



# Shell Rock River WMC Meeting

April 6, 2023



SHELL ROCK RIVER WATERSHED  
MANAGEMENT COALITION



# Presentation Overview

Planning Process Updates

Review Public Feedback

Watershed Analysis Updates

Goal Setting Workshop

Questions, Next Steps, and Homework



# Today's Big Question

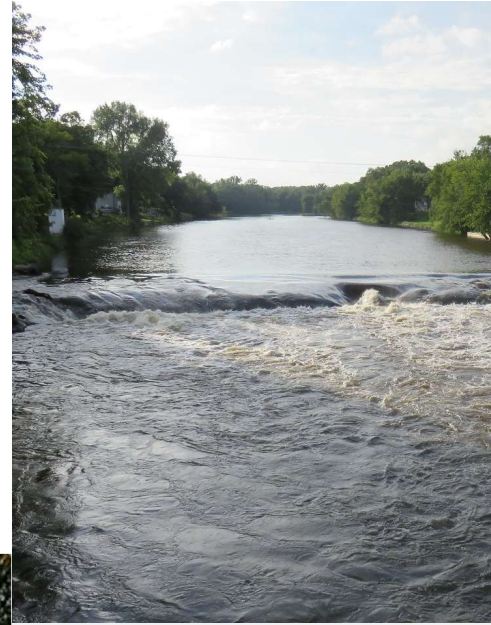
What are the goals you are trying to achieve with the plan?

## We will

- Understand the data
- Consider public input
- Dream big



# Planning Process Update



# Project Schedule



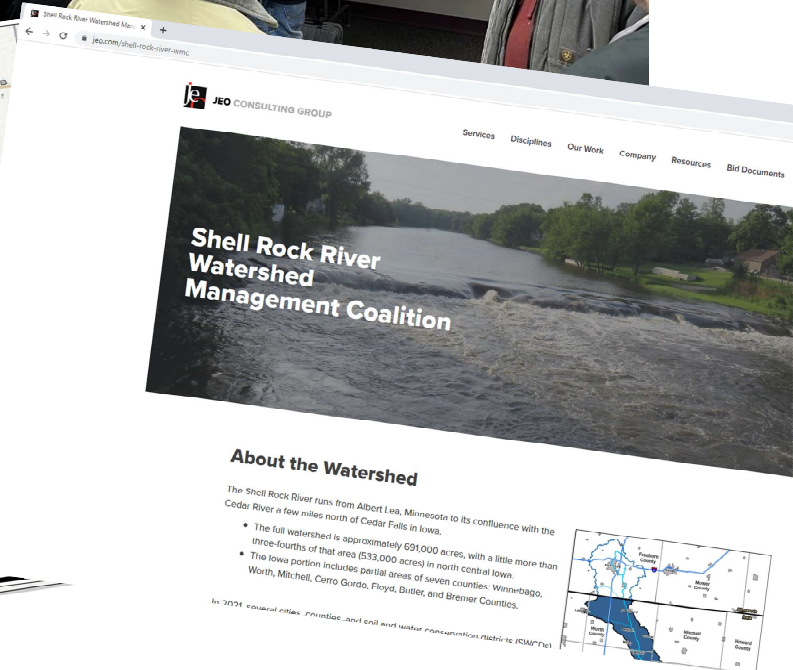
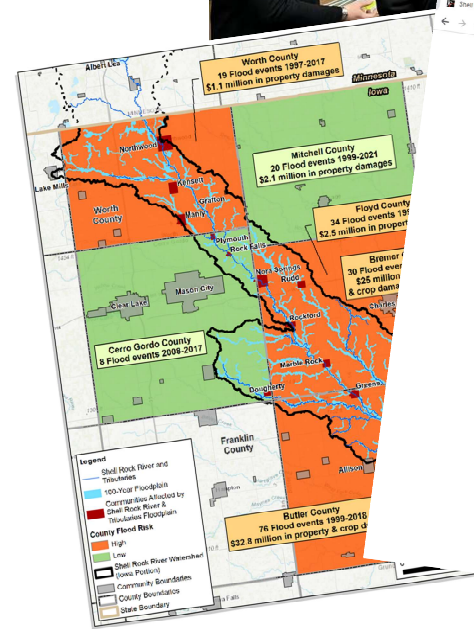
# Overview of Recent Work

Compiling and analyzing data

Website updated

Assessing input

*Thank you for your feedback to-date!*



# Status of Watershed Plan Document

Chapter	Status
Executive Summary	Last item to be completed
Chapter 1 – Introduction	Drafting
Chapter 2 – Watershed Inventory	Drafting
Chapter 3 – Current Conditions	Drafting
Chapter 4 – Goals	Drafting
Chapter 5 – Implementation Strategy	TBD
Chapter 6 – Education Plan	TBD
Chapter 7 – Action Plan	TBD
Chapter 8 – Funding	TBD
Appendices	TBD

# Homework Review

- Community input worksheets
- Newspaper clippings requested
- Watershed pictures requested





# Review Public Feedback



# Obtaining Public Feedback

- ✓ Developed a stakeholder engagement plan
- ✓ Project website created
- ✓ Held a public open house meeting – scoping input
- ✓ Requesting feedback via worksheets
- ✓ Planning a 2<sup>nd</sup> public open house meeting – review draft plan
- ✓ Engaging potential new members and partners



# Open House

March 16, 2023

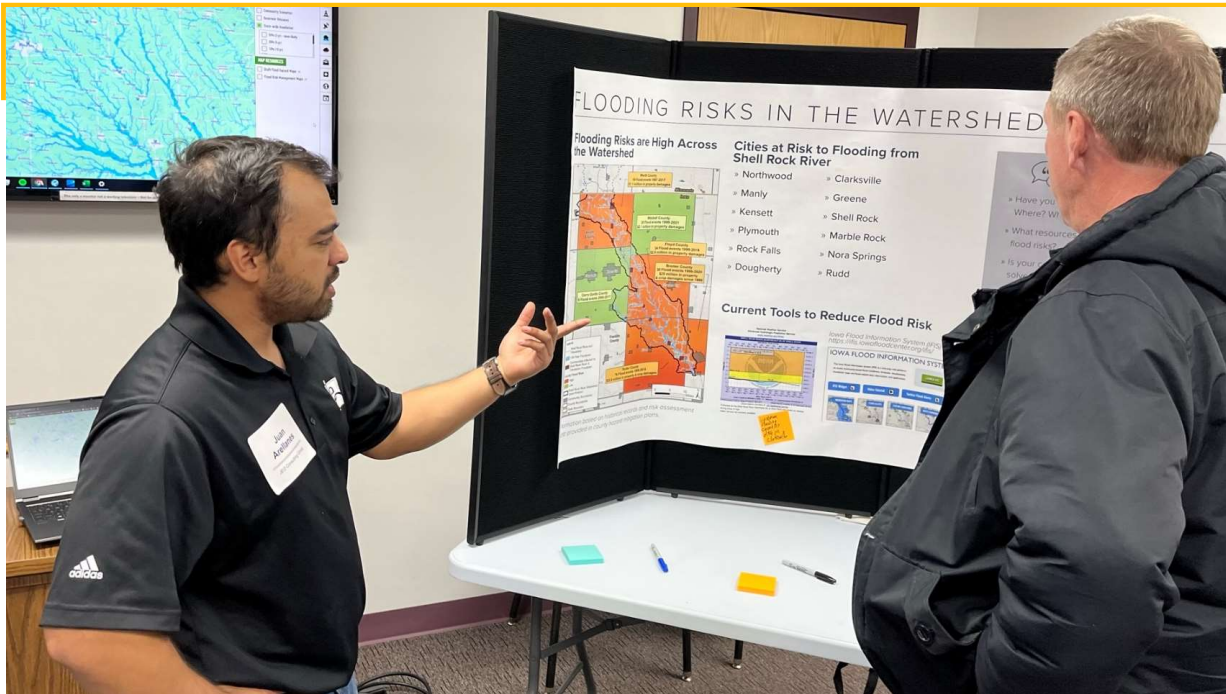
Press release sent out to  
22 media contacts

Social media event and  
invitation

17 attendees signed in

- Farmers
- Residents
- Landowners
- Businesses





What topics did you discuss with attendees during the meeting?

How did this group feel about the open house meeting setup (inviting, casual, etc.)?

What was something we learned from the open house meeting?

Is there anything you'd like to see improved on for the next public open house?

# Open House

March 16, 2023



# Homework Status (Worksheets)

- 9 have been received
  - 2 non-members
  - 6 members
- 18 remaining
  - 8 non-members
  - 10 members
- JEO working on calling and emailing reminders

Jurisdiction	WMC Member	Worksheet?
<b>Cities</b>		
Allison	No	1st contact via email 3/24
Clarksville	No	1st contact via email 3/24
Dougherty	No	1st contact via phone 3/30 - hung up right awa
Grafton	No	Received
Greene	No	Received
Kensett	No	Not Received
Manly	No	Not Received
Marble Rock	No	1st contact via email 3/24
Nora Springs	Yes	Not Received
Northwood	Yes	Received
Plymouth	Yes	Not Received
Rock Falls	No	1st contact via email 3/27
Rockford	No	Not Received
Rudd	No	1st contact via email 3/27
Shell Rock	Yes	Received
<b>Counties</b>		
Bremer	Yes	Received - w/SWCD
Butler	Yes	Received
Cerro Gordo	Yes	Not Received
Floyd	Yes	Not Received
Mitchell	Yes	Not Received
Worth	Yes	Received
<b>SWCDs</b>		
Bremer County SWCD	Yes	Received - w/county
Butler County SWCD	Yes	Not Received
Cerro Gordo County SWCD	Yes	Not Received
Floyd County SWCD	Yes	Not Received
Mitchell County SWCD	Yes	Not Received
Worth County SWCD	Yes	Not Received

# Homework Status

## Observations to Date

Water Quality, Flooding, and Recreation = all important issues

Willing to work across jurisdictions?  
**YES!!**

Some potential projects identified...  
could be demonstration sites?

“Shell Rock doesn’t affect our town”

### Needs

- Education on the issues/solutions – a good starting point
- Make data easier to access
- Make funding programs easier to access/more enticing
- Possible rec needs: river access, a lake, white water park (river rapids), river trail designation

# Worksheets

Please complete ASAP

JEO working on calling and emailing reminders





# Obtaining Public Feedback

- ✓ Developed a stakeholder list
  - ✓ Project website created
  - ✓ Held a public meeting
  - ✓ Requesting feedback
  - ✓ Planning a 2<sup>nd</sup> meeting
  - ✓ Engaging potential stakeholders
- Other thoughts, ideas, or needs on stakeholder and public involvement during the planning process?
- ...it plan



# Watershed Analysis Updates





# Watershed Analysis Updates

Updated data gathering and analysis

- Stream gaging
- Flood risk analysis
- Water quality sampling

# Flooding Data Resources

## Existing Data Sources

- County-level hazard mitigation plans
- Stream gaging (@ Shell Rock, IA)
  - IFC
  - USGS
  - NWS flood forecasting
- Mapping
  - IFC – Flood risk/depth maps
  - FEMA – Insurance/regulatory maps

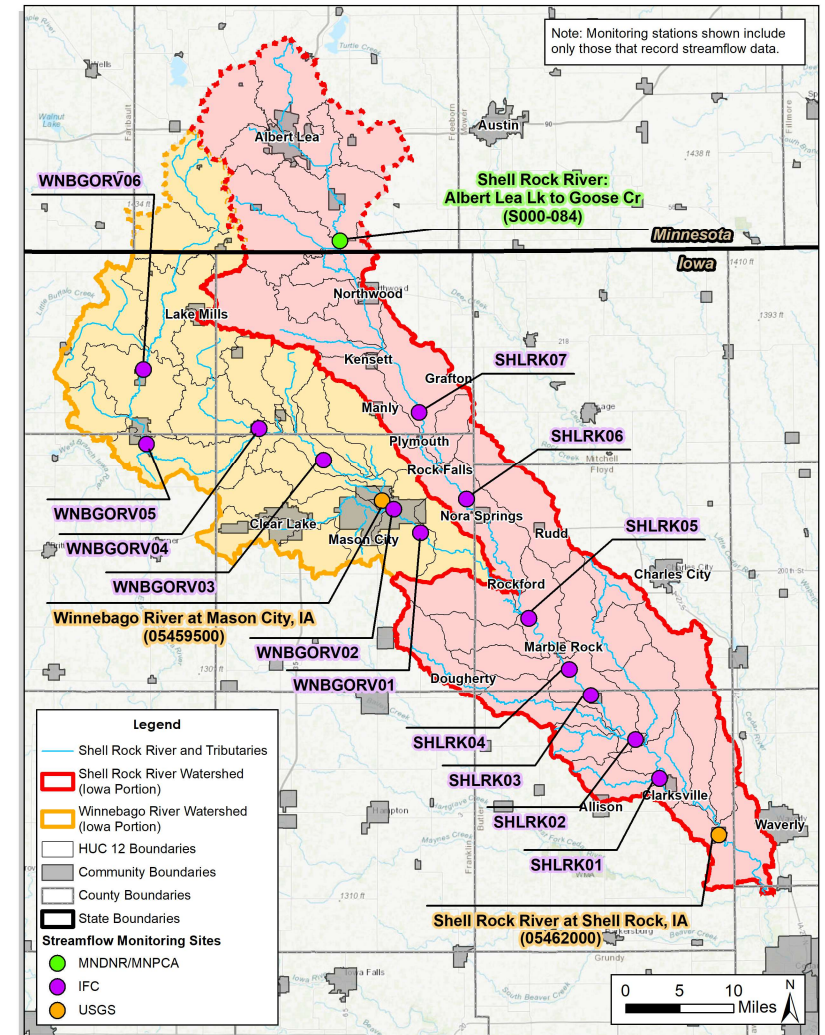


# Stream Gaging

Additional primary sites:

- Shell Rock in Minnesota
- Winnebago @ Mason City

Can help to “portion out” flows



# Flooding Risk Assessment

**DRAFT**

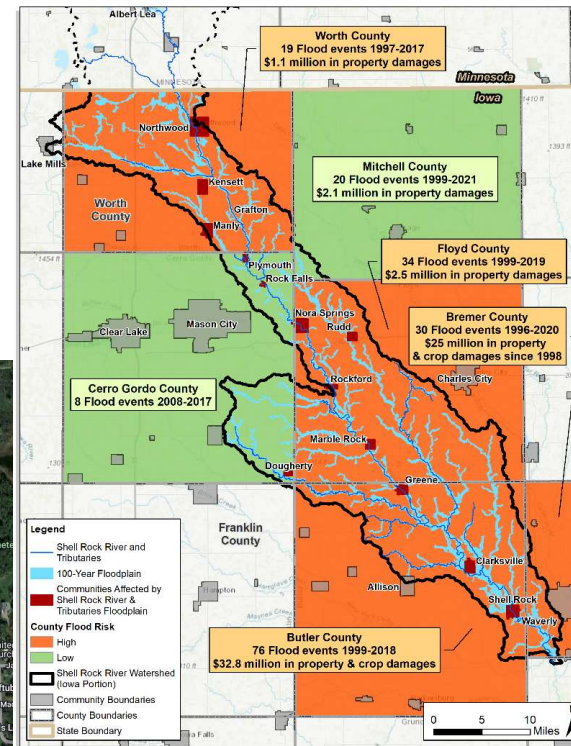
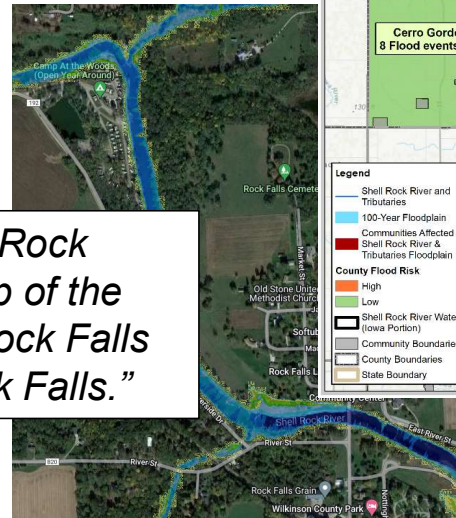
## Ongoing Work

- County-level data
- City-level risk review

## Cities

- Northwood
- Manly
- Kensett
- Plymouth
- **Rock Falls**
- Dougherty
- Clarksville
- Greene
- Shell Rock
- Marble Rock
- Nora Springs
- Rudd

*In 2012, "Flash flooding of the Shell Rock River led to the evacuations of Camp of the Woods Campground northwest of Rock Falls and Wilkinson Campgrounds in Rock Falls."*





# Flooding Risk Assessment

## “Tiered” screening process for Cities

- Tier 1 – Flood risk present?
- Tier 2 – Nature of flood risk
- Tier 3 – Mitigation strategies

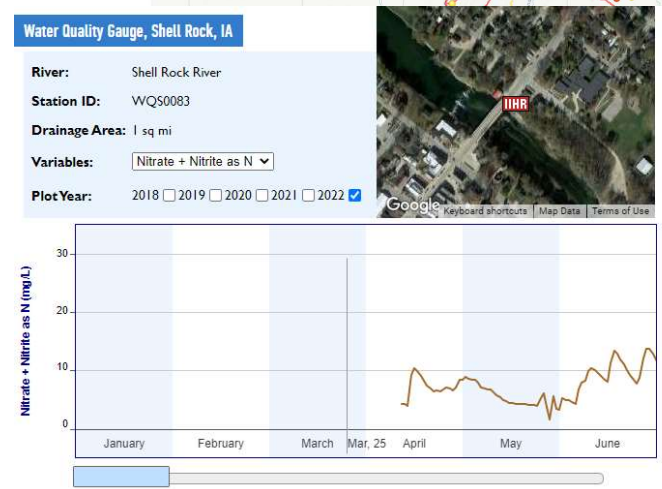
## Status

- 15 cities screened
- 4 removed at Tier 1 – no significant risk
  - Allison
  - Dougherty
  - Grafton
  - Kensett
- Tier 2 screening underway

# Water Quality Data Sources

- DNR
  - Ambient Stream Monitoring
  - Monthly measurements (1999-2022)
  - Integrated Report (Impaired Waters)
  - AQuIA & ADBNet Websites
  - TMDL studies
- IFC Stream Sensors
  - Includes USGS data
  - Daily measurements (2018-2022)

2022 Impaired Waters Map



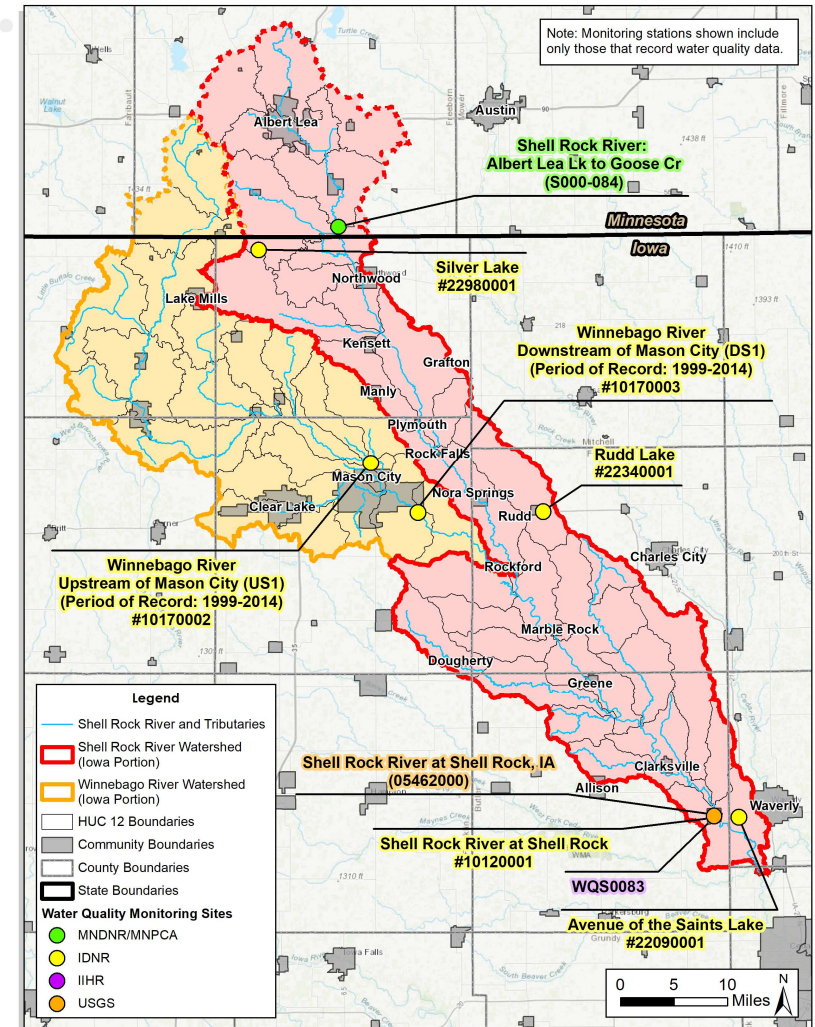


# Water Quality Monitoring Sites

Additional sites:

- Shell Rock in Minnesota
- Winnebago up/down stream Mason City
  - Limited period of record

Can help to “portion out” pollutants



# Goal Setting Workshop



# Today's Big Question

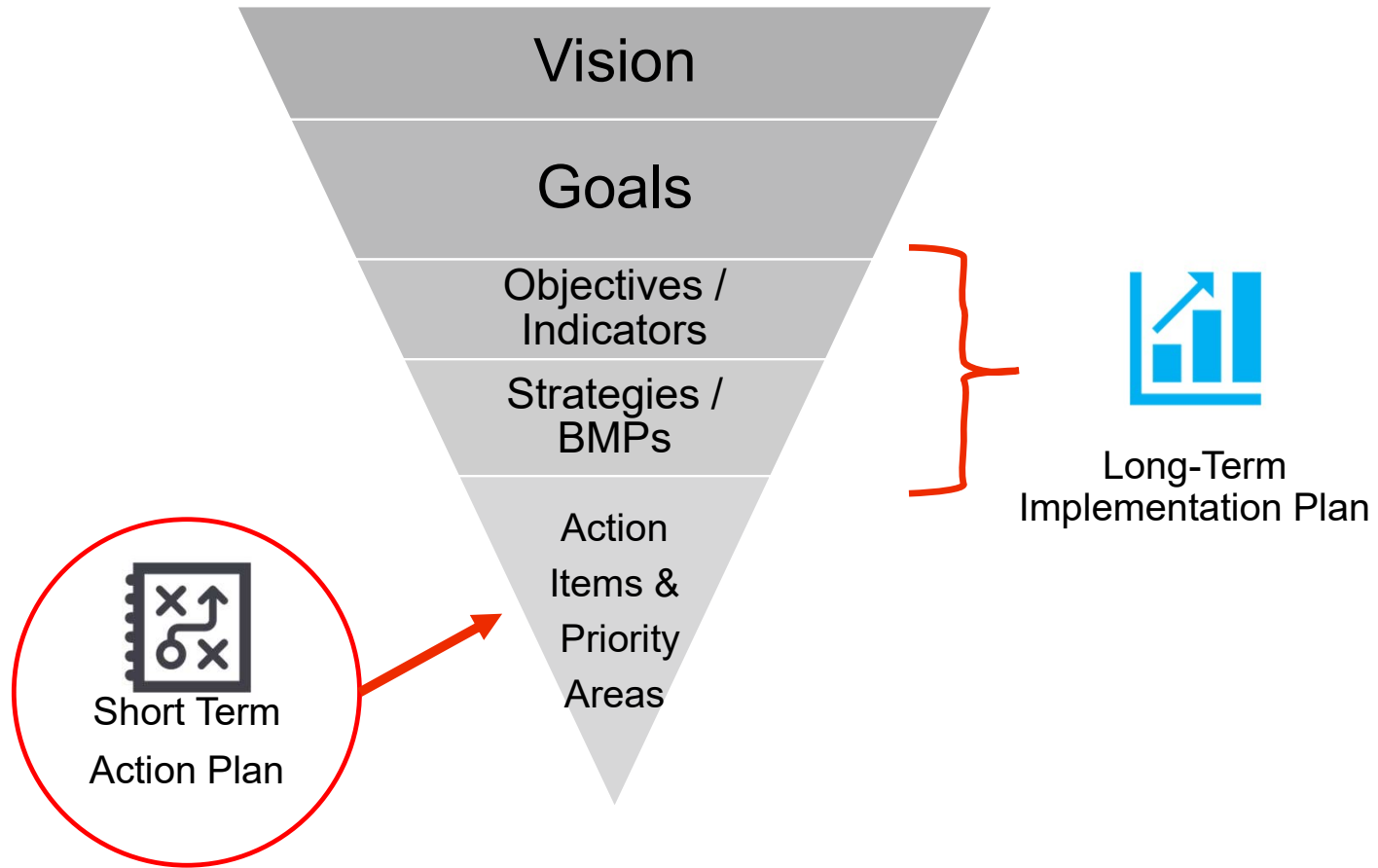
What are the goals you are trying to achieve with the plan?

## We will

- Understand the data
- Consider public input
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# Watershed Plan Goal Setting



# Goal Setting Steps



## **Form a Vision or Mission Statement**

Set by Coalition



## **Identify “Issues & Solutions”**

Input from all stakeholders

What does data tell us?



## **Identify SMART Goals**

Enhances ability to gauge success

Improves partner buy-in



# Vision or Mission Statement

- “Where are we headed?”
- Serves as a foundation for the watershed plan
- Sets the planning boundaries
- Should inspire and energize
- Aspirational or challenging in nature
  - Goals, objectives, and action items fill in the details
- Developed early in planning process
- *Initial draft from the DNR grant*



# Mission Statement - DRAFT

“To assess and reduce flooding risks; repair, improve, and enhance the quality, appearance and recreational use of the Shell Rock River Watershed by encouraging municipal, public and private support and participation through education, conservation practices and volunteering.”

*Any reason to edit this for the plan?*



# Types of Issues Heard So Far

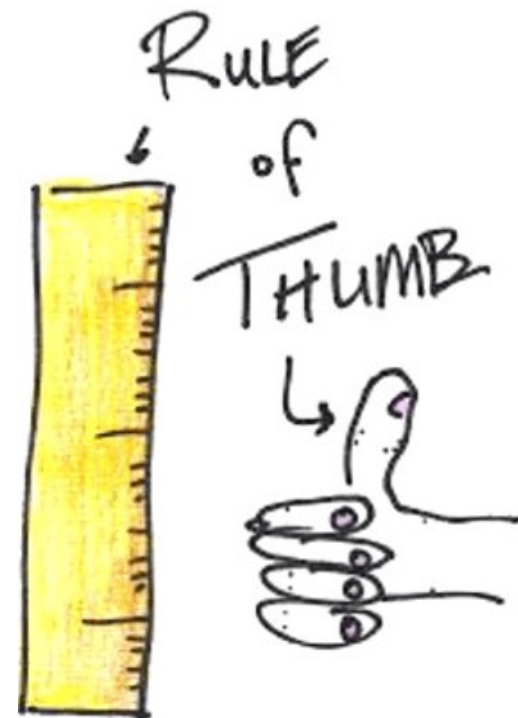
- Flooding
- Stormwater runoff
- Water quality
- Tiling
- Recreation
- Habitat
- Funding & Organization
- Partnerships and Cooperation
- Watershed Policy
- Education & Outreach
- Monitoring & Evaluation
- Others?





# My Rules of Thumb for Goal Writing

- Keep goals simple, but broad.
- They help communicate what the plan/coalition is focused on.
- Don't have too many.
- Remember most of the details are worked out in objectives, targets, action items, etc.
- Must have buy-in from you.



# Draft Goals for Discussion





1. Flood resiliency will be improved at the individual, community, and watershed level
2. Improve water quality to support all uses and ensure it meets state standards and goals.
3. Utilize river centered recreation to enhance local communities and connect the public with the watershed.
4. Create an informed, educated, and passionate public that works towards improving watershed management.

*What edits, updates, or additions need made for including these in the watershed plan?*



# Next Steps on Goals

1. Update, based on today's feedback – send out for review
2. Review and/or adopt at next meeting
3. Begin to develop and identify:
  1. Objectives/indicators
  2. Strategies/BMPs
  3. Action Items
4. Ensure goals are SMART

<b>S</b> 	<b>SPECIFIC</b> A defined end point or target.
<b>M</b> 	<b>MEASURABLE</b> Attach numbers and timelines to the goal.
<b>A</b> 	<b>ACHIEVABLE</b> Based on existing figures and research, is it achievable?
<b>R</b> 	<b>RELEVANT</b> Is this goal in line with the vision?
<b>T</b> 	<b>TIME LIMITED</b> The goal must be measurable over a period of time.



# Next Steps



# Next Steps

## Next meeting agenda (tentative)

- Review updated goals
- Discuss long-term implementation strategies
- **Working session:** Develop draft action plan
- **Learning moment:** Neil Shaffer, Howard Counties Watershed Projects

## Homework

- Complete and return your worksheets **ASAP**
- Review updated draft goals
- Review draft chapters
- Optional read-ahead for July meeting



# Thank You!!



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