

## Overview of the Strategic Action Imperatives

Action-oriented imperatives were created to organize and synthesize the key watershed strategies stakeholders described during the planning process to address the key issues. In addition, cross-cutting imperatives are essential to the success of each of the action-oriented imperatives — **Regional Capacity, Coordination, and Collaboration, Public Awareness and Support, and Monitoring and Data Sharing, and Funding and Investments.**

### Cross-Cutting Imperatives

**Regional Capacity, Coordination, and Collaboration.** All strategies and actions will benefit from increased regional capacity, coordination, and collaboration. Each strategy and action will also have specific needs regarding capacity, coordination, and collaboration.

**Public Awareness and Support.** All strategies and actions will benefit from an improved understanding throughout the region about water conditions and challenges, with communication and outreach tailored to the interests and values of different audiences. All strategies/actions will also need various levels of public awareness and support, especially where the success of the action is contingent upon public support. A well-informed and engaged public will be more connected to water providers, water and watershed managers, and each other and will be better prepared for a changing climate, natural hazards, and other emergencies.

**Monitoring and Data Sharing.** All strategies and actions will benefit from improved monitoring, data collection and sharing. Specific strategies and actions will benefit from more specific data collection and monitoring efforts to track progress and impacts. The scale of data collection and monitoring efforts will be informed by the desired goal. Data collection and monitoring efforts will generally benefit from increased Capacity, and improved coordination and collaboration. Implementation of the Water Action Plan will generally benefit from increased transparency and accessibility of data for all partners. Recognizing resource constraints, recommendations to improve and enhance data collection and monitoring will need to be prioritized to focus on the highest needs identified in the plan (finding a balance between tracking status and trends of water-related conditions and monitoring the impacts of actions).

**Funding and Investments.** All strategies and actions will benefit from increased funding and improved access to funding. Each strategy and action will have specific needs regarding funding. Federal funding in water has decreased over time, leading to historic under-investments in watersheds and water infrastructure, as well as the communities that steward them. There is a patchwork of funding from public and private entities that can be difficult to access and piece together, especially for partners with limited capacity. Furthermore, some issues lack a sustainable source of funding altogether, such as specific data collection and monitoring efforts.