

UNRBA IMPLEMENTATION PLANNING TERMINOLOGY (DRAFT)

Applicable jurisdictions – Local governments to which the Upper Neuse Watershed Management Plan recommended strategy applies.

Above and Beyond Basic Implementation Steps – Activities that exceed the basic strategy recommended in the Upper Neuse Watershed Management Plan as specified in “Basic Implementation Steps and Alternatives.”

Basic Implementation Steps and Alternatives – Activities that must be performed to meet the basic strategy recommended in the Upper Neuse Watershed Management Plan.

Evaluation – Collection and analysis of data on program activities, outputs, and outcome indicators to improve its effectiveness.

Focus Areas – Geographic areas where a given management strategy is most applicable.

Goal – Broad, general statement of purpose. Example: “Protect drinking water resources in the Upper Neuse River Basin.”

Implementation planning – A process by which UNRBA specifies how and when strategies recommended in the Upper Neuse Watershed Management Plan may be implemented. Products will include an Implementation Plan and Local Management Strategy Reviews.

Implementation scale – Local, multiple, or regional.

- Local: applicable jurisdictions will probably implement the strategy at the local level.
- Multiple: applicable jurisdictions will probably implement the strategy in partnership with other applicable jurisdictions.
- Regional: applicable jurisdictions will probably implement the strategy through a partnership that is led by another entity, such as UNRBA.

Indicator – A measurement of performance or quality used to assess a resource or evaluate program outcomes. Example: the number of days a water body does not meet water quality standards for contact recreation.

Inputs – Resources a program needs to carry out its activities, such as funding, staff, and facilities.

Local Management Strategy Review – An assessment of progress a local government has made implementing Upper Neuse Watershed Management Plan’s recommended strategies.

Logic model – A structural representation of how a program or project is expected to work showing inputs & activities linked with outputs & outcomes.

Member – A dues-paying participant in the Upper Neuse River Basin Association. Each member has one seat on the UNRBA Board of Directors.

Milestone – A critical point in overall progress that a program must reach to ensure that it is on course in achieving its stated outcomes.

Objective – General measures necessary to achieve the stated goal(s). May include targets for environmental quality or time to achieve the objective.

Outputs - Direct products of program activities. Usually measured in terms of volume of work or materials, such as number of workshops held or brochures distributed.

Outcomes - Benefits or changes to communities, organizations, or natural resources resulting from implementation of the plan or program.

Partner – A non-member public, private, or nonprofit organization that provides input to the UNRBA and may help UNRBA achieve its mission. Example: the NC Forestry Association.

Potential Pitfalls – Suggestions to consider when selecting among alternatives and implementing strategies.

Priority – A topic or strategy that has been deemed important to the organization or the resource.

Recommendation Sheet – A document that explains in greater detail the steps a member government might take to meet a given Upper Neuse Watershed Management Plan recommended strategy. Includes some basic information on costs, funding opportunities, and potential pitfalls.

Strategies – Practices that are recommended by the Upper Neuse Watershed Management Plan to meet resource management goals.

Stressor – A pollutant or condition that adversely affects water quality, such as impervious surface.

Target – A preferred value for water quality stressors that is established at a level that is expected to protect water quality from degradation by those stressors. The Upper Neuse Watershed Management Plan includes targets for chlorophyll *a* and impervious surface.