

Crow River Organization of Water



Strategic Plan Mission, Goals and Actions

Adopted by the CROW Joint Powers Board
May 3, 2007

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Funding for the Crow River Organization of Water strategic planning process was provided by the Upper Mississippi River Source Water Protection Project

Background

The Crow River Organization of Water (CROW) was formed in 1999 with the intent of providing comprehensive leadership in improving the water quality of the Crow River and its tributaries. In 2006 the CROW Joint Powers Board determined that in order to ensure that the CROW continues to work in an effective manner, it was time to look at what had been accomplished over the past 7 years, and to determine what course should be taken in the future.

Process

On January 26, 2007, the CROW began the strategic planning process by hosting a 6 hour facilitated work session that explored the current efforts of the CROW and identified upcoming opportunities.

At this session CROW partners were asked to categorize various suggestions regarding the CROW's past, current and potential future projects. Projects that should be initiated were placed in the **SOW** category, projects that had been started but needed more inputs were placed in the **GROW** category, projects that should be maintained "as is" were placed in the **HARVEST** category, and projects that should be discontinued were placed in the **TILL** category. The portfolio on page 4 shows these categories and indicates the number of votes each idea received.

In two subsequent planning sessions, this information was reviewed by CROW staff and Board and used to develop a new Mission Statement, Goals and Strategic Actions for the next 5 years.

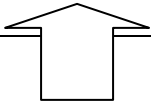
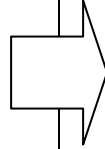
The CROW's strategic planning process was facilitated by the University of Minnesota Extension Service. Funding for this process was provided by the Upper Mississippi River Source Water Protection Project.

SOW

- Permanent Funding Source - 15 votes
- Education (children, cities, partners) - 6 votes
- Self Promotion (branding) - 5 votes
- Demonstration Projects - 5 votes
- Citizen Ownership - 4 votes
- More Staff - 3 votes
- Implement Projects - 3 votes
- Clearing House - 2 votes
- Youth Activity and Involvement (Water Monitoring/4-H Project) - 1 vote
- Untapped Organization and Resources - 1 vote
- Organizational Structure - 1 vote
- Outreach to Cities (Signatories) - 1 vote
- Expand Partners - cities, construction and landscape industry
- Gathering groups/PPLE Strategic Plan
- Establish Coordination with Lake Associations

GROW

- Media Exposure - Statewide Awareness - 11 votes
- Education - 9 votes
- Expand and Finish Water Shed Plan - 7 votes
- Permanent Funding - 5 votes
- Communication - 5 votes
- Volunteer Monitoring - 2 votes
- Utilization of Development Tech Committee - 2 votes
- Expand Organization - 2 votes
- Marketing Implementation - 1 vote
- Solicit Ten Counties to Determine if they are in or out with Support - 1 vote
- Continued Education of Adults
- Where's the press/media today?

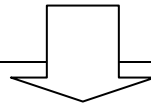
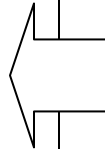


TILL

- Abandon Current Process - Adopt Strategic Plan - 5 votes
- Plow under stereotypes - work together - 1 vote
- Data Storage - synthesize, analyze use, share

HARVEST

- Clean-Up Programs - 6 votes
- Coordination with Existing Partners - 6 votes
- Securing Grants - 2 votes
- Projects on the Ground - 2 votes
- Joint Powers Board
- Maintain Core Group
- Help Establish Lake Associations
- T-tube program



Crow River Organization of Water Joint Powers Board

Mission

To improve water quality in the Crow River Basin through educational outreach and collaboration with our partners and citizens.

Vision

The CROW Joint Powers Board will work to achieve a minimum reduction of 25% in TP and TSS levels in the Crow River Basin by 2015.

Goals

- 1.) Explore Additional Funding Opportunities**
- 2.) Improve Data Analysis and Reporting**
- 3.) Expand Educational Outreach**
- 4.) Establish a Clear Presence and Identity for the CROW**

Goal: Explore Additional Funding Opportunities

Desired Outcome: Stabilize the CROW's Funding and Diversify Funding Sources

Strategy: Increase Funding from Other Sources

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Develop list of pull tab establishments in Crow River Watershed	CROW Staff	Funds for specific projects obtained through pull tab vendors	June 2007
Develop List of State, Federal and Foundation Grant Deadlines	CROW Staff	Grant calendar incorporated into Staff's outlook program	July 2007
Create List of projects with approximate costs and partners	CROW Staff Technical Committee Education Committee	Applications for foundation or other grants submitted	July 2007
Investigate other, more permanent sources of income (cities, permit fees, etc)	CROW Staff CROW JPB	Portion of CROW Income is through permanent, stable funding source	December 2009

Strategy: Obtain Funding for Implementation Projects

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Develop schedule for priority management area grant applications	Technical Committee	Schedule developed and distributed to partners	May 2007
Develop Water Management Plan	CROW Staff CROW JPB Partners	Water Management Plan Approved by State	December 2008

Strategy: Obtain Foundation Grants

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Develop Annual Report & Annual Budget	CROW Staff Prairie Country RC&D	Annual Report and Budget approved by JPB	December 2007
Renew Membership to Minnesota Council on Foundations	CROW Staff	Membership Renewed	May 2007

Goal: Improve Data Analysis and Reporting

Desired Outcome: Distribute data results to citizens and partners more regularly

Strategy: Use existing resources

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Assess Local Partner Capabilities for data analysis	Technical Committee	Partners with time/knowledge to assist are recruited	December 2007
Create Interactive Map on Website showing monitoring site locations and results	Technical Committee CROW Staff AMC	Map on website and running	December 2008

Strategy: Create Crow River Data Clearing House

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Develop list of what data has been collected and where it is	CROW Staff Technical Committee Watershed Districts	List complete	July 2008
Organize existing data	CROW Staff Technical Committee Watershed Districts	Data easy to access	December 2008
Determine costs of clearinghouse	CROW Staff	Budget for running clearinghouse complete	March 2008
Apply for Funding for Clearinghouse	CROW Staff	Funding obtained	December 2008
Identify who will run clearing house	Technical Committee CROW Staff Watershed Districts CROW JPB	Qualified organization selected to run Clearing house	December 2008

Goal: Expand Educational Outreach

Desired Outcome: Develop and Sustain Partnerships with the Public

Strategy: Improve Education Capabilities of CROW

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Develop Education Sub-Committee	CROW Staff Partners	Education Committee in place	May 2007

Strategy: Create Water Quality Awareness in Area Youth

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Develop flyer to mail to schools annually	CROW Staff Education Sub-Committee	Flyer Created, mailing list updated, Flyer Sent out	October 2008
Create Education Tool Box for Schools	Education Sub-Committee	Tool Box with Water Quality Education Materials available for use by area schools	March 2008
Train the Trainers Project	CROW Staff Education Sub-Committee	Area teachers trained in Environmental Education	December 2008
Crow River Watershed Children's Water Festival	CROW Staff Education Sub-committee	Students from across the watershed attend regional water festival in Crow River Watershed	December 2010
Develop materials/ projects for non-school groups (e.g. 4H, Church Youth Groups, Parks & Rec)	Education Subcommittee	5 non-school group partners	December 2010
Develop Children's page on CROW Website	Education Subcommittee	Children's page accessible on website	December 2007

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Goal: Expand Educational Outreach (continued)

Desired Outcome: Develop and Sustain Partnerships with the Public

Strategy: Create Water Quality Awareness in Average Citizen

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Continue Storm Drain Marking Program	CROW Staff Education Subcommittee	Storm Drains in 75% of Communities in Crow River Watershed Marked	December 2010
Continue Annual River Clean Up	CROW Staff Area Partners	Number of communities participating is maintained or increased	Ongoing
Adopt Your Watershed Program	CROW Staff Education Subcommittee	5 subwatersheds "cleaned up and stenciled"	December 2009
Develop Citizen Advisory Committee	CROW JPB CROW staff	Citizens chosen to serve on CAC Board for CROW	March 2009

Goal: Establish a Clear Presence & Identity for the CROW

Desired Outcome: CROW is a well known and respected watershed organization

Strategy: Make presence known to local partners

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Visit with County Boards	CROW Staff CROW JPB	All 10 County Boards visited each year	ongoing
Visit with SWCD Boards	CROW Staff CROW JPB	All 10 SWCD Boards visited every other year	Ongoing starting 2008
Visit with Water Task Forces	CROW Staff CROW JPB	All 10 Water Task Forces visited each year	Ongoing starting 2008
Hold Annual Meeting	CROW Staff CROW JPB	Annual meeting held each year	Annually, starting 2008

Strategy: Utilize Local Press

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Send Press Releases	CROW Staff	Press Releases sent out immediately following events	Ongoing
Invite Press to attend meetings and local events	CROW Staff CROW JPB Partners	Press regularly attends events	Ongoing

Strategy: Utilize Existing Materials/Events

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Have/Share Booth at County Fairs	CROW Staff CROW JPB	Booths at 2 fairs/year	Ongoing starting July 2007
Submit Articles to partner newsletters	CROW Staff	Articles printed in 3 newsletters/year	Ongoing Starting September 2007

Goal: Establish a Clear Presence & Identity for the CROW (continued)

Desired Outcome: CROW is a well known and respected watershed organization

Strategy: Use Promotional Items

Strategic Action	Group or Person Responsible	Success Indicators	Target Date
Invest in and distribute promotional items bearing CROW Logo and Mission Statement	CROW Staff CROW JPB	Promotional Items distributed at outreach events	July 2008
Sponsor photo contest	Education subcommittee	Photo contest with 20 entries sponsored by CROW	August 2008

Strategic Planning

This strategic plan is only of value if it is implemented, reviewed and updated. There are many steps involved in ensuring that the intent of the strategic planning process is met and the plan itself is used.

- The CROW JPB and staff must endorse the Strategic Plan
- The strategic plan must be incorporated into grant writing and budgeting
- Policy and operating decisions made by the CROW JPB should be based on the strategic plan
- The strategic plan should be incorporated into employee reviews
- The CROW JPB, staff and citizens should be engaged in achieving action strategies
- Integrate a performance report of the Strategic Plan into an Annual Report
- The strategic plan must be reviewed semi-annually, and updated at least every 5 years

The CROW JPB and staff extend a sincere thank you to the Upper Mississippi River Source Water Protection Project for funding this Strategic Plan. Additional thanks are offered to all our partners who participated in the effort.

Endorsement

The Crow River Organization of Water Joint Powers Board has reviewed this Strategic Plan and endorses its adoption into the day to day operations of the Crow River Organization of Water.

Charles Woehler, Chair

Don Otte, Vice Chair

Date

Date