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
Treasure Valley
Southwest Idaho Agriculture

surface/furrow irrigated cropland
wheat

beans

onions

livestock
alfalfa

sugar beets

corn

mint
Horse pasture grazing
# Population Growth

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

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

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

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

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

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

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

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")
**Cities:**
- Boise
- Meridian
- Eagle
- Kuna
- Star
- Garden City

**County:**
- Ada County Commissioners
- Ada County Highway District
- Ada County Extension (U of I)

**Irrigation:**
- Nampa-Meridian Irrigation
- Settlers Irrigation
- New York Irrigation
- Boise-Kuna Irrigation
- Eagle Island Water Users
- Little Pioneer Ditch Co.
- Farmers Union Ditch Co.
Ada Soil & Water Conservation District

How to reach us...
The Ada Soil & Water Conservation District has hired a District Manager to help us achieve our mission. Scott Siberg is the District Manager. To reach him, please call 208-321-0900.

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 serving Ada County residents. Formed in 1948 to assist farmers and ranchers with soil and water conservation, we are branching out to address the natural resource needs of the “new” Ada County.

Accomplishments
We have an excellent track record of successful projects, including:

- Irrigation of upper Boise
- Warm Springs Wastewater Treatment
- Tesoro-Victory Wastewater Treatment
- Shoshone Creek Wastewater Treatment
- Lower Boise River TMDL Implementation
- Emergency Watershed Protection
- Island Creek Fishery Restoration
- Landowner Guide (2,000 copies)
- Creek crossing signs project (50 installed)
- Small drainage landowner education
- Boise Front Fish survey
- Harbor Park ground water management

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A sign of the times...
Our Vision
Traditionally our conservation partners have been farm and ranch 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 resources.

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

Ada Soil & Water Conservation District
133 W. 10th Street
Meridian, ID 83642
Phone: 208-321-0900 or 208-321-1001
Fax: 208-348-6453
E-mail: siberg@adascn.org
Ada SWCD Brochure

- Selectively “targeted” ten potential partners from a list of over forty as brochure recipients
Ada SWCD Brochure

Selectively “targeted” ten potential partners from a list of over forty as brochure recipients

Ada County Commissioners
Selectively “targeted” ten potential partners from a list of over forty as brochure recipients

Six incorporated cities (Mayor and City Council President)
Selectively “targeted” ten potential partners from a list of over forty as brochure recipients.

Office of the Governor
Ada SWCD Brochure

Selectively “targeted” ten potential partners from a list of over forty as brochure recipients

- Ada County Commissioners
- Six incorporated cities (Mayor and City Council President)
- Office of the Governor
- Ada County Highway District
- Southwest Idaho RC&D Council
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

- Idaho Soil Conservation Commission, Idaho Association of Soil Conservation Districts, and Ada SWCD developed MOU to implement District Manager position.

- USDA Natural Resources Conservation Service State Conservationist created Idaho’s first Urban Conservationist position.

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:

- **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
Closing Thoughts

- Timing is everything

- A motivated District Board is essential

- Opportunities abound
Closing Thoughts

“You can’t build a reputation on what you’re going to do.”

- Henry Ford
Closing Thoughts

Ada Soil & Water Conservation District Model 2012
Closing Thoughts

Ada Soil & Water Conservation District Model 2022
SOIL & WATER CONSERVATION DISTRICT

ADA

SWCD

SINCE 1948
Scott Koberg - Ada SWCD Manager
adaswcd@clearwire.net