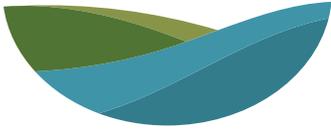


CLEAN RIVER PARTNERS



STRATEGIC FRAMEWORK

2020–2023

MISSION

We partner with people and organizations to value, protect, and improve the Cannon River Watershed's land and water.

VISION

A community that creates and protects a watershed with healthy soils; drinkable groundwater; and clean, fishable, and swimmable rivers, lakes, and streams.



CORE VALUES

RESILIENCE

EQUITY

ENGAGEMENT

Improve the sustainability of the watershed, leaving the soil, water, and communities better prepared for the impact of climate change and other future conditions.

Work toward meaningful involvement and equitable access of all watershed residents to a clean, healthy world.

Provide opportunities for all stakeholders to engage in actions that protect and improve the natural systems of the watershed.

Partner with watershed's Local Government Units to carry out One Watershed One Plan (1W1P).

Pursue resource opportunities to further Clean River Partners' vision and help achieve Cannon River 1W1P sustainability goals.

Establish working relationships with Cannon River Watershed Joint Powers Board (CRWJPB), Prairie Island Indian Community, and local governments. Become the local voice for historically underrepresented and disadvantaged stakeholders with a focus on agricultural conservation. Serve as a champion for citizens and the resources in the watershed.

Leverage and expand the existing network of partners, volunteers, and resources to help the CRWJPB implement 1W1P strategies and tell the story of those partners and individuals.

Establish and strengthen connections and partnerships in area communities.

Engage members of business communities, including Chambers of Commerce within the watershed and Local Government Units in projects and events that focus on the regional economic impacts of climate change.

Expand outreach to individuals and organizations that are not traditionally involved in developing environmental policies, such as schools, faith communities, businesses, and civic groups.

Facilitate and share collaborative action among organizations with a shared interest in the outdoors, conservation, and agriculture. Continue partnership with institutions of higher education.

Increase understanding and appreciation of the Cannon River Watershed among people who live, work, and play in the watershed.

Educate area growers and leaders on the value of soil health and resiliency.

Show how individual and collective action leads to cleaner water and healthier soils in our area.

Promote more recreational opportunities on land and in our rivers, lakes, and streams by strengthening connections with recreation providers. Engage pre-K through adult individuals in educational events across the watershed.

Advocate for conservation and water quality on behalf of constituents of the Cannon River Watershed.

Get a seat at more tables. Seek inclusion in advisory groups and planning efforts for programs and initiatives focused on sustainability.

Promote the sentiments of underrepresented groups in conservation advocacy activities.

Collaborate with like-minded nonprofit organizations in legislative and local and statewide governmental advocacy efforts.

Strengthen Clean River Partners' organizational capacity and capabilities.

Build financial stability and strength to enable expansion of programs.

Encourage people from traditionally underrepresented groups to join Clean River Partners and serve on working committees and the board to make it stronger and more effective.

Recruit, develop, and retain effective staff, a dedicated board, and engaged working committee members and chairs.

Improve soil and water quality.

Participate in climate adaptation and resiliency planning. Give recognition and a greater platform to the work of area conservation farming leaders. Serve as conduit between landowners and potential funding partners, provide cost-share to farmers doing the right thing. Support best management practices of natural lands.

Provide expertise to small communities struggling to find wastewater solutions. Build area farmers' capacity for leadership in agricultural conservation practices. Help landowners permanently protect land or make conservation or working land easement agreements.

Continue to work toward goals of putting highest-priority land in the watershed into conservation practices. Enter into partnerships between public and private entities to promote conservation practices in the area. Elevate the youth perspective and their ideas for the future.

AREAS OF STRATEGIC INTENT

ACTIVITIES TO ACHIEVING STRATEGIC GOALS

1. 1W1P PARTNERING

Partner with watershed's Local Government Units to carry out 1W1P through:

- Broadening our education and outreach efforts
- Becoming the local voice for all stakeholders with a focus on historically underrepresented populations and agricultural conservation
- Strengthening connections with volunteers
- Building positive working relationships with local, state, and national governmental units and divisions
- Being an active and trusted partner with the Cannon River Watershed Joint Powers Board (CRWJPB) and become a service provider for implementation of the Cannon River 1W1P
- Leveraging and expanding the network of partners, volunteers, and resources to help the CRWJPB implement 1W1P strategies
- Pursuing resource opportunities to further Clean River Partners vision and help achieve Cannon River 1W1P goals
- Establishing working relationships with CRWJPB, Prairie Island Indian Community, and Local Government Units
- Serving as a champion for citizens and the resources in the watershed

2. RELATIONSHIPS

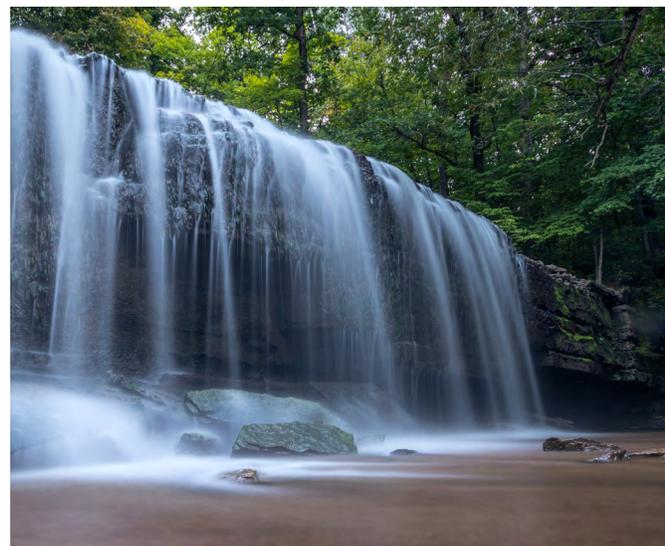
Establish and strengthen connections and partnerships with:

- Local Government Units (Prairie Island, Counties, SWCDs, municipalities, townships, 1W1P JPB, etc.)
- Organizations with a shared interest in the outdoors, conservation, and agriculture (i.e., lake associations, Main Street Project, sportsmen's clubs, etc.)
- Citizens, schools, faith communities, civic groups, etc.
- Members of business communities, including Chambers of Commerce in the watershed

3. EDUCATION

Increase understanding and appreciation of the Cannon River Watershed among people who live, work, and play in the watershed by:

- Promoting more recreational opportunities on land and in our rivers, lakes, and streams, by strengthening connections with recreation providers, birding, biking, hiking, and other groups, and supporting the improvement of put-in/take-out access to area rivers, streams and lakes
- Informing residents of opportunities to recreate (fish, boat, swim, etc.) and developing our own opportunities for meaningful interaction with area water bodies (paddling, insect safari, etc.)
- Educating the public on the recreational value of clean, fishable, swimmable rivers, lakes, and streams
- Showing which individual and collective actions can lead to cleaner water in our area (i.e., promoting rain gardens, providing educational opportunities for the broader community to learn about happenings and issues in the watershed, and facilitating small community wastewater projects)
- Promoting the value of soil health and resiliency to area growers and leaders (i.e., promotion and distribution of green manure cover crop seed mixes, etc.)



4. ADVOCACY

Advocate for conservation and water quality on behalf of constituents of the Cannon River Watershed.

- Be recognized as an effective local advocate for conservation, watershed management, healthy soils, drinkable groundwater, sustainable agriculture, and outdoor recreation
- Organize a group of Clean River Partners members for Water Action Day at the Capitol in St. Paul
- Show how individual and collective action can lead to cleaner water in our area
- Develop and maintain strong relationships with Local Government Units and with nonprofit organizations with shared missions and goals
- Increase funding for Clean River Partners' area of work that advances the organization's mission and vision
- Get a seat at **more** tables

5. CAPACITY-BUILDING

Strengthen Clean River Partners' organizational capacity and capabilities by:

- Building financial security by increasing contributions and predictability of that revenue stream
- Developing strategic partnerships with potential funding sources, Local Government Units, other nonprofits, etc.
- Strengthening Clean River Partners' brand recognition with citizens and private and public entities
- Recruiting, developing, and retaining effective staff, a dedicated board, and engaged committee members and chairs

6. WATERSHED QUALITY

Improve soil and water quality by:

- Promoting conservation practices
 - Encouraging and providing support for growers to plant new crops, plant cover crops, and encourage reduced tillage practices, etc.
 - Assisting landowners to find a buyer to permanently protect land or make conservation or working land easement agreements on land
- Building area farmers' capacity for leadership in agricultural conservation practices
- Supporting best management practices of natural lands (WMAs, etc.) of the watershed
- Providing guidance to communities to improve their wastewater treatment systems
- Delivering stormwater management education and training to urban communities and providing outreach and education to lakeshore property owners and rural landowners
- Protecting groundwater recharge areas, especially in drinking water supply management areas for the municipalities in the watershed
- Participating in climate adaptation and resiliency activities across communities in the watershed