Template for Strategic Plan

What are the main goals? (Choose the goals that fit your District) These should support your mission statement and conform to Florida Statute 582.

1. Water Quality Plan
2. Water Quantity Plan
3. Invasive Plant Plan
4. Healthy Soil Plan
5. Habitat Conservation Plan
6. Flooding Education and Planning Plan
7. Fundraising Plan
8. Other Local Goal

For each goal -

What Projects (that take more than a year) shall we do?

What Programs (that take a year or less) shall we do?

What Activities (that are one event) shall we do?

What Activities that another group is conducting does the District want to participate in?

The Strategic Plan looks like this:

1. Mission Statement

A. Identify who the entity is and what it does

B. Identify why things it does are important

C. Makes sense to the common person

D. Enable the Public to understand why Public dollars are being spent on these efforts.

1. Main Goal #1
2. Projects
3. First
4. Second
5. Programs
6. First
7. Second
8. Activities
9. First
10. Second
11. Activities with another Group
12. First
13. Second
14. Main Goal #2
15. Main Goal #3
16. As many main goals as the District has
17. Gaps and Needs (What the District needs to address)

Performance Measures

For each Project, Program, Activity, an Activity with another group there must be a measurable component. These are examples from one of our Goals -

1. Private well testing and outreach on results of tests. (Includes bacteria, salinity, and 1,4 dioxane and other forever chemicals.) **Hold three meetings for the public to bring in water samples. Test 95% of water samples brought in and deliver results.**
2. Conduct a public survey of awareness of the fertilizer ordinance, following up with education through Homeowner’s Associations and Public Service Announcements created by students through a contest. (This is currently on hold) **Identify the addresses of 90% of the residents that live along Gee Creek and Howell Branch Creek. Knock on 70% of the doors of the identified addresses speaking to the resident and/or leaving information that includes contact information.**
3. Public Service Announcement Contest inviting middle school and high school student, and young adults. We will develop categories based on age and messaging. Targeted subjects will include topics on ecology and environmental issues. **Invite at least ten schools or youth groups to participate in the PSA contest. Choose at least three audio spots and three video spots to disseminate to media outlets.**

To address pollution, the SSWCB will:

1. Hold a State of Seminole County Water Conference. It will address issues such as water nutrients, erosion, contaminates, salt water intrusion, and water conservation. The audience for the Water Conference are: local government officials including State Representatives, agricultural producers, business leaders, community and HOA leaders, and interested citizens.
2. Provide pollution prevention education on point and non-point source pollution information to homeowners through social media, website, and community outreach. **Invite at least five speakers. Invite at least 20 entities or groups to attend. At least two sessions will take place during the business day while at least two sessions will take place in the evening for the general public.**
3. Invite HOA board members to workshops as a spin off from the Water Conference. **Hold two workshops for HOA board members during the evening**
4. Host a series of education efforts – Save the Swales, Land Judging Contest with FFA, Envirothon Regional Competition for high school students. **Host at least two events each year.**