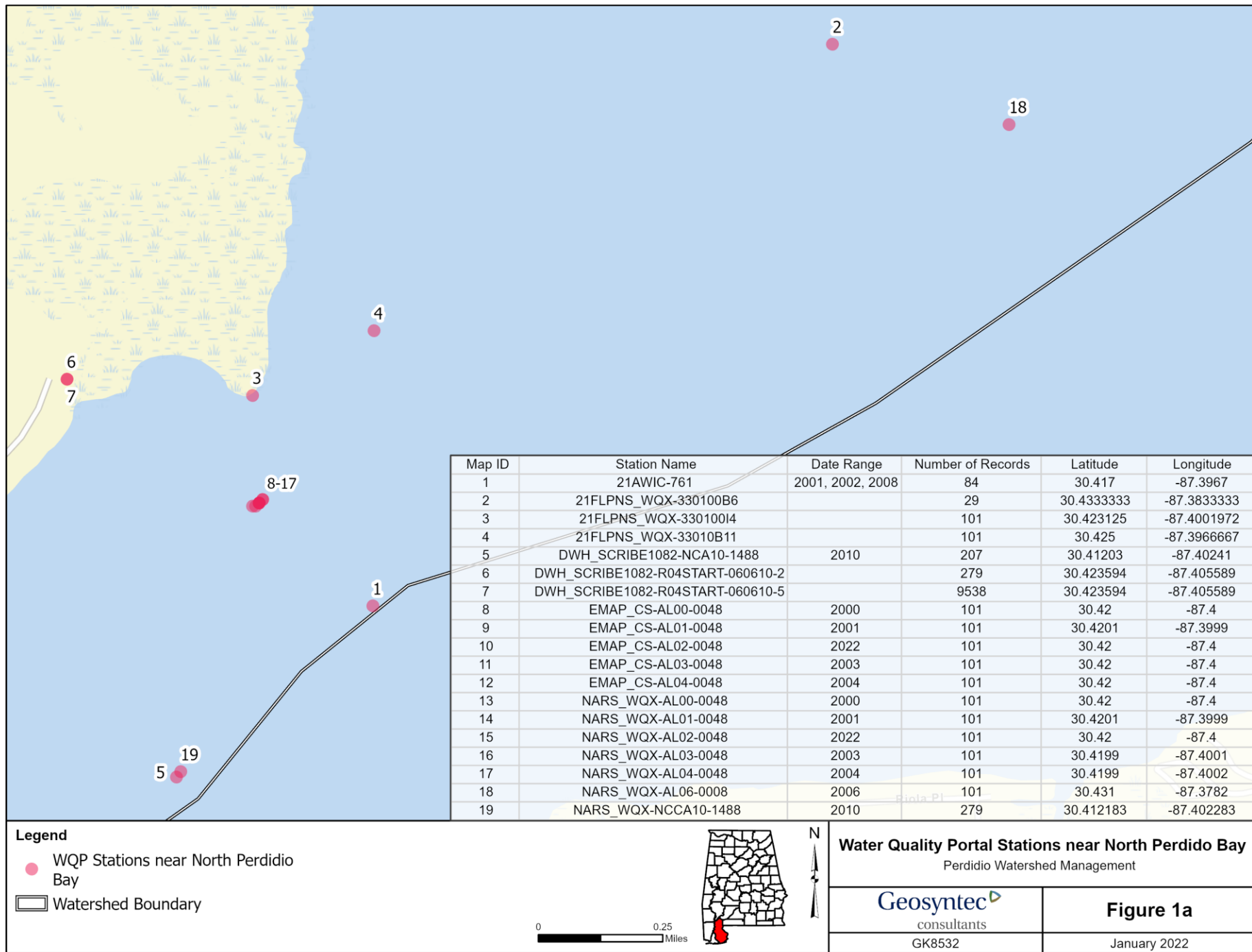
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- Survey
  - Map
  - Water Monitoring

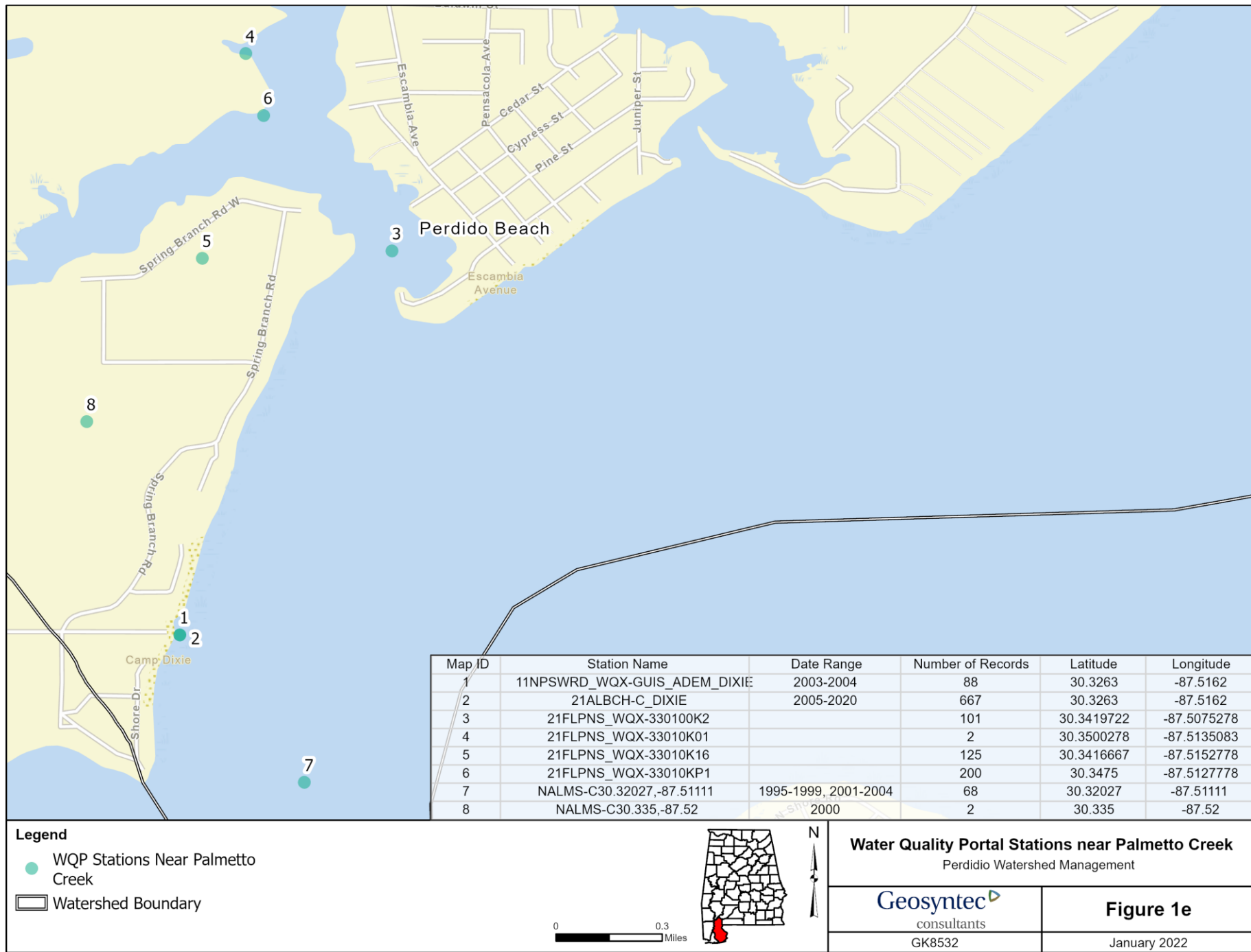


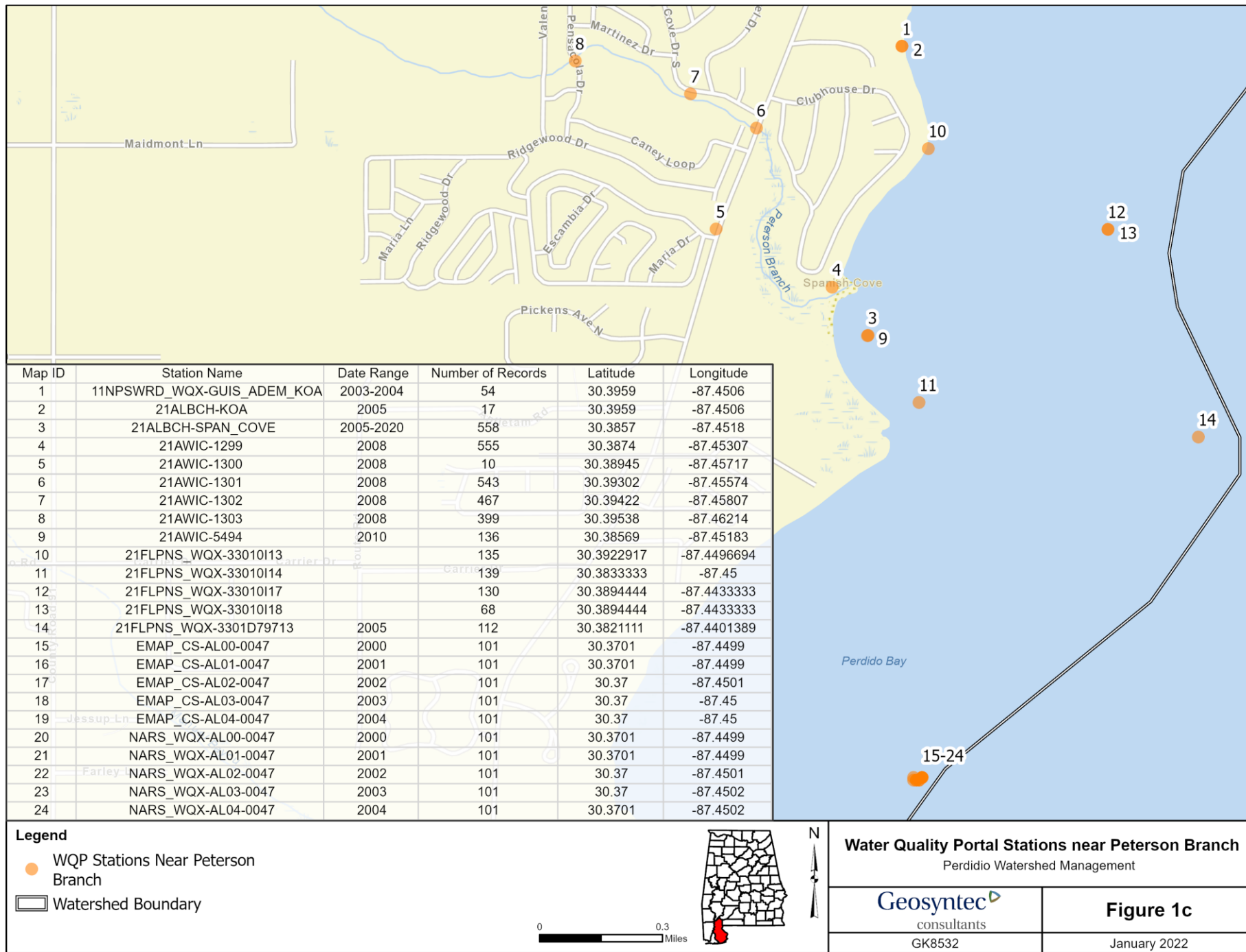
<https://survey123.arcgis.com/share/64b34ffe6aac4508a7c773f443ad5b33>

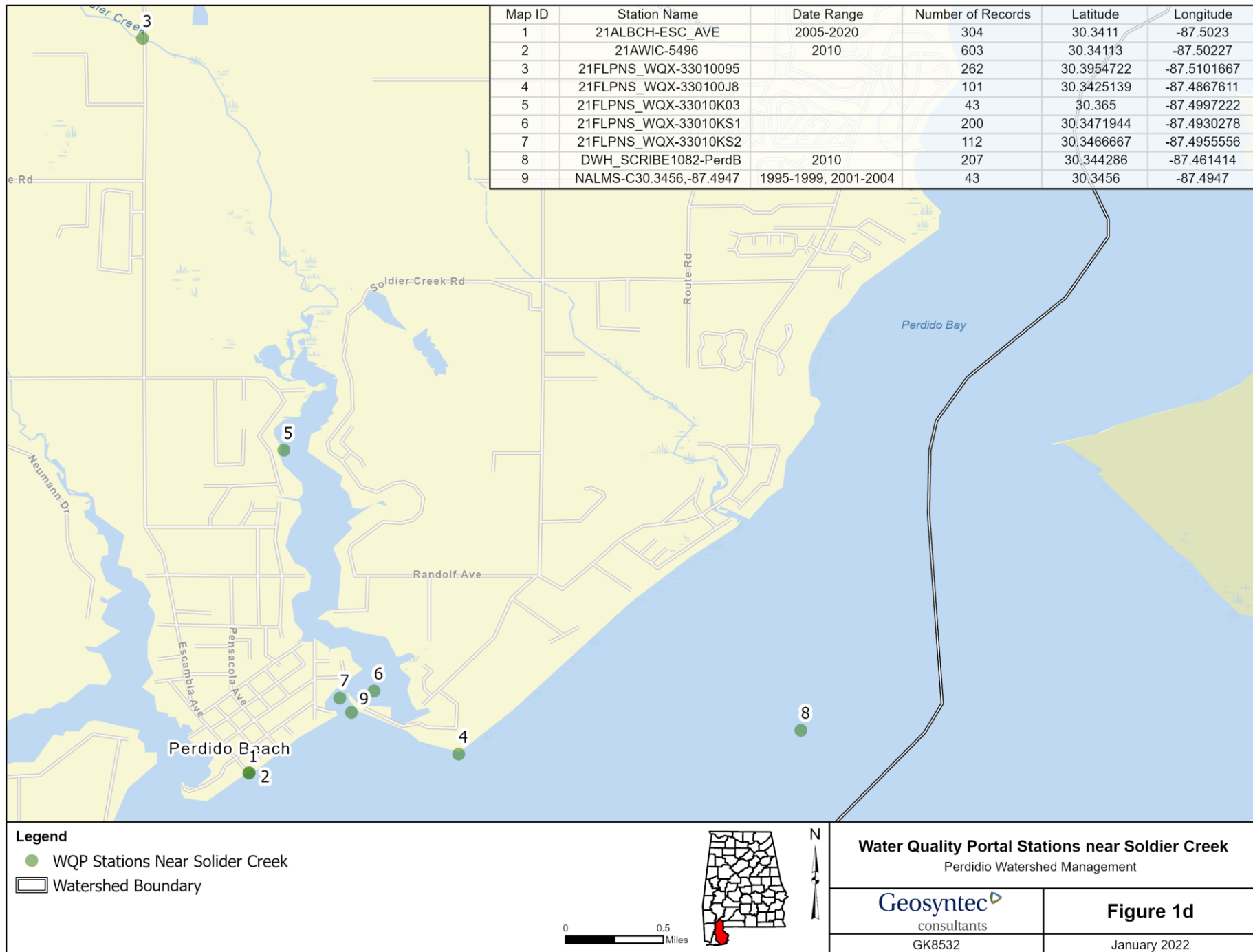












# SMART Objectives:

- Specific (simple, sensible, significant).
- Measurable (meaningful, motivating).
- Achievable (attainable, community support).
- Relevant (reasonable, results-based).
- Time bound (time-based, time limited, time/cost limited, timely, time-sensitive).

One that provides the  
"most bang for your buck"

One that addresses as  
many of the six things that  
people value most

One that is SMART

Caution!  
Exegetic not Eisegetic

## Identify Solutions

Determine load  
reductions needed

Develop management  
measures to achieve goals