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Monitoring (Tidal and Nontidal Water Quality) Business Plan

Integrated Monitoring Networks WG

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- **Title Page** and **Table of Contents**
- **Executive Summary**, in which you summarize your vision for the company
- **General Company Description**, in which you provide an overview of your company and the service it provides to its market
- **Products and Services**, in which you describe, in detail, your unique product or service
    - The suite of bay and watershed monitoring networks provides the most accurate and reliable representations of the complex Bay water quality processes currently available. Quality assured monitoring data collected over multiple decades from hundreds of stations provides the most direct measures of bay and watershed water quality conditions and biological responses.
    - The linked bay models are valuable tools in synthesizing an enormous amount of data and scientific findings, projecting possible outcomes to a range of management actions, and assessing pollutant load reductions needed to restore Bay water quality. Although models have some inherent uncertainty, the amount of data and resources taken to develop, calibrate, and verify the accuracy of each of the Bay models, minimizes the uncertainly of the suite of Bay models.
    - The monitoring networks serve to support

        - classifying status and tracking trends in tidal Bay and Bay watershed water quality and living resources response to management actions and other anthropogenic and natural factors
        - a scientific basis for targeting a dual nitrogen/phosphorus load reduction strategy for Bay water quality and habitat health recovery
        - identifying eutrophication as the primary cause of the SAV decline
        - providing sufficient and diverse data supporting scientifically based and peer-reviewed estuarine water quality criteria development to guide restoration targeting and water quality assessments (e.g., CWA section 303(d) listing/delisting decisions)
        - geographic and pollutant source specific targeted implementation for the most cost effective, reduction efficient management actions
        - supporting decision makers' needs for the Bay TMDL process with high-quality data underlying the Chesapeake Bay watershed and tidal water quality, sediment transport, biological resource, and filter feeder models' development, calibration, verification and management application

- **Marketing Plan**, in which you describe how you'll bring your product to its consumers
    - **Monitoring results and their products are served in a wide range of products**
        - Chesapeake Bay Barometer
        - Chesapeake Stat with Chesapeake Data, Chesapeake Progress, and Chesapeake Decisions
        - CDER, NWIS, and more data sites
        - Communications Team – blog posts, webnews, press releases

        - CBP-STAC reports
        - Professional journal publications
        - Conference and workshop presentations
        - Clean Water Act 303d listings
        - More…
- **Operational Plan**, in which you describe how the business will be operated on a day-to-day basis
    - We can point to references with the monitoring program Scopes of Work that give details on cruise and sampling schedules
    - We can point to the QA plans for field and lab procedures
- **Management and Organization**, in which you describe the structure of your organization and the philosophy that governs it
    - We have several figures that depict the structure of the CBP partnership and details figures about monitoring partnerships/data delivery paths. We can insert one or more of those for reference.

Financial Plan, in which you illustrate your working model for finances and your need for support

- We have a base budget of operation
- We have accounting in the annual work plans to reference
- We have highlighted possible near and long-term hurdles to program maintenance and growth. Let's get the short list of top 5 challenges in place here.

We need some planned action items on how to deal with near and long-term hurdles to program maintenance and growth. Let’s get 3-5 steps documented on how the program plans to address sustainability and