

Tri-County/City Conservation District

Strategic Plan 2009-2012

with objectives and action steps to be incorporated into annual plans of work

FINAL DRAFT with all solicited comments incorporated Sept 12, 2008

FORMAT.

Goal.







Objectives.

Action Steps. (to be incorporated into annual plans of work)









Goal 1.

Provide educational resources and opportunities to improve water quality and natural resource conservation within our district. Increase District's education presence within communities.

Objective 1.1 Improve water quality and natural resource conservation by providing educational resources and opportunities for adults.

-  Identify audience groups/areas for workshops
-  Develop and present workshops based on needs within localities/communities
-  Provide information through various media outlets, ie: newsletter, web, radio, newspaper, educational materials, publications of other groups
-  Partner with other agencies, organizations, HOAs, etc. to present educational series
-  Provide information at special events, shows, etc.
-  Develop District specific publications/materials/web pages pertaining to identified needs



Objective 1.2 Improve water quality and natural resource conservation by providing educational resources and opportunities for youth

-  Work with school boards, administration and teachers in ALL localities to develop and present programs in area schools
-  Target non-traditional learners, such as home-schoolers
-  Encourage VASWCD to approach state Education Board with the idea of Environment and Ecology standards to add to state SOLs
-  Develop summer youth education programs/field trip options
-  Develop a variety of programs that can be marketed throughout the year
-  Develop a series of educational booklets, student and teacher pages, etc. for distribution via hardcopy and/or on web
-  Partner and participate with other organizations to provide quality rounded environmental education experiences
-  Continue to market and expand Envirothon program

Goal 2.

Inform and advise the local, state, and national government decision-making processes to improve water quality legislation and natural resource conservation legislation and awareness.

Objective 2.1 Work with local governments to assure understanding of the importance of natural resources conservation.

-  Work with local planners to educate them on why natural resources impacts should be paramount when accepting and approving development plans.
-  Develop workshops and field events for developers, planners and local government officials to show the pros of proper planning and development and the cons of non-forward thinking development.

- 🖨️ Develop an email list to inform interested constituents of upcoming legislative action and prepare “canned” documents to send to them to support issues by contacting their officials.

Objective 2.2 Work with state government officials, elected and otherwise, to assure the understanding of adequate natural resources conservation program funding and the role of Conservation Districts at the grass roots level.

- 🖨️ Continue to send issues to the state soil & water conservation board through local representatives (currently Ray Simms).
- 🖨️ Recruit, train and test a legislative Envirothon team to educate legislators at all levels of issues facing students and the conservation arena.
- 🖨️ Develop a legislative information page on the District website to inform interested constituents of upcoming legislative action and steps they can take to support issues

Goal 3.

View the District as a "business in the round" with a more holistic perspective, to be able to compete in the marketplace, and function at maximum efficiency. Include insightful assessment of the external business landscape with the keen awareness of how money can be made - and then execute the strategy to deliver the desired results.

Objective 3.1 Develop District self-sustainability.

- 🖨️ Develop alternative funding opportunities
- 🖨️ Maintain office space that is able to be reliably budgeted for at least the life of this long term plan
- 🖨️ Develop and explore niche markets such as the selling of antique farming implements, books, postcards, etc.
- 🖨️ Create a line of “District”-ware that can be, including sold online through the website/ EBay
- 🖨️ Explore mass availability of materials availability – ie Ebay auctions, Paypal on website for purchase of District items (bucket program?)
- 🖨️ Develop fund-raising opportunities/events
- 🖨️ Search for and obtain grant funding for conservation projects subject to staff availability to administer and maintain
- 🖨️ Look for opportunities to leverage existing dollars, including partnering and in-kind grant funding
- 🖨️ Maintain/increase County/City support

Objective 3.2 Increase District Brand awareness.

- 🖨️ Identify District image to be projected and create recognizable logo
- 🖨️ Increase District marketing programs to include potential newspaper columns, series of brochures/pamphlets/educational materials for adults and youth
- 🖨️ Explore and develop niche markets
- 🖨️ Partner with localities and other partners on signage at project sites or entrances/exits to localities
- 🖨️ Create signature events such as the Native Plant Show & Sale
- 🖨️ Procure marketable giveaways such as pens, calendars, LID plans, education packets/materials






Objective 3.3 Maintain trained Personnel who can multitask.

- 🖨️ Provide training/career enhancement opportunities for District employees
- 🖨️ Boost employee morale by rewarding exemplary performance and innovative ideas for programming/fund raising/District growth




Goal 4.

Provide technical services to improve water quality and natural resource conservation.




Objective 4.1 Provide **Urban** technical services to individuals, groups, developers, localities.

-  Assist localities with Erosion & Sediment programming and nutrient loads
-  Assist and partner with localities to obtain grants for stormwater, TMDL and Low Impact Development projects
-  Maintain staff with E&S certifications
-  Provide conservation planning assistance to homeowners (low impact development strategies, drought resistant plantings, water quality awareness, sewer/septic issues, lawn care for conservation, plantings for wildlife, education on stormwater)
-  Obtain TMDL Implementation status for completed project(s) within District environs





Objective 4.2 Provide **Agriculture** technical services to producers who meet the requirements set forth in the DCR BMP program.

-  Administer the state cost share program (Best Management Practices) monies as agreed upon in grant with DCR.
-  Set priorities for producers so there is a hierarchy of approval
-  Educate landowners/users of the reasons for BMP practices and how they help with water quality and soil retention

Objective 4.3 Provide **Agricultural** technical services to landowners/users who do not qualify for state and/or federal programs.

-  Provide conservation planning assistance to landowners/users through written plans, advice, workshops
-  Provide conservation planning assistance and follow thru to localities as assistance with zoning compliances
-  Educate landowners/users of the reasons for BMP practices and how they help with water quality and soil retention

Objective 4.4 Provide assistance regarding managed **Forest & Wildlife Habitat** resources.

-  Promote adoption of non-agricultural buffer ordinances with localities and HOAs
-  Educate localities and homeowners of the needs and benefits of wildlife (what hurts them, what helps them)
-  Hold workshops on forest and wildlife management
-  Develop materials/publications

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