



2011 Plan of Work

Prepared by the Endless Mountains RC&D Council, Inc.

*Assisted by the US Department of Agriculture,
Natural Resources Conservation Service*

The Endless Mountains Resource Conservation and Development Council, Inc.'s 2011 Plan of Work has been developed to guide the RC&D Council in a cooperative effort to achieve the long range plans supporting our mission, holistic goal, and organization and project goals and objectives.

Authorized and Approved by:

Chairman, Endless Mountains RC&D Council Date

Secretary, Endless Mountains RC&D Council Date

State Conservationist, Natural Resources Conservation Service Date

For the purpose of implementing this Plan of Work, we as authorized signatories agree and acknowledge that RC&D Coordinators may, at their discretion, transport in vehicles owned by the United States, RC&D Council members, non-Federal Council employees, as well as volunteers to and from meetings, field visits, training locations, work sites, and other events related to, or within the scope of projects being administered by NRCS and the RC&D Council, pursuant to this agreement, Federal Statute or Federal Regulations.

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Critical Issue-Agriculture (Land Management)

Goal #1-Develop and implement 2 strategies to enhance the sustainability of the agriculture culture of the Endless Mountains RC&D region by 2014.

National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
Land Management	Objective #1- Coordinate and facilitate at least two agricultural information exchange opportunities across the 6 county region by 2014.								
		Strategy #1-Identify organizations and programs involved in agricultural assistance, protection and support in the six county region by 2010.							
			Action #1- Survey, gather and compile information from those organizations operating in the Ag arena and develop a database by 2011.	June 2011	Ag Committee Program Manager	10	Develop a survey, Identify organizations to send survey	\$300	
		Strategy #2-Educate 250 citizens, professionals and local municipal officials on agricultural issues through workshops, field days and/or an Ag Summit by 2013.							
			Action #1-Bring identified organizations together to form an Ag-interests project steering committee to develop a strategy for hosting an Ag Summit by 2010.	January 2010 2 nd -June 2011	Ag Committee RC&D Coordinator	16	Letter of invite, Develop an agenda for initial mtg	\$100	
			Action #2-Identify focus and topic areas, develop a draft agenda and	January 2010 2 nd -August 2011	Project Steering Committee, Ag Committee, RC&D	30	Commitment of time and resources from partner	\$1500	

National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
			begin planning logistics for the Ag Summit by 2010.		Coordinator		organizations		
			Action #3-Secure 5 sponsors/resources to hold an Ag Summit by 2011.	August 2011	Project Steering Committee, Ag Committee, Program Mgr	10	List of sponsorship opportunities, Letter of request	\$300	
Land Management	Objective #2-Provide value-added opportunities and technical assistance to increase the number of producers participating in value-added programs by 50% in the six county region by 2014.								
	Strategy #1-Provide at least three training sessions targeted for value-added production by 2014.								
			Action #1-Identify specific needs for training	March 2011	Ag Committee, Northern Tier Cultural Alliance	10	Survey of those interested in developing a value-added product; List of people interested in developing a value-added product	\$400	
	Strategy #2-Provide intensive, technical support to 10 producers developing value-added products identified as viable goods to be used locally, within the region and/or within a 2 hour radius of the region by 2014.								
			Action #1-Identify at least 3 products that have potential/interest people in the region	June 2011	Ag Committee, Northern Tier Cultural Alliance	10	Survey those interested in developing a product, survey their interests	\$300	
			Action #2-Plan and	December	Ag Committee,	40	Identify a	\$5000	

			host at least one cheese-making workshop in the region	2010	Northern Tier Cultural Alliance		teacher, facility, gather equipment and course materials, marketing plan		
National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
		Strategy #3-Assist with the development of 2 value-added agricultural production or marketing projects in the region by 2014.							
			Action #1-Plan and hold a marketing/regulations for value-added products workshop in the region	January 2012	Ag Committee, Northern Tier Cultural Alliance	40	Cooperation with PDA and others, Have an understanding of regulations to cover	\$2000	
			Action #2-Develop and begin to implement an outreach strategy targeting organic producers	March 2011	Ag Committee Organic Advisory Committee	100	Identify local, regional, statewide organic groups/individuals to participate on the Advisory Committee	\$1000	
Land Management	Objective #3-Provide at least 4 technical assistance activities to support identified agricultural needs by 2014.								
		Strategy #1-Develop at least one comprehensive weed control wildlife habitat program addressing the management issues by targeting private landowners by the end of 2009.							
			Action #1-Provide at least 6 Weed Control and/or Wildlife	January 2011	Ag Committee, WCWH Project Committee	80	Technical assistance providers,	\$13,000	

			Habitat technical assistance and educational opportunities by 2011.				identify the needs of audience(s)		
			Action #2-Increase awareness and involvement of 100 landowners, public and private, in wildlife habitat programs by 2012.	January 2012	Ag Committee, WCWH Project Committee, NRCS	50	Develop a specific program, involve new partners	\$10,000	
			Action #3-Market the WCWH DVD to landowners in the region/partner organizations in surrounding states	May 2014	Ag Committee, WCWH Project Committee, Communications Committee	20	Develop a marketing plan	\$10,000	
National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
		Strategy #2-Expand on the current No-till and Cover Crop initiatives of the region to increase the number of acres utilizing these practices successfully by 3000 acres by 2014.							
			Action #1-Identify current initiatives in the region by County	March 2010	Ag Committee, No-till Farmer Groups in each County, NRCS, CD's	20	Identify which counties have farmer groups and programs being offered	\$100	
			Action #2-Establish at least three new farmer network groups in the region	June 2011	Ag Committee, NRCS, CD's	20	Identify which counties have farmer groups and which ones	\$1500	

							want/need one, Need CD and NRCS support		
Strategy #3-Increase the number of acres utilizing rotational grazing by 1000 acres by 2014.									
			Action #1- Coordinate with NE Project Grass to identify gaps in services/resources available to landowners interested in transitioning to a grazing system.	March 2011	Ag Committee, NRCS, NE Project Grass	20	Identify grazing implementation programs, establish a baseline of acres for region	\$1500	
			Action #2-Recruit at least 5 individuals to participate in holistic planned grazing training course	January 2011	Ag Committee Jim Weaver, RC&D Coordinator	10	List serves of various groups that might have interest, send out a letter of invite	\$500	
			Action #3-Plan and host 6 Holistic Planned Grazing Training sessions	December 2011	Ag Committee Jim Weaver, RC&D Coordinator	80	Curriculum for sessions	\$10,000	

Critical Issue-Watersheds (*Water Management*)

Goal #1- By 2012, the EMRC&D will be a used as a resource by 75% of the municipalities and watershed organizations in addressing watershed needs in cooperation with agencies and organizations of similar intent in the Endless Mountains region.

National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
Water Management	Objective #1-Educate 300 municipal and watershed officials on watershed management issues (ie: floodplain management, stormwater management and organizational/capacity development) bi-annually.								

		Strategy #1-Identify one current/relative critical watershed issue annually.							
			Action #1-Review evaluations from previous Flood Summits for common themes/topics.	October 2009 or within 3 months following a summit	Watershed Committee	4	Past Flood Summit evaluations	\$150	
		Strategy #2-Organize and hold three regional/local summits bi-annually to address identified issue.							
			Action #1-Draft topic-based themes including draft agendas and identify potential speakers	October 2009 January 2011	Watershed Committee	16	Full Committee participation	\$1500	
		Strategy #3-Identify agencies, organizations, resources and materials that will partner/sponsor/assist in addressing regional/local topics each year for at least three years and develop/maintain a directory/inventory that will be shared with participants.							
			Action #1-Survey agencies and organizations on their services, and resources available	January 2010	Watershed Committee	20	Expand the current list of contacts, Develop the survey and letter of request	\$2000	
National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
		Strategy #4-Utilize an 'adaptive delivery' process for education implementation that is wickedly effective and is re-evaluated at least annually.							
			Action #1-Using workshop evaluations/test	November 2010	Watershed Committee	10	New evaluations and tests	\$300	

			results and observation from previous Flood Summits, identify what is working/not and next big topic to cover						
Water Management	Objective #2-Establish a regional watershed coalition by 2012 for the purpose of enhancing the knowledge, capacity and effectiveness of 75% of the region's watershed groups.								
	Strategy #1-Identify every watershed group in the RC&D region and survey their needs, interests and capacities by 2012.								
			Action #1-Develop a survey and send out to watershed groups	July 2011	Watershed Committee	20	Survey Monkey Subscription	\$500	
	Strategy #2-Secure resources to develop at least 1 assistance module to address identified topics in #1 through prioritization, annually, to begin in 2011.								
			Action #1-Write at least one grant proposal to cover expenses to make the workshop affordable to attendees	January 2012	Watershed Committee	40	Research grant opportunities	\$500	
	Strategy #3-Refine annually the adaptive delivery process for the assistance modules and implement necessary changes.								
			Action #1-Hold at least one training module and complete evaluations to feed the process	January 2011	Watershed Committee	30	Feedback and commitment from watershed groups	\$1500	
National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress

		Strategy #4-Develop a communication tool (such as an electronic newsletter) that would share information, feature regional watershed group activities, etc. 2 times per year beginning in 2011.							
			Action #1-Obtain examples from other groups as models	January 2010	Watershed Committee, Communications Committee	10	Commitment by partners to populate the tool with information/contribute articles; Hire an Journalism/Communications Intern	\$250	
		Strategy #5-Facilitate technical, informational and educational assistance to regional watershed efforts/initiatives as indentified annually.							
			Action #1-Write at least one grant to support these activities	March 2011	Watershed Committee	40	Research grant opportunities	\$500	
			Action #2-Work with PA DEP on developing a new mitigation program and implement it in the region	January 2012	Watershed Committee	40	Continued interest by PA DEP to move this forward	\$500	
			Action #3-Identify Council's role in source water protection regional planning and outreach	July 2012	Watershed Committee	150	Host a meeting of County Planning, conservation districts and municipal officials; Mark Stevens presentation	\$1500	

Critical Issue-Energy (Community Development)									
Goal #1 – Develop and implement at least one regional initiative to improve energy conservation and/or alternative energy production by 2014.									
National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
Community Development	Objective #1 – Coordinate and facilitate at least two Energy-related public events by 2012.								
	Strategy #1 – Establish a partnership with Pocono Northeast RC&D and join efforts in planning and hosting a large regional event in 2009.								
			Action#1-Co-sponsor the June 13-14 2009 Northeast PA Energy Solutions Expo at the Luzerne County Fairgrounds in Dallas, PA with Pocono Northeast RC&D.	June 2009	Energy Committee	5	Outreach tools with EMRCD logo added,	\$1500	
	Strategy #2-Plan and host an Energy Expo in the Endless Mountains region by 2012.								
			Action #1-Identify other Energy-related events happening in the region	October 2009	Energy Committee	10	Link up with other groups active in the Energy arena	\$250	
			Action #2-Work with other local partners to create an Energy Building at the Lycoming County Fair	July 2011	Energy Committee	200	Link up with other groups active in the Energy arena	\$3000	
Community Development	Objective #2 – Provide technical and financial assistance to 50 farms, small businesses, community facilities and/or residents to implement energy conservation, alternative energy or renewable energy equipment/materials/practices by 2014.								
	Strategy #1 -Complete our Rotational Grazing Systems/Conversion to Grassland Project by installing 10 solar water systems by June 2010.								
			Action #1-Follow up on all open projects	June 2010	Energy Committee,	10	Up to date report on each	\$75000	

			awarded funds though the current EH grant		NRCS		project		
National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
		Strategy #2-Assist 25 farmers to conduct energy audits and assist them in implementing energy conservation practices, materials and equipment on the farm by 2012.							
			Action #1- Investigate the potential of a statewide/regional program	March 2010	Energy Committee, Statewide Committee	40	List of existing programs and resources supporting energy audits and energy efficiency implementation	\$1500	
			Action #2-Develop an Energy Audit training for NRCS staff/partners	March 2011	Energy Committee Pocono NE RC&D	80	Identify gaps in knowledge and level of training needed	\$3000	
		Strategy #3-Assist 15 entities interested in using renewable or alternative energy approaches to create heat and/or power at their facilities/homes by 2012.							
			Action #1-Contact schools and other entities to determine interest in renewable/alternative energy systems	March 2010	Energy Committee	20	Mailing list of schools and others	\$400	

			Action #2-Work with local Energy Task Force to identify and deliver needed services, materials and education, develop a regional perspective/initiative	December 2011	Energy Corp Member, Energy Committee	150	Identify local groups and hire an Energy Corps Member	\$1500	
			Action #3-Continue to identify interested entities for using biomass for heating /cooling	October 2011	PA Fuels for Schools; RC&D Coordinator	40	Develop a method of contacting facility managers to determine interest	\$500	
Strategy #4 – Develop a list of energy-related programs and resources, including funding opportunities by 2011.									
			Action #1-Use the internet to obtain sources of information/resources available	December 2011	Energy Committee	30	Dedicated Energy-interested individual with internet research access/experience	\$1500	
			Action #2-Work with other local partners to create an Energy Building at the Lycoming County Fair	July 2011	Energy Committee	200	Link up with other groups active in the Energy arena	\$3000	
Strategy #5-Develop a Net Zero Energy Home program by September 2011.									
			Action #1-Identify project partners for each sector to be addressed	March 2011	Energy Committee	150	Identify a core group of project advisors,	\$1500	

National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
			Action #2-Develop a project proposal and obtain at least one funding source to get the first home underway	July 2011	Energy Committee	80	Identify potential funding sources and develop a proposal	\$800	
Community Development	Objective #3-Identify gaps in services and information including education for both municipal officials and the general public in regard to natural gas drilling in the Marcellus Shale formation by 2012.								
	Strategy #1-Work with at least one state and/or Federal agency and/or local advisory group on water quality impacts as a result of natural gas drilling activities/practices in at least one watershed in the region by 2013.								
			Action #1-Host an initial planning meeting with various interested agencies to investigate perspectives, level of interest and resources available	June 2010	Energy Committee, Pine Creek Watershed Council	20	List of agencies to invite, Draft letter of invite/concept paper	\$200	
			Action #2-Work with PA DEP on developing a new mitigation program and implement it in the region	January 2012	Watershed Committee	40	Continued interest by PA DEP to move this forward	\$500	
			Action #3-Identify Council's role in source water protection regional planning and	July 2012	Watershed Committee	150	Host a meeting of County Planning, conservation districts and	\$1500	

			outreach				municipal officials; Mark Stevens presentation		
Critical Issue-Organizational Capacity & Sustainability									
Goal #1- By 2012 EMRCD will develop and implement a Council orientation and continuing training program to increase governance, leadership and capacity of the 14 member board.									
National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
	Objective #1-The Governance Committee will develop an annual orientation and training session for Council on leadership and capacity (board function) issues to be held the meeting following the Annual meeting.								
		Strategy #1-By the June 2011 Council meeting, the Governance Committee will develop a board assessment tool and information delivery mechanism to improve upon board member commitment to Council committees.							
			Action #1-Conduct an assessment and develop and implement a training plan	December 2010	Governance Committee	10	Identify a board assessment tool	\$600	
			Action #2-Formalize a process for committees to track Annual and Area Plan Action Items	December 2011	Governance Committee, Committee Chairs	15	Develop the process that works for everyone	\$150	
			Action #3-Complete the Circle of Diamonds Basic membership	December 2010	Governance Committee	10	Work on missing pieces, get answers to questions	\$100	
Goal #2- By 2010 develop and begin implementation of a plan to become more financially sustainable including a plan to develop a broad base of financial support for the Endless									

Mountains RC&D Council.									
	Objective#1-Develop a timeline, resources available, potential committee members and game plan to begin plan development by June 2009.								
	Strategy #1-Assemble a team to provide expertise to assist in the development of a comprehensive business plan by July 1, 2009.								
			Action #1-Complete the Business Plan	June 2011	Business Planning Committee Governance Committee	40	Identify the areas needing further development, complete the Council training	\$500	
			Action #2-Implement the Business Plan	June 2011	Business Planning Committee Governance Committee All Council Committees and Project Steering Committees	1	Divide and conquer	Priceless	
National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
Goal #3- Beginning in 2009 increase public awareness of EMRCD as a conservation and development facilitator and resource among its communities, municipalities and partners in our six									

county region.									
	Objective #1-Create and implement at least 3 tools to enable the Council to establish a baseline of awareness and use of the Council among our partners, communities, municipalities and others by 2010.								
	Strategy #1-Develop and implement a detailed tracking system of participation and in-kind contributions for all events, projects and initiatives by 2010.								
			Action #1- Investigate using Survey Monkey for electronic entry and data management	January 2010	Governance Committee, Finance Committee, Program Mgr, RC&D Coordinator	12	Survey Monkey Subscription	\$300	
			Action #2-Develop a list of appropriate questions to populate the survey	March 2011	Governance Committee, Finance Committee, Program Mgr, RC&D Coordinator	20	Examples of similar surveys already hosted by Survey Monkey	\$300	
National Element	Objective	Strategies	Action Items	Target Completion Date	Responsible Person/Group	RC&D Coordinator's Time-Hours	Resources Needed	Budget	Progress
	Strategy #2-Update the Council's mailing list into one comprehensive list by the June 2011 Council meeting.								
			Action #1-Develop a strategy for making the partners database more useful	June 2011	Governance Committee, Program Asst, RC&D Coordinator	20	Examples of similar databases, Classes to learn new system	\$1500	
	Strategy #3-Update the RC&D website to improve our ability to track use and awareness of EMRCD and publicize/utilize the Council's web address on everything we do by the end of 2009.								
			Action #1-Continue to update the website	Ongoing	Communication s Committee, Governance	40	Time to play with editing the site	\$500	

					Committee, Program Asst, RC&D Coordinator				
Strategy #4-Establish a template for a Council newsletter to use to begin circulation 2 times a year by 2010.									
			Action #1-Obtain examples from other groups	October 2009	Communication s Committee, Governance Committee, Program Asst, RC&D Coordinator	10	Contact other groups	\$150	
			Action #2-Select a format and develop a first draft	January 2010	Communication s Committee, Governance Committee, Program Asst, RC&D Coordinator	10	Commitment by partners to populate the tool with information/co ntribute articles; Hire an Journalism/ Comm. Intern	\$150	
Strategy #5-Develop new and update existing marketing materials annually									
			Action #1-Update the Council display panels	January 2011	Communication s committee, RC&D Coordinator, Program Mgr	10	Photos for panels	\$300	
			Action #2-Update Council brochure	April 2011	Communication s committee, RC&D Coordinator, Program Mgr	10	Photos and Project stories	\$300	

National RC&D Program Elements

- ◇Land Conservation ◇Water Management
- ◇Land Management ◇Community Development

2011 Performance Goals-Reported to NRCS

Land and water resources benefited by RC&D projects

Definition: Land and water resources benefited by completed RC&D land conservation, land management or water management projects. Performance is reported in acres.

Watershed or area-wide conservation plans developed

Definition: Watershed or area-wide plans developed and approved. A watershed or area-wide conservation plan is developed with stakeholders or clients for a watershed or other geographical (i.e., area-wide) area defined by stakeholders or clients. The watershed or area-wide conservation plan addresses all resource problems identified, contains alternative solutions that meet the minimum quality criteria for each resource, and addresses applicable laws and regulations. These plans must include specific, quantifiable conservation goals and milestones for natural resource impacts. These plans cover an area comprised of multiple land ownerships and operations with common and interdependent natural resource concerns, and are on a larger scale than site-specific plans. Performance is reported in numbers.

Local businesses created or retained in rural communities

Definition: Businesses created or retained through RC&D projects. Businesses created are businesses not in existence prior to RC&D assistance. Businesses retained are businesses established prior to RC&D assistance, for which RC&D assistance is used to retain it within the RC&D area. Businesses within the agricultural and non-agricultural sectors are eligible. Performance is reported in numbers.

Endless Mountains RC&D Council Committees/Subcommittees

- **Governance Committee**
 - Employee Subcommittee
 - Finance Subcommittee
 - Communications Subcommittee
 - Nominations Subcommittee (ad hoc)
 - Strategic Planning Subcommittee (ad hoc)
 - Business Planning Subcommittee (NEW)
- **Agriculture**
- **Watersheds**
- **Energy**