



STRATEGIC PLAN
2024 - 2030

*Providing Resources to Meet the Conservation Needs
of Clermont County.*


Clermont Soil and Water Conservation District

Strategic Plan 2024 - 2030

v. 1 - 12.14.23

Board Approved


Todd Winemiller, Board of Supervisors, Chair


Tim Rose, Board of Supervisors, Vice-Chair


Dave Anspach, Board of Supervisors, Secretary-Treasurer


Joe Glassmeyer, Board of Supervisors, Member


Connie O'Connor, Board of Supervisors, Member



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Shor Park Restoration Project in bloom Spring 2023.

Introduction

Message from the Chair,

In January 2023, the Clermont Soil and Water Conservation District (SWCD) began its efforts to develop a long range strategic plan that creates a vision of a desired future of District programs and projects, and a set of goals and objectives that will help us reach that future. Through the spring and summer, Clermont SWCD collected public input through a mix of surveys, public meetings and direct meetings with our conservation partners. This input enabled us to gather information on soil and water conservation issues that are most important to our residents, and helped us develop the following priorities:

1. Being More Effective: Focus our efforts where we expect to have the greatest impact on soil and water conservation
2. Being More Efficient: Build our organizational capacity for growth
3. Being Better Known: Get the Right People to the Right Resources

While this document will serve as a framework to guide the efforts of Clermont SWCD through 2030, we recognize that this is dynamic plan, changing as the conservation needs of the county change. We are committed to continuous improvement, effectiveness, and efficiency. We will measure the success of our programs, and stay abreast of current research, new technologies and evolving issues, and will make adjustments to this strategic plan as needed.

We appreciate all feedback we've received from public and our partners as we worked to create this strategic plan which will serve as our roadmap to future success, and help us achieve our mission – “Providing Resources to Meet the Conservation Needs of Clermont County Land Users.” We also encourage you to continue providing input to guide our conservation work in the coming years.

Todd Winemiller, Chair

Clermont SWCD Board of Supervisors



Clermont SWCD Board Left to Right: Joe Glassmeyer (Member), Todd Winemiller (Chair), Tim Rose (Vice-chair), Dave Anspach (Secretary-Treasurer), Connie O'Connor (Member)

Clermont SWCD Staff Left to Right: Connie Miller, Amanda Best, John McManus, Becky McClatchy, Jake Hahn, Jacob Lynch

Overview

Purpose

To improve and sustain soil and water quality in Clermont County.

Mission

To provide resources to meet the conservation needs of Clermont County.

Vision

Citizens, governments, businesses, and farms throughout Clermont County willingly sustain and celebrate healthy soil and water and comply with all environmental regulations.

Values

Commitment to Continuous Improvement, Effectiveness, and Efficiency: Our staff strive to stay abreast of current research, policies, trends, and technologies, synthesized from many disciplines, to be innovative and effective in our work. We use metrics and measures to guide our strategies toward measurable conservation impact in our community.

Success Through Collaboration and County-Wide Engagement: Collaborations are foundational to the services we offer as they bring in new ideas and expertise that we could not attain alone. As a non-regulatory organization, we depend on our ability to influence and encourage rather than mandate and penalize. We see community members as collaborators in protecting soil and water. Our staff are approachable, innovative, and nonjudgmental.

Top Priorities

1. Being More Effective: Focus our efforts where we expect to have the greatest impact on soil and water conservation
2. Being More Efficient: Build our organizational capacity for growth
3. Being Better Known: Get the Right People to the Right Resources

District Priorities

Priority 1. Being More Effective: Focus our efforts where we expect to have the greatest impact on soil and water conservation

GOAL	STRATEGIES	ACTIONS
<p>Increase the number of farmers who adopt good conservation practices</p>	<p>Encourage social norms that highlight a growing number of farmers adopting and benefiting from cover crops, grassed waterways, buffer strips and nutrient removal wetlands.</p> <p>Explore the possibility that non-resident agricultural land owners will be receptive to including conservation requirements in lease agreements.</p> <p>Reduce barriers to adoption of conservation practices</p>	<p>In collaboration with other districts, plan and launch social marketing campaigns targeting two conservation practices.</p> <p>Survey nonresident agricultural land owners (see Iowa) about priorities/practices.</p> <p>Develop resources to help non-resident landowners write conservation practices into lease agreements</p> <p>Provide technical assistance to producers interested in adopting conservation practices.</p> <p>Respond to/investigate agricultural pollution abatement complaints</p>
<p>Increase the number of residential landowners who willingly protect watersheds from erosion, flooding and chemical runoff from their land.</p>	<p>Encourage social norms that highlight a growing number of homeowners adopting and benefiting from riparian buffer plantings, conservation-focused lawn and landscape maintenance, and stormwater basin maintenance.</p> <p>Reduce barriers to adoption of conservation practices</p>	<p>Collaborate with other districts and OFSWCD to design/launch a social marketing campaign for homeowners/ homeowners associations.</p> <p>Conduct focus groups and conversations to understand barriers to adoption of conservation practices.</p>
<p>Reduce the amount of litter found along local waterways</p>	<p>Design/launch a social marketing campaign for residents and business owners to promote litter reduction practices.</p> <p>Conduct volunteer river bank cleanups</p>	<p>Collaborate with Adams-Clermont Solid Waste District to raise funds to hire a social marketing company</p> <p>Create social norms around litter prevention practices</p>

CONTINUED - **Priority 1.** Being More Effective: Focus our efforts where we expect to have the greatest impact on soil and water conservation

GOAL	STRATEGIES	ACTIONS
<p>Increase the ways in which county and township officials use their authority to protect local soil and water.</p>	<p>Encourage the adoption of stream setback requirements in municipal/township zoning regulations</p> <p>Assist Clermont County and urban townships and municipalities meet the requirements of the Ohio EPA Stormwater General Permit.</p> <p>Assist public officials in making decisions related to solar farms.</p> <p>Collaborate with Engineers Office to identify and remove barriers to subdivision scale stormwater management</p> <p>Collaborate with Building Department to leverage their Stop Work Orders and Occupancy Certificates to enforce regulations</p>	<p>Meet with officials to discuss barriers to adoption and potential solutions.</p> <p>Implement all programs contained in the 2022 Clermont County Stormwater Management Plan (SWMP); update the County’s SWMP in 2026.</p> <p>Attend meetings and offer technical consultations about solar farm siting and management issues as they relate to stormwater runoff management, stream and wetland protection and land management practices.</p> <p>Establish a regular meeting schedule with Engineers for informal conversations and ideation.</p>
<p>Pursue watershed-level projects with like-minded agencies and organizations.</p>	<p>Complete nine-element watershed management plans for all watersheds in Clermont County and the East Fork Little Miami River basin.</p> <p>Secure Grants to:</p> <ol style="list-style-type: none"> 1. Retrofit older stormwater management basins to improve their capacity to store and treat stormwater runoff 2. Install management practices in older developments that have no stormwater detention or treatment systems 3. Implement projects that enhance existing wetlands or create new wetlands 4. Implement restoration projects that improve instream habitat, streambed/bank stability and floodplain access 5. Implement watershed-scale installation of agricultural best management practices 	<p>Reduce the volume and rate of stormwater runoff</p> <p>Reduce the amount of pollutants entering local waterways</p> <p>Reduce stream bed and bank erosion</p> <p>Improve a stream’s ability to access its floodplain</p> <p>Enhance and protect instream aquatic life habitat</p>

Priority 2. Being More Efficient: Build our organizational capacity for growth

GOAL	STRATEGIES	ACTIONS
<p>Increase our ability to serve more people by re-directing a higher percentage of inquiries to online resources.</p> <p>Increase the reach of our efforts by collaborating with partners to achieve common goals.</p>	<p>Design compelling videos, digital courses, brochures, and other engaging media for targeted conservation practices.</p> <p>Use partnerships to more effectively Reach homeowners, schools, and farmers.</p> <p>Examine the possibility of sharing volunteers, writing grants, training, and marketing in collaboration with other partners instead of alone.</p> <p>Increase the use of volunteers and interns to teach school children.</p> <p>Increase collaboration with OSU Extension, USDA NRCS, Ohio Farm Bureau, Ohio Dept. of Agriculture, Ohio EPA and reach agreement on the unique roles of each.</p>	<p>Develop specific resource materials that are engaging, informative, and thorough.</p> <ol style="list-style-type: none"> 1. Agricultural programs and practices and Farm Bill programs (e.g., EQIP, CSP, CRP, etc.) and H2Ohio. 2. Stormwater Management for homeowners. Create engaging education and technical materials both online and in person to assist landowners and HOAs. 3. Design and distribute educational materials and templates for stream setback requirements. 4. Develop educational materials about solar farm siting and land management issues. 5. Develop education materials for Building Department to give to builders/developers that help them comply with Clermont County’s stormwater regulations.
<p>Increase interoffice collaboration</p>	<p>Ensure that we have the skills necessary for the work ahead.</p>	<p>Find professional development training for staff on topics such as facilitation, public speaking, bridging differences, etc.</p> <p>Conduct a staff skills survey and identify gaps in expertise</p> <p>Redesign existing job duties and hire more staff or outsource work where needed.</p>

Priority 3. Being Better Known: Get the Right People to the Right Resources

GOAL	STRATEGIES	ACTIONS
<p>All those living and doing business in Clermont County, including homeowners/HOAs, public officials, developers, and the agricultural community will understand the scope of our services.</p>	<p>Develop methods to better understand our core audiences and determine the best method of communication for each.</p> <p>Come up with our brand, logo, tagline, etc.</p>	<p>Develop a comprehensive marketing plan</p> <p>Redesign website to be more user friendly</p> <p>Conduct education and awareness campaigns</p> <p>Bring landowners into direct contact with Clermont County’s streams, rivers and lakes through special events such as canoe floats and streambank litter cleanups.</p> <p>Develop and maintain contact lists for key sectors of the community (e.g., farmers, educators, development community, etc.) and plans to promote through farmers markets, OEEFA, trustees meetings, Chamber of Commerce, social media, direct mail, HOAs, parents of school children, etc.</p>



Aerial of the Williamsburg in-channel Wetland Spring 2023.



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