



CANANDAIGUA LAKE WATERSHED ASSOCIATION 2021-2024 STRATEGIC PLAN

PRESERVE . PROTECT. RESTORE.

Building capacity to impact urgent and evolving threats to Watershed health.

CLWA MISSION

The Canandaigua Lake Watershed Association mission is to inspire the entire watershed community to become stewards of Canandaigua Lake through education, scientific research, and advocating sound public policy. By engaging all stakeholders, we strive to preserve, protect and restore the lake and its watershed for current and future generations.

Influential in improving watershed health



1. Grow the impact of education efforts to raise awareness and influence positive behaviors that support watershed health.
2. Identify, prioritize and enable scientific research that pinpoints factors affecting watershed health that leads to solutions.
3. Define our role in advocacy and develop a supporting advocacy strategy.

Actively engaged watershed community



4. Develop a strategic communications and outreach plan that engages our watershed stakeholders.
5. Revamp our membership program to grow membership and achieve higher member engagement.

Capacity to achieve our mission



6. Establish an ongoing project evaluation process to support program growth.
- 7 & 8. Develop a Board and Staff sustainability plan.
9. Establish a CLWA committee structure to support mission delivery.
10. Build a solid base of trained volunteers.
11. Improve the financial sustainability of CLWA.
12. Build value-added partnerships.