

## Potential Goal Structure for the NE Illinois Regional Water Supply Plan

### Definition of terms:

*Mission* — Compelling and inspiring image of a desired and possible future that stakeholders seek to achieve.

*Goal* — More focused desired end state to be achieved, typically a “high level” statement.

*Objective* — A concrete statement describing what the project is trying to achieve, written at a “low level,” meant to be evaluated to determine whether it was achieved or not.<sup>1</sup>

*Strategy* — A statement of the means to be used to achieve objectives.

*Evaluation measure* — Metric used to determine whether objective was achieved.

*Principle* — A tenet that helps shape the acceptable range of strategies used to achieve goals.

### Example:

*Goal* — Protect natural resources.<sup>2</sup>

*Objective* — No more than 2% of wetland acres are dewatered in the process of meeting 2050 water demands.

*Strategy* — Have Derek Winstanley politely ask elected officials and landowners digging shallow wells near wetlands to refrain from dewatering them.<sup>3</sup>

*Evaluation measures* — Number of times Derek Winstanley politely approached elected officials and landowners. Number of wetland acres destroyed between the present and 2050.

*Principle* — Protecting natural resources should only be accomplished through voluntary measures and without offering incentives.

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<sup>1</sup> One way of thinking of this is: a well-worded objective will be Specific, Measurable, Attainable/ Achievable, Realistic, and Time-bound (SMART).

<sup>2</sup> Additional objectives under this goal might seek to protect natural resources other than wetlands.

<sup>3</sup> Other potential strategies would be screened out in accordance with the principle. Those might include increased regulation of isolated wetlands or offering to compensate shallow groundwater users for reducing their withdrawals to protect wetlands.