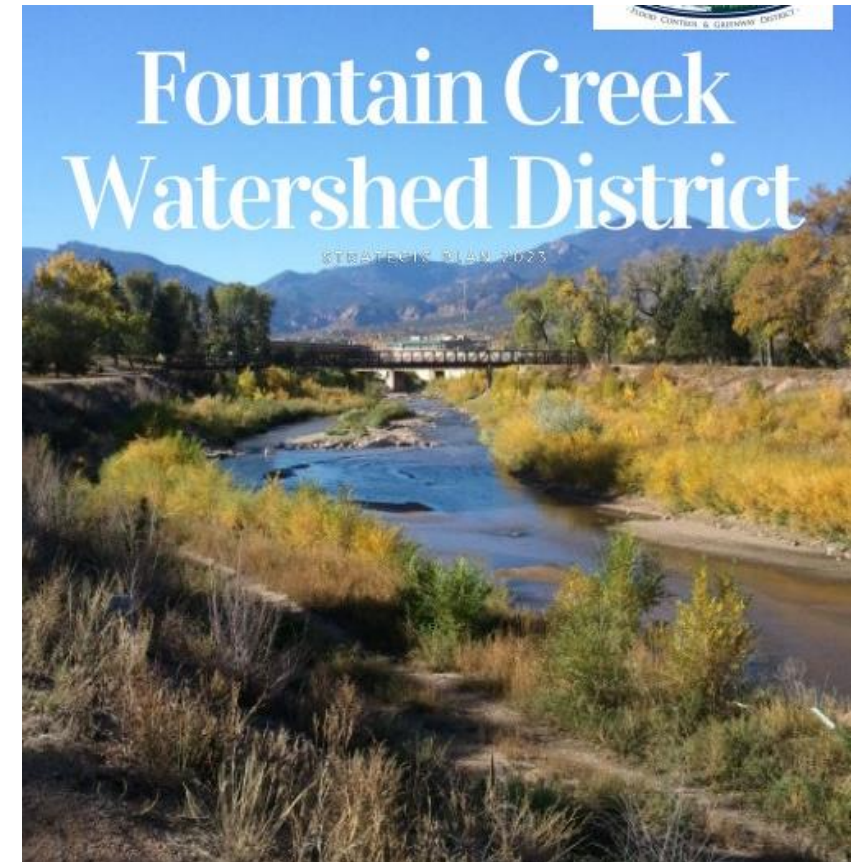


2023 FCWD Strategic Plan

Goals and Strategic Objectives

Goals

- To understand all funding opportunities (grants, project partnerships, social-impact programming, etc.,) to fully leverage any sustaining dollars the District receives
- Create the necessary infrastructure and plans for the District to successfully scale the size and scope of its work if it does receive sustainable funding from the public
- Identify and build programs that streamline projects and add value to municipalities and organizations completing projects within the watershed
- Grow regional partnerships that encourage deeper collaboration between all municipalities and organizations invested in the future of the watershed
- Bolster the District's brand and name recognition throughout the watershed boundaries by strengthening public communications, marketing, and advocacy efforts throughout the region
- Strengthen the culture of conservation and water quality protection throughout the watershed by demonstrating the value of a healthy watershed to communities through partnerships with school districts, non-profits, and other community facing organizations




Strategic Objective 1

Supported Strategic Priority: Sustainable Funding

Deadline	Objective
Nov 30, 2023	Create and present a public education plan for pursuing the chosen sustainable funding solution
Mar 31, 2024	Research the four options for sustainable funding for the District and select the best path forward
Mar 31, 2024	Compile an exhaustive list of all opportunities for grant funding and state/federal dollars to support projects in the district and District operations
Aug 15, 2024	Present a proposed budget for potential sustainable funding for board review and discussion
Oct 31, 2024	Create and present to the Board a plan for scaling the infrastructure and staff of the organization to align with the chosen path for sustainable funding for the district

Strategic Objective 2

Supported Strategic Priority: Stronger Regional Collaboration



Deadline	Objective
Oct 31, 2023	Start meeting regularly with and build rapport with the USACE, especially decision makers in the Albuquerque office
Dec 31, 2023	Research and provide a recommendation on any changes the District should make to its operating and taxing authority boundaries or pursuing the creation of Special Improvement District
Mar 31, 2024	Work with each jurisdiction in the watershed to compile a masterlist of projects to be completed that includes at least 1 project from each member jurisdiction
May 31, 2024	Research the potential for creating a Development Service Enterprise and present a plan to the board for creating this or a similar program to manage watershed related projects in new and existing development
Dec 31, 2024	Research the potential for securing a Regional General Permit from the USACE and propose a path forward towards securing one for the district
May 25, 2025	Work with jurisdictions in the watershed to better understand public safety challenges along our waterways and how the District can best partner and support municipalities in improving public safety along our watershed

Strategic Objective 3

Supported Strategic Priority: Improve Name Recognition

Deadline	Objective
Sep 30, 2023	Create a marketing and communications plan to enhance the district's community outreach and communications
Oct 30, 2023	Provide options for the board to update the district's vision and mission
Dec 31, 2023	Build relationships with local media that result in at least one story per month in local news about the watershed district
Mar 31, 2024	Work with local partners who have active projects in the watershed to create signage and other notifications to demonstrate the work being done to improve the watershed
Mar 31, 2024	Evaluate the benefits of changing the Districts name, either formally through the legislature or informally through other means such as a DBA. If necessary, work with members of the state legislature to pursue updates to the governing legislation of the district to facilitate a name change by the end of the 2024 legislative session
May 31, 2024	Start holding meetings with local, state, and federal officials and partners within the watershed district boundaries
May 31, 2024	Identify a minimum of five local organizations that will benefit from the procurement of a regional general permit or the development services enterprise

Strategic Objective 4

Strategic Priority: Stronger Culture of Conservation

Deadline	Objective
Dec 31, 2023	Develop a plan for semiannual regional watershed tours for elected officials, key stakeholders, and members of the media to interface directly with our region's waterways
Dec 31, 2024	Develop a plan for a "state of our watershed" event hosted by the watershed district
Jul 31, 2025	Research best practices other districts have implemented in partnering with local schools and identify two local school districts to build curriculum and/or opportunities for classrooms to engage in learning and activities around the watershed

Strategic Objectives by Due Date - 1

Deadline	Objective
Sep 30, 2023	Create a marketing and communications plan to enhance the district's community outreach and communications
Oct 30, 2023	Provide options for the board to update the district's vision and mission
Oct 31, 2023	Start meeting regularly with and build rapport with the USACE, especially decision makers in the Albuquerque office
Nov 30, 2023	Create and present a public education plan for pursuing the chosen sustainable funding solution
Dec 31, 2023	Develop a plan for semiannual regional watershed tours for elected officials, key stakeholders, and members of the media to interface directly with our region's waterways
Dec 31, 2023	Research and provide a recommendation on any changes the District should make to its operating and taxing authority boundaries or pursuing the creation of Special Improvement District

Strategic Objectives by Due Date - 2

Deadline	Objective
Dec 31, 2023	Build relationships with local media that result in at least one story per month in local news about the watershed district
Mar 31, 2024	Research the four options for sustainable funding for the District and select the best path forward
Mar 31, 2024	Compile an exhaustive list of all opportunities for grant funding and state/federal dollars to support projects in the district and District operations
Mar 31, 2024	Work with each jurisdiction in the watershed to compile a masterlist of projects to be completed that includes at least 1 project from each member jurisdiction
Mar 31, 2024	Work with local partners who have active projects in the watershed to create signage and other notifications to demonstrate the work being done to improve the watershed
Mar 31, 2024	Evaluate the benefits of changing the District's name, either formally through the legislature or informally through other means such as a DBA. If necessary, work with members of the state legislature to pursue updates to the governing legislation of the district to facilitate a name change by the end of the 2024 legislative session

Strategic Objectives by Due Date - 3

Deadline	Objective
May 31, 2024	Research the potential for creating a Development Service Enterprise and present a plan to the board for creating this or a similar program to manage watershed related projects in new and existing development
May 31, 2024	Start holding meetings with local, state, and federal officials and partners within the watershed district boundaries
May 31, 2024	Identify a minimum of five local organizations that will benefit from the procurement of a regional general permit or the development services enterprise
Aug 15, 2024	Present a proposed budget for potential sustainable funding for board review and discussion
Oct 31, 2024	Create and present to the Board a plan for scaling the infrastructure and staff of the organization to align with the chosen path for sustainable funding for the district
Dec 31, 2024	Research the potential for securing a Regional General Permit from the USACE and propose a path forward towards securing one for the district
Dec 31, 2024	Develop a plan for a “state of our watershed” event hosted by the watershed district

Strategic Objectives by Due Date - 4

Deadline	Objective
May 25, 2025	Work with jurisdictions in the watershed to better understand public safety challenges along our waterways and how the District can best partner and support municipalities in improving public safety along our watershed
Jul 31, 2025	Research best practices other districts have implemented in partnering with local schools and identify two local school districts to build curriculum and/or opportunities for classrooms to engage in learning and activities around the watershed

Strategic Priorities Discussion

- Funding
 - Seek grant opportunities
 - Talk to partners, member governments about collaborative grant projects/programs
- Strengthen jurisdictional collaboration
 - Talk to current partners, bring in new
 - Work with public safety – emergency planning departments?
 - Plan State of the Watershed event
- Improve name recognition, communication
 - Develop new outreach material – trifold, others?
 - Support Marketing Plan – how to involve?
 - Media support – community calendars
 - Elevator speech?
- Build a stronger culture of conservation, preservation and elevate recreational opportunities
 - Participate in recreational programming
 - Pueblo Bike Ride - May
 - CS Bike Ride – Sept?
 - Fishing derby?
 - Take part in watershed tours
 - Spring
 - Summer
 - Fall