Shelby County Groundwater Quality Control Board

1998-2002 Strategic Plan
A Groundwater Guardian Community

1996 Tennessee Local Government Environmental Stewardship Award
West Tennessee Ground Water Quality Control Board For Shelby County
FROM THE BOARD

WATER PLAYS A VITAL ROLE IN THE SURVIVAL AND GROWTH OF EVERY ASPECT OF LIFE. FOR MEMPHIS, SHELBY COUNTY AND ALL THE MUNICIPALITIES LOCATED WITHIN THE COUNTY, WATER HAS PLAYED A MAJOR ROLE IN OUR ECONOMIC DEVELOPMENT AND CONTINUED GROWTH. WATER IN ONE OF ITS PUREST FORMS IS FOUND RESIDING HUNDREDS OF FEET BELOW THE SURFACE OF THE MUNICIPALITIES LOCATED WITHIN SHELBY COUNTY IN BOUNTIFUL SUPPLY. THIS ARTESIAN WATER HAS GIVEN VALUE TO THE QUALITY OF LIFE IN MEMPHIS, SHELBY COUNTY AND ALL THE MUNICIPALITIES LOCATED WITHIN THE COUNTY, AND HAS BROUGHT OPPORTUNITY TO OUR DOORSTEP. YET WITH ANY PRECIOUS COMMODITY, THE THREAT OF LOSING ITS VALUE OR AVAILABILITY CONTINUES TO EXIST. ALL MUNICIPALITIES LOCATED WITHIN SHELBY COUNTY MUST NOW MORE THAN EVER, SERVE TO WATCH OVER AND PROTECT OUR MOST VALUABLE RESOURCE OR STAND TO LOSE IT.

RESPONDING PROACTIVELY TO THE NEED, THE CITIZENS OF SHELBY COUNTY IN 1987 FORMED AND EMPOWERED THE SHELBY COUNTY GROUND WATER QUALITY CONTROL BOARD WITH THE RESPONSIBILITY OF SECURING, PROTECTING AND PRESERVING THE QUALITY AND QUANTITY OF WATER IN THE MEMPHIS/SHELBY COUNTY AREA. THAT ACTION HAS RESULTED IN THE BOARD’S DEVELOPMENT OF GROUNDWATER VISION AND STRATEGIC PLAN FOR ITS ACCOMPLISHMENT.

IF THE VISION IS TO BECOME A REALITY, THE SUPPORT AND COOPERATION OF ALL GROUNDWATER USERS IS NECESSARY. ADEQUATE FINANCIAL SUPPORT MUST BE PROVIDED IN ORDER TO GIVE THE BOARD THE OPPORTUNITY TO EXECUTE ITS RESPONSIBILITIES EFFECTIVELY. POLITICAL BODIES MUST LOOK TO THE FUTURE OF ALL MUNICIPALITIES LOCATED WITHIN SHELBY COUNTY AND COORDINATE THEIR EFFORTS HARMONIOUSLY IF THE VISION IS TO BE ATTAINED. AND EVENTUALLY, THE SCOPE OF FOCUS MUST BE EXPANDED TO INCLUDE SURROUNDING NEIGHBORS, CITIES AND STATES WITHIN OUR REGION WHO ALSO SHARE THIS VALUABLE RESOURCE.
1997 GROUND WATER QUALITY CONTROL BOARD MEMBERS

KAREN BLANKS, CHAIRPERSON
Term Expires May 18, 1999
CITY OF MPHS. AT LARGE POSITION

P. WAYNE LANGLEY, VICE-CHAIRMAN
Term Expires May 18, 2001
SHELBY COUNTY WATER WELL DRILLER

SAM BEACH
Term Expires May 18, 1998
GERMANTOWN REPRESENTATIVE

WYMON DYKE
Term Expires May 18, 2001
ARLINGTON REPRESENTATIVE

GEORGE HARVELL, JR.
Term Expires May 18, 1998
MAYOR OF MILLINGTON

KENNY HENRY
Term Expires May 18, 1999
BARTLETT REPRESENTATIVE

JOE KEITHLEY
Term Expires May 18, 1999
SHELBY COUNTY AT LARGE POSITION

HARVEY MATHENY
Term Expires May 18, 2000
COLLIERVILLE REPRESENTATIVE

YVONNE MADLOCK
Term Expires May 18, 1998
DIRECTOR- MPHS./SHELBY CO. HEALTH DEPARTMENT

HARRY RIKE
Term Expires May 18, 2000
MEMPHIS ENGINEER POSITION

LARRY THOMPSON
Term Expires May 18, 2000
MEMPHIS LIGHT GAS AND WATER

Staff for the Ground Water Quality Control Board

J. CARTER S. GRAY
TECHNICAL SECRETARY

GREG PARKER
TECHNICAL STAFF LIAISON
VISION

CLEAN AND ABUNDANT GROUNDWATER FOREVER.

MISSION STATEMENT

EMPOWERED BY THE RESIDENTS OF SHELBY COUNTY TO SECURE, PROTECT AND PRESERVE THE QUALITY AND QUANTITY OF GROUNDWATER; ABATE EXISTING POLLUTION OF GROUNDWATER; AND PLAN FOR THE FUTURE USE OF GROUNDWATER; ALL IN THE BEST INTEREST OF THE COMMUNITY.

KEY RESULT AREAS

KEY RESULT AREAS REPRESENT COMPONENTS OF THE OVERALL RESPONSIBILITY IN WHICH PROGRESS IS MEASURED AND SUCCESS DETERMINED. STRATEGIC ANALYSIS WERE PERFORMED IN EACH KEY RESULT AREA, IDENTIFYING STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS. FROM THAT INFORMATION, STRATEGIC OBJECTIVES AND ACTION PLANS WERE FORMULATED. THE KEY RESULT AREAS ARE:

PREVENTION, CONTROL AND ABATEMENT

EFFECTIVE ADMINISTRATION

FINANCIAL SUPPORT

GOVERNMENTAL INTERACTION

RESEARCH/DEVELOPMENT/TECHNOLOGY

CONSERVATION

EDUCATION/TRAINING
ASSUMPTION #1

AGRICULTURAL, RESIDENTIAL, COMMERCIAL AND INDUSTRIAL WATER USAGE WILL CREATE AN INCREASED LOAD DEMAND, ESPECIALLY IN EASTERN PORTIONS OF THE COUNTY, WITH AN ANNUAL INCREASE OF 1.0% OR LESS.

INDICATORS: PRIVATE WELLS INVENTORY WATER TABLE LEVELS, INDUSTRIAL USAGE REPORTS, DEVELOPMENT TRENDS, PUBLIC WATER SYSTEMS TRACKING RESPONSIBILITY: THOMPSON, GRAY FREQUENCY: SEMI-ANNUAL

ASSUMPTION #2

POTENTIAL OF GROUNDWATER CONTAMINATION EXISTS AS POLLUTING ACTIVITIES SUCH AS LANDFILLS OR UNDERGROUND STORAGE TANKS (UST) ARE PRESENT AND SURFACE RUNOFFS INCREASE IN PLANNED DEVELOPMENT AREAS WITHIN SHELBY COUNTY.

INDICATOR: NUMBER OF UNDERGROUND STORAGE TANK SITES, SUPERFUND REMEDIATION, LANDFILL APPLICATIONS AND PLANNED DEVELOPMENT AREAS TRACKING RESPONSIBILITY: GRAY, PARKER FREQUENCY: ANNUALLY

ASSUMPTION #3

GROUND WATER QUALITY CONTROL BOARD ACTIVITIES WILL REQUIRE FUNDING LEVEL INCREASES OF AT LEAST 5% PER YEAR THROUGH PLANNING PERIOD.

INDICATOR: APPROVED PROJECTS, BUDGET REQUIREMENTS TRACKING RESPONSIBILITY: GRAY FREQUENCY: QUARTERLY

ASSUMPTION #4

HEALTH DEPARTMENT WILL HAVE ADEQUATELY TRAINED PERSONNEL IN WATER QUALITY BRANCH AND THEY WILL REMAIN IN THE PROGRAM FOR 36 MONTHS MINIMUM. ANNUAL TURNOVER WILL BE LESS THAN 20%.

INDICATOR: TENURE OF NEW HIRES, TURNOVER STATISTICS TRACKING RESPONSIBILITY: GRAY, PARKER FREQUENCY: ANNUALLY

ASSUMPTION #5

POPULAR SUPPORT FOR QUALITY PROTECTION WILL TRANSLATE INTO STRONG POLITICAL SUPPORT FOR PROGRAM ACTIVITIES AND EXPANSION.

INDICATOR: BUDGETS, EXPANSION OF RESPONSIBILITIES, RECEIVE PUBLIC COMMENTS ABOUT WATER BY SENDING OUT SURVEY FORMS WITH UTILITY BILLS TRACKING RESPONSIBILITY: BOARD MEMBERS FREQUENCY: ANNUALLY
FINANCIAL SUPPORT

OWNER: MADLOCK

STRATEGIC OBJECTIVE
CREATE PERMANENT FUNDING MECHANISM WHICH WILL PROVIDE ADEQUATE REVENUES FOR BOARD DIRECTED PROJECTS AND INITIATIVES.

PERFORMANCE OBJECTIVE 1997
ESTABLISH AND FUND FIRST YEAR PROJECTS FOR IMPLEMENTING 1997 PERFORMANCE OBJECTIVES.

ACTION PLANS

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION DESCRIPTION</th>
<th>RESPONSIBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GREATER ACCOUNTABILITY TO CITIES</td>
<td>BOARD MEMBERS</td>
</tr>
<tr>
<td>2</td>
<td>INVOLVE OTHER AGENCIES FOR LEVERAGE</td>
<td>GRAY/MADLOCK</td>
</tr>
<tr>
<td>3</td>
<td>MAINTAIN PERMIT FEES AND IMPROVE COLLECTIONS FROM QUASI-PUBLIC WELLS</td>
<td>GRAY, PARKER</td>
</tr>
<tr>
<td>4</td>
<td>ENSURE THAT FUNDING IS AVAILABLE TO PROCURE REQUIRED EQUIPMENT TO EFFECTIVELY PERFORM ALL ADMINISTRATIVE DUTIES</td>
<td>MADLOCK, CHAIRPERSON</td>
</tr>
</tbody>
</table>
PREVENTION, CONTROL AND ABATEMENT

OWNER: HARVELL

STRATEGIC OBJECTIVE: Throughout the planning period have in place the mechanism to coordinate land use development to the extent that it does not negatively impact water resources.

PERFORMANCE OBJECTIVE 1997: Develop a county wide grid of areas where development could impact groundwater.

<table>
<thead>
<tr>
<th>ACTION PLANS</th>
<th>RESPONSIBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DEVELOP MECHANISM FOR TIMELY ABATEMENT OF POTENTIAL GROUNDWATER CONTAMINATION AT SITES NOT REGULATED BY OTHER AGENCIES</td>
</tr>
<tr>
<td>2</td>
<td>DEVELOP GUIDELINES FOR ROUTINE REPORTING OF ACTIVITIES FROM THE HEALTH DEPARTMENT TO BOARD AND THEN TO LOCAL GOVERNMENT</td>
</tr>
<tr>
<td>3</td>
<td>DEVELOP COMPREHENSIVE WELLHEAD PROTECTION PROGRAM REGULATIONS CRITERIA AND PROCESS</td>
</tr>
<tr>
<td>4</td>
<td>OVERSEE DEVELOPMENT OF GRIDS FOR GROUNDWATER IMPACT ZONES</td>
</tr>
<tr>
<td>5</td>
<td>EDUCATE COMMUNITY AND CITY LEADERS</td>
</tr>
<tr>
<td>6</td>
<td>WORK WITH TENNESSEE STATE PLANNING OFFICE (TSPO) AND MEMPHIS AREA ASSOCIATION OF GOVERNMENTS (MAAG)</td>
</tr>
</tbody>
</table>

6
EFFECTIVE ADMINISTRATION

OWNER

BLANKS

STRATEGIC OBJECTIVE

TO PROVIDE TIMELY INFORMATION ON ALL BOARD MATTERS RELATED TO GROUNDWATER PROTECTION IN SHELBY COUNTY

PERFORMANCE OBJECTIVE 1997

TO CREATE AN EFFECTIVE FINANCIAL REPORTING SYSTEM FOR ALL FUNDS UTILIZED BY POLLUTION CONTROL TO CARRY OUT THE ADMINISTRATIVE FUNCTIONS OF THE BOARD

ACTION PLANS

RESPONSIBLE

1 MAINTAIN A 30 DAY LIMIT BETWEEN RECEIPT OF APPEAL AND BOARD MEETING IN WHICH THE APPEAL IS HEARD GRAY, PARKER

2 ENSURE THE COUNTY ATTORNEY IS AVAILABLE TO ASSIST POLLUTION CONTROL IN THE PREPARATION OF CASES WHEN NECESSARY MADLOCK

3 CREATE STANDARD ORDER FORMAT FOR PROCESSING APPEALS GRAY

4 NOTIFY AFFECTED PARTIES OF THE BOARDS DECISION WITHIN FIVE DAYS AFTER THE HEARING BLANKS, PARKER

5 ESTABLISH A SYSTEM TO ENSURE TIMELY COMMUNICATION OF THE BOARDS MONTHLY ACTIVITIES HENRY, PARKER

6 PROVIDE ANNUAL REPORTS TO EACH MUNICIPALITY SUMMARIZING THE BOARDS ACCOMPLISHMENTS AND ACTIVITIES ALONG WITH A STATEMENT ON THE STATUS OF EACH REPRESENTATIVE BLANKS

7 MAINTAIN A HISTORICAL RECORD OF THE BOARDS ACTIVITIES PARKER
GOVERNMENTAL INTERACTION

OWNER
HARVELL, DYKE

STRATEGIC OBJECTIVE
HELP INSURE A WELL DEFINED AND COORDINATED GOVERNMENTAL STRUCTURE AND RESPONSE TO GROUNDWATER ISSUES IN SHELBY COUNTY.

PERFORMANCE OBJECTIVE 1997
IDENTIFY SCOPE OF RESPONSIBILITIES FOR GROUND WATER PROTECTION ISSUES AT ALL STATE, FEDERAL AND LOCAL GOVERNMENTS.

<table>
<thead>
<tr>
<th>ACTION PLANS</th>
<th>RESPONSIBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ASSESS GOVERNMENTAL GROUNDWATER PROTECTION PROGRAMS</td>
<td>LANGLEY, GRAY</td>
</tr>
<tr>
<td>2 DELINEATE AREAS OF REGULATORY OVERLAP AND GAPS</td>
<td>MADLOCK, GRAY</td>
</tr>
<tr>
<td>3 ESTABLISH REGIONAL GROUND WATER ADVISORY BOARD</td>
<td>BEACH, HARVELL, DYKE</td>
</tr>
<tr>
<td>4 DEVELOP LIAISON RELATIONSHIP WITH LAND USE CONTROL BOARD’S THROUGHOUT THE COUNTY AND COORDINATE ACTIVITIES FOR GROUNDWATER PROTECTION WITH EACH OFFICE OF PLANNING AND DEVELOPMENT IN THE MUNICIPALITIES WITHIN SHELBY COUNTY</td>
<td>BOARD MEMBER’S</td>
</tr>
<tr>
<td>5 DISTRIBUTE ON A SIX MONTH BASIS TO EACH GROUND WATER QUALITY CONTROL BOARD MEMBER A REPORT THAT WILL OUTLINE THE ACTIVITIES OF THE WATER QUALITY BRANCH FOR THAT SIX MONTH TIME PERIOD</td>
<td>GRAY, PARKER</td>
</tr>
<tr>
<td>6 MONITOR STATE PROGRAMS</td>
<td>GRAY, PARKER</td>
</tr>
</tbody>
</table>

8
RESEARCH/DEVELOPMENT/TECHNOLOGY

OWNER
KEITHLEY, RIKE, THOMPSON

STRATEGIC OBJECTIVE
STAY ABREAST OF EMERGING TECHNOLOGY AND ENCOURAGE RESEARCH IN ALL AREAS OF GROUNDWATER MANAGEMENT.

PERFORMANCE OBJECTIVE 1997
IDENTIFY THE PROPER PROTOCOL TO BEGIN AN ON-GOING PROGRAM FOR THE AGE DATING OF THE LOCAL GROUNDWATER WITH LIMITED SAMPLING AND ANALYSIS BY 12/31/97.

ACTION PLANS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ENCOURAGE THE FREE FLOW OF INFORMATION BETWEEN AGENCIES WHO HAVE SIGNIFICANT RESPONSIBILITY IN MATTERS CONCERNING LOCAL GROUNDWATER.</td>
</tr>
<tr>
<td>2</td>
<td>CONDUCT AN ANNUAL IN-DEPTH STUDY OF INNOVATIVE TECHNOLOGY.</td>
</tr>
<tr>
<td>3</td>
<td>DEVELOP AND MAINTAIN A RESEARCH AND DEVELOPMENT PROGRAM TO BE APPROVED BY THE BOARD FOR AN ON-GOING PROGRAM FOR THE AGE DATING OF THE LOCAL GROUNDWATER.</td>
</tr>
<tr>
<td>4</td>
<td>UTILIZE LOCAL CONTRACTORS WHEN POSSIBLE OR PRACTICABLE TO IMPROVE COMMUNITY AWARENESS OF GROUNDWATER ISSUES</td>
</tr>
</tbody>
</table>
**CONSERVATION**

**OWNER**  
HENRY, LANGLEY

**STRATEGIC OBJECTIVE**  
PROMOTE WATER CONSERVATION PROGRAMS WITH GOVERNMENT, BUSINESS AND RESIDENTIAL USERS TO KEEP WATER USE GROWTH BELOW POPULATION GROWTH PERCENTAGES.

**PERFORMANCE OBJECTIVE 1997**  
DEVELOP AND DISTRIBUTE CONSERVATION PROGRAM INFORMATION.

**ACTION PLANS**  

<table>
<thead>
<tr>
<th></th>
<th>ACTION PLANS</th>
<th>RESPONSIBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ACQUIRE INFORMATION ON WATER CONSERVATION PRACTICES FOR BUSINESS AND RESIDENTIAL USES</td>
<td>BLANKS, GRAY, LANGLEY</td>
</tr>
<tr>
<td>2</td>
<td>ESTABLISH ANNUAL AWARD FOR EFFECTIVE CONSERVATION PROGRAMS IN SHELBY COUNTY</td>
<td>HENRY, LANGLEY</td>
</tr>
<tr>
<td>3</td>
<td>TARGET GOVERNMENTAL ACTIVITIES FOR CONSERVATION GOALS</td>
<td>HENRY, MADLOCK</td>
</tr>
<tr>
<td>4</td>
<td>PREPARE REPORT ON WATER USAGE USING INFORMATION FROM SHELBY COUNTY WATER SYSTEMS</td>
<td>HENRY, LANGLEY</td>
</tr>
<tr>
<td>5</td>
<td>MAKE A MONTHLY REPORT ON PRIOR MONTHS WATER USAGE ON UTILITY BILLS AND PERFORM AN ANNUAL USAGE COMPARISON ANNUALLY</td>
<td>BEACH, MATHENY, THOMPSON</td>
</tr>
</tbody>
</table>
EDUCATION AND TRAINING

OWNER

THOMPSON

STRATEGIC OBJECTIVE

THROUGHOUT THE PLANNING PERIOD HAVE A PROGRAM IN PLACE WHICH INSURES THAT EACH CITIZEN IN THIS AREA HAS BEEN INFORMED AND EDUCATED ON THE VALUE OF OUR WATER RESOURCE AND THE NEED TO CONSERVE AND PROTECT IT.

PERFORMANCE OBJECTIVE 1997

CREATE/UPDATE LITERATURE FOR DISTRIBUTION AS WELL AS PROVIDE SPEAKERS FOR COMMUNITY FORUMS

ACTION PLANS

<table>
<thead>
<tr>
<th>ACTION PLAN</th>
<th>RESPONSIBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 CREATE AND DEVELOP LITERATURE FOR PUBLIC DISTRIBUTION UTILIZE GROUND WATER INSTITUTE</td>
<td>MATHENY, BLANKS, KEITHLEY</td>
</tr>
<tr>
<td>2 PROMOTE SPEAKERS BUREAU ON LOCAL GROUND WATER ISSUES AND SCHEDULE REGIONAL GROUND WATER SEMINARS IN MEMPHIS ANNUALLY</td>
<td>KEITHLEY, THOMPSON, GRAY</td>
</tr>
<tr>
<td>3 ESTABLISH COMPUTER CLEARINGHOUSE-TRAINING OPPORTUNITIES UTILIZE GROUND WATER INSTITUTE</td>
<td>KEITHLEY, THOMPSON</td>
</tr>
<tr>
<td>4 SUPPORT GROUND WATER INSTITUTE</td>
<td>ALL BOARD MEMBERS</td>
</tr>
<tr>
<td>5 DEVELOP COMPREHENSIVE ELEMENTARY, JUNIOR, AND HIGH SCHOOL EDUCATION PROGRAMS</td>
<td>MATHENY, KEITHLEY, THOMPSON</td>
</tr>
</tbody>
</table>
FINANCIAL SUPPORT

OWNER: MADLOCK

STRENGTHS
1. INCREASING PUBLIC SUPPORT

WEAKNESSES
1. CURRENT LACK OF SUPPORT - USERS
2. MONITORING MECHANISM

OPPORTUNITIES
1. INVOLVE PRIVATE SECTOR
2. STATE INVOLVEMENT

THREATS
1. REDUCTION IN LOCAL FUNDING
2. COMPETING FOR SAME FEES
3. RESISTANCE TO INCREASED FEES
PREVENTION, CONTROL, ABATEMENT

OWNER HARVELL

STRENGTHS
1 EXISTING PROGRAM COMPLIANCE LEVEL
2 EXISTING REGULATIONS ADDRESS MOST CONTROL ISSUES

WEAKNESSES
1 NO MECHANISM TO ADDRESS ABATEMENT REQUIREMENTS
2 LITTLE INPUT-POLLUTION PREVENTION WITH INDUSTRY
3 NO PRIORITIZATION OF GROUNDWATER USES OR ISSUES
4 NO REGIONAL BOARD TO COORDINATE WATERSHED PROTECTION
5 LIMITED AUTHORITY TO GET THINGS CLEANED UP

OPPORTUNITIES
1 PUBLIC COMMENT UNDER ENVIRONMENTAL STATUTES
2 THE OPPORTUNITY TO IDENTIFY PROBLEMS THROUGH THE DEPARTMENTS REVIEW OF ZONING PLANS

THREATS
1 INCREASE OF WASTE DISPOSAL VOLUMES IN COMMUNITY
2 GOVERNMENTAL DEFICITS-PROGRAMS UNDERSTAFFED
3 PREEMPTION BY STATE PROGRAMS
EFFECTIVE ADMINISTRATION

OWNER

BLANKS

STRENGTHS

1 KNOWLEDGEABLE BOARD
2 DRAFTED RULES
3 FIRM REGULATORY GUIDELINES

WEAKNESSES

1 LARGE BOARD - COORDINATION PROBLEMS
2 UNINFORMED REGULATED COMMUNITY
3 POOR INFORMATION TRANSFER MECHANISM

OPPORTUNITIES

1 ADDED LEGAL STAFF NEEDED FOR AIR PROGRAMS CAN BE USED FOR WATER

THREATS

1 STATE PROGRAM PREEMPTION
RESEARCH/DEVELOPMENT/TECHNOLOGY

OWNER
RIKE, THOMPSON

STRENGTHS
1  GROUNDWATER INSTITUTE
2  NEW TECHNOLOGY IS BROUGHT TO BOARD

WEAKNESSES
1  LIMITED FUNDS AVAILABLE FOR ALL PROGRAMS
2  NO ESTABLISHED BASE OF RESEARCHERS
3  REGULATIONS MAY PREVENT CREATIVE SOLUTIONS

OPPORTUNITIES
1  INCREASE IN PROFESSIONAL INTEREST DUE TO SURFACE WATER SHORTAGES
2  ABATEMENT PROJECTS ARE INCREASING

THREATS
1  UNIQUE GROUNDWATER RESOURCE MAKES RESEARCH EXPENSIVE

16
CONSERVATION

OWNER  HENRY, LANGLEY

STRENGTHS
1  HEIGHTEN ENVIRONMENTAL INTEREST
2  COMMON SENSE ISSUE WHICH SAVES MONEY

WEAKNESSES
1  PUBLIC PERCEPTION OF LIMITLESS WATER SUPPLY
2  DIFFICULT TO FOCUS PROGRAM - MULTIPLE GROUPS
3  POTENTIAL FOR PUBLIC INCONVENIENCE
4  LOW COST OF WATER

OPPORTUNITIES
1  TIE THE PROGRAM INTO THE RECYCLING EFFORT

THREATS
1  APATHY
2  OVER ZEALOUS IMPLEMENTATION
EDUCATION AND TRAINING

OWNER

TOM THOMPSON

STRENGTHS

1. EXISTING PROGRAM EXPERTISE (PERSONNEL)
2. EXISTING PROGRAM LIBRARY (LITERATURE)
3. DIVERSE BACKGROUNDS OF BOARD MEMBERS
4. GROUND WATER INSTITUTE

WEAKNESSES

1. PROGRAM STAFF CONTINUITY POTENTIAL FOR TURNOVER
2. LACK OF REPOSITORY (NO GROUNDWATER SECTION)
3. LOW CURRENT LEVEL OF PUBLIC INFORMATION

OPPORTUNITIES

1. INTEREST ON PART OF SOME ELECTED OFFICIALS
2. GROUND WATER INSTITUTE
3. SAFE DRINKING WATER ACT EDUCATIONAL SET ASIDE FUNDS

THREATS

1. LOW FUNDING PRIORITY AT LOCAL LEVELS
2. LIMITED PROFESSIONAL OPPORTUNITIES (COUNTY)