

# Summit Soil and Water Conservation District

## 2024 Annual Plan of Work

### **Our Mission Statement:**

Summit Soil and Water Conservation District provides leadership and advocates for the stewardship of our natural resources and responsible land use through the provision of education, technical assistance, and partnerships in Summit County.

### **Our Vision Statement:**

Summit Soil and Water Conservation District aspires to be a trusted leader of an engaged community in support of a sustainable, natural environment for future generations.

### **Summit Soil and Water Conservation District's Core Values are:**

**Sustainability.** Stable soils, clean water, and healthy habitats are essential to the continued viability of our community.

**Leadership.** Apply sound science and innovation as the technical experts in the fields of natural resource stewardship and responsible land use.

**Service.** Engage in trusted, timely, and professional communication with stakeholders.

The Strategic Planning Committee organized the goals into the following four categories:

#### **Programs and Services**

#### **Community Awareness and Outreach**

#### **Staffing, Facilities, and Equipment Resources**

#### **Funding**

Within each category Goals were established resulting from the SWOT analysis. The aim of those Goals was to amplify our strengths, minimize our weaknesses, exploit our opportunities, or avert our threats. In some cases, the Committee identified more specific Strategies that might apply to each of those Goals. The Goals and Strategies are organized by category on the following pages.



**Goal I: Programs and Services**

**Goal Description:** The District will review, evaluate, adjust or maintain existing programs and expand or remove programs as needed to fulfill our mission, vision or core values.

Goals	Projects	Results	Responsible Staff	Duration
Goal 1.1: Existing Programs	Urban Stormwater Program	Continue to provide quality services for Minimum Control Measures #4 and 5.	Stormwater Program Staff	Jan - Dec
	Landowners Assistance	Continue to provide landowners with assistance related to natural resources, soils, riparian setbacks, agriculture, and District sales.	All SWCD Staff, & NRCS, ODNR & ODA	Jan - Dec
	Education	Continue to Provide education programs, publications and models to the public, communities, teachers, and elected officials.	Outreach Program Staff	Jan - Dec
	Administration	Create, update, and maintain administrative programs and records for reporting and tracking staff files, financial records, policies and procedures, coordinate monthly, and annual meetings and other district events.	Administrative Staff	Jan - Dec
Goal 1.2: Expand Program Services	Education and Training	Perform two workshops for the development community.	Stormwater Program Staff	Jan - Dec
	Conservation Easements	Collaborate with other organizations to pursue new easements for preservation and assist landowners with unbuildable lots.	Watershed and Stormwater Program Staff	Jan - Dec
Goal 1.3: Watershed Master Planning and Management Program	Technical Assistance	Inspection and management of water resources, environmental assessments, and SWMD assistance related to complaints received about beaver dams and watershed issues.	Watershed Program Staff	Jan - Dec
	Promote education initiatives through a watershed campaign with stakeholders and community members	Create county-wide watershed outreach campaign and promote through social media, public events, and general resources.	Watershed Program Staff & AmeriCorps	Jan - Dec
	Stream Monitoring Volunteer Program	Develop, coordinate, and analyze watershed data collection with volunteers in the Cuyahoga and Tuscarawas watershed basin.	Watershed Program Staff & AmeriCorps	Jan - Dec
	Non-point Source Implementation Strategy (NPSIS) development and management	Stakeholder meetings, develop or update NPSIS plans, establish prioritization of watersheds with SWMD and update or develop GIS data.	Watershed Program Staff	Jan - Dec
Goal 1.4: Improve Constituency Satisfaction	Urban Stormwater Program Policies	Review & update procedures for inspections, enforcement, plan review, terminating projects, outfalls, easement, P <sup>2</sup> /GHK inspections, and SWMD complaints	Stormwater Program Staff	Jan - Dec
	Constituency Satisfaction Survey	Create evaluations for communities, developers and public to provide feedback	DPA	Jan - June

**Goal II: Community Awareness and Outreach**

**Goal Description:** The District is aware that the public is unfamiliar with Their organization. A branding campaign is needed to get the District's name out, highlight our history and what we do and appeal to younger generations. The District has several conservation partners ranging from communities, and other agencies and organizations. We need to continue to build these partnerships, collaborate on projects and become more influential. We also need to differentiate ourselves from our partners with our own branding campaign.

Goals	Projects	Results	Responsible Staff	Duration
Goal 2.1: Create a Branding Campaign	Highlight our history, mission, vision, core values and services	Continue to highlight our history, mission, vision, core values and branding.	All Staff and Board	Jan - Dec
	Marketing on many platforms, open houses and events	Website, host a district event or open house, annual meeting.	All Staff and Board	Jan - Dec
	Podcast	Record 12 podcast	SWCD Staff and AmeriCorps	Feb - Nov
	Appeal to younger generations	Utilize social media platforms, YouTube channel, and incorporate schools, higher ed and scout programs	Outreach and Watershed Program Staff	Jan - Dec
	Diversity, Equity, and Inclusion	Create a DEI Committee, assign members and establish goals and objectives.	Board	Jan - Dec
Goal 2.2 Develop Outreach Initiatives with Communities, Agencies and other organizations	Agriculture workshops	Plan (1) Ag based workshop and host the Local Work Group meeting	Outreach Staff and Zach Laughlin	Jan - Dec
	Master Rain Gardner Course	Promote existing MRG courses, host plant and/or seed swaps, tours and field days	Outreach Program Staff	Jan - Dec

**Goal III: Staffing, Facilities and Equipment Resources**

**Goal Description:** Resources are required to complete task, to be effective and more efficient. Resources can be objects such as equipment, facilities, office space or outdoor classrooms. Resources are also something less tangible like training, education funding, work culture and partnerships. By investing in our resources, the District will succeed, be more efficient and effective to implement our mission.

Goals	Projects	Results	Responsible Staff	Duration
Goal 3.1: Maintain a technically competent, qualified, efficient and team-oriented staff	Promote education, training & professional development	Develop a professional development policy.	District Program Administrator and Board	Jan - Feb
	Conduct annual reviews of staff performance and qualifications	Conduct employee evaluations.	District Program Administrator, Stormwater Specialist II and Board	Jan - Dec
	Build flexibility via cross training	Continue cross training between staff.	District Program Administrator	Jan - Dec
	Plan for staff retirement and turnover	Plan for reorganization, as needed.	District Program Administrator and Board	April - Dec
	Create a happy, healthy and fulfilling work environment	Continue to promote County programs, implement safety procedures, & schedule (4) team building events.	District Program Administrator	Jan - Dec
Goal 3.2: Create new staff positions for growing demand and services	Investigate reorganization or creating a deputy director position	Reorganize the organizational chart or establish funding and job description for a deputy director	District Program Administrator and Board	March - Sep
Goal 3.3: Maintain up-to date equipment, technology and resources	Promote education, training & professional development	Train staff on Munis HR and Executime.	Administrative Staff and Summit County	January
	Conduct annual review of equipment and technology	Implement Munis Finance and Human Resources, Executime and Quick Books.	Administrative Staff	January
	Digitize plans	Scan SWP3s and maintain digital copies in project files.	Administrative Assistant & Stormwater Program Staff	Jan - Aug
	Maintain work vehicles appropriate to & adequate for our mission	Maintain existing fleet and purchase new vehicle.	Administrative Staff & Board	Jan - Dec
Goal 3.4: Maintain office and outdoor spaces that further support our program initiatives	Enhance outside office and administrative assistance (County and ODA)	Continue to work with ODA & the County to provide assistance & opportunities for the District	District Program Administrator and Board	Jan - Dec
	Seek partners to provide outdoor and/or indoor spaces appropriate for events and demonstrations	Seek and build partnerships with parks, UA Biological Field Station and schools for outdoor learning spaces and demonstration projects.	Outreach Program Staff	April - Dec

## Goal IV: Funding

**Goal Description:** Funding is critical to maintain staff, services, resources and to function. There are several funding sources from local partnerships (Cities, Villages, Watershed Groups, Programs, NEORS and the County) and from the State through the match (historically from 50% - 98%). The Staff and the Board need to continue to build, maintain and nurture professional relationships with these funding sources, share our accomplishments and reiterate our abilities and services. By the District developing a 5-year budget plan, the District can adequately focus on funding sources and services, adapt to changes in needs, outline future expenditures, and prepare for growth or other economic trends.

Goals	Projects	Results	Responsible Staff	Duration
Goal 4.1: Ensure long-range stability of State and County funding	Reinforce relationships with funders	Schedule meetings with legislatures, community contacts and county officials to reinforce their support	District Program Administrator and Board	Jan - Dec
	Provide annual reports to demonstrate our value and accomplishments	Create an annual report to demonstrate our accomplishments in the following program areas: stormwater, education & watershed services	All Program Staff	July- Sept
	Build strong relationships with our communities	Staff meets with their communities annually to discuss services, efficiency, needs and improvement	All Program Staff	Jan - Dec
	Identify a 5-year budget/funding plan	Create and maintain 5-year budgets for the special and district funds	Administrative Staff and Board	March - Aug
Goal 4.2: Pursue additional sources of revenue through new programs and services	Pursue service opportunities as they develop	Meet with communities as needed to review services	District Program Administrator	Jan - Dec
Goal 4.3: Pursue grants to support specific programs or initiatives	Watershed Program	Assist the SWMD with applying and implementing 319 grants and other grant opportunities.	Watershed Program Staff	Jan - Dec
	Education Grants	Seek grant opportunities for programs, scholarships, and equipment or models	Outreach Program Staff	Jan - Dec