

**COLONIAL SOIL AND WATER
CONSERVATION DISTRICT**

**Annual Plan
of Work**

FY 2019



The Colonial Soil & Water Conservation District Annual Plan of Work for fiscal year 2019 provides the structure for the pursuit and implementation of goals and objectives. The goals, objectives, and strategies were determined by standing committees, reviewed and revised by the Planning Committee, and approved by the District board.

The successful achievement of the goals will depend on the participation and cooperation of District staff and board working together with District landowners and partners. CSWCD Standing Committee members will play a key role in establishing priorities and timelines for projects and activities that can efficiently and effectively accomplish the various goals and objectives outlined in this plan.

Committees will provide regular and timely updates to the Board on sources of additional funding, potential community partners, as well as barriers and impediments that influence project success.

EXECUTIVE COMMITTEE

1. Continue to successfully implement current programming.

Continue in FY 2019 and beyond as part of the Annual Plan

2. Better utilize committees

Continue transition in 2019

3. Improve Outreach to Stakeholders

Find the correct balance in increasing interaction with the constituencies. Encourage off-site/constituent/stakeholder meetings where effective in increasing interaction and awareness.

Use the Awards ceremony to engage localities and other stakeholders for follow-on productive off-site meetings.

3. Upgrade facilities, equipment

Determine needs, costs, and priorities for the District to meet its goals as recommended by the committees and reflect in annual budget.

Agricultural Programs APOW FY19

Goal: Maximize Implementation of Agricultural Best Management Practices and Conservation Planning to facilitate Water Quality Improvements & Support Overall Soil Health in the District

Objectives:

- 1) Administer the DCR's Virginia Agricultural Cost Share Program if approved by the Colonial BOD.**
 - a) Develop and make recommendations to the Board for the TRC membership

- 2) Support locality MOUs for Conservation Programming.**
 - a) AFD program in New Kent
 - b) Agricultural provisions of the CBPA in Charles City County, New Kent, and James City
 - c) Soil & Water Conservation Assessments in Charles City, New Kent, and James City Counties
 - d) Begin phase 1 of implementing the Horse Farm water quality Program with James City County

- 3) Provide input to the DCR's Technical Advisory Committee, and other appropriate Conservation Entities, on improving existing conservation practices, the overall streamlining of the VACS program, and implementation of new practices when possible.**
 - a) Attend TAC meetings
 - b) Write/implement grants focused on supporting efforts to remove local or regional water quality impairments

- 4) Raise awareness and build consensus for solutions to issues affecting conservation efforts locally.**
 - a) Pursue conservation partnerships
 - b) Bi-annual meetings with producers to discuss and educate about VACS/BMP programs
 - c) Meet local officials and group leaders to discuss/educate improved utilization of Conservation BMPs.
 - d) Hold committee meetings around the District

- 5) **Create/maintain inventory of purchased and needed field equipment for the season(s).**

- 6) **Upgrade facilities, equipment** - Committee to make recommendations to the Executive and Finance Committees about equipment, facilities, and personnel needed to meet the Committee's goals.

Education & Outreach Programs & Initiatives APOW FY 2019

1) Keep District website current with events and announcements, relevant conservation news, press releases, etc.

- Increase traffic to the website by: improving Google search results, using the District Facebook page to refer users to the website
- Track website usage
- Develop survey for website users
- Connect with partners (ex: SHIP, WCG) and localities to ensure correct website links are posted

2) Seek opportunities to present District work to the public in the local media.

- Write press releases upon completing successful projects – one per quarter or as projects are completed
- Post photos with descriptions of successful projects on the District website and social media pages in a timely manner

3) Collaborate with local partners in the development of highly visible demonstration projects and educational events

- Continue to support the Williamsburg Community Growers' initiative and the WJCC SHIP garden network, and provide technical assistance to both as needed
- Coordinate the District's first World Water Day (March 22) educational event
 - i. July – Sept: Determine format of event, seek funding as necessary
 - ii. Oct – Dec: Invite partners to increase participation, continue planning
 - iii. Jan – March: Event advertising, school & public outreach

4) Develop educational resources to be posted and archived on the District website

- Create a "Resources" page on the District website to link to helpful articles, partner websites, videos, podcasts, etc on various topics of conservation interest (ex: lawn maintenance, water conservation, erosion prevention)
- Continue to develop archive of podcasts and videos linked to the District website
- Develop survey for directors to determine what types of educational/training opportunities they need or would enjoy most, as well as what format works best (in-person presentation, webinar, video, etc)

5) Continue/expand outreach to local high schools

- Continue outreach to high school teachers for possible participation in Envirothon
 - i. Explore options to increase teacher participation (ex: teacher stipend)
- Continue to support the development of the Warhill Pride Garden in accordance with NACD Urban Ag grant
 - i. July – Aug: facilitate internship program to provide garden maintenance during summer break
 - ii. Support creation of the after-school Warhill Garden Club (sponsored by SHIP)
 - iii. Director Morse and Urban Ag Ed Specialist Robyn Goad to serve as student team mentors for 2018-2019 school year
 - iv. Seek additional guidance and project mentorship as necessary

6) Investigate grant opportunities for district-wide, and/or local, educational projects.

- Develop database of environmental education/conservation-focused grant opportunities
- Compile list of educational projects the District would like to accomplish, and seek funding for these projects as available

FINANCE COMMITTEE APOW FY 2019

- 1. Review grant opportunities periodically to address staffing needs**
 - a) Work with the District Staff and the Conservation District Coordinator to solicit and review grant opportunities – schedule sessions as part of the Finance Committee meetings at least 2 times per year.
 - b) Solicit information monthly from other Committees on possible grant opportunities.
 - c) Review the status and working budget of grants being executed by the district at least quarterly. DCR operations, technical assistance and BMP cost share grants may be excluded from this review.

- 2. Review financial reports, current investment account roi, bank balances, confirm reconciliations of accounts, and review any financial positions of the district on a monthly basis.**
 - a) Make recommendations to the BOD for monthly financial reports.
 - b) Develop a fiscal budget during the 3rd and 4th qtr.- Solicit input from other committees.

- 3. Develop additional funding**
 - a. Work with the District Staff, the Conservation District Coordinator and utilize outreach to other Districts to seek out additional funding sources.

NOMINATING COMMITTEE APOW FY2019

1. Succession plan

Create succession plans for staff, directors, associate directors and volunteers in conjunction with Planning Committee.

- 2.** Keep directors apprised of election requirements and deadlines. Determine if directors will not be running for another term. Encourage interested candidates to run and register to get on ballot.

PERSONNEL COMMITTEE

1. Adjust staff, as appropriate, to meet the District's mission

- A key ongoing focus for the Board and Personnel Committee as we work through the personnel needs and evaluations, budgeting, job descriptions, planning & APW reviews and renewals. Adjust staffing as needed to fulfill our mission and meet our program and other needs. Outsourcing of specific tasks or projects may be considered in specific or unusual situations
- Twice a year reviews of staffing and workloads in the planning and budgeting cycles.

2. Grant writing training as needed

- Training for current or anticipated grant offerings is incorporated into the appropriate staff positions.
- Twice a year reviews by the committee in the planning and budgeting cycles.
- Outsourcing grant writing may be considered for special cases or unusual grants.

PLANNING COMMITTEE APOW FY 2019

1. Succession plan

Create succession plans for staff, directors, associate directors and volunteers in conjunction with Nominating Committee.

Determine by 10/31/18 whether we will move ahead with this. If so target 1/31/19 for submittal to Board.

2. Annual Plan of Work

-Complete development of District APOW FY 19 by July 2018 Board Meeting

-Bi-annual reviews and recommendations to the Board.

-Guide development of District APOW FY 20

3. Four-Year Strategic Plan

Annual review and recommendations to Board for situational changes requiring adjustments.

4. Recognition Banquet

With Board approval begin planning in August

Urban Programs & Initiatives APOW FY19

1) DCR urban/non-agricultural soil & water conservation contractual requirements (high priority)

- Annual Plan of Work reviews – minimum of two, preferably quarterly (3)
- Strategic Plan reviews – at least one, preferably biannually (2)
- New Annual Plan of Work for next fiscal year
- Committee meeting notices & minutes
- Urban/non-agricultural soil & water conservation technical support/advice
- input to District budget/upgrade decision making process {Executive & Finance committees} re: funding, staffing, facilities, & equipment

2) Localities urban/non-agricultural soil & water conservation (high priority)

- Implement contracts (programs) with them, including expected reports and feedback
- Direct engagement to understand urban/non-Ag. conservation role(s) they would like District to play.
 - JCC – Director(s) & Stormwater Programs Advisory Committee (SPAC), Neighborhood Forum, Stormwater Dept., Supervisors, others TBD
 - Williamsburg – Directors TBD
 - York – Directors TBD
 - New Kent/Charles City – TBD
- District staff seek opportunities to coordinate with locality staff to improve efficiency & effectiveness.
- Present to or engage with their Boards, esp. about what the District has done for them recently and unmet needs.
- Develop & submit formula driven funding requests to localities in areas where District expertise can cost effectively benefit them.
- CBPA funding from localities

3) James City County Horse Program (high priority)

- Implement phase 1
- Propose Phase 2 to SPAC (December – horse census at a minimum)
- Develop & prepare for phase 2
- Seek cost share funding for phase 2

4) Living Shorelines (high priority)

- Support James River Association (JRA) proposed Living Shorelines Installation program, presuming VEE awards JRA application
- VCAP

- 5) Recurring urban/non-agricultural soil & water conservation grant/funding opportunities (high priority)
 - Catalog
 - Establish schedule & plan to apply for/secure them
- 6) Funding urban/non-agricultural soil & water conservation opportunities (high priority)
 - Identify & submit proposal(s) for selected (“short-list”)
 - wildlife env.; e-communication conservation tips; FAQs; chemical disposal advice; see partners & other programs
- 7) Urban/non-agricultural soil & water conservation objectives relevant to our localities. (high priority)
 - Establish a “short list” of them – identify & understand, e.g. WIP III {Williamsburg, York, New Kent/Charles City; VACS; HRPDC; planning groups}; JCC Swimmable & Fishable; large parcels of land not in agriculture
 - Prioritize the list
 - Start defining specific actions District can do to address each of them
 - Start to address them as specific actions defined
- 8) Other urban/non-agricultural soil & water conservation contract/grant execution & administrative operations (high priority)
- 9) VCAP (prioritization)
 - Define objective(s): outreach tool, water quality improvement tool, or both.
 - Prioritize practices to address
 - Develop local requirements, practices, procedures for highest priority unaddressed VCAP practice
 - Resume solicitation and submittal of applications for such practice(s)
 - Establish & execute inspection schedule for installed practices as required by program
- 10) Urban/non-agricultural conservation partners relevant to our District/region (medium priority)
 - Establish a “short list” of them e.g.
 - JRA, VIMS, SEAS, V.T., VCU Rice Center, Other Districts, VPPSA, WJCC school gardens, SHIP School and Community Garden Network, Williamsburg Community Growers, Master Gardeners
 - Define areas of common interests and develop approaches
 - Start working relationship with them
- 11) Committee member education (medium priority) e.g.
 - WIP III issues/impacts

- NACD webinars
- Area III, VASWCD, NACD meetings & web information
- DCR education

12) Leverage District staff urban/non-agricultural soil & water conservation efforts (low priority)

- Control staff time & effort taken with planning, reporting, & committee/board meetings.
- Establish incremental process to identify unmet staff tasks/work that can potentially be “out sourced” to/via:
 - Technology & electronic outreach
 - Partnerships
 - Associate Directors
 - Other volunteers and/or interns

13) Urban Agriculture (low priority)

- Define which committee(s)
- Premise is that education and thus NACD grant are addressed by Education Committee
- Investigate district role in/support of possible Urban Agriculture Certification program (NRCS recognized like program run by Tricycle in Richmond).
(Robyn to get back perhaps Urban)

Operations APOW FY 2019

Goal: Continue to serve constituents in a professional and effective manner

Objective #1 - Conduct CBPA Ag Land Assessment work for New Kent, Charles City, and James City Counties

Objective #2 – Seek and/or provide technical and professional trainings for each staff member.

Objective #3 – Hire additional staff to complete or fulfill all standing and/or grant deliverables

Objective #4 – Complete deliverables of the James City County Equine Survey

Objective #5 – Carry out programming associated with the Virginia Environmental Endowment Precision Agriculture Enhanced Nutrient Management Grant Project

Objective #6 – Carry out programming associated with the Virginia Environmental Endowment Living Shoreline Grant Project

Objective #7 – Complete deliverables associated with existing NACD Urban Agriculture Grant Project

Objective #8 – Fulfill obligations and meet expectations under VACS and Operations Grants with DCR to include RMP approvals and WIP III involvement

The Commonwealth of Virginia supports the Colonial Soil & Water Conservation District through financial and administrative assistance provided by the Department of Conservation & Recreation.

AU programs and services of the Colonial Soil & Water Conservation District are offered on a nondiscriminatory basis without regard to race, color, national origin, religion, sex, age, marital status or handicap.

Approved by the Colonial Soil & Water Conservation District Board of Directors on July 24, 2018

**Colonial Soil & Water Conservation District
Chairman of the Board, Charles Carter**

Signed _____

Date _____