

3 Establishment of Measurable Goals

DEFINITIONS

The following definitions were developed to establish a common language for communicating information:

- **Priority Issue** – Issues categorized, through the prioritization process (**Section 2.0**), as Priority Level A or B issues. Priority issues will be the focus of this comprehensive plan.
- **Measurable Goal**¹ – A statement of intended accomplishment for each priority issue. Goals are meant to be simply stated and achievable, can be quantitative or qualitative, long or short-term, and are meant to be measurable through the implementation of actions to attain a desired outcome.
- **Short-Term Goal(s)**²: Interim conditions to accomplish or make progress towards during the 10-year lifespan of this plan;
- **Long-Term Goals(s)**: The desired future condition to accomplish, regardless of time frame.
- **Metric** – A feature, attribute, characteristic, amount, or quantity which forms the unit by which progress is measured towards attaining a measurable goal in a given time frame.

Measurable goals were established for each Buffalo -Red River Watershed priority tier A and B issue (herein “priority issues”). A variety of information sources were utilized in the development of the measurable goals, including:

- Goals from existing management plans, studies, reports, data, and information, including the WRAPS, TMDLs, local water plans, state strategies, and similar documents (**Appendix XX**);
- Results from the Prioritize, Target, and Measure Application (PTMApp);
- Input from Advisory Committee members;
- Input from Policy Committee members; and
- The knowledge of local water and resource managers provided by the Planning Work Group.

This section outlines and describes the **10 measurable goals for this comprehensive plan**, which collectively address all priority issues. A single measurable goal may apply to one priority issue or to several priority issues.

3.1 Measurable Goal Development

Figure 3-1 provides a visual for measurable goals (using an example measurable goal from the plan) and the relationship to priority issues and resource concerns. Each Measurable Goal address one to two primary A or B priority issues. Each Measurable Goal also addresses one or

¹ In many instances, measurable goals are based on modeled or observed data that provides precise estimates. Despite the appearance of precision, these numbers are estimates based on the best scientific data available.

² Short-Term Goals are often defined as percent progress towards the Long-Term Goal, giving the expectation that because a X% of the Long-Term Goal is attainable in the 10-year lifespan of the plan, that the Long-Term Goal completion date can be extrapolated. While this may be true in some instances, there may not always be a linear relationship when measuring progress towards Short and Long Term Goals.

more secondary A or B priority issues either directly or indirectly. Grouping Measurable Goals in this way clearly identifies the primary issue(s) addressed, while recognizing that making progress towards measurable goals will have multiple benefits to other issues.

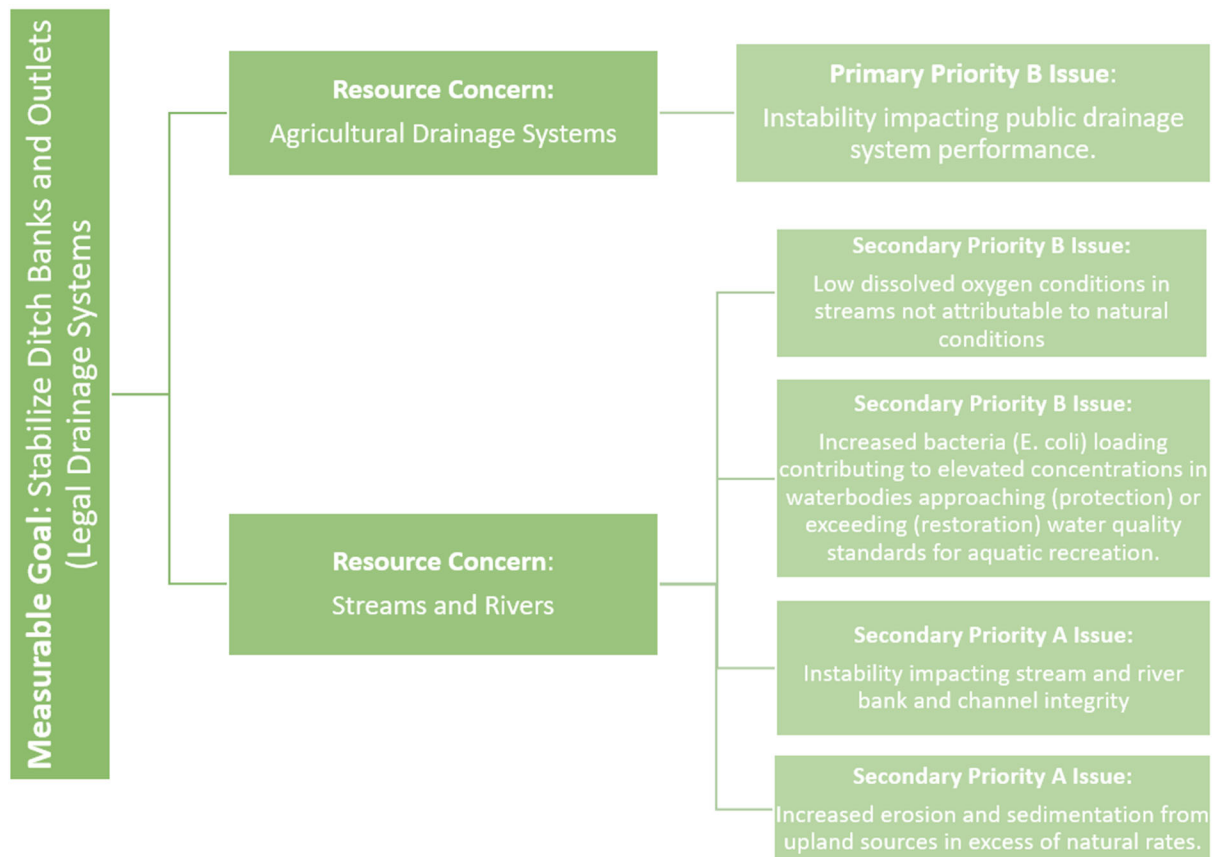


Figure 3- 1: Organizational structure of measurable goals, and relation to plan priority issues and resource concerns.

3.2 Measurable Goal Prioritization

Because the Buffalo-Red River Watershed is large, and issues impact certain areas more than others, this plan prioritizes measurable goals at the Planning Region scale. Each goal is weighted by impact and urgency in each Planning Region. The weighting criteria for prioritization consist of data from PTMApp, the Buffalo-Red River Watershed Restoration and Protection Maps (**Appendix X**), the Buffalo-Red River Watershed Geomorphology Report (*Forthcoming*), the WRAPs and TMDLs, and input from the Planning Team and Advisory Committee. The prioritization criteria and relation to measurable goals is shown in **Appendix XX**.

Measurable goal prioritization is a guide and not a mandate for where implementation actions should be employed to address priority issues and make progress towards measurable goals. Other considerations, such as funding opportunities, local government capacity and perhaps most importantly, landowner willingness are just as vital for determining where implementation will occur. Measurable goal prioritization sets a framework for determining areas in the watershed to work first, relative to measurable goals, while recognizing that the best implementation opportunities may occur in lower priority planning regions due to capacity, timing and opportunity.

3.3 Measurable Goal Report Cards

To be added after the Advisory Committee Meeting June 19.