

# FY 2020-2023 Strategic Plan

*Conservation the Idaho Way: sowing seeds of stewardship*



IDAHO

SOIL & WATER

CONSERVATION  
COMMISSION

322 E. Front Street, Suite 560  
Boise, Idaho 83702 | 208.332.1790  
[info@swc.idaho.gov](mailto:info@swc.idaho.gov)

*Conservation the Idaho Way: Sowing the Seeds of Stewardship*



SOIL & WATER  
CONSERVATION COMMISSION

## FY 2020-2023 STRATEGIC PLAN

### CONSERVATION THE IDAHO WAY

Private lands – forest, range, and croplands - care for 71% of the lower 48 states, 82% of wetlands, and 80% of endangered species. They support urban areas, agriculture, provide energy and transportation corridors, habitat for fish and wildlife, and contribute to water quality goals. In Idaho, just under 30% of all lands are privately-owned. They're in large part responsible for the health of the economy and steward much of our natural resources.

Conservation the Idaho Way is locally led agricultural stewardship on private lands. It depends on voluntary actions – projects that improve water quality, restore streams, rivers, forests, range, and croplands, and contribute to healthy soils. It balances our economic health with that of our natural resources, and helps satisfy environmental laws and regulations.

### MISSION

We facilitate coordinated non-regulatory, voluntary, and locally-led conservation by federal, state, and local governments and other partners to conserve, sustain, improve, and enhance soil, water, air, plant, and animal resources. (IC 27:22)

### SLOGAN

*Conservation the Idaho Way: sowing seeds of stewardship*

### VISION

Conservation in Idaho reflects locally-led natural resource conservation leadership and priorities, is voluntary and incentive-based, non-regulatory, and demonstrates scientifically sound stewardship. The Conservation Commission and local conservation districts are the primary entities to lead coordinated conservation efforts with partners to provide landowners and land-users with assistance and solutions for natural resource concerns and issues.

### GUIDING PRINCIPLES

- Address legislative intent and statute
- Benefit the environment and Idaho's agricultural-based economy
- Benefit conservation districts' locally led, voluntary, non-regulatory priorities and projects
- Benefit the Commission's ability to serve and meet statutory authorities
- Promote fiscal responsibility
- Strengthen existing and build new conservation partnerships
- Incorporate valid scientific data and practices
- Benefit conservation work on natural resource priority issue areas
- Promote established and innovative conservation measures

*Conservation the Idaho Way: Sowing the Seeds of Stewardship*



## FY 2020-2023 STRATEGIC PLAN

### CORE FUNCTIONS

The Conservation Commission focuses on core functions under Idaho Code Title 22, Ch. 2700 et seq, and responds to Executive Orders outlining other Strategic Plan Requirements:

1. Providing support to Idaho's 50 locally-led conservation districts
2. Providing incentive-based and general voluntary conservation programs and services
3. Conducting outreach and communications to educate and inform the public, decision makers, partners, and other stakeholders
4. Complying with Other Strategic Plan Requirements.



### KEY EXTERNAL FACTORS

There are key external factors that could affect the agency's ability to meet the goals and objectives contained in this Strategic Plan. They include:

- Availability of funding
- Changing demographics and land use designations
- State and federal regulatory pressure and mandates that could shift priorities and resources away from current activities
- Changing economics and pressures of agricultural and natural resource dependent industries which could result in significant increases or decreases in conservation program participation
- Changing economics of local, state, and federal budgets, which could result in reductions in agency personnel/services and/or fewer conservation dollars.

*Conservation the Idaho Way: Sowing the Seeds of Stewardship*



## FY 2020-2023 STRATEGIC PLAN

**CORE FUNCTIONS & KEY PERFORMANCE MEASURES** *Performance Measures were developed based on internal targets established to improve customer service. They were initially developed with key legislators and partners in conjunction with Commissioners and staff. Benchmarks/quantifiable targets were further refined in this Plan after review of past years' performance and the potential occurrence of key external factors. They are measured annually at the completion of each fiscal year.*

FY 2020 GOALS	FY 2020 OBJECTIVES	FY 2020 KEY PERFORMANCE MEASURES	FY 2020 PERFORMANCE TARGETS/BENCHMARKS
1. <b>Support Districts' voluntary conservation efforts</b>	<b>Provide and implement districts with financial, technical, and capacity building assistance</b>	<ul style="list-style-type: none"> <li>▪ Conduct annual survey to identify satisfaction with services &amp; programs</li> </ul>	<ul style="list-style-type: none"> <li>▪ % of districts satisfied with services &amp; programs               <ul style="list-style-type: none"> <li>○ 47.5% strongly agree</li> <li>○ 47.5% somewhat agree</li> <li>○ 0% neutral</li> <li>○ 2.5% somewhat disagree</li> <li>○ 2.5% disagree</li> <li>○ 0% N/A</li> </ul> </li> </ul>
		<ul style="list-style-type: none"> <li>▪ Assist in updating 5-Year Plans</li> </ul>	<ul style="list-style-type: none"> <li>▪ 50 of 50 district 5-Year Plans updated</li> </ul>
		<ul style="list-style-type: none"> <li>▪ Conduct annual technical &amp; comprehensive assistance request process, assign field staff, include reasonable/flexible amount of discretionary time</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quantify and track assistance provided               <ul style="list-style-type: none"> <li>▪ Serve 50 districts with financial assistance</li> <li>▪ 7,400/6,100 technical assistance hours requested/awarded</li> <li>▪ Serve 40 districts technical assistance</li> <li>▪ Initiate 25 new projects</li> <li>▪ Work on 100 ongoing projects</li> <li>▪ 350 landowners served</li> </ul> </li> </ul>
2. <b>Provide Conservation Programs &amp; Services</b>	<b>Provide and implement Incentive-Based Programs</b>	<b>Resource Conservation &amp; Rangeland Development Program (RCRDP)</b> Make low interest conservation loans	<ul style="list-style-type: none"> <li>▪ Quantify and track:               <ul style="list-style-type: none"> <li>▪ 65 loan inquiries/landowners served</li> <li>▪ 15 new loans</li> <li>▪ \$1,000,000 in new loans</li> <li>▪ 25 applications submitted</li> <li>▪ If Legislature rejects proposed Rule changes (all or in part), reintroduce revised Rules to address Senate Agricultural Committee's concerns about liens and loan limits</li> </ul> </li> </ul>

## FY 2020-2023 Strategic Plan

FY 2020 GOALS	FY 2020 OBJECTIVES	FY 2020 KEY PERFORMANCE MEASURES	FY 2020 PERFORMANCE TARGETS/BENCHMARKS
<p><b>2. Provide Conservation Programs &amp; Services</b> (continued)</p>	<p><b>Provide and implement Incentive-Based Programs</b> (continued)</p>	<p><b>Conservation Reserve Enhancement Program (CREP)</b> Provide technical leadership and oversight to reduce ground water use, improve water quantity and quality, enhance wildlife habitat, and decrease the risk of agriculture-related chemical and sediment runoff in Eastern Snake Plain Aquifer.</p>	<ul style="list-style-type: none"> <li>▪ Quantify &amp; track:                             <ul style="list-style-type: none"> <li>▪ 201 active contracts</li> <li>▪ 20,000 total acres under contract</li> <li>▪ 8 new contracts certified</li> <li>▪ 500 new certified acres</li> <li>▪ 40,000 total acre ft. water conserved</li> </ul> </li> </ul>
	<p><b>Provide and implement General Conservation Programs &amp; Services</b></p>	<p><b>Total Maximum Daily Load (TMDL) Implementation Planning Program</b> – subject to DEQ priorities, write plans/ designated lead for voluntary ag/grazing projects on listed/impaired waterways</p>	<ul style="list-style-type: none"> <li>▪ Quantify &amp; track:                             <ul style="list-style-type: none"> <li>▪ 5 new plans assigned by DEQ</li> <li>▪ 5 plans completed</li> <li>▪ 12 in progress</li> <li>▪ 10 pending</li> </ul> </li> </ul>
		<p><b>Ground Water Quality/Nitrate Priority Areas</b> - Facilitate cooperative ground water protection, promote and support implementation of water quality projects to maintain and enhance ground water quality</p>	<ul style="list-style-type: none"> <li>▪ Quantify &amp; track:                             <ul style="list-style-type: none"> <li>▪ 43,000 acres treated</li> <li>▪ 147,000 pounds nitrates reduced</li> <li>▪ 29,500 pounds phosphorus reduced</li> <li>▪ 150,500 tons sediment reduced (tons)</li> </ul> </li> </ul>



## FY 2020-2023 Strategic Plan

FY 2020 GOALS	FY 2020 OBJECTIVES	FY 2020 KEY PERFORMANCE MEASURES	FY 2020 PERFORMANCE TARGETS/BENCHMARKS
<b>3. Build Support for Voluntary Conservation</b>	<b>Provide and implement outreach and communication</b> - educate/inform public, decision makers, partners, and other stakeholders	Maintain Facebook & Twitter content about voluntary conservation activities of Commission and districts	<ul style="list-style-type: none"> <li>▪ Quantify &amp; track:               <ul style="list-style-type: none"> <li>▪ 5,000 annual website total visitors</li> <li>▪ 50,000 total annual Facebook post reach</li> <li>▪ 75 new Facebook page likes</li> <li>▪ 100 total annual tweets on Twitter</li> <li>▪ 50 new Twitter followers</li> </ul> </li> </ul>
		Maintain and enhance content in Tracker statistical database, increase participation in online, map-based reporting site	<ul style="list-style-type: none"> <li>▪ Add FY 2013-16 technical assistance projects to Tracker</li> <li>▪ Train and enable 40 of 50 districts to actively utilize Tracker for annual Technical Assistance Requests</li> <li>▪ Utilize to automate staff planning and evaluations</li> </ul>
		Update website to WordPress system per Governor's Office direction	<ul style="list-style-type: none"> <li>▪ Develop plan and timeline for eventual migration of website to WordPress</li> </ul>
		Publish monthly newsletter about voluntary conservation activities of Commission and districts	<ul style="list-style-type: none"> <li>▪ 700 newsletter subscriptions</li> </ul>
		Produce video on Commission accomplishments for 2020 Legislative Session, funding permitting	<ul style="list-style-type: none"> <li>• One 7-9 minute video about Commission accomplishments, funding permitting</li> <li>• Present to 5 germane legislative committees</li> </ul>
<b>4. Other Strategic Plan Requirements</b>	<b>Executive Order 2017-02</b> , adopt the NIST Cybersecurity Framework and implement CIS Critical Security Controls 1-5	As a technology customer of the Office of Information Technology Services (ITS) in the Governor's Office, we are using the cybersecurity systems and technical expertise in ITS to fulfill requirements related to Executive Order 2017-02. Staff from ITS were briefed on the NIST Core Framework, CIS Controls 1-5, and their plan for adoption of the NIST Cybersecurity Framework. We participate in DHR and ITS administered cybersecurity training, as awareness is a critical component of an effective cybersecurity program. As briefed by ITS staff, implementation of the CIS Controls 1-5 will be their responsibility for the systems they operate and, as technological tools applied to the computer systems, largely invisible to us as a customer. ITS, working through the multi-agency Incident Response Task Force, has developed an Incident Response Program in support of our agency.	

## FY 2020-2023 Strategic Plan

<p><b>4. Other Strategic Plan Requirements</b> (continued)</p>	<p><b>Executive Order 2019-02</b>, undertake a critical and comprehensive review of the agency's administrative rules to identify costly, ineffective, or outdated regulations</p>	<p>Rules Review Officer to review agency rules and discuss with Administrator, DAG and commissioners and to provide recommendations for changes in order to reduce and/or simplify existing rules (and eliminations where rules are not found to be essential to the functioning of the agency and programs).</p>
--	--	---

# FY 2020-2023 Strategic Plan

## Idaho Soil & Water Conservation Commission

Brad Little, Governor

### Board

H. Norman Wright, Chairman

Cathy Roemer, Vice Chair

Gerald Trebesch, Secretary

Erik Olson, Member

Vacant, Member

Teri Murrison, Administrator

322 E. Front Street, Suite 560

Boise, ID 83702

208-332-1790

[www.swc.idaho.gov](http://www.swc.idaho.gov)

*Conservation the Idaho Way: Sowing the Seeds of Stewardship*



SOIL & WATER  
CONSERVATION COMMISSION