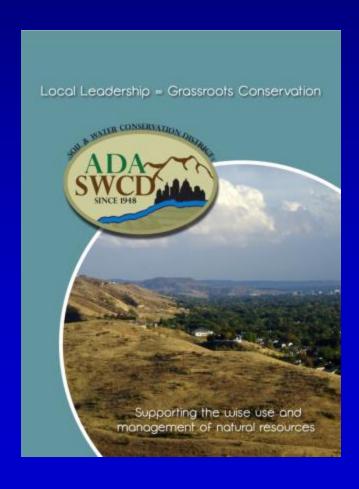
Locally Led in Developing Areas:

Ada SWCD (Boise, Idaho) Partnership Outreach Strategy

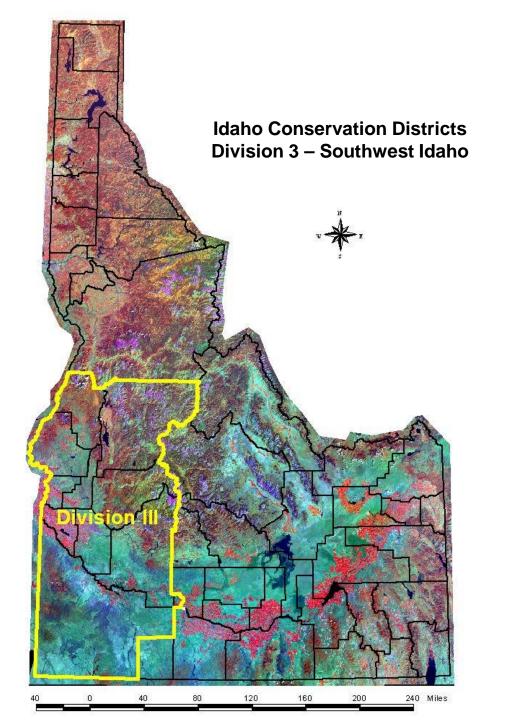


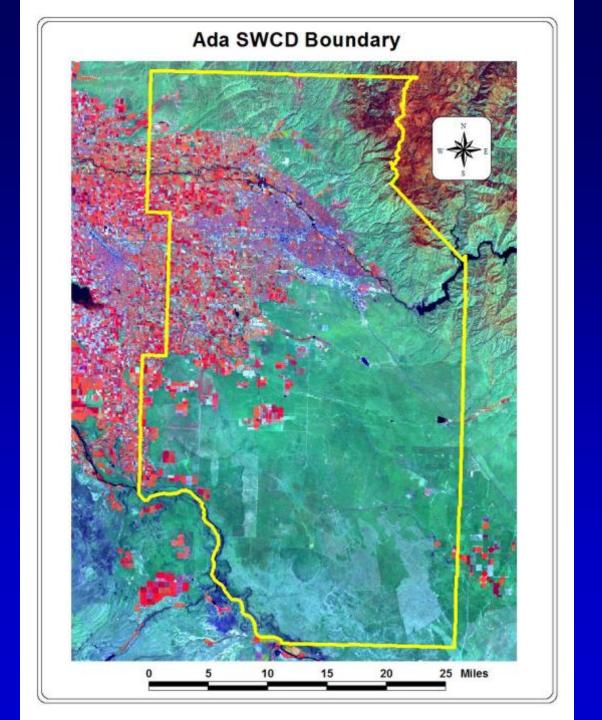
NACD Urban & Community RPG Webinar September 20, 2012 Scott Koberg - Ada SWCD Manager

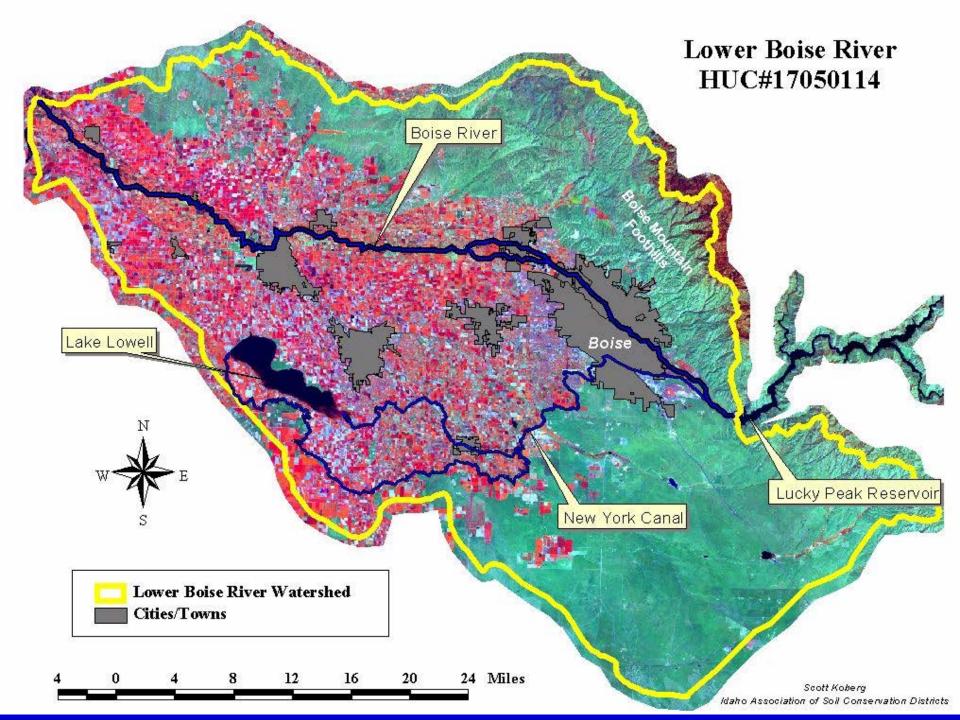
Survive or Thrive?

"You can't build a reputation on what you're going to do."

- Henry Ford



















Downtown Boise



Treasure Valley



Southwest Idaho Agriculture













Population Growth

Jurisdiction	1990 Population	2000 Population	2010 Population	1990-2010 Increase
Ada County	205,775	300,904	392,365	186,590
Boise	125,738	185,787	205,671	79,933
Eagle	3,327	11,085	19,908	16,581
Garden City	6,369	10,624	10,972	4,603
Kuna	1,955	5,382	15,210	13,255
Meridian	9,596	34,919	75,092	65,496
Star	648	1,795	5,793	5,145

Two square mile clip with infrared aerial photography (IDWR 1996)



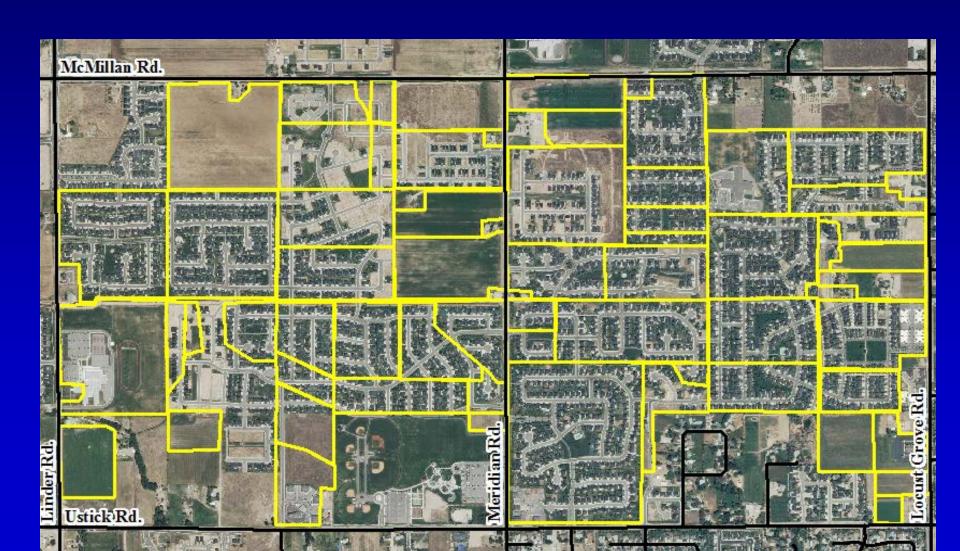
Two square mile clip with infrared aerial photography (IDWR 1996) with field validated agricultural land from 2000



Two square mile clip with aerial photography (NAIP 2004) with field validated agricultural land from 2000

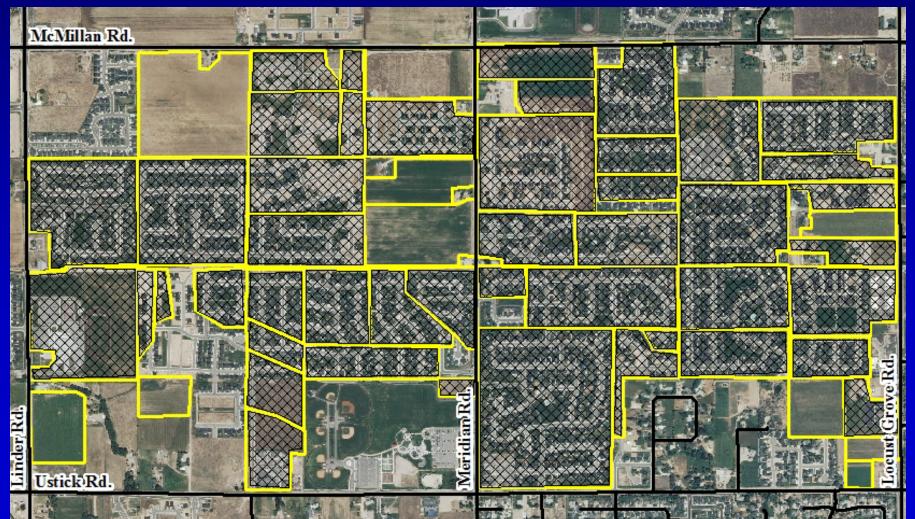


Two square mile clip with aerial photography (NAIP 2009) with field validated agricultural land from 2000



Two square mile clip summary

- 2000 inventory 57 agricultural fields totaling 870.7 acres
- 2009 inventory 9 agricultural fields totaling 133.0 acres





Ada Soil & Water Conservation District (2005)

- **#** Board grew tired of meeting once a month to "have lunch, sign some plans, and listen to reports from Scott and Skip"
- # Did not feel in touch with the pulse of Ada County
- **#** Proposed project areas paved over
- # Traditional customers (farmers & ranchers) disappearing
- ****** New potential customers appearing
- **#** Looking for a way to remain relevant to Ada County
- **#** Current Assets = \$229,000
- **Extinction vs. Evolution or Survive vs. Thrive**

Ada Soil & Water Conservation District



Ada Soil & Water Conservation District

Current Board consists of:

Chairman: Paul Calverley - Retired NRCS State Conservationist and previous Southwest Idaho RC&D Chairman

✓ Vice Chair: Lynn McKee - Retired EPA Director

Treasurer: Dick Rush - Retired ISDA Director, Retired FSA State Executive Director, Soil Conservation Commission Board Member

Supervisor: Glen Edwards − Dairy Farmer

Supervisor: Jay Stillwell − Horse Trainer

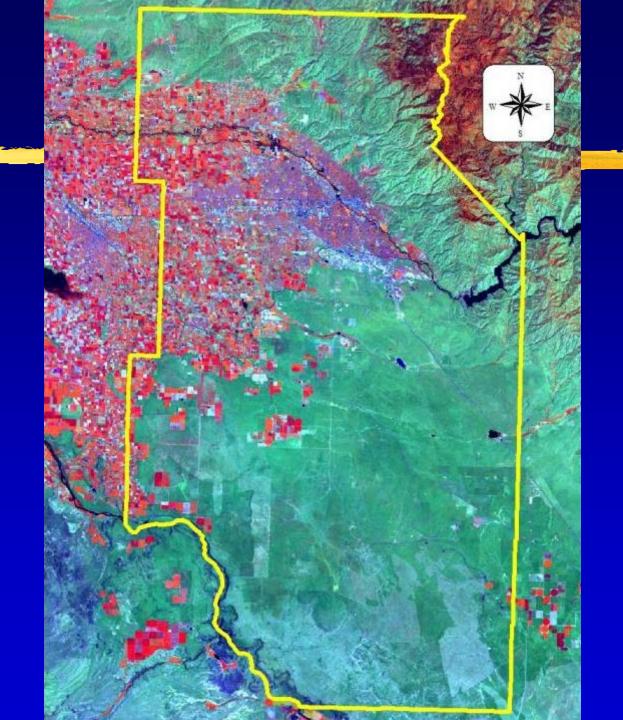
☑ Supervisor: Bob Friday – Retired Agricultural Producer

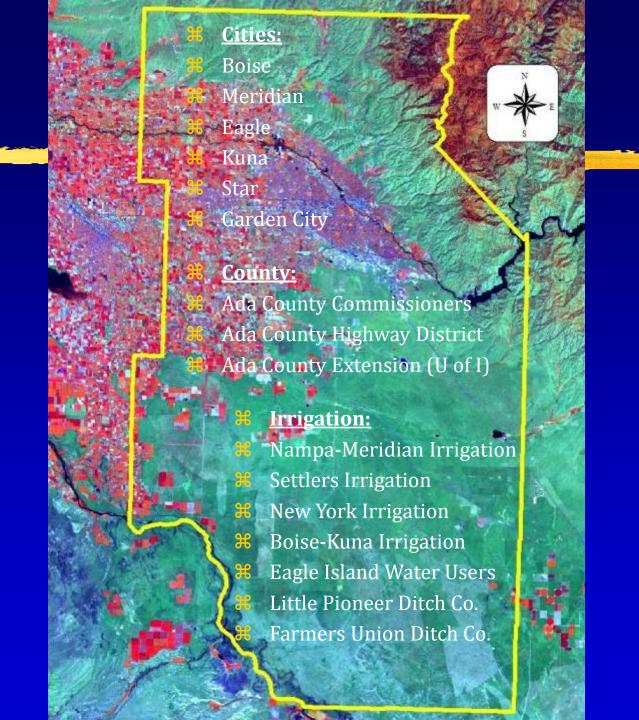
✓ Supervisor: Charlie Baun – Planned Community Conservation

Director, Range Specialist

Strategic Planning Session

- **X** Complete Revision of Conservation District Business Plan
 - ✓ Why are we in business?
 - ✓ What business are we in?
 - ✓ What do we want to become?
 - New Vision Statement ("...leader of natural resource planning, conservation, and implementation in Ada County")
 - New Mission Statement
 - ☐ Identification of Ada SWCD Values
 - **△** Development of Critical Goals
 - Revision of Business Plan Budget
 - Action Items ("Hire a District Manager" and "Identify potential partners for outreach")







Ada SWCD Brochure



The Add Soil & Wases
Concervation District has
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Angle us whiter a unitate.
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Seed Koberg of Natural
Becourses at U.C. Berkeley.
Ith has been a Water Quality
Specialist for the Jethin
Association of Sail Conservation Districts in Ada County
seed 1994. If you have a
project that are can help lead,
organize, mediate, fand, or
omplement please contact
Seed at 2894-2890.





132 SW 3th Avenue

Phone: 205-216-5980 or 285-888-1880 x 101
Fax: 208-238-5522
E-mail: skoherg@idahoag.ox

The Arts Didd Water Commercial Deliver probabilist decomposition in all programs and artifects on the basis of race, miner replaced, or gap, each religion, age, direktory, publical lookel, exceed cross data, and reserved family ratios.

Ada Soil & Water Conservation District



Supporting the wise use and management of natural resources

Serving Ada County residents since 1948

Who we are...

We are a locally elected board surving Ada County residents. Formed in 1948 to assist farmors and carchers with soil and water conservation, we're branching out to address the natural resource moeds of the "now". Ada County.



As a local subdivision of state government, we offer the unique ability to loverage funds and organize efforts with a wide range of pariners.

In addition to our long-standing relationship with private landowners, we also work offscrively with lodersi, state, county, city, and other organisations.

Our current board:

Chairman - Faul Calverley Vice Chair - Lynn McKee Treasurer - Dick Rush Supervisor - Kee Strong Supervisor - Jay Stilwell Supervisor - Olios Edwards

Accomplishments

We have an excellent track record of successful projects, including

- · Intlation of Idaho OneFlan
- Warm Springs Wedned
- Tiversile/Victory Wetland
- Tiffoonesile Crook Water Quality Program
- Lower Boise River TMDL implementation.
- Emergency Watershed Protestion
- Island Creek fisheries restoration
 Landowser Guido (7,000 distributed)
- Creek crossing sign project (90 installed)
- Small acreage landowner education
- Buise Front Soil Survey
- Berber Fark groundweiter assistance

We're looking for new projects to add to the list., yours could be need. We can help with water occarration, welfand, open space, widdish habitat enhancement, water quality, groenbelts/pathways, farmland preservation, conservation aducation, parks, and more.



Island Creek fatheries restaration project



A sign of the times

Our Vision

Traditionally our conservation partners have been farm and ratch operators. Today our customer base is expanding. We are developing new partnerships with other groups and organizations interested in promoting the wise use of natural

The vision for our organization is to become the leader of natural resource planning and conservation in Ada County.

Ada Bell & Water Conservation District Joint Debuty - Control Manager Date Miles - Admir. Accused

132 SW 8th Avenue Mortdan, ID 69642

Phone: 208-336-5000 or 208-868-1890 x 10 I Fax: 208-338-98 37 E-mail: sholvery (i) ideb ong: us

Ada SWCD Brochure

#Selectively "targeted" ten potential partners from a list of over forty as brochure recipients

Ada SWCD Brochure

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Ada SWCD Brochure

- **#**Selectively "targeted" ten potential partners from a list of over forty as brochure recipients
 - △ Ada County Commissioners

 - ○Office of the Governor
 - △ Ada County Highway District

Ada SWCD Potential Partnership Outreach

Follow up phone call to ensure brochure was received and to initiate face to face meeting ON THEIR HOME TURF

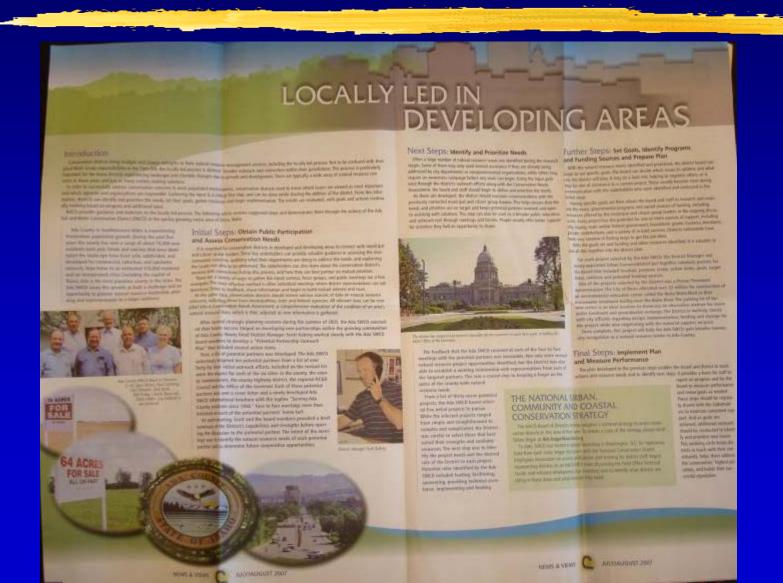
Meeting objectives

- Develop working relationships with key staff
- ☑ Identify natural resource needs of potential partner
- □ Determine future cooperative opportunities

Local Recognition/Validation

- **X** Idaho Soil Conservation Commission, Idaho Association of Soil Conservation Districts, and Ada SWCD developed MOU to implement District Manager position
- **33** USDA Natural Resources Conservation Service State Conservationist created Idaho's first Urban Conservationist position
- ****** Feature article "Locally Led in Developing Areas" in NACD News & Views July/August 2007 edition showcased Ada SWCD outreach efforts

NACD News & Views



Ada SWCD Potential Partnership Outreach

- **X** As a result of the outreach meetings with potential partners, thirty seven (37) project opportunities were identified and five (5) were selected as priorities at the November 2006 Board meeting:
- **X** Treasure Valley Storm Water Pilot Project
 - Demonstration project for waste water treatment and re-use from urban, suburban, and agricultural land
- **#** Hubbard Reservoir
 - Restoration of reservoir for aquifer recharge/flood control and enhancement of existing open space and stream corridor for wildlife habitat and recreational use
- **#** Hyatt Wetland
 - Development of wetland area for storm water retention and treatment; educational wetland opportunity
- **#** Julia Creek
 - ☐ Daylighting of Julia Creek (Julia Davis Park) and wetland development for waste water treatment at Zoo Boise site
- **#** Green Street Demonstration
 - Porous pavers and street swale development for storm water in urban setting

XTiming is everything

XA motivated District Board is essential

#Opportunities abound

"You can't build a reputation on what you're going to do."

- Henry Ford





