Shell Rock River Watershed Management Coalition (SRRWMC) DRAFT – April 6, 2023 Watershed Planning - Goal Setting Worksheet

SRRWMC Mission Statement

Based on the watershed planning grant application

"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?

Shell Rock River Watershed Management Coalition (SRRWMC) DRAFT – April 6, 2023 Watershed Planning - Goal Setting Worksheet

Potential Watershed Plan Goals

Based on the watershed planning grant application.

Final watershed plan goals should be related, but separate from the overall goals the SRRWMC has, and the grant funding goals.

- The SRRWMC's goal is to participate in the management and enhancement of the Iowa portion of the Shell Rock River
 Watershed from the state border with our Minnesota Shell Rock River Watershed District partners and connecting with the headwaters of the Cedar River and the Middle Cedar Watershed Management Authority.
- Facilitate collaboration between our counterparts: the Shell Rock River/Winnebago Watershed District in Minnesota, and the Middle Cedar WMA. Commence procedures on a neighboring WMA in the Iowa Winnebago Watershed.
- Thus, it is our goal to initiate completion of the management of the entire Shell Rock River and Winnebago watersheds to the headwaters of the Cedar River and the Middle Cedar River Watershed Management Authority.
- Increase participation from municipalities, landowners, organizations, agricultural producers and the general public in the SRRWMC.
- The SRRWMC's goals expressed in this proposal align with Iowa's Nonpoint Source Management Plan as detailed below:

Shell Rock River Watershed Management Coalition (SRRWMC) DRAFT – April 6, 2023

Watershed Planning - Goal Setting Worksheet

Nonpoint Source Management Plan Goal	Relevant Objectives
	1.2 Encourage SWCDs to cooperate
Build Partnerships to Enhance a	within watershed boundaries.
Collaborative Watershed Approach to	1.4 Implement Smart Planning
Nonpoint Source Water Pollution	principles, as provided by Code of Iowa at watershed level
	2.1 Build local and mutual
	accountability through community-
	based watershed and
	other groups to set expectations for
	conservation behavior.
Improve Technical Assistance, Outreach, and Education to Facilitate NPS Assessment, Planning and Implementation	 2.3 Develop a consistent, understandable message about conservation set for delivery by multiple groups. *Put together an action plan and an education plan to develop consistent messaging about conservation and water efforts within the watershed. 3.2 Develop local natural resource goals with targeted solutions to meet watershed needs.
Science-Based Performance Measures	
	3.6 Adopt system-based
	implementation and monitoring
	strategies versus practice—based
	approaches.
For dia s	4.1 Coordinate existing public
Funding	programs that provide financial
	assistance programs.

Shell Rock River Watershed Management Coalition (SRRWMC) DRAFT – April 6, 2023 Watershed Planning - Goal Setting Worksheet

Draft Goals for Editing & Discussion

What edits, updates, or additions need made for including these in the W

ate	ershed plan?
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.