

**TIDEWATER SOIL AND WATER  
CONSERVATION DISTRICT**

**STRATEGIC PLAN  
2009-2012**

**TIDEWATER SOIL AND WATER  
CONSERVATION DISTRICT  
P.O. BOX 677  
GLOUCESTER, VA 23061  
804-693-3562 EXT. 5  
[WWW.TIDEWATERSWCD.ORG](http://WWW.TIDEWATERSWCD.ORG)**

## **FOREWARD**

The Tidewater Soil and Water Conservation District is a political subdivision of the Commonwealth of Virginia that serves the counties of Gloucester, Mathews, and Middlesex. The District is empowered to develop comprehensive programs and plans that conserve and improve the quality of soil and water resources. The leadership of the District is committed to two basic concepts; local citizens can best identify and find solutions to local environmental and conservation issues and the District, or through assistance with its cooperating agencies, will assist individuals with their natural resources conservation planning and problem solving.

The District is governed by an eight member board of directors who serve four year terms and may succeed themselves. Six members, two from each county, are elected by the public in a general election. Two members are appointed, at-large, by the Soil and Water Conservation Board. One of these appointees must be a Virginia Cooperative Extension agent. Non-voting associate directors may be appointed by the directors.

The daily operations of the District are conducted by the staff which consists of a District Manager, Conservation Specialist, and Conservation Specialist Assistant. Technical assistance is received from the Commonwealth of Virginia Department of Conservation and Recreation and the USDA Natural Resources Conservation Service. The District maintains a close working relationship with the Virginia Association Soil and Water Conservation Districts, Virginia Cooperative Extension, Virginia Department of Forestry, and other federal, state, and local agencies.

Operating funds are provided by grants and appropriations from state and local governments. All programs, services, and employment opportunities of the Tidewater Soil and Water Conservation District are offered on a nondiscriminatory basis, without regard to race, color, national origin, religion, sex, age, marital status, handicap, or political affiliation.

## **DISTRICT DIRECTORY**

<b><u>District Directors</u></b>	<b><u>District Staff</u></b>
Robert Respass, Jr.- Mathews	LaVerne Calhoun - District Manager
Vacant - Mathews	Staci Merkt - Conservation Specialist
Jason Bray - Middlesex	Rene Moring - Conservation Assistant
Alan Sutherlin - Middlesex	
Carter Borden - Gloucester	<b><u>NRCS Staff</u></b>
Keith Horsley - Gloucester	Charlie Ivins - District Conservationist
Tyler Crittenden - At Large	
David Moore -VCE Agent/At Large	

## **COOPERATING AGENCIES**

Virginia Department of Conservation and Recreation (DCR)

Virginia Association Soil and Water Conservation Districts

Virginia Department of Forestry (VDOF)

Virginia Cooperative Extension Service (VCE)

Natural Resources Conservation Service (USDA-NRCS)

Tidewater Resource Conservation & Development Council (RC& D)

Farm Service Agency (USDA-FSA)

The Counties of Gloucester, Mathews, and Middlesex

## TABLE OF CONTENTS

	<u>Page</u>
Foreword	1
District Directory /Cooperating Agencies	2
Table of Contents/ Introduction	3
Approval of Strategic Plan	4
Mission & Vision Statement	5
Goal #1: Agricultural BMP Assistance	6
Goal #2: Conservation Education for Community	7-8
Goal # 3 Political Advocate for Conservation	9
Goal #4: Outside Funding Sources	10

## INTRODUCTION

On January 29, 2009, the District hosted a successful Strategic Planning meeting. Local residents, agricultural, urban, and financial leaders, as well as, members of governmental agencies and community organizations attended the meeting. The attendees analyzed the District's draft Strategic Plan and contributed productive and diverse suggestions.

In preparing this plan, your District Directors had three main objectives: 1. engage in open discussion to better understand community expectations and concerns relating to conservation and environmental issues 2. better utilize its staff and financial resources 3. promote the conservation of our natural resources in a manner that is consistent with good stewardship and economic reality.

The Tidewater Soil and Water Conservation District Board of Directors value this strategic plan to be a vital tool that will enable the district to meet the natural resources management needs of our rapidly changing community.

**TIDEWATER SOIL AND WATER  
CONSERVATION DISTRICT STRATEGIC PLAN**

**Approved:** Commonwealth of Virginia Department of  
Conservation and Recreation

\_\_\_\_\_  
Wayne Davis, CDC

\_\_\_\_\_  
Date

**Approved: Tidewater Soil and Water  
Conservation District Directors**

\_\_\_\_\_  
Jason Bray, Chairman

\_\_\_\_\_  
Keith Horsley, Treasurer

\_\_\_\_\_  
Tyler Crittenden, Vice Chairman

\_\_\_\_\_  
David Moore-VCE

\_\_\_\_\_  
Robert Respass, Jr., Secretary

\_\_\_\_\_  
Alan Sutherlin

\_\_\_\_\_  
Carter Borden

Date \_\_\_\_\_

## **MISSION STATEMENT**

The mission of the Tidewater Soil and Water Conservation District is to promote the conservation of natural resources through stewardship, outreach and education.

## **VISION STATEMENT**

To be the leader in conservation education and in evaluating and providing creative solutions to natural resource related issues.

# GOALS for 2009-2012

## **Goal #1: Provide Agricultural BMP assistance and information to producers.**

**Objective #1** Educate producers about Agricultural BMPs

**Objective #2** Increase Ag-BMP program participants by 20%

**Action #1** Newsletter articles about Ag BMP

**Action #2** Ag Field Days, demonstrations, workshops

**Objective #3** Improve understanding and cooperation between all parties and partners; agricultural, government and citizens

**Action #1** Seminars/workshops with cooperating agencies

**Action #2** Select Clean Water Farm Awards

**Action #3** Create a Urban Contractor/  
Subdivision Conservation Award

**Objective #4** Advocate for higher State Cost-Share funds

**Action #1** Work within existing Agricultural & DCR committees to increase funding

**Action #2** Directors contact their Board of Supervisors and local officials concerning conservation issues and increased funding.

## **Goal #2: Provide Conservation Education for Community with Cooperating Agencies.**

**Objective #1** Educate homeowners And lawn care contractors

**Action #1** Host quarterly conservation programs

**Action #2** Lawn care and species selection

**Action #3** Erosion control-shoreline and upland runoff

**Action #4** Lawn fertilizer use, application and selection.

**Action #5** Soil testing for nutrient application.

**Action #6** Pollution issues.

**Action #7** Reforestation and habitat enhancement.

**Objective #2** Educate students in local schools

**Action #1** Promote organization of an Envirothon team

**Action #2** Present SOL-based conservation Programs and information to schools on a regular schedule.

**Action #3** Farmers visit schools-“Ag in the classroom”

**Objective #3** Educate special citizen groups about conservation

Action #1 Continue programs and training for water quality monitors

Action #2 Develop programs for realtors

Action #3 Develop programs for developers & contractors

Action #4 Develop programs for Master Gardeners

Action #5 Develop programs for lawn care contractors

Objective #4 Distribution of information to homeowners

Action #1 Partner with other conservation groups

Action #2 Develop/offer workshops on specific topics

Action #3 Utilize local business for specialized handouts

Action #4 Utilize local government offices for handouts

Action #5 Public Service announcements on local cable stations

Action #6 Stormwater Control Plan

Objective #5 Educate the non-farm sector on Agricultural BMPs

Action #1 Host BMP bus tour for county officials and citizens

Action #2 Down on the Farm Tour

**Action #3** Directors contact their Board of Supervisors and local officials concerning BMP's

**Objective #6** Develop homeowner education programs

**Action #1** Stormwater runoff and rain barrels

**Action #2** Bayscaping for conservation

**Action #3** Fertilizer/pesticide pollution

**Goal #3: Become a Political Advocate for Conservation Practices in Natural Resource Management and Agricultural production.**

**Objective #1** Increase TSWCD input and influence in planning and decision making process

**Action #1** Directors contact their Board of Supervisors and local officials Concerning conservation issues and increased funding

**Action #2** Provide Board of Supervisors and planning departments presentations

**Action #3** Offer comments on local planning, comprehensive planning, and land use issues through local meetings

**Action #4** Promote land use tax, farmland preservation, long term agricultural land rental contracts, forest protection, and purchased development rights

**Action #5** Training for District Board on important issues

**Action #6** Host class for Erosion & Sediment credits

## **Goal #4: Seek Outside Funding Sources**

**Objective #1** Investigate Available Grant Opportunities

**Action #1** Seek Partners for Grant Funded Projects

**Action #2** Seek Urban Nutrient Management Plan Grant