

# **Tri-County/City Soil and Water Conservation District**



## **Strategic Plan**

**July 1, 2016 – June 30, 2020**

# INTRODUCTION

## **Who We Are**

The Tri-County/City Soil and Water Conservation District is a political subdivision of the Commonwealth of Virginia whose boundaries include the counties of King George, Stafford and Spotsylvania and the City of Fredericksburg.

Founded in 1944 by citizens concerned about soil and water conservation, the District is one of the forty-seven conservation districts within Virginia. The District is governed by a ten-member Board of Directors of which two are elected from each locality, and two are appointed by the State Soil and Water Conservation Board. These Directors are elected in the general election every four years. The Directors serve as volunteers and are not paid.

The District provides a service to farmers, homeowners, homeowner associations, environmental groups, local businesses, developers, teachers, youth, civic organizations, elected officials and their staff and other citizens interested in natural resources.

## **The Strategic Plan**

This Strategic Plan is a proactive document that assumes that the future of our organization will be based on different circumstances and priorities than those that exist today.

The goals and objectives contained in this Plan reflect many of the needs and priorities voiced by our constituents and associates.

# MISSION & VISION

## **District Mission**

To provide leadership, education and technical programs to assist all resource users to conserve, sustain and improve soil, water and related resources.

## **District Vision**

To be recognized as the community leader in focusing action and establishing partnerships to achieve soil and water conservation.

## DISTRICT OPERATIONS

### Leadership/Partnership

**Objective:** TCCSWCD will work to provide leadership for all citizens of the TCCSWCD area as an organization that will provide technical assistance and education to promote the conservation of our natural resources.

### Goals:

- 1.) Improve public knowledge and perception of TCCSWCD:
  - a.) Increase awareness of TCCSWCD through media such as newsletters and newspaper articles, Comcast Newsmakers interviews, and the TCCSWCD website/Facebook site.
- 2.) Strengthen partnerships with local governments to increase awareness of TCCSWCD services and capabilities:
  - a.) Develop training opportunities for locality staff on ways to communicate soil and water issues of concern to the public.
  - b.) Provide localities/partners with technical assistance and education) to communicate the need for future.
  - c.) Maintain an updated Memorandum of Understanding with localities.
- 3.) Acquire funding to carry out TCCSWCD operations and conservation programs:
  - a.) Seek local government support for increased local funding for conservation programs and general operations of the TCCSWCD.
  - b.) Pursue grant funding opportunities.
  - c.) Fulfill the requirements of the Department of Conservation and Recreation Technical Assistance and Operations annual grant agreements.

### Technical Assistance/Implementation

**Objective:** TCCSWCD will work to provide technical assistance to improve soil and water quality.

### Goals:

#### Agricultural Technical Assistance:

- 1.) Encourage the implementation of Best Management Practices (BMPs) on agricultural land through the Virginia Agricultural BMP Cost-Share Program:
  - a.) Perform site visits for producers and landowners to make recommendations for improving soil and water quality.
  - b.) Promote and conduct an agricultural BMP cost share sign-up period.
  - c.) Rank and approve cost-share applications in accordance with the VA Agricultural Cost-Share BMP Manual.
  - d.) Recommend state or federal programs available to improve soil and water quality.

- 2.) Provide local governments with technical services to support the implementation of the Chesapeake Bay Preservation Act regulations as appropriate:
  - a.) Improve communication with locality staff on Chesapeake Bay Preservation Act requirements regarding conservation plans and the need to assist with conservation assessments.

Urban/Residential Technical Assistance:

- 3.) Provide technical assistance for the non-agricultural community:
  - a.) Using local resources as an avenue to provide educational materials on backyard conservation, erosion and sediment control, and stormwater management.
  - b.) Contribute to stormwater management programs with localities by increasing awareness and help strengthen these programs.
- 4.) Encourage the implementation of stormwater BMPs on non-agriculture land through the Virginia Conservation Assistance Program (VCAP):
  - a.) Strengthen partnership with localities to establish consistent communication to filter erosion and sediment, stormwater, and drainage issues of HOA's and homeowners to the District to determine if VCAP and/or other conservation practices may be applicable.
- 5.) Expand water quality monitoring program within TCCSWCD service area.
  - a.) Coordinate volunteer efforts with academic institutions, partner agencies, and localities.
  - b.) Promote the benefits of the program to local elected officials and partner agencies.

**Education/Outreach**

**Objective:** TCCSWCD, through collaboration and partnership with other agencies and organizations, will provide education and outreach opportunities on natural resource issues and management to residents within the TCCSWCD service area. This will aim to improve their knowledge and decisions on conservation issues in the area.

**Goals:**

- 1.) Promote natural resource educational programs for youth of the Tri-County/City service area:
  - a.) Sponsor Envirothon for local high schools and participate in Area Envirothon competition.
  - b.) Provide schools in the Tri-County/City service area with environmental education programs to meet Standards of Learning requirements.
  - c.) Promote and support conservation-related scholarships and camps.
  - d.) Develop and implement Meaningful Watershed Educational Experiences (MWEEs) for K-12 students.

- 2.) Educate producers/landowners and provide updates on non-point and point source pollution issues for improvements on erosion control, nutrient management and protection of natural resources:
  - a.) Promote and support all state and federal conservation programs.
  - b.) Participate in local extension field days and conferences to gather information to inform farmers on conservation issues and programs.
  - c.) Plan, coordinate, and implement an agricultural field day(s) by 2020.
  
- 3.) Educate the public on natural resource issues and practices related to conservation and the responsible management of soil and water resources:
  - a.) Prepare and publish quarterly newsletters.
  - b.) Conduct and provide seminars, programs, or workshops for non-agricultural public on natural resource practices/management.
  - c.) Provide updates and communication with local governments on Tri-County/City SWCD programs and conservation needs within the District.
  - d.) Promote awareness of the Agricultural BMP implementation.

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## **Elected Directors:**

Giannina D. Frantz, Chair (City of Fredericksburg)

Janet Gayle Harris, Treasurer (King George)

Wayne Miller, Secretary (Spotsylvania)

Jan Massey (Spotsylvania)

Steve Cameli (City of Fredericksburg)

Jeff Adams (Stafford)

Mike Anderson (Stafford)

Robert Wernsman (King George)

## **Appointed Directors:**

Michael Broaddus, Virginia Cooperative Extension Agent, Vice-Chair (King George)

Richard Street, At-Large (Spotsylvania)

## **Associate Directors:**

Gordon Linkous (Fredericksburg)

Regina Prunty (King George)

John Howe (Stafford)

Ray Simms (Spotsylvania)

## **Staff:**

Marta Perry, District Manager

Etta Lucas, Conservation Specialist

Kim McAfee, Administrative Professional

Izabela Sikora, Education Coordinator

## **Natural Resources Conservation Service (NRCS) Staff:**

Lucee Kossler, District Conservationist

## **Department of Conservation:**

Amy Walker, Conservation District Coordinator

## **Cooperating Partners:**

Area III Soil & Water Conservation Districts  
CBF, Chesapeake Bay Foundation  
City of Fredericksburg, VA  
EPA, Environmental Protection Agency  
FOR, Friends of the Rappahannock  
FSA, Farm Service Agency  
GWRC, George Washington Regional Planning Commission  
King George County, Virginia  
NACD, National Association of Conservation Districts  
Native Plant Society of Virginia  
NRCS, USDA Natural Resources Conservation Service  
NPS, United States National Park Service  
Potomac Council and Potomac Roundtable  
Rappahannock River Basin Commission  
Spotsylvania County, Virginia  
Stafford County, Virginia  
VA DEQ, Virginia Department of Environmental Quality  
VASWCD, Virginia Association of Soil & Water Conservation Districts VCE, Virginia  
Cooperative Extension  
VDACS, Virginia Department of Agriculture and Consumer Services  
VDCR, Virginia Department of Conservation and Recreation  
VDOF, Virginia Department of Forestry  
VDGIF, Virginia Department of Game and Inland Fisheries  
VDOH, Virginia Department of Health  
VDOT, Virginia Department of Transportation  
VOF, Virginia Outdoors Foundation  
Virginia State Parks  
USACE, U.S. Army Corps of Engineers  
USFWS, U.S. Fish and Wildlife Service  
York River and Small Coastal Basins Roundtable

CLOSING

The TCCSWCD greatly appreciates the support and participation of all contributors in this planning process. The District's service area has an inspiring group of citizens that are concerned and strive to protect to our natural resources.



4811 Carr Drive • Fredericksburg, Virginia 22408  
(540) 656-2401 or (540) 656-2402 • Fax: (540) 656-2403  
Web: [www.tccswcd.org](http://www.tccswcd.org)

The Commonwealth of Virginia supports the Tri-County/City Soil and Water Conservation District through financial and administrative assistance provided by the Virginia Soil and Water Conservation Board and the Department of Conservation and Recreation.

Tri-County/City Soil and Water Conservation District is an equal opportunity provider and employer. The District prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, marital status and religion.