

Mission Statements and the Water Wars



Written by Helen Stephenson

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“The intention of a mission statement is to keep members and users aware of the organization's purpose. In the case of public commercial companies, the primary purpose must always be to uphold the interests of shareholders, whatever the mission statement.” A mission statement, as defined here by [Wikipedia](#), is the base of operations for organizations.



There are a lot of agencies involved in the local “Water Wars.” Just knowing who they are is a Herculean task. But taking it a step further and seeing the bottom line goals of each agency can be very informative for local citizens. A government agency, such as the City of Prescott, usually has a very well thought out and articulate mission statement. And if you look at Prescott’s mission statement, you see that it’s a lot different from Prescott Valley’s. So reading what each faction in the Water Wars holds as their core values could be seen as a very important part of knowing where they stand. Are they holding to their stated values and goals? Who do you agree with? Do you want to volunteer with this organization or can you see by their mission statement that they are not the ones for you?

Wade Albrecht, the Regional Landowner Incentive Specialist with the [Arizona Game and Fish Department](#) got the assignment to round up the mission statements of various organizations involved in the Big Chino Aquifer and Verde River controversies in the area. He stated that, what he thought might be relatively simple turned into a big task. When Prescott eNews heard about his assignment, we contacted him for the list, which he happily shared. It is incorporated here with other agencies and local governments mission and vision statements.

City of Prescott, City Leadership

Our Mission

The mission of the City of Prescott is to provide superior city services, to create a financially sustainable city and to serve as the leader of the region.

- Superior Customer Service
- High level of customer satisfaction
- Well trained, professional, and motivated workforce
- Services provided in an efficient, economic manner
- High level of productivity
- Responsive to citizen needs
- Financially Sustainable
- Diverse revenue and tax base
- Reasonable and equitable taxes and fees

- Reasonable debt, responsible indebtedness
- Revenues to support defined services
- Services that citizens need

Leader of the Region

- Building effective working relationships
- Leading collaborative problem solving efforts
- Professional image from Council to employees
- Innovative and creative approaches

Our Core Beliefs

We believe in:

- Acting with Integrity
- Having Personal Commitment and Loyalty
- Working as a Team
- Solving Problems
- Taking Pride in Excellent Results
- High Level of Productivity
- Being Nice

City of Prescott City Services, Administration

Mission Statement

- To preserve, protect and enhance the parklands, public open spaces, trails and lakes of the City of Prescott for the benefit of its citizens and the ecological health of the region.
- To maintain leisure services system that is responsive to and directed by the diverse and changing needs of the community we serve.
- To plan for the future growth and expansion of park facilities, lake properties, open spaces, trails, recreation programs and library services.
- To construct, operate and maintain parks, recreation facilities, trails and library services in a safe, aesthetically pleasing and efficient manner.

The Town of Prescott Valley Mission Statement

"To inspire and sustain a dynamic, innovative, and prosperous community through the combined talents of our citizenry."

Vision Statement: City of Prescott Valley 2020

The City of Prescott Valley is a recognized modern and vibrant regional urban destination in northern Arizona. We are the center for medical services, transportation options, and educational and employment opportunities, and comprise a diverse cultural and ethnic base. Our small town character and a sense of community has been valued and retained as a part of our emergence as a regional leader.

New residential developments have contributed to the unique character brought about by the

individuality of our neighborhoods within our community. We remain a safe, attractive, and affordable place for families to live, work, and play.

Community commerce has evolved to a mix of densities, intensities, and uses. Established business areas have flourished while new business and employment gateways have been developed.

We, as a community, have capitalized upon and continue to protect our clean and beautiful natural environment and our financial and human resources to ensure a sustainable future. The diversity of our population is viewed as an asset by our community leaders and continues to shape our vision.

Goals

- Preserve the elements of our environment
- Expand and diversify water resources to ensure Prescott Valley's ability to manage its growth and obtain safe yield
- Support and encourage family-oriented activities and events
- Continue to maintain a safe community as the community grows
- Improve the Town's infrastructure
- Maximize citizen involvement in achieving our vision
- Maximize and diversify revenue sources and manage expense controls
- Ensure growth occurs in accordance with the General Plan 2020
- Increase and diversify Prescott Valley's retail, commercial and industrial economic base
- Encourage regional cooperation at all levels

Chino Valley

Chino Valley has a slogan, "Looking to the Future." I was unable to find an actual mission statement on their website for the city itself. Their Utilities Division has this one posted:

Mission Statement: The Utility Division and its employees are committed to delivering the highest quality water that meets or exceeds all federal and state requirements to every customer at fair and reasonable rates. We remain vigilant in meeting the challenges of protecting our sole water source that is the heart of our community, our way of life and our children's future."

Verde River Watershed Groups

1. [Verde Watershed Association](#) – Inception 1993

Mission Statement: The Verde Watershed Association is founded on the principle that wise and sustainable use of water resources is best accomplished by a voluntary association of members of the watershed communities, working together to understand both the watershed and each other. Such understanding will be the basis for resolving conflicts and promoting cooperative use of the water resources.

Goals: To preserve and protect the Verde River and its watershed, by means of local initiative and control, while using its water resources in a sustainable productive way, avoiding long-term damage or loss of productivity through misuse or overuse.

2. Verde River Basin Partnership (website unavailable) is a collaborative and science-based water

resource planning and management partnership for the Verde River Basin in the State of Arizona, consisting of members that represent (1) Federal, State, and local agencies; and (2) economic, environmental, and community water interests in the Verde River Basin. "

Goals: The partnership is to identify (not enact) long-term water-supply management options within the Verde River Basin. Resource planning and management is based upon accepted scientific studies. Propose recommendations to decisions makers.

3. [Verde Natural Resource Conservation District](#): Inception 1941

Goal: To assist Verde Valley area landowners and managers make more productive use of their soil and water resources

4. [Stewards of Public Lands](#):

The Stewards maintain and monitor areas to keep them clean and support public education to reduce further dumping and littering. Stewards support affordable dumping alternatives, and encourage and assist law enforcement to deter littering and dumping on public lands. Stewards clean up the Verde River Watershed for everyone's health and safety.

Goals: Protecting people and property from wildfire by cleaning up illegal dumpsites on public lands, and protecting the Verde Watershed and its aquifers. Additional goals include protecting water quality within the watershed and setting a positive example for change.

5. Verde River Citizen's Alliance (website unavailable): The Verde River Citizens Alliance promotes and encourages a sense of social responsibility in all members that will lead to the preservation and continued health of the Verde River and its watershed. We accomplish this goal through advocacy, outreach, education, riparian projects, hikes, and exciting "hands-on" activities.

6. [Citizens Water Advisory Group](#): Our vision is that all residents of the Upper Verde River Basin and the Prescott Active Management Area (PAMA) have a sustainable supply of clean water; flows in the springs and streams are maintained; and the biodiversity of plant and animal communities is preserved.

Mission: The mission of the Citizens Water Advocacy Group is to promote a sustainable water future in the Upper Verde River Basin and the Prescott Active Management Area.

Goals: The goal of the Citizens Water Advocacy Group is the realization and maintenance of sustainable water use in the Upper Verde River Watershed and Prescott Active Management Area. In order to achieve the goal of sustainable water use, the objectives of the Citizens Water Advocacy Group are: 1. Advocate the conservation of water. 2. Encourage informed and responsible governmental decision making regarding development and the use of water.

7. [Verde Valley Land Preservation Institute](#): An Arizona non-profit corporation operating within the Verde Valley of Arizona for the purpose of acquiring, managing, and enhancing the natural open space in the Verde Valley Region.

Goals:

I. Organizational Structure: Create a private, non-profit, 501-[c]-(3) IRS qualified, corporation to support and fund open space initiatives in the Verde Valley.

II. Open Space Acquisition and Management: Acquire interest in, and title to priority open space land

and provide management for targets of opportunity.

III. Regional Open Space Planning: Facilitate a regional open space planning process and strategy for the Verde Valley in cooperation with the U.S. Forest Service, State Land Department, landowners, developers, local governments, the Yavapai Nation and the public.

IV. Public Education: Implement a public education program to develop informed public advocacy for open space preservation.

8. [Prescott Creeks](#): Prescott Creeks is a 501 (c) (3) nonprofit organization with the mission to promote, protect and celebrate the ecological integrity of riparian systems and associated wetlands in the central Arizona watersheds through conservation, restoration and education.

Goal: There are two water bodies in the Granite Creek Watershed (Granite Creek and Watson Lake) listed by the EPA and ADEQ as impaired (not meeting their surface water designations) on the 303(d) list. Prescott Creeks has a goal of having those water bodies removed from the impaired waters list.

9. [Arizona Water Well Association](#):

AzWWA's objectives are to assist promote and support the interests and welfare of all phases of the water well industry. To achieve these, it works to advance well construction and development methods and to advance the science of ground water hydrology. Harmony and cooperation are sought among contractors, suppliers, technical personnel and government agencies. Arizona Water Well Association assists in developing state licensing requirements and work on ground water and drilling controls.

10. [The Nature Conservancy](#):

The Verde Program's overall conservation goal is to protect water in the Verde River and its tributaries to support its rich native biological diversity, balanced with human needs, and to protect the grasslands of the Big Chino Valley for its grassland species and the aquifer beneath it.

Outcome 1: A Verde River Plan will be completed for the river, its aquifer and tributaries that identifies critical areas for hydrologic & biological protection needed for decision-making

Outcome 2: Policy and legal protection tools to protect land and water will be developed and in place

Outcome 3. Tangible interests in key lands & water will be protected

11. [Center for Biological Diversity](#):

Goals: The Center for Biological Diversity's Save the Verde Campaign aims to establish long-term protection for the base flows of the Verde River from projects that would withdraw underground water from the Big Chino aquifer, which supplies more than 80% of the water to the first 24 miles of the river. The campaign further seeks to restore native fish and preserve riparian habitat for the desert nesting bald eagle and other imperiled wildlife. The Save the Verde Campaign is working to ensure that if the Big Chino pipeline project(s) plans move forward and that Prescott, Prescott Valley, and Chino Valley will work with the U.S. Fish and Wildlife Service to develop a comprehensive mitigation plan (s) or a Habitat Conservation Plan. This plan must be in place before any construction takes place. To execute the Habitat Conservation Plan, we encourage the Upper Verde River Basin communities to form a water management district that would require smart development decisions and could develop

water detention and recharge projects, conservation programs, and water rules and oversight to be implemented throughout the basin. To accomplish our goals, we launched our regional grassroots outreach program in 2006 to educate the citizenry throughout the Verde watershed about the pipeline and development projects and the threats they pose to the Verde's surface flows and dependent wildlife; mobilize citizens to engage in the public process and influence the outcome of the pipeline and development proposals; and provide leadership to other citizen water-related groups throughout the Verde watershed.

12. [Arizona State Land Department](#)

Goal: The Land Department manages approximately 325,000 acres of State Trust Land in the Verde River Watershed with the goal of enhancing value and optimizing economic return for the Trust beneficiaries, consistent with sound stewardship and conservation principles. In addition, it strives to provide support for resource conservation programs for the well being of the public and the watershed's natural environment.

13. [Sierra Club](#): (Yavapai Chapter)

The Verde Water Sentinels is part of the Sierra Club's National Water Sentinels Program, having received a grant from the National Sierra Club to develop a volunteer water quality and quantity-monitoring program on the upper and middle portions of the Verde River.

Goals: First we are establishing a baseline of current conditions including arsenic, mercury, nitrogen, and phosphate concentration and pH, temperature, total dissolved solids, and conductivity and flow rates above, between and below current permanent in-stream gauges. Secondly we hope that if any changes take place in the river, we will be able to detect them early on and through the political process rectify such problems.

Three, we will have a presence in the area leading to a lessening of individual illegal actions impacting the river while providing an opportunity for public education resulting in a healthy riparian habitat that includes recreation opportunities.

14. [Yavapai County Water Advisory Committee](#):

Mission Statement: The Yavapai County Water Advisory Committee is committed to preserving sustainable water resources for future generations while enhancing the economic viability of our County. We are dedicated to meeting the long-term water resource needs of our customers - the citizens of the Yavapai County region. We will accomplish our goals by developing and enacting a total water management strategy through a consensus of our coalition members.

Goals: Develop regional Yavapai County water management and conservation strategies that ensure sustained use of water resources and that protect the base flows of the County's rivers and streams. Establish strong communication links among federal, tribal, state, county, local government, individual citizens and all other stakeholders. Devise and promote enabling legislation that will provide a local basis for management of water resources.

15. [Arizona Riparian Council](#)

Objectives/Goals: To stimulate and support studies in all phases of ecology, management and

protection, and related intrinsic values of riparian systems. To provide a clearinghouse of information among all agencies, organizations, and individuals engaged in work on riparian systems through appointment of work committees, preparation of bibliographies and abstracts, and related methods. To function in an advisory capacity on questions involving management, conservation, and protection of riparian systems, and to adopt such measures as shall tend to ensure the continued survival and maintenance of healthy riparian systems. To establish programs whereby the public is made aware of the importance of proper management and protection of riparian systems. To publish symposium proceedings and transactions of meetings in order to present current information on problems relating to the preservation of riparian systems and to commend outstanding action by the public and professional engaged individuals supporting the purposes of the Council.

16. [Prescott Audubon Society](#)

Prescott Audubon Society (PAS) asks that should Prescott and Prescott Valley determine to move forward with the Big Chino water project, they work in conjunction with the Arizona Department of Environmental Quality, the Environmental Protection Agency, and the U.S. Fish and Wildlife Service to prepare a full Environmental Impact Statement (EIS) that addresses not only the impacts to species located on the lands that the pipeline will cross, but also the species that rely on the flows of the Verde River and its associated riparian areas. A “No Action” alternative (no pumping by Prescott and Prescott Valley) should be included in this EIS, and all proposed alternatives should include comprehensive, clearly identified mitigation for impacts to the Upper Verde River flows and its associated riparian habitat.

17. [Upper Verde Watershed Protection Coalition](#)

Our Purpose: Working together to protect the Upper Verde River, the Coalition is committed to balancing the reasonable water needs of the residents of the Upper Verde River Watershed Area with protection of the base flow of the Upper Verde River to the maximum possible extent, and achieving safe-yield within the Prescott Active Management Area (AMA), by developing BMPs (best management practices) that incorporate science-based planning, utilization and conservation of all water resources within the Upper Verde River Watershed Area, and provide financial and staff resources to support the protection activities of the Coalition.

Our Goals: Acknowledging that water users throughout the Upper Verde River Watershed Area have impacts upon surface and groundwater systems of this area, the Coalition recognizes that water users should be responsible for their impacts. Therefore, the Coalition supports the creation of BMPs that balance the reasonable water needs of the residents of the Upper Verde River Watershed Area with the need to preserve the vitality, health, and future flows of the Upper Verde River, good stewardship of the water resources, and equal access to unbiased scientific information upon which BMPs are to be based.

MEMBERS:

City of Prescott: <http://www.cityofprescott.net/>

Town of Chino Valley: <http://www.chinoaz.net/>

Town of Dewey-Humboldt: <http://www.dewey-humboldt.net/>

Town of Prescott Valley: <http://www.pvaz.net/>

Yavapai-Prescott Indian Tribe: <http://www.ypit.com/>

Yavapai County: <http://www.co.yavapai.az.us/>

18. [Prescott National Forest - USFS](#)

Goal: Prescott National Forest's role in managing the Verde River watershed is to maintain and improve soil, riparian and watershed conditions, including maintaining water quality, quantity (including surface water rights) and timing of flows on Forest Service lands.

19. [Arizona Game and Fish Department-AGFD](#)

Region III Goal: Conserve, enhance, protect and restore upland, riparian and aquatic species of fish, wildlife and their habitats and ensure proper functioning systems are able to provide sustainable numbers of fish and wildlife resources for current and future generations.

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Verde Campaign Coordinator

written by [Joanne](#), September 16, 2008



I appreciate the effort it took to compile this. Thanks, Wade and Helen.

I hope readers take the time to read about and appreciate the uniqueness of each group and use this information for thinking critically about our water future.

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