Strategies	Outcomes		Long term goals
Enact regulatory incentives to increase design for rain & gray water re-use , limit use of potable water where it is not needed, and protect the public health	Potable water consumption is reduced	Conservation and efficiency replace new water source	Healthy, secure, reliable, water supply is provided for current and future citizens.
Improve regional planning and implementation	Water is treated and used efficiently– treatment matches the use.	Downstream flooding prevented and reduced	Flood damage to properties prevented
Adjust pricing to reflect true costs of water, stormwater, and wastewater; incentivize conservation, reuse.	Hydrologic cycle is preserved during new development and restored in developed areas	Water supply extended	Water resources support existing and future needs (businesses, industry, farms, home, recreation, wildlife)
Educate on water conservation , reuse, and land use/development design that protects watersheds	Reduced pollutants run off developed areas	New water source/reservoir need is deferred	Recreational opportunities provided (boating, wading, swimming, hiking, fishing, birding, nature enjoyment)
Develop funding , including stormwater utility	Reduced volumes of stormwater runoff reach streams	Groundwater reserves are recharged, protected	Ecosystems support habitat for in-stream and riparian species (common and rare)
Protect the sources of drinking water- headwater and groundwater recharge areas	Less energy & funds spent on moving water and building new infrastructure	In-stream and lake water quality is protected and improved	
Coordinate planning between water supply, wastewater, and stormwater entities; land use & water		Natural areas that provide water recharge and habitat are conserved	
Reduce runoff with retrofit BMPs in developed areas			
Assess water quality and quantity to target efforts efficiently and effectively			
Restore streams & wetlands, replant buffers & forests			
Maintain /upgrade water supply infrastructure			
Promote an incentivize smart growth			

Assumptions: Strategies incorporate full life cycle costing, are equitable & deemed cost-effective through cost-benefit analysis, and engage private-public partnerships. The community is engaged at all steps. **External Factors:** Rainfall events, federal policies and funding