

Strategic Plan 2023 - 2027

Our Mission

Protect and improve the quality of the Musconetcong Watershed and its waters for people and nature

Our Vision

By 2050, the watershed is a healthy ecosystem; the river and its aquifers are resilient to threats, restored as needed, and are a valued part of the communities in which they flow

PLANNING

Make the watershed resilient to the effects of climate change and human use

Use science and planning expertise to shape the collective environmental protection trajectory and magnify successes

Draw on our science-based plans and expertise to protect the river and connect watershed health with land preservation, economic opportunity and community vitality

EDUCATION

Inform and engage people of all ages to protect and enhance the watershed

Use our science and planning expertise to inform and inspire all to protect the Watershed

Utilize place-based and experiential learning opportunities to advance MWA's mission and vision

ADVOCACY

Lead the effort to protect our water and land

Build an energetic constituency of neighbors, businesses and partners who understand and support MWA's mission

Utilize the watershed plan and data to provide input on development plans, public policies, regulations and investment proposals to advance MWA's mission and vision

STEWARDSHIP

Build organizational capacity, conserve critical resources and encourage sustainable recreational access for all

Strengthen MWA organizational capacity and watershed stewardship to achieve optimal results and sustain a viable future

Undertake projects that conserve critical resources and activate sustainable recreational access for all while respecting public lands and private property rights