

# COLONIAL SOIL AND WATER CONSERVATION DISTRICT

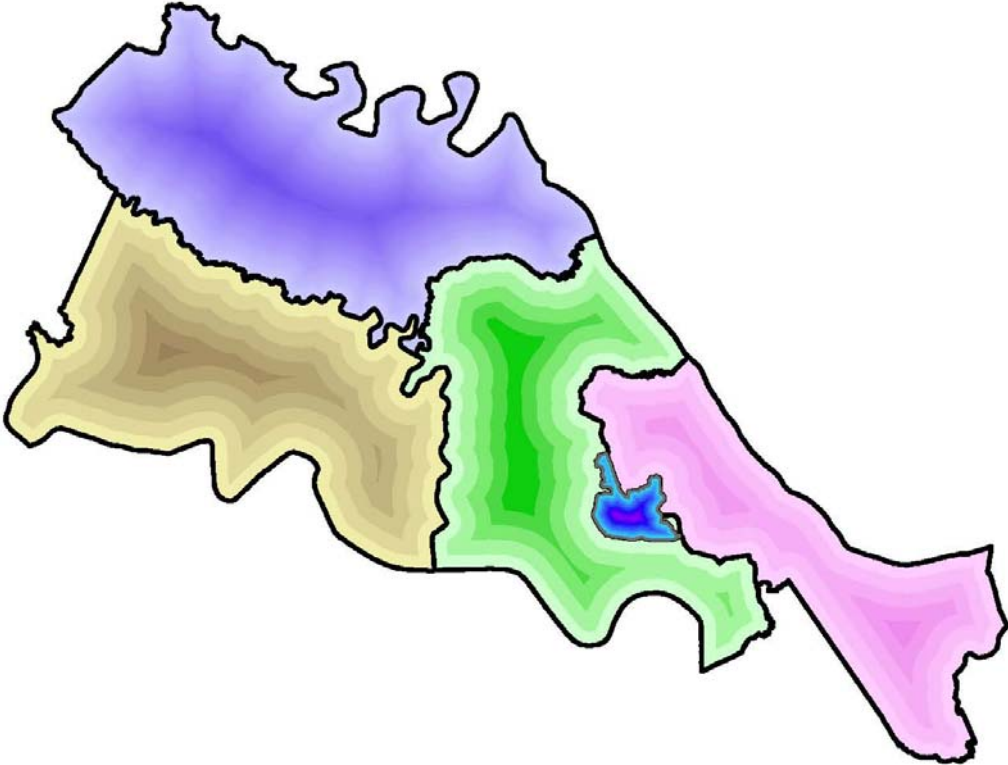


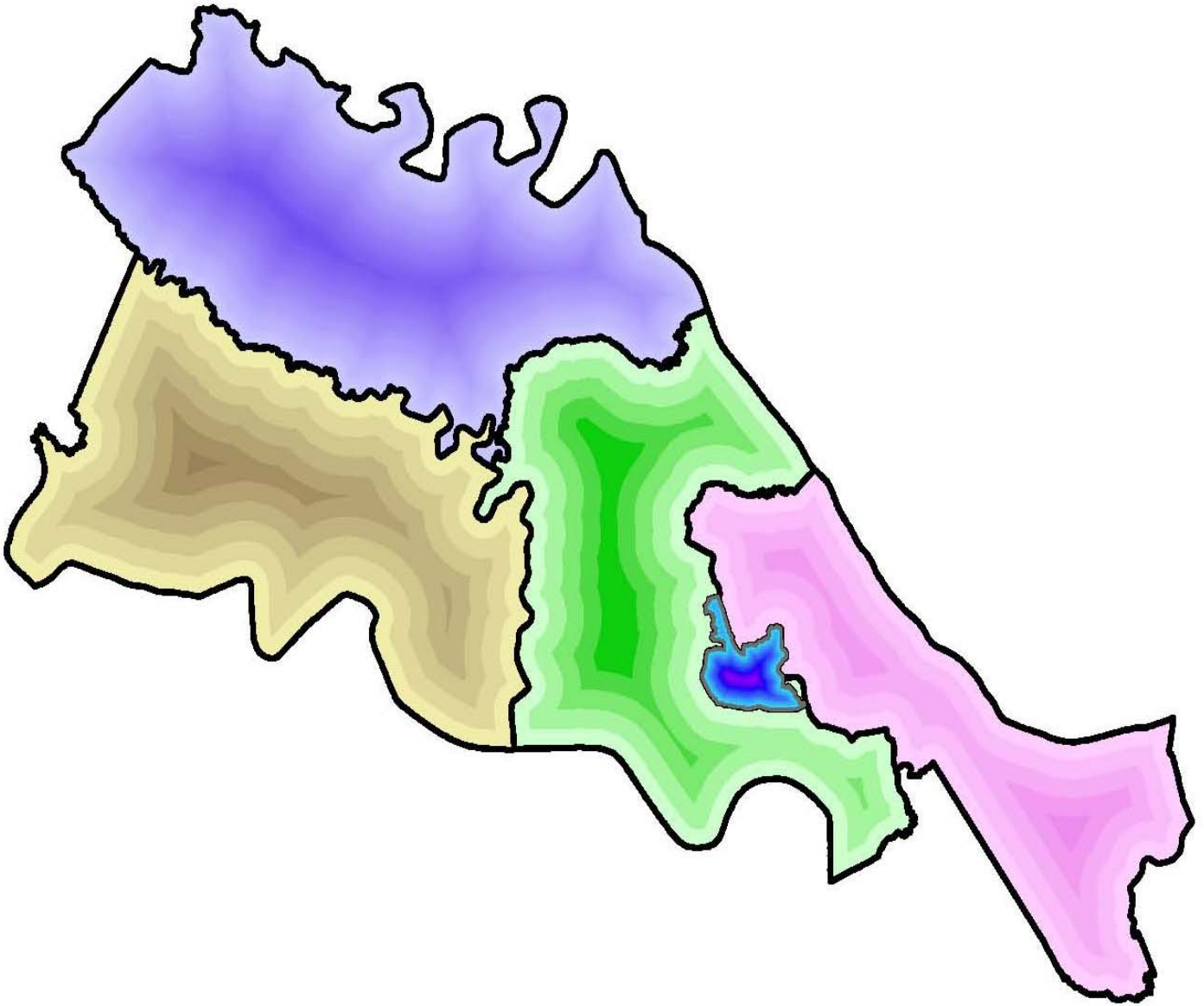
## STRATEGIC PLAN 2009-2012

**P.O. BOX 190  
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## Colonial Soil and Water Conservation District

Proudly serving: Charles City, James City, New Kent, and York Counties and the City of Williamsburg, VA

## FOREWORD

The Colonial Soil and Water Conservation District (Colonial SWCD) is a political subdivision of State government comprised of the Counties of Charles City, James City New Kent, York and the City of Williamsburg. The Colonial SWCD is responsible for developing and implementing programs to conserve soil, water and forest resources within its boundaries.

The Colonial SWCD was originally organized in 1944 under the authority of the Soil and Water Conservation Districts Law of Virginia as passed by the General Assembly of 1938. The make-up of the Colonial SWCD has undergone several changes over the years as a result of significant changes in the status of various local political jurisdictions in that area. We are now one of forty-seven Districts serving the State of Virginia.

A Board of Directors governs the Colonial SWCD. The Colonial SWCD Board consists of twelve Directors. Each director serves a four-year term. Two directors are elected from each member locality by its registered voters (every four years in the November general election) and the Virginia Soil and Water Conservation Board appoints two at large. One of these appointed directors must be an Extension Agent of one of the localities. The Board of Directors may appoint non-voting Associate Directors to assist in achieving the conservation goals.

The Colonial SWCD has three (3) paid staff members consisting of a District Manager/Conservation Specialist, an Agricultural Water Quality Specialist and an Administrative Officer. The Colonial SWCD continues to be part of the USDA Service Center in Quinton, Virginia. The Colonial SWCD shares office space with the USDA Natural Resources Conservation Service whose staff consists of a District Conservationist and the USDA, Farm Service Agency whose staff consists of a County Executive Director and two Program Technicians. The USDA, Natural Resources Conservation Service and the Virginia Department of Conservation and Recreation/Division of Soil and Water Conservation provide technical assistance and the Farm Service Agency provides office support. The Colonial SWCD works closely with the Virginia, Department of Forestry, Virginia Cooperative Extension, and other federal, state and local agencies.

*The achievement of the following strategies depends upon the availability of funds staffing and any future prioritization and/or opportunities as deemed pertinent by the Board.*

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

## **DISTRICT DIRECTORY**

### **DISTRICT DIRECTORS**

STEPHEN S. LUEKE (CHAIRMAN) ..... (NEW KENT COUNTY)  
ED OVERTON, JR (VICE CHAIRMAN) .....(JAMES CITY COUNTY)  
ARCHER H. RUFFIN, JR. (SECRETARY) .....(CHARLES CITY COUNTY)  
NORMAN HOFMEYER, JR., (TREASURER) ..... (CHARLES CITY COUNTY)  
CHARLES H. EVELYN, III ..... (NEW KENT COUNTY)  
PAUL H. DAVIS .....(APPOINTED EXTENSION AGENT)  
SHIRLEY M. WILLIS .....(APPOINTED – AT Large)  
PETER HENDERSON ..... (JAMES CITY COUNTY)  
BILLY S. SCRUGGS, JR ..... (CITY OF WILLIAMSBURG)  
HARRY G. HAGAR, JR.....(YORK COUNTY)  
DAN S. LEONARD.....(YORK COUNTY)

### **ASSOCIATE DIRECTORS**

ELIZABETH C. ROGERS .....(YORK COUNTY)

### **DISTRICT STAFF**

W. BRIAN NOYES .....(DISTRICT MANAGER/CONSERVATION SPECIALIST)  
VALERIE J. TEMPLE ..... (ADMINISTRATIVE OFFICER)  
JAMES V. WALLACE ..... (AGRICULTURAL WATER QUALITY SPECIALIST)

## INTRODUCTION

Strategic Planning is a process for our organization to acknowledge our strengths all weaknesses and to develop a plan to help us carry out our mission. The process includes input from key citizens and stakeholders in the plan's development. This Strategic Plan is intended to guide the Colonial Soil and Water Conservation District through the next four (4) years, from January 2009 to January 2012.

### CSWCD Strategic Planning Protocol

The Colonial Soil & Water Conservation District (CSWCD) offers an array of programs designed to utilize a variety of incentives to encourage voluntary implementation of Best Management Practices (BMPs). District Directors have identified federal, state and most importantly local goals and objectives in order to maximize implementation of programs and efficiently utilize limited resources. Many of the objectives, goals and actions discussed at this meeting are offered as cost effective alternatives in the local implementation and installation of BMPs.

The process used by the CSWCD includes the targeting of goals and objectives in each of the CSWCD local jurisdictions Comprehensive Plans relating to water quality initiatives. Federal and state objectives are considered as well. These goals and objectives are being collected in a manner in which the CSWCD program area committees can align common goals and objectives, focusing on practical means for the CSWCD Board to offer valued services and identify ways in which the CSWCD can assist in meeting the larger goals identified in our combined service areas.

### Definitions

- Goal -           Something that somebody wants to achieve.
- Objective -     The target of a goal.
- Strategy -      A plan to achieve a goal.
- Action -        The process of doing something in order to achieve a goal.

To ensure the effectiveness of this plan, the Colonial SWCD Board of Directors and staff will track its implementation. This Strategic Plan is designed with the flexibility to meet the challenging future of natural resource conservation needs in the Colonial SWCD.

**MISSION STATEMENT  
COLONIAL SOIL AND WATER  
CONSERVATION DISTRICT**

To cooperate, communicate and educate landowners and operators government agencies, schools, businesses and civic groups to preserve all (protect our local natural resources. Use funds entrusted to provide technical and financial assistance as responsible stewards.

**VISION STATEMENT  
COLONIAL SOIL AND WATER CONSERVATION DISTRICT**

Protect our natural resources to meet the needs for our children and future generations.

# Proposed Overall Strategic Planning Goals

## Create Strategic Action Plan:

- The Strategic Plan serves as the template for a Strategic Action Plan and the Annual Plan of Work. Creating a Strategic Action Plan is critical to the success of Colonial Soil and Water Conservation District's Strategic Plan.
- Create a Strategic Action Plan that each stakeholder will work from on a daily basis. The Strategic Action Plan will review strategies and identify stakeholder abilities and commitment with the Urban, Agriculture and Educational Programs.
- The Strategic Action Plan will serve as an agreement of the Colonial Soil and Water Conservation District Board of Directors. It is intended to be used as a directive in the promotion and pursuit of funding and partnerships that will advance these prescribed strategies.
- The Strategic Action Plan will serve to solicit support from local, private, state and federal organizations.
- The Strategic Action Plan will serve to track and review progress in the management and implementation of each strategy and action plan.
- The Strategic Action Plan will serve as a guide in the development of each fiscal year budgets in 2010, 2011, 2012 & 2013.

# Stakeholder Strategic Stakeholders Meeting

## March 26, 2009

### Attendance

Robin Bledsoe	B&D Capacity Builders, LLC
John Bragg	Charles City Development Dept
Robert Braxton	Williamsburg City Council
Charles Brewster	Lake Powell Forest HOA
Jody Davis	Fairway Villas HOA
Paul Davis	New Kent Extension Service
Wayne Davis	Dept. Conservation & Rec.
Charles Dubay	Jamestown High School
Charles Evelyn	Colonial SWCD
Fred Fisher	Va. Special Assistant Attorney Gen
Chris Hager	VIMS
Harry Hager	Colonial SWCD
Peter Henderson	Colonial SWCD
Bill Hicok	Queens Lake Community
James O. Icenhour, Jr.	James City Board of Supervisors
Anne Ingram	Chesapeake Bay Management
Mary Jones	James City Board of Supervisors
Dwight Johnson	Brickshire HOA
Sara Kadec	James City County Coalition
Deborah Gatzek Kratter	James City Co Planning Comm
Cortney Langley	Virginia Gazette
Dan Leonard	Colonial SWCD
Stephen Lueke	Chairman - Colonial SWCD
John McGlennon	James City Board of Supervisors
Mark Meador	Dept. Conservation & Rec.
Brian Noyes	Colonial SWCD
Ed Overton	Colonial SWCD
Cindy Renault	Brickshire HOA
Elizabeth Rogers	Colonial SWCD
Archer Ruffin	Colonial SWCD
Billy Scruggs	Colonial SWCD
Deb Siebers	Fieldcrest HOA
Valerie Temple	Colonial SWCD
Patty Townsend	New Kent Extension Service
Jim Wallace	Colonial SWCD
Helmut Walter	York Co Stormwater Adv Comm.

**Colonial Soil & Water Conservation District**  
**Strategic Planning Meeting**  
**March 26, 2009**  
**Legacy Hall**  
**AGENDA**

- 11:00 am    Welcome  
              Steve Lueke, Chairman – Colonial Soil & Water Conservation District
- 11:05am    Introductions
- 2004 – 2009 Strategic Plan Achievements - Presentation  
              Brian Noyes, District Manager
- 11:40 am    2009 – 2012 Strategic Plan – Local, State & Federal Objectives vs.  
              CSWCD Goals & Strategies Brief
- Noon        Lunch
- Urban Programs
- Agricultural Programs
- Educational Programs
- Ask the Program Committee
- 12:45 pm    2009 – 2012 Strategic Plan - Consideration of Actions in Support of  
              Group Priorities  
              Facilitator – Robin Bledsoe
- 3:30 pm    Adjourn

# Summary

Exercise: Stake Holders were asked to vote on the strategies they would most like CSWCD to focus on. The group selected the following:

1. Agriculture Program: Continue Agriculture Cost Share Program
2. Education Program: Continue the Envirothon Program
3. Urban: Continue the Community Conservation Partnership

After identifying the Stake Holders priorities the group was asked what they thought was needed to sustain the programs:

1. New and more innovative incentives
2. Educate policy makers about the program
3. Produce more educational materials
  - a. Distribute information at Farmers Markets & Neighborhood Connections
  - b. Place educational programs and information on municipal & cable television
  - c. Show monetary value of work completed
4. Utilize citizen groups for support: Several offered to write letters of support as well as enter into MOU's with CWSCD
  - a. James City County Citizens Coalition, (J4C): Sarah
  - b. Neighborhood Connections: Carolyn Roads
  - c. Williamsburg Land Conservancy: Karen Schumacher
  - d. James River Association
  - e. Williamsburg Botanical Garden: Robin Bledsoe
  - f. Friends of Powhatan Creek: Ann Hewitt
  - g. Friends of Forks Road in Toano: Linda Rice
  - h. Friends of Greensprings
  - i. New Kent Clean Committee: John Crump
  - j. Local Storm Water citizen advisory Boards
5. Establish a water quality improvement fund
6. Become designated as a locality budgetary line item

## Strategies and Stakeholder Voting Input

1. Continue to administer the Va. Agricultural BMP Cost Share Program in a manner which will advance performance based BMPs. **9 votes**
2. Continue to promote the Envirothon program **6 votes**
3. Secure sustainable funding for the Community Conservation Partnership **6 votes**
4. Secure needed funding and local partnerships in order to pilot environmental credit markets. **5 votes**
5. Promote & demonstrate the utilization of stormwater effluent as source water. **4 votes**
6. Harness economic drivers in order to maximize BMP implementation and unleash innovation. **3 votes**
7. Continue to promote “hands on” field days for school groups. **3 votes**
8. Provide opportunities for camp & educational scholarships. **3 votes**
9. Facilitate consistent protocol and process within all CSWCD jurisdictions relative to land clearing, agricultural land use and Chesapeake Bay Act regulations. **2 votes**
10. Advance teacher certification programs. **2 votes**
11. Provide resources to schools, such as displays, to be shared by schools within the CSWCD. **2 votes**
12. Secure funding to demonstrate low maintenance alternatives for vegetation establishment. **1 vote**
13. Promote environmental credit awareness & reveal multiple benefits associated with intensively managed cropland. **1 vote**
14. Extend the Community Conservation Partnership (CCP) initiative to commercial and civic property owners. **1 vote**
15. Extend the Community Conservation Partnership (CCP) initiative to additional localities within the CSWCD. **1 vote**
16. Secure resources to assist localities in upgrades that demonstrate BMP’s that offer functional utility on school grounds and other public properties. **0 votes**

17. Encourage VDOT ,in partnership, with localities to allow the installation of stormwater infiltration/filtration practices. 0 votes
18. Harness incentives such as beatification, functional land use and economic alternatives to maximize BMP implementation.0 votes
19. Secure funding to advance /expand Community Conservation Partnership protocol to include commercial and civic landowners. 0 votes
20. Make known federal / state legislative directives where parallels in mandates and incentives are apparent. 0 votes

**Strategic Planning Work Session  
4301 B Olivet Church Rd.  
Providence Forge, VA 23140**

**Thursday May 7, 2009  
9:00 to 3:30**

**Agenda**

9:00 - 9:30

***Call to Order: Dan***

9:30 – 10:00

***Points and Observations-March 26<sup>th</sup> Strategic Planning Event: Robin Bledsoe***

Summary:

- Who Attended
- Group Discussions
- Group Priorities

10:00 – 12:00

***Breakout Session***

***Committees Meet to Prioritization and Implementation Discussions***

Committee Goals:

- Identify Responsible Stakeholders
- Identify/Recommend Funding Sources
- Define Ultimate Outcome

12:00-1:00

***Lunch***

1:00 -2:30

***Committee Presentation of Strategies as Prioritized: Committee Chairs***

2:30 – 2:45

***Break***

2:45 – 3:30

***Discussion and Vote on 2009-2012 Mandated Strategies: Robin Bledsoe***

**CSWCD Board of Directors**  
**Strategic Planning Work Session**  
**May 7th, 2009**  
**Attendance**

Robin Bledsoe, B&D Capacity Builders, LLC

Brian Noyes, District Manager

Paul Davis, Extension Agent

Ed Overton, Jr., Vice-Chairman

Charles Evelyn, Director

Archer Ruffin, Jr., Secretary

Peter Henderson, Director

Billy Scruggs, Director

Dan Leonard, Director

Valerie Temple, Administrative Officer

Stephen S. Lueke, Chairman

Jim Wallace, Ag Water Quality Specialist

# **INTRODUCTION TO THE 2009-2012 STRATEGIC PLAN**

Colonial Soil and Water Conservation District 2009-2012 Strategic Plan is the culmination of researching area wide comprehensive plans, state and federal goals and objectives, listening to stakeholders and ongoing dialogue with program Board members.

# Agriculture Programs – Agriculture

## Ultimate Goal: Maximize BMP Implementation & Support Economic Viability

### Local and State Objectives 1:

1. Maintain biological and habitat diversity and promote habitat connectivity by protecting wildlife and riparian corridors between watersheds, sub watersheds, catchments, tidal, and non-tidal wetlands.
2. Promote the continuation of a viable agricultural and forestall industry and resource base.
3. Continue to protect and conserve the County's natural resources and environmentally sensitive lands for the use and enjoyment of future generations.
4. Preserve open space for purposes of wildlife habitat and the preservation of ecologically sensitive areas.
5. Investigate programs for the trading of nutrient credits between agricultural and industrial uses.
6. Stormwater offsets. Authorizes permit-issuing authorities to allow stormwater permit holders to comply with non-point nutrient runoff water quality criteria by either (i) acquiring offsite non-point nutrient offsets or (ii) through water quality measures contained in a regional stormwater management plan. The offsets have to be in the same tributary as the permitted activity.

### Strategy:

- Promote environmental credit awareness & reveal multiple benefits associated with intensively managed cropland.
- Secure needed funding and local partnerships in order to pilot environmental credit markets.
- Make known federal / state legislative directives where parallels in mandates and incentives are apparent.
- Harness economic drivers in order to maximize BMP implementation and unleash innovation.

## Local and State Objectives 2:

1. Minimize negative effects of urban development and agricultural practices on water quality through increased education and sound policies such as Watershed Planning, Agricultural Best Management Practices (BMPs), erosion control measures, stream bank buffers, and other non-point- source controls.
2. Ensure that land development occurs in recognition of the ability of the land to support such development without environmental degradation.

## Strategy:

- Continue to administer the Va. Agricultural BMP Cost Share Program in a manner which will advance performance based BMPs.
- Facilitate consistent protocol and process within all CSWCD jurisdictions relative to land clearing, agricultural land use and Chesapeake Bay Act regulations.

# Agriculture Action Plan

## Ultimate Goal: Maximize BMP Implementation & Support Economic Viability

Strategies by level of importance: **High to Low**

1. Promote and implement the existing cost share program.
2. Develop new cost share practices:
  - a. Promote field research and demonstration projects
  - b. Engage VACS or TAC to identify and overcome obstacles
  - c. Seek grant funds
  - d. Partner with VA Tech, NRCS and the Producers
3. Pursue creation of innovative soil quality producer groups similar to VANTAGE No-till Alliance.
4. Develop policy to allow consistent and effective involvement with jurisdiction and Chesapeake Bay Ordinance.
5. Create an alliance of Producers who showcase aggressive and progressive care of BMP's.
6. Create Colonial Chapter of VANTAGE
7. Work to effect policy that restates land clearing issues as prescribed by the Chesapeake Bay Ordinance.
8. Communicate effectively with Education and Urban Committees

Identified Partners: NRCS, VA Tech and Producers

Responsible Committee Members:

1. Agriculture Committee Chairperson
2. Committee Members as determined by Committee Chair

Responsible Staff:

1. All Colonial Soil & Water Conservation District Staff

Funding Strategies:

1. Federal and State Funding Sources
2. Locality Based Funding Sources
3. Private Funding Sources

Desired Outcome:

*Maintain habitat diversity and connectivity through increased education and communication regarding sound practices that highlight the benefits of watershed management, Best Management Practices, ultimately leading to better water quality, viable agriculture and the conservation of the environment for future generations.*

# Education Programs – Education & Outreach

## Goal – Utilize Efficient Activities that allow for Effective Actions that Improves Water Quality

### Local and State Objectives 1:

1. Consider using public properties, such as parks and watershed areas, as living laboratories to educate school children about environmental conservation and preservation with such activities as nature hikes and observations, environmental experiments, wetlands
2. Delineation activities, etc.
3. Encourage the School Division to provide a meaningful Bay Experience.
4. Embrace the legislative initiatives and concepts of the No Child Left Inside Program.

### Strategy:

- Continue to promote the Envirothon program.
- Continue to promote “hands on” field days for school groups.
- Advance teacher certification programs.
- Provide resources to schools, such as displays, to be shared by schools within the CSWCD.
- Provide opportunities for camp & educational scholarships.

### Local and State Objectives 2:

1. Educate the public about voluntary techniques that conserve natural resources.
2. Promote public awareness on the benefits of best management practices and environmental programs.

Strategy:

- Establish and secure funding in support of mini grant program for citizen and advocate groups to host forums and workshops.
- Utilize the CCP approach to train the consumer regarding cost effective alternatives, pertinent contracting and utilization of technical agencies and programs.

# Education Action Plan

## **Ultimate Goal: Utilize Efficient Activities that allow for Effective Actions that Improves Water Quality**

Strategies by level of importance: **High to Low**

1. Promote Envirothon, create and distribute educational and marketing material and research the feasibility of offering financial incentives for participating Teachers.
2. Provide opportunities for camp and educational scholarships; offer better promotion of state scholarships and youth conservation and forestry camps.
3. Advance and support approved Teacher certification programs.
4. Continue to support hands on field days by taking the program to the schools and training the Teachers with CSWCD materials.
5. Provide 5 field days a year.
6. Pursue volunteers to assist with coordinating and presenting educational programs.
7. Identify an in-school advocate who is responsible for facilitating the exchange of information between school personnel, CSWCD, students and parents.
8. Communicate effectively with Agriculture and Urban Committees.

Identified Partners: Teachers, Students, Parents, Retired Educators, Volunteers

Responsible Committee Members:

3. Education Committee Chairperson
4. Committee Members as determined by Committee Chair

Responsible Staff:

1. All Colonial Soil and Water Conservation District Staff

Funding Strategy:

1. Schools
2. Federal and State Funding Sources
3. Private Funding Sources

Desired Outcome:

*Provide strong educational programs that encourage ongoing positive environmental behavior for current and future generations.*

# Urban Programs Stormwater Management

## Ultimate Goal – Maximize BMP Implementation Through Incentive Based Programs

### Local and State Objectives 1:

1. Continue re-inspection of stormwater infrastructure.
2. Meet various compliance components of NPDES permits.
3. Maintain tree preservation and landscape requirements for all new developments.
4. Provide assistance to homeowners and landowner associations.
5. Promote public awareness of Best Management Practices and environmental programs.
6. Educate the public about voluntary techniques to conserve natural resources.
7. Develop guidelines for maintenance and effectiveness of stormwater basins.
8. Develop urban cost share programs.

### Strategy:

- Secure sustainable funding for the Community Conservation Partnership.
- Extend the Community Conservation Partnership (CCP) initiative to commercial and civic property owners.
- Extend the Community Conservation Partnership (CCP) initiative to additional localities within the CSWCD.

### Local and State Objectives 2:

1. Make technical assistance readily available and install demonstration projects.
2. Consider using public properties parks and watersheds as living laboratories.
3. Improve the City's major entrance corridors, working cooperatively with James City County and York County on corridor issues since the visual quality of these entrances transcends jurisdictional boundaries.

### Strategy:

- Secure resources to assist localities in upgrades that demonstrate BMP's that offer functional utility on school grounds and other public properties.
- Encourage VDOT, in partnership, with localities to allow the installation of stormwater infiltration/filtration practices.
- Harness incentives such as beatification, functional land use and economic alternatives to maximize BMP implementation.

### Local and State Objectives 3:

1. Address flooding and erosion which threaten public safety, infrastructure and properties.
2. Encourage the development and use of regional stormwater ponds/infrastructure.
3. Foster proactive alternatives in order to meet future compliance standards.
4. Develop stormwater ordinance with water quality requirements.
5. Participate in Tributary Strategies as a means to improving water quality.
6. Fully implement the goals and priorities identified in the Powhatan Creek Watershed Plan.

### Strategy:

- Form partnerships with stakeholders to investigate infrastructures that offer the ability to manage stormwater in a manner that can address multiple liabilities.
- Implement systems that utilize effluent through irrigation alternatives as a BMP to improve water quality (redistribute stormwater, via pump and irrigation, in order to treat nutrient discharge and/or address problems such as drainage and flooding).
- Encourage and participate in the development/implementation of stormwater master plans.
- Utilize the Community Conservation Partnership approach to foster public ownership and informed involvement in water quality initiatives.
- Advance cost effective methods to treat stormwater such as improving soil quality and establishment alternative vegetation.
- Secure funding for research based initiatives to quantify BMP performance.

- Secure funding to restore biological balance in ponds/lakes.

## **Urban Action Plan**

### **Ultimate Goal: Maximize BMP Implementation Through Incentive Based Programs**

Strategies by level of importance: **High to Low**

1. Solicit funding from state, local and private organizations to sustain and expand the CCP.
2. Extend CCP to all localities over current life of plan.
3. Extend CCP model to commercial and civic organizations at a rate of 1 per year.
4. Utilize living laboratories by providing demonstrations on public property with the goals of 2 per year in 5 localities.
5. Harness incentives and expand visibility.
6. Communicate effectively with Agriculture and Education Committees.

Identified Partners: Area Districts, Home Owners, Local Government, area Soil and water Conservation District Directors

Responsible Committee Members:

1. Urban Committee Chairperson
2. Committee Members as determined by Committee Chair

Responsible Staff Person:

1. All Colonial Soil and Water Conservation District Staff

Recommended Funding Sources:

1. Federal and State Funding Resources
2. Locality Funding Resources
3. Private Resources

Desired Outcome:

*Work in partnership with home owners, area Soil and Water Conservation Districts Directors, and state and local officials to promote the protection, preservation, and management of the environment through public and private Best*

*Management Practices by offering available CSWCD resources and the facilitation of cost share programs.*

**COLONIAL SOIL AND WATER  
CONSERVATION DISTRICT**

**STRATEGIC PLAN 2009-2012**

**Board of Director Approval May 26, 2009**

**Chairman of the Board** \_\_\_\_\_