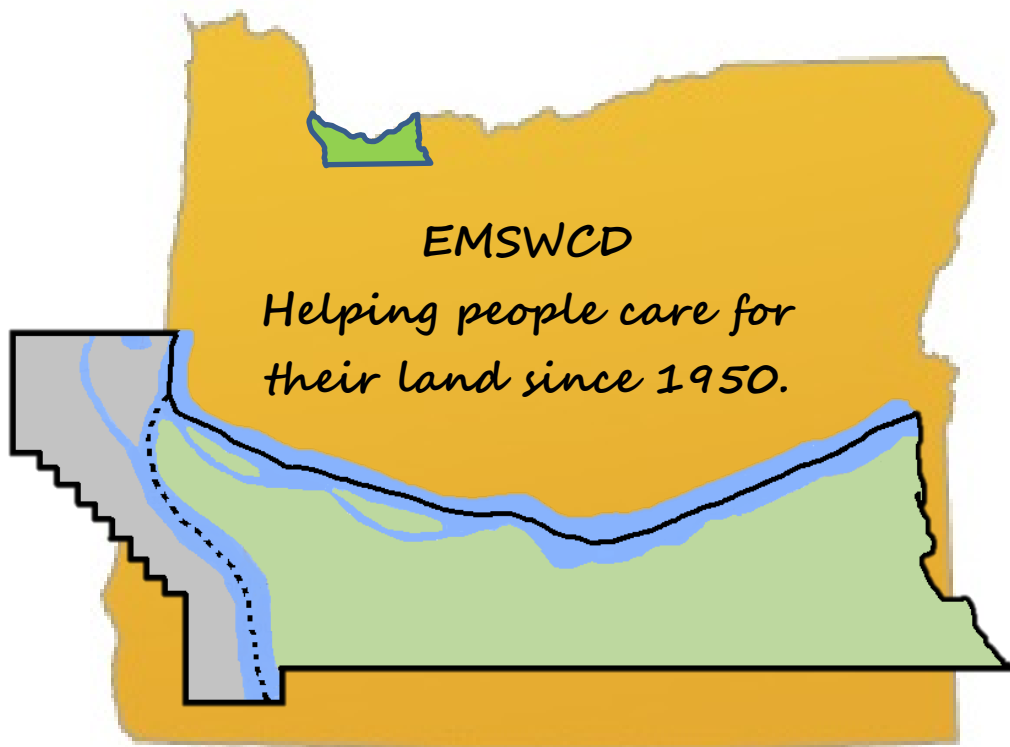




East Multnomah Soil and Water Conservation District

Work Plan for Fiscal Year 2014-2015



June 30, 2014

Version 2.0



**East Multnomah Soil and Water Conservation District
Work Plan for Fiscal Year 2014-2015
June 30, 2014
Version 1.0**

This plan was presented to and approved by the Board of Directors for the East Multnomah Soil and

Water Conservation District on: July 7, 2014

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1.0 Executive Summary

The East Multnomah Soil and Water Conservation District (EMSWCD), located in northwestern Oregon, is a non-regulatory municipal corporation serving landowners, land managers and other residents east of the Willamette River within Multnomah County. The EMSWCD's mission is: *To conserve and restore the natural resources of the district for current and future generations by making conservation technical, financial, and educational assistance available and meaningful to all residents and ensuring equitable distribution of benefits and responsibilities.*

The EMSWCD fulfills its mission by providing technical, capacity and financial assistance to landowners, managers and others in an effort establish and maintain healthy ecosystems, with a particular focus on soil, water, and habitat conservation. With 17.5 staff and an annual operating and capital budget of \$13 million, the EMSWCD implements its activities through four programs: 1) Finance and Operations; 2) Rural Lands; 3) Urban Lands; and 4) Land Protection and Grants.

The Finance and Operations Program focuses on the administrative aspects of the EMSWCD's work, including budgeting, contracting, office management, facilities management and marketing. The Rural Lands Program focuses on helping new farmers get established, providing advice to existing farmers on best practices, improving riparian habitats, and eradicating invasive weeds. The Urban Lands Program provides training in the form of workshops, technical assistance to homeowners and other urban landowners, and supportive services such as native plant sales. And finally, the Land Protection and Grants Program focuses on protecting and restoring agricultural, natural resource, and access lands as well as providing funding for partners and allies for their conservation-related activities.

Major objectives identified for each substantive program area for the fiscal year include:

- Rural Lands Program: Encouraging 10 new farmer applications for the incubator program; monitoring water quality in two streams; maintaining and/or enrolling more than 630 acres of riparian habitat into restoration efforts; and controlling/eradicating six weed plant species.
- Urban Lands Program: Completing 75 trainings with over 1,700 participants.
- Land Protection and Grants Program: Administering over \$2 million in grants to local partners and implementers.

2.0 Introduction

The EMSWCD serves approximately 600,000 residents who live and manage land east of the Willamette River in Multnomah County, Oregon. Our district encompasses an area over 900 square kilometers and includes three major watersheds – the Sandy River, Columbia River, and Willamette River – all of which contribute to the Greater Columbia River Basin.

In July 2012, the EMSWCD Board of Directors approved a five-year strategic plan that identified eight priority areas for our work, these include:

1. Water Quality
2. Soil Conservation
3. Invasive Species
4. Riparian and Habitat Restoration
5. Land Use and Protection
6. Water Conservation
7. Local Agriculture
8. Connecting People with Conservation



The strategic plan also identified the following two principles that underlie all of our work:

1. Equitable access to services and to nature
2. Sound District operations

The daily operations of the EMSWCD are led by an Executive Director and implemented by 17.5 staff. A Governing Board of five Directors and two Associate Directors guides the policy and program direction of the EMSWCD through monthly meetings. The EMSWCD is currently organized into four programmatic units¹:

1. Finance and Operations
2. Urban Lands
3. Rural Lands
4. Land Protection and Grants

This work plan is organized by the programmatic areas as identified above for convenience and improved tracking purposes. Each programmatic section is prefaced by related goals as they were identified in the 2012 Strategic Plan, which are followed by specific activities and outcomes.

3.0 District Administration

At the end of FY13-14, the EMSWCD hired a new Executive Director and began efforts to hire a new Chief Financial Officer. These actions necessitated a review of and draft proposal to modify the organizational structure of the district. While refinement and finalization of the organizational structure and associated responsibilities are expected take place in July-August 2014, heading into the fiscal year the draft structure is based on four programmatic units:

1. Finance & Operations
 - Budget & Accounting
 - Office Management
 - Facilities Management
 - Marketing
2. Rural Lands
 - Headwaters Farm Incubator Program
 - Rural Landowner Consultations
 - StreamCare
 - Weed Prevention & Control
3. Urban Lands
 - Naturescaping
 - Rain Gardens
 - Grey Water & Water Conservation
 - Native Plants
 - Urban Weeds
 - Conservation Corner
4. Land Protection and Grants
 - Land Conservation
 - Grants

¹ See Section 3.0 for more detail.



As this FY14-15 Work Plan represents the third year of implementation for the 2012 Strategic Plan, we will use the first six months of the fiscal year to review the strategic plan and undertake program planning to identify long term measurable goals and needed activities to achieve those goals. We will also establish monitoring protocols that will track the progress we are making to achieve our goals.

4.0 Finance and Operations

The Finance and Operations Program consists of 2.65 FTEs (full-time-equivalents), including portions of the Executive Director, Chief Financial and Operations Officer, Office Manager, Facilities Manager, and Marketing and Outreach staff. Contractual services are used for legal, bookkeeping and auditing purposes. The Finance and Operations Program will oversee administrative functions that cut across all district activities and geographies, including budgeting and finance, contracting, human resources, office and facilities management, and marketing.

4.1 Marketing and Outreach

Marketing and outreach will meet the day-to-day needs of EMSWCD programs through efforts such as: web site development and maintenance; newspaper and other print advertisements; brochures and other EMSWCD publications; direct mailers; and one-on-one contacts/interviews. In addition to these efforts, we will develop a more comprehensive Marketing and Outreach Plan that will, among other things, help connect with underserved communities and volunteer opportunities.

5.0 Rural Lands

The Rural Lands Program provides technical information, capacity and financial assistance to help landowners protect natural resources and functions on their land. We divide this work into four areas: 1) the Headwaters Farm Incubator; 2) agricultural water quality and soil conservation; 3) riparian area revegetation (aka StreamCare); and 4) invasive weed prevention and control. The RLP contributes to the implementation of the five year strategic plan priorities of water quality, soil conservation, invasive species, riparian restoration, and local agriculture. The RLP currently uses a total of 7.2 FTEs (full-time-equivalents), which are comprised of 5.0 FTEs for Conservation Technicians, 1.0 FTEs for the Program Supervisor, 1.0 FTEs for the Farm Incubator Program Manager, 0.05 FTEs for a portion of the Executive Director, and 0.15 FTEs for a portion of the Marketing and Media Specialist.

5.1 Headwaters Farm Incubator Program

PROGRAM AREA	ACTIVITY	5-YEAR 2012 STRATEGIC PLAN GOALS (2012 – 2017)
Headwaters Farm Incubator Program	<ul style="list-style-type: none"> • Facilitate transition to the next generation of farmers. • Provide educational support for existing incubator farmers. • Expand markets for locally grown products. • Foster a strong stewardship ethic in the next generation of farmers. 	<ul style="list-style-type: none"> • Complete infrastructure repairs and improvements. • Use for demonstration area and farm business incubator. • Develop a long term plan for management and ownership by 2014.



Activity: Outreach

Conservation Outcome: New farmers will join the incubator program and graduate prepared to run a viable, conservation oriented farm.

Deliverables: Ten new applications to join the incubator program, with five incubator farmers being approved.

Staff time: 2 days per month

Actions:

- New outreach flier
- Regular blog posts, social media, articles, and speaking engagements
- Tours and partner-led activities
- Host NIFIT Field School

Activity: Site Management

Conservation Outcome: Improved soil health, reduced erosion, reduced weed pressure, higher soil organic matter, reduced fertilizer use.

Deliverables: Increased implementation and demonstration of conservation practices.

Staff time: 10 days per month

Actions:

- Balancing the use of tillage for weed management with soil health goals
- Construct access road
- Re-plumb caretaker cottage
- Install composting toilet and decommission septic system near the creek
- Plant cover crops
- Improve risers and irrigation management
- Field and bed preparation

Activity: Farmer Support and Training

Conservation Outcome: Assist the development of new farmers who will be exposed to and practice conservation agriculture.

Deliverables: Well informed incubator farmers.

Staff time: tbd

Actions:

- Build produce wash station, pour barn slab
- Farmer trainings on post-harvest handling and nutrient management

Activity: Program Management

Conservation Outcome: Assist the development of new farmers who will be exposed to and practice conservation agriculture

Deliverables: Up to date forms, policies, and information pertaining to HIP

Staff time: tbd

Actions:

- Revisit, update, and add to program documents, website, messaging, and other text.
- Application acceptance, interviews, and participant selection.
- Develop criteria and refine language around program goals
- New farmer orientation



5.2 Agricultural water quality and soil conservation

PROGRAM AREA	ACTIVITY	5-YEAR 2012 STRATEGIC PLAN GOALS (2012 – 2017)
Landowner Consultations	<ul style="list-style-type: none"> Partner with NRCS 	<ul style="list-style-type: none"> Advertise and deliver cost share assistance for high priority conservation needs.
	<ul style="list-style-type: none"> Provide technical assistance to agricultural landowners to help them install conservation practices that protect water quality. 	<ul style="list-style-type: none"> 300 site visits / year 30 site visits to new landowners 50 projects / year
Water Quality	<ul style="list-style-type: none"> Monitor water quality parameters in cooperation with the ODA et al. in Johnson and Beaver Creeks to establish baselines. 	N/A

Activity: Outreach

Conservation Outcome: A reduction in agriculture’s impact on water quality.

Deliverables: Increased awareness of water quality issues related to agriculture leads farmers to work with us to reduce agriculture’s impact on water quality.

Staff time: 3 days per month

Actions:

- Develop an outreach strategy and calendar.
- Partner with NRCS, Tualatin SWCD, and Clackamas SWCD to fund, develop, and staff a booth at the NW Ag Show. Assist with the Far West show display.
- Assist ODA with the biennial review of the Lower Willamette and Sandy Agricultural Water Quality Plan and Rules. Work with ODA staff to develop milestones and timelines. Assist ODA in recruiting new Agricultural Water Quality Local Advisory Committee members.
- Work to add content to the web page that will appeal to commercial farmers.
- Use mailings, advertisements, displays, presentations, workshops, demonstrations, and tours to reach agricultural landowners concerning water quality and soil conservation.
- Prioritize outreach to our ODA AgWQ focus area.

Activity: Monitoring

Conservation Outcome: Better understanding of baseline water quality in Beaver and Johnson Creeks.

Deliverables: Water quality data from 4 sites in upper Beaver Creek and 6 in upper Johnson Creek is analyzed along with data collected with and by partners.

Staff time: 3 days per month

Actions:

- Coordinate with partners to prevent duplication of efforts, allow for combined data analysis, and create outreach messaging to tell the water quality story in a compelling way.
- Collect monthly samples in upper Beaver and Johnson Creeks. This will include on site measurement of pH, conductivity, and turbidity as well as laboratory analysis for *E.coli*, total suspended solids, total phosphorous, and nitrate.
- Install continuous temperature loggers in upper Beaver and Johnson Creeks.



Activity: Landowner Consultations/Technical Assistance

Conservation Outcome: Water and soil quality are improved and protected.

Deliverables: More landowners engaged in conservation and installing conservation practices.

Staff time: 20 days per month

Actions:

- Build and maintain relationships with landowners.
- Conduct 400 site visits (including first-time site visits on 30 properties).
- Develop 60 practice recommendations specific conservation recommendations that address erosion and/or water quality.
- Assist 5 landowners with cost share applications.
- Track practice installations that resulted from technical assistance.
- Join ODA staff as requested on site visits resulting from water quality complaints. Provide technical assistance to landowners who are willing to work with us to address the problems.
- Partner with NRCS to jointly advertise and deliver cost share assistance for high priority conservation needs.
- Prioritize technical assistance with erosion prevention in our ODA AgWQ focus area.

5.3 StreamCare (Riparian Area Re-vegetation)

PROGRAM AREA	ACTIVITY	5-YEAR 2012 STRATEGIC PLAN GOALS (2012 – 2017)
StreamCare	<ul style="list-style-type: none"> • Johnson and Beaver Creeks first priorities • Big Creek and Smith Creek second priorities 	<ul style="list-style-type: none"> • Maintain all previous plantings. • Install 200 acres of riparian buffer by 2015. • Complete 12 miles of restoration by 2015.

Activity: Rehabilitate riparian areas.

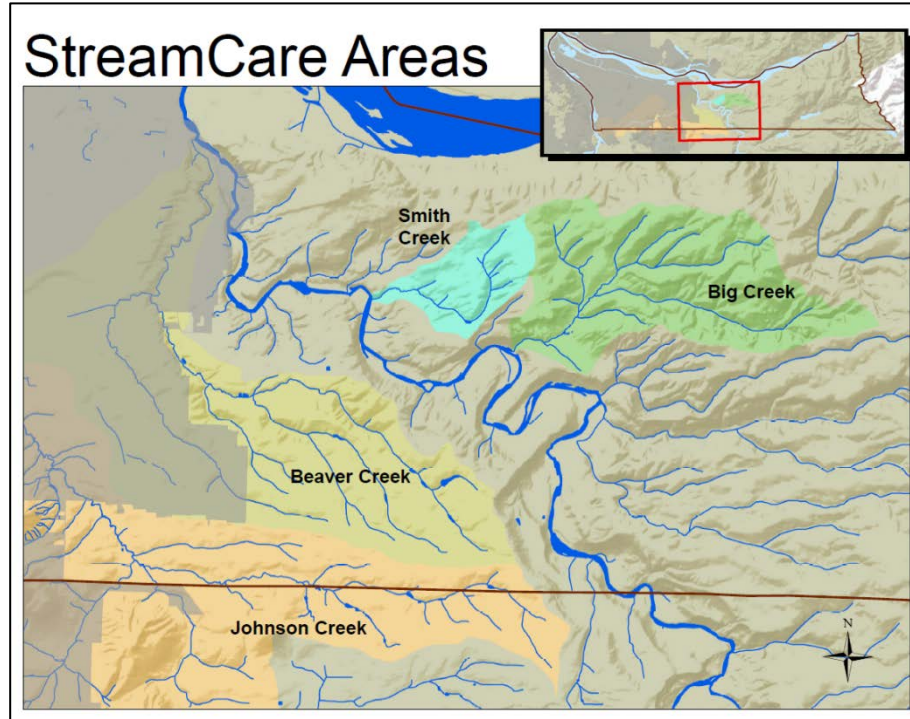
Conservation Outcome: Improved water quality, habitat, and riparian function in the Johnson Creek, Beaver Creek, Big Creek, and Smith Creek watersheds (see map below).

Deliverables: The existing StreamCare areas on 570 acres along 20 miles of stream are maintained with good rates of plant survival. Another 60 acres along 3 miles of stream are enrolled, prepared, and planted.

Staff time: 20 days per month

Actions:

- Complete outreach and enroll interested landowners; Evaluate new and existing sites to plan for site preparation, plant mortality, and ongoing maintenance.
- Build and maintain relationships with landowners to ensure project success.
- Work with contracted labor crews to prepare new sites for planting, control weeds on existing sites, and plant native trees and shrubs.
- Track and compile deliverables; maintain GPS and GIS data.
- Manage wholesale plant orders, delivery, and storage. D



5.4 Weed Prevention and Control

PROGRAM AREA	ACTIVITY	5-YEAR 2012 STRATEGIC PLAN GOALS (2012 – 2017)
Weed Management	<ul style="list-style-type: none"> Focal species for control include: False Brome, Purple Loosestrife, Spurge Laurel, Garlic Mustard, Knotweed, Clematis, and Ivy. 	<ul style="list-style-type: none"> Implement Early Detection and Rapid Response; improve network and monitoring through recreational users and other volunteer groups. Annually survey, monitor and treat known, suspected and new sites (including invasion pathways).
	<ul style="list-style-type: none"> Garlic Mustard-specific 	<ul style="list-style-type: none"> Maintain containment zone, not allowing spread outside of area. Fewer or no new populations in 5 years.
	<ul style="list-style-type: none"> Knotweed-specific 	<ul style="list-style-type: none"> Survey for additional populations in the Sandy watershed; maintain or improve the level of control that has been achieved in this watershed.
	<ul style="list-style-type: none"> Clematis-specific 	<ul style="list-style-type: none"> Identify and obtain permission to treat all populations between the Sandy River and the District's eastern border in 5 years.
	<ul style="list-style-type: none"> Ivy-specific 	<ul style="list-style-type: none"> Work with partners to survey and treat all sites on private and public property from eastern boundary of District to Sandy River in 5 years.



Activity: Early Detection Rapid Response (EDRR)

Conservation Outcome: Native plant communities are protected from the impacts of invasive species.

Deliverables: A reduction in the establishment of new invasive weeds.

Staff time: 2 days per month

Actions:

- Confirm reports of species on the EDRR weed list, obtain landowner permission, and provide rapid treatment to locations outside of the City of Portland.
- Provide technical assistance with weed identification and control methods.
- Work with partners to update the list of EDRR weeds annually based on available information.
- Continue to conduct strategic outreach to increase monitoring of remote locations by recreational users and other volunteer groups.
- Participate in both the 4-County and Columbia Gorge Cooperative Weed Management Areas.

Activity: Weed eradication and control

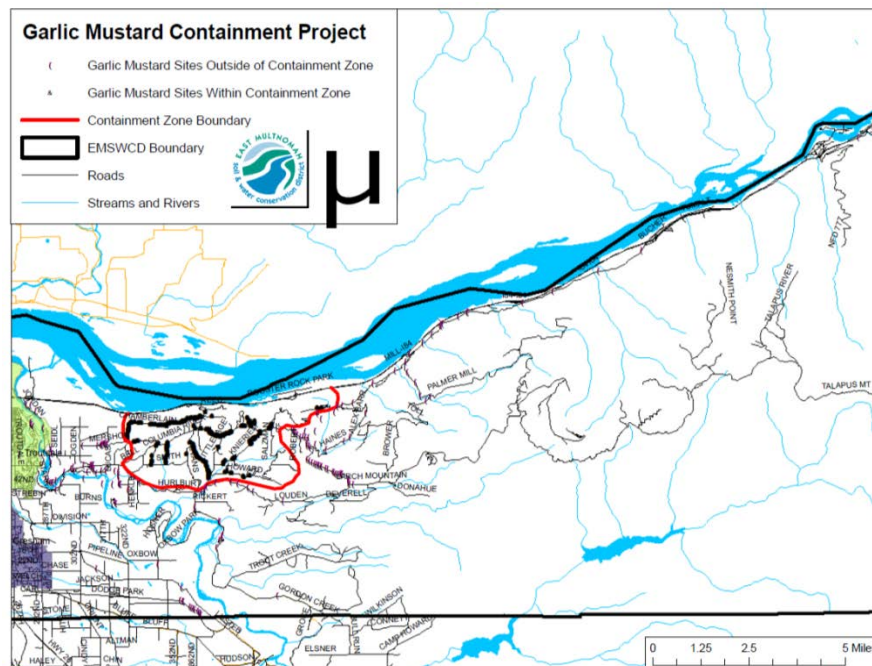
Conservation Outcome: Native plant communities are protected from invasive plant species.

Deliverables: A reduction in the number and size of weed populations. While we have specific tactics, timing, and objectives for each targeted weed species (for example, see the Garlic Mustard-specific map below), for this plan we have grouped our weed eradication and control efforts together. We will focus our FY14-15 efforts on six species: Garlic mustard, Old man’s beard, Knotweed, False Brome, Spurge Laurel, and English ivy.

Staff time: tbd

Actions:

- Annually treat all known populations, including previously treated sites.
- Survey for and treat new populations.
- Monitor and treat pathways.
- Coordinate with partners to ensure that control is happening regionally.
- Evaluate the efforts of private property owners to control heavily infested sites to help inform decisions related to any future control efforts.
- Re-vegetate controlled areas as needed.





6.0 Urban Lands Program

The Urban Land Program’s purpose is to foster a stewardship ethic relative to the urban landscape by encouraging a lifestyle that folds conservation and pollution prevention into everyday life. It introduces urban residents to the benefits of sustainable small parcel management practices and then works with them, at the neighborhood level, to provide the information, skills, and confidence needed to take action. The primary goals of the program are to reduce soil and water pollution, reduce the volume and rate of stormwater runoff, and reduce water consumption by urban residents. The program has staffing of 4.6 FTEs, and works with several (currently 5) contract presenters.

All of our offerings, listed below, fall under and help to satisfy the following five priorities outlined in our strategic plan:

- Water Quality
- Soil Conservation
- Invasive Species
- Water Conservation
- Connecting People with Conservation

The Urban Land Program undertakes three primary activities: 1) workshops; 2) technical assistance; and 3) supporting services. In terms of “workshops,” the Urban Lands Program provides 1-hour introductory presentations, several-hour in-depth trainings, and workshops specifically geared toward landscape professionals.

The one-hour presentations can cover each of the topical areas below, in addition to an introductory overview of the District (*EMSWCD – Who We Are and What We Can Do For You*). The focus for the one-hour presentations will be on community groups and local events.

- We plan to provide 16 one-hour presentations to 330 attendees.

We will also continue to provide the current range of *Naturescaping* and *Rain Garden* workshops as detailed in the sub-sections below. Additionally, we will offer special topic workshops and are exploring numerous water conservation special topics. Partners for these workshops include volunteer workshop hosts and sponsoring groups (i.e., Partners for Clean Water, Clackamas SWCD, and the cities of Portland, Gresham, Fairview, and Troutdale).

In line with our strategic goals, we also plan to continue offering more opportunities that engage landscape professionals and other high-leverage constituents such as managers of campuses and industrial properties. Partners may include: Oregon Tilth, Backyard Habitat Certification Program, other SWCDs, and/or other members of the Northwest Adult Conservation Education collaborative. We will continue to reach out to landscaping professionals by offering longer and more in-depth and technical workshops to this constituency and giving presentations at meetings, conferences and other training opportunities. Our workshops are now certified for Continuing Education Credits. Several workshops are undertaken in partnership with members of the Adult Conservation Education. Throughout FY:14-15, a total of 3 workshops, from all workshop topics, will be given to landscape professionals with 120 attendees.

New this year will be the addition of a technical assistance arm of the Urban Lands Program. This program will work with urban landowners and provide them with much needed support in the areas of: GIS mapping; stormwater management; invasive plant identification and control; riparian management



Naturescaping Workshops: Our naturescaping workshops guide homeowners through the process of installing a low-maintenance, low input landscape that helps them reduce water used for irrigation, eliminate the need for chemical pesticides and fertilizers and increase overall urban habitat quality.

- 1-hour presentations, *Introduction to Naturescaping*, will be given as requested throughout the year.
- 20 *Naturescaping Basics* Workshops with 500 attendees (an increase of 5% from our 13/14 Work Plan goals).
- 8 *Naturescaping Site Planning* Workshops with 240 attendees.
- 4 Naturescaping Site Planning Feedback Sessions 25 attendees.

Naturescaped Yards Tour: Every year we partner with 6-12 homeowners who volunteer to showcase their yard and talk with tour goers about how and why they naturescaped their yard.

- 6-12 homes will be visited by 400+ tour-goers.

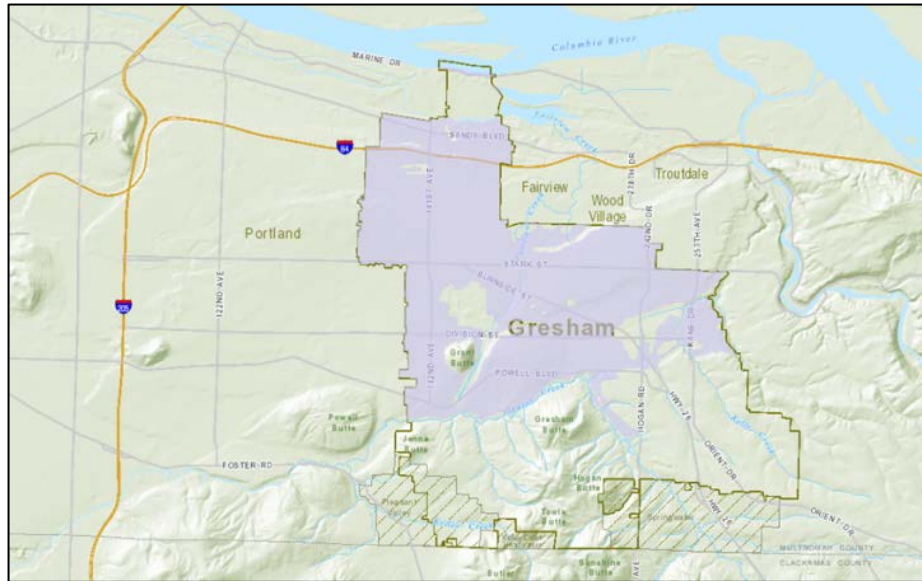
6.2 Rain Gardens

PROGRAM AREA	ACTIVITY	5-YEAR 2012 STRATEGIC PLAN GOALS (2012 – 2017)
Rain Gardens	• General class attendance	• Increase by 5% / year
	• Landscaping & Building Professional classes	• Host 2 / year
	• Classes in high priority areas outside Portland	• Host 2 / year
	• Rain garden installation by workshop attendees	• 75+%
	• Demo rain garden installation by EMSWCD	• 1 / year

Rain Garden Workshops: Our rain garden workshops provide attendees with the information they need to site, size and select plants for a rain garden on their property. The primary goal of a rain garden is to help retain storm water on site. They also help to increase habitat, eliminate the need for chemical pesticides and fertilizers and reduce water used for irrigation when replacing traditional landscape such as lawn. Rain garden installation workshops give participants hands-on experience that is meant to help them overcome any reservations or limitations they may be experiencing.

- 1-hour presentations, *Introduction to Rain Gardens*, will be given as requested throughout the year.
- 10 *Rain Garden workshops* with 240 attendees.
- 5 Rain Garden Installation workshops with 50-75 attendees
- *Rain Gardens for Professionals*.

Rain Garden Incentives: We will continue to offer a \$200 incentive to qualifying homeowners within the City of Gresham (see map below). Gresham residents have been slow to participate in our programs. It is hoped that with some financial incentive we are able to increase the number of Rain gardens in Gresham and build a momentum that will encourage others to follow suit.



6.3 Grey Water and Water Conservation

Grey Water Information and Workshops: We provide grey water-related information to residents so grey water installations will be established and operated correctly, without causing harm to the soil and water resources of our district. By partnering with Oregon DEQ and Portland Bureau of Development Services we are able to bring pertinent information to individuals wanting to take advantage of the new ruling allowing the use of grey water on the landscape. This year we will explore ways to provide a more hands-on approach to learning about grey water. The plumbing process can be daunting to some and it is hoped that with a hands-on workshop we can demystify the process.

- Water Conservation in the Landscape
- 3 *Using Grey Water at Home* workshops with 75 attendees.

6.4 Native Plants

PROGRAM AREA	ACTIVITY	5-YEAR 2012 STRATEGIC PLAN GOALS (2012 – 2017)
Native Plant Sales	<ul style="list-style-type: none"> • Utilize website and other tools to help customers choose the right plants and achieve planting success. 	<ul style="list-style-type: none"> • Improve outreach to low income and minority constituencies. • Increase sales each year. • Increase/maintain net profit while maintaining or improving quality of product and service.

Native Plant Workshops: Native plants workshops walk attendees through the definition and benefits of native plants. The workshop also introduces attendees to a selection of native plants while describing the environment in which the plant is best suited.

- 1-hour presentations, *Introduction to Native Plants*, will be given as requested throughout the year.
- 4 *Native Plants Workshops* with 110 overall attendees.
- *Native Plants for Professionals*.



Native Plant Sale: The Urban Lands Program will team up with EMSWCD’s Rural Lands Program to purchase native plants in quantity. We will continue to emphasize affordable bare-root/rhizome herbaceous stock and possibly seed to fill a niche sorely needed in the metro area. The only plants we plan to offer in pots are those that do not do as well bare-root (typically broad leaf evergreens like salal, kinnikinnick, etc). We sold out of many species this year and plan to order additional stock as demand for native plants continues to increase.

- 500+ Plant Sale Orders.
- Disseminate more than 17,000 native plants

Native Plants Online Database: In partnership with members of the Adult Conservation Education (ACE) collaborative (which includes SWCDs, Metro, Clean water Services, City of Portland, City of Gresham, Backyard Habitat Certification program and others) we are working to create a mobile-friendly, visually appealing, in-depth native plants database. We hope to include features that will help people select the right plant for the right place, create “shopping lists” or planting plans and show pictures of various views of the plant including the plant in different seasons.

6.5 Urban Weeds

Urban Weeds Workshops: Urban weeds workshops help homeowners understand how invasive plants affect ecosystem function and how they personally can help minimize the threat of both new and existing invaders. Emphasis is placed on identification, prevention and non-toxic manual control.

- 1-hour presentations, *Introduction to Weeds*, will be given as requested throughout the year.
- 2 *Urban Weeds Workshops* with 55 attendees
- *Invasive Plants for Professionals*.

Integrated Pest Management Website: We will continue to work in partnership with the Western IPM Resources Collaborative (which includes OSU Ext., Metro, City of Portland, City of Gresham, Backyard Habitat Certification program and others) to create an online tool to help urban residents, master gardeners and landscape professionals manage their pests with the best possible methods.

6.6 Conservation Corner

PROGRAM AREA	ACTIVITY	5-YEAR 2012 STRATEGIC PLAN GOALS (2012 – 2017)
Conservation Corner	<ul style="list-style-type: none"> • Maintain demonstration features and overall facility in excellent and safe working order. • Continue to seek ways to better connect with our neighborhood. 	<ul style="list-style-type: none"> • Increase the number of partner and outside groups using the space by an average of 10% each year.

The Urban Lands Program team will continue to offer group tours of the EMSWCD Conservation Corner, as represented by our eco-friendly office and yard. Features of our facility include an eco-roof, naturoscaping, rain garden, pervious surfaces, and a composting toilet. Throughout the fiscal year we will evaluate opportunities to incorporate other green features into the facility.



7.0 Land Protection and Grants

The EMSWCD’s Land Protection and Grants Program represents a recent convergence of our Land Conservation Legacy Program and our Grants and Cost-Share Program. While the grants component of this program is broader than the land protection component, both program elements help forward land and habitat protection and improvement, thus we’re assessing how they can better complement each other moving forward.

7.1 Land Conservation

PROGRAM AREA	ACTIVITY	5-YEAR 2012 STRATEGIC PLAN GOALS (2012 – 2017)
Land Conservation	<ul style="list-style-type: none"> Protect high value agricultural lands to maintain a viable agricultural economy and improve watershed health and function. 	<ul style="list-style-type: none"> Provide funding five easements and five acquisitions. Hold two succession planning workshops. Work with the “Farmer Success Oregon” network and others to coordinate and help address service gaps.
	<ul style="list-style-type: none"> Protect of high value natural resource lands to improve watershed health and function and increase access to nature. 	
	<ul style="list-style-type: none"> Oxbow site 	<ul style="list-style-type: none"> Maintain site
	<ul style="list-style-type: none"> Purchase of Development Rights (PDR) 	<ul style="list-style-type: none"> Program will be fully vetted and institutionalized or abandoned
	<ul style="list-style-type: none"> Equity of access to nature 	<ul style="list-style-type: none"> Complete at least one project in 5 years

The Land Conservation Legacy Program focuses on protecting, primarily through fee or less-than fee acquisitions, agricultural lands, natural resource lands, and access to nature lands. Lands can be acquired and retained and managed over the long-term directly by the District or lands can be acquired and transferred to partner agencies or organizations for long-term management. With this as context, the focus of the program in FY14-15 will be three-fold: 1) operational planning; 2) parcel-specific protection; and 3) site stewardship.

Funding earmarked for FY14-15 land protection activities include:

- Purchase and management of conservation easements: \$2,600,000
- Purchase and management of fee-simple interests: \$2,383,455
- Stewardship endowments: \$150,000

7.1.1 Operational Planning

During the first 6-month period of the fiscal year, we intend that staff will work to create an operational plan that prioritizes potential lands to be protected (based on criteria previously approved by the Board), identifies the types of protection that might be most appropriate, and identifies the long-term responsibilities and costs associated with the prioritized areas. This plan will help staff determine which areas to focus on for day-to-day activities and will also assist the Board in approving or declining proposed land protection projects.



7.1.2 Parcel-specific Protection

Throughout the fiscal year, program staff will continue to identify immediate, parcel-specific protection opportunities that meet the highest priority board-approved criteria and bring those opportunities to the attention of the Executive Director and the Board, as appropriate. Specific goals for the year include:

- Initiate and/or complete 2 farmland protection projects.
- Initiate and/or complete 2 natural resources and/or access to nature protection projects.
- Research, contact and reach agreements with farm applicants under the USDA-ALE program.

7.1.3 Site Stewardship

Since the EMSWCD holds and/or may hold fee-interest, less-than fee-interest, and other contractual rights to lands (for example, Oxbow and Colwood), staff will develop and implement a management system which determines and meets parcel-specific management and oversight needs and arranges for final disposition, if not with the District.

7.2 Grants

PROGRAM AREA	ACTIVITY	5-YEAR 2012 STRATEGIC PLAN GOALS (2012 – 2017)
Grants	<ul style="list-style-type: none"> • Find ways to make grants programs more relevant, accessible and useful to traditionally underserved communities. 	N/A

The EMSWCD administers a grant program that helps fund projects that are primarily led by external entities, but which help achieve the EMSWCD’s goals. While there may be specific criteria for each type of grant, generally to be eligible, grantees must:

- Be a private landowner, nonprofit organization, educational institution, government agency, or Native American tribe; and
- Implement activities that positively affect soil erosion prevention/control, soil health, environmental education, water quality, water conservation, watershed health and/or habitat restoration; and
- Implement the activities within the District or within an area that directly affects the District.

As a means to better track grant progress, over this coming fiscal year staff will develop a performance evaluation system, which will include mid-project reporting and site visits. As briefly outlined below, the grants fall into four categories: 1) Partners in Conservation; 2) Small Projects and Community Events; 3) Conservation Landowner Implementation Program; and 4) Strategic Conservation Investments.

7.2.1 Partners in Conservation (PIC) and PIC Plus:

PIC and PIC Plus provide funding to support conservation projects and conservation education in the District. PIC grants are intended for shorter term projects with a one-year timeframe. Total funding available for FY14-15 is \$1,509,797. The minimum grant award for an individual PIC grant is \$5,000 while and the maximum grant award is \$60,000. PIC Plus grants support longer term projects with greater than one-year and up to three-year timeframes. The minimum individual PIC Plus grant award is \$5,000 while the maximum award is \$100,000 per year for up to three years. The PIC and PIC Plus grant application, award and implementation process is administered on an annual cycle.

- During the FY14-15 time period, we intend to complete 27 PIC and PIC Plus grant agreements.



7.2.2 Small Project and Community Events (SPACE)

SPACE grants provide up to \$1500 per grant to support conservation projects, conservation education, and community events that promote natural resource conservation. Total funding available for FY14-15 is \$50,000. The types of projects and events that are eligible for SPACE Program funding include on-the-ground restoration or conservation projects, pollution prevention projects, education of youth and/or adults, and community events focused on improving the public's understanding of natural resource conservation. The SPACE grant application, award and implementation process is administered on a monthly cycle.

7.2.3 Conservation Landowner Implementation Program (CLIP)

CLIP grants provide financial cost-share assistance to private rural landowners and land managers who are receiving technical assistance from the District. Total funding available for FY14-15 is \$40,000. CLIP provides 50% cost-share, up to \$7500 per application, to assist with the costs of installing District-approved conservation practices that address issues such as soil erosion or water quality. The CLIP grant application, award and implementation process is administered on a monthly cycle.

7.2.4 Strategic Conservation Investments (SCI)

SCI grants support projects and partnerships that advance the EMSWCD's priority natural resource issues identified by the Board of Directors and general do not lend themselves to any of the District's other grant opportunities. Total funding available for FY14-15 is \$480,674. The SCI grant application, award and implementation process is administered on an as-needed basis.