

4. ADVOCACY

Advocate for conservation and water quality on behalf of constituents of the Cannon River Watershed.

- Organizing a group of CRWP members for Water Action Day at the Capitol in St. Paul
- Showing what individual and collective action might lead to cleaner water in our area
- Be recognized as an effective local advocate for conservation, watershed management, healthy soils, drinkable groundwater, sustainable agriculture, outdoor recreation, and itself
- Get a seat at **more** tables
- Develop and maintain strong relationships with local government units and with nonprofit organizations with shared missions and goals
- Improved funding for CRWP's area of work that advance the organization's mission and vision

5. CAPACITY-BUILDING

Strengthen CRWP's organizational capacity and capabilities by:

- Building financial strength: Increasing contributed revenue and predictability of that revenue stream
- Building financial security
- Developing strategic partnerships (potential funding sources, LGU's, other non-profits, etc.)
- Strengthening CRWP's brand recognition with citizens, private, and public entities
- Recruiting, developing, and retaining effective staff, a committed Board, and engaged (working) committee members and chairs

6. WATERSHED QUALITY

Improve soils and water quality by:

- Promote conservation practices
 - Encourage and provide support for growers to plant new crops, plant cover crops, encourage reduced tillage practices, etc.
 - Assisting landowners to find a buyer to permanently protect land or make conservation or working land easement agreements on land
 - Risk mitigation programs and/or support of programs to growers and landowners
- Building area farmers' capacity for leadership in agricultural conservation practices
- Support best management practices of natural lands (WMAs, etc.) of the watershed
- Providing technical assistance to communities to improve their wastewater treatment systems as funding allows
- Delivering stormwater management education and training to urban/MS4 communities (lawns and impermeable surfaces) as well as providing support to lakeshore property owners and agricultural landowners
- Protecting groundwater recharge areas, especially in drinking water supply management areas for the municipalities in the watershed
- Participate in climate adaptation and resiliency planning across communities in the watershed
- Invasive Species prevention/management



STRATEGIC FRAMEWORK

2020–2023

MISSION

We partner with people and organizations to value, protect, and improve the Cannon River Watershed's land and water.

VISION

A community that creates and protects a watershed with healthy soils; drinkable groundwater; and clean, fishable, and swimmable rivers, lakes, and streams.





AREAS OF STRATEGIC INTENT

CORE VALUES			
RESILIENCE	EQUITY	ENGAGEMENT	
Improve the sustainability of the watershed, leaving the soil, water, and communities better prepared for the impact of climate change and other future conditions	Work toward meaningful involvement and equitable access of all watershed residents to a clean, healthy world (especially those most impacted) and lifting up the work of local leaders	Provide opportunities for all stakeholders to engage in actions that protect and improve the natural systems of the watershed	
Partner with watershed's Local Government Units (LGU) to carry out One Watershed One Plan (1W1P)	Pursue resource opportunities to further CRWP vision and help achieve Cannon River 1W1P sustainability goals.	Establish working relationships with CRWJPB, Prairie Island Indian Community, and local governments. Become the local voice for historically underrepresented and disadvantaged stakeholders with a focus on agricultural conservation. Serve as a champion for citizens and the resources in the watershed.	Leverage and expand existing network of partners, volunteers, and resources to help the CRWJPB implement 1W1P strategies and tell the story of those partners and individuals.
Establish and strengthen connections and partnerships in area communities	Engage members of business communities, including Chambers of Commerce within the watershed, and local governmental units (LGUs) in projects and events that focus on the regional economic impacts of climate change.	Expand outreach to individuals and organizations that are not traditionally involved in developing environmental policies, such as schools, faith communities, businesses, and civic groups.	Facilitate and share collaborative action among organizations with a shared interest in the outdoors, conservation, and agriculture. Continue partnership with institutions of higher education.
Increase understanding and appreciation of the Cannon River Watershed among people who live, work, and play in the watershed	Educate area growers and leaders on the value of soil health and resiliency.	Show how individual and collective action leads to cleaner water and healthier soils in our area.	Promote more recreational opportunities on land, and in our rivers, lakes, and streams by strengthening connections with recreation providers. Engage Pre-K through adult across the watershed in educational events.
Advocate for conservation and water quality on behalf of constituents of the Cannon River Watershed	"Get a seat at more tables." Seek inclusion in advisory groups and planning efforts for programs and initiatives focused on sustainability.	Promote the sentiments of underrepresented groups in conservation advocacy activities.	Collaborate with likeminded nonprofit organizations in legislative and local and state-wide governmental advocacy efforts.
Strengthen CRWP's organizational capacity and capabilities	Build financial stability and strength to enable expansion of programs.	Encourage people from traditionally underrepresented groups to join CRWP, and serve on working committees, and the board to make CRWP stronger and more effective.	Recruit, develop, and retain effective staff, a committed board, and engaged working committee members and chairs.
Improve soil and water quality	Participate in climate adaptation and resiliency planning. Give recognition and a greater platform to the work of area conservation farming leaders. Serve as conduit between landowners and potential funding partners, provide cost-share to farmers doing the "right thing." Support best management practices of natural lands.	Provide expertise to small communities struggling to find wastewater solutions. Build area farmers' capacity for leadership in agricultural conservation practices. Help landowners permanently protect land or make conservation or working land easement agreements.	Continue to work towards goals of putting highest priority land in the watershed into conservation practices. Enter into partnerships between public and private entities to promote conservation practices in the area. Elevate the youth perspective and their ideas for the future.

ACTIVITIES TO ACHIEVING STRATEGIC GOALS

1. 1W1P POSITIONING

Partner with watershed's Local Government Units (LGU) to carry out 1W1P through:

- Broadening our education and outreach efforts
- Becoming the local voice for all stakeholders with a focus on historically underrepresented populations and agricultural conservation
- Strengthening connections with volunteers
- Building positive working relationships with local, state, and national governmental units and divisions
- Be an active and trusted partner with the Cannon River Watershed Joint Powers Board and become a service provider for implementation of the Cannon River 1W1P
- Leverage and expand existing network of partners, volunteers, and resources to help the CRWJPB implement 1W1P strategies
- Pursue resource opportunities to further CRWP vision and help achieve Cannon River 1W1P goals
- Established working relationships with CRWJPB, Prairie Island Indian Community, and local government units (LGUs)
- Serve as a champion for citizens and the resources in the watershed

2. RELATIONSHIPS

Establish and strengthen connections and partnerships with:

- Local Governmental Units (Prairie Island, Counties, SWCD's, municipalities, townships, 1W1P JPB, etc.)
- Organizations with a shared interest in the outdoors, conservation and agriculture (i.e. Lake Associations, Main Street Project, Sportsmen's Clubs, etc.)
- Citizens, Schools, Faith Communities, Civic Groups, etc.
- Members of business communities, including Chambers of Commerce in the watershed

3. EDUCATION

Increase understanding and appreciation of the Cannon River Watershed among people who live, work, and play in the watershed by:

- Local Governmental Units (Prairie Island, Counties, SWCD's, municipalities, townships, 1W1P JPB, etc.)
- Organizations with a shared interest in the outdoors, conservation and agriculture (i.e. Lake Associations, Main Street Project, Sportsmen's Clubs, etc.)
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