



District Strategic Plan Addendum with Performance Measures

Note: The Seminole Soil and Water Conservation District does not receive any funding. There are no employees and board members are volunteers. We are the planners, organizers, and event staff. We fund our programs from funds that we raise and from our own pockets. Having said that, when a board member has a child getting married, an elderly parent who needs care, a death in the family, or unanticipated expenses, our programs are impacted. These are lofty goals, the best case scenario. We believe that we are the taxpayer’s best value in government. The community literally gets something for nothing.

WATER QUALITY PLAN - Clean water is necessary for agriculture, and wastewater discharges contribute to algae blooms which effect cattle. Water Quality was identified by the Seminole agricultural producers as one of their top ten concerns during the NRCS Local Working Group.

To increase public awareness of pollution, the SSWCB will:

Objectives	Performance Measures
Track Pollution – Inform citizens of notifications from FDEP. Track and map incident reports, putting the report from FDEP in Google Maps and advertising the location and details of each incident.	Monitor FDEP incident reports weekly, plot on Google maps and post to Facebook with the details of each incident. Minimum of 1 post to Facebook each month.
To Reduce Fertilizer Usage – 1. Conduct a public survey of Gee Creek. 2. Provide follow up education through Homeowner’s Associations and Public Service Announcements created by students through a contest.	1. Identify the property adjacent to Howell Creek and Gee Creek, conduct a door-to-door assessment of fertilizer usage. Once identified as a household that uses fertilizer, a postcard will be mailed to the homeowner regarding proper usage. 2. Information campaign, labout the proper usage of fertilizer will be

<p>3. Conduct a Public Service Announcement Contest inviting middle school and high school student, and young adults. We will develop categories based on age and messaging. Targeted subjects will include topics on ecology and environmental issues.</p>	<p>discussed with a minimum of two HOA boards who have residents that border Howell or Gee Creek.</p> <p>3. At least one cable company and three radio stations will be asked to air the winning PSA's regarding fertilizer usage.</p>
<p>Take stakeholders on the water to see, firsthand, the issues with excess nutrients and contamination. The audience is local government officials including State Representatives, city and county commissioners, business and community leaders, HOA board members, and interested citizens</p>	<p>Take at least one trip on the water with two members of the identified audience.</p>
<p>Provide education on point and non-point source pollution information to homeowners through social media, website, and community outreach.</p>	<p>Post at least once a week on social media during the spring fertilizing season, include information on our website, and conduct at least one door-to-door information campaign in at least one community.</p>

CONSERVATION PLAN

Goals

We educate the public on local natural resource concerns, teach best management practices to manage these resources, and provide conservation tools to create a healthy and livable community. Water Quantity was identified by the Seminole agricultural producers as one of their top ten concerns during the NRCS Local Working Group.

The SSWCB contributes to the awareness of the importance of water conservation in Seminole County by:

Objectives	Performance Measures
<p>1. Including water conservation in the educational outreach programs</p>	<p>1. When hosting a table at a community event, include information about water conservation, when another agency is not present at the event. Attend one more event than last year. Create a fraction – the number of people we speak to out of the number of people attending the event. Track the fraction.</p>
<p>2. Work with the City of Oviedo and Seminole County to identify the heaviest water users. 3. Work with homeowners and HOA’s to reduce water usage. Ensure that HOA board members receive information on the Florida Friendly Landscaping and the Native Plant Society.</p>	<p>2. Work with at least one HOA board and 5 individual homeowners to reduce their water consumption.</p>
<p>4. Host the Envirothon Regional Competition for high school students.</p>	<p>4. Host the regional Envirothon for high school students annually,</p>
<p>5. Offer to host the FFA Land Judging Contest (Future Farmers of America)</p>	<p>5. Volunteer annually to host the Land Judging Contest with the FFA,</p>

INVASIVE AND POISONOUS PLANT SPECIES PLAN

Goals

This program collaborates with partners (NRCS) to implement invasive species outreach and eradication efforts throughout Seminole County which include financial assistance programs. Water Quantity was identified by the Seminole agricultural producers as one of their top ten concerns during the NRCS Local Working Group.

The SSWCB will:

Objectives	Performance Standards
1. Include information about Invasive and Poisionous Species at community events and seminars.	Produce a flyer showing homeowners and those new to Seminole County what the invasive species look like and irradiation methods.
2. Introduce small producers to the Natural Resources Conservation Service (NRCS) district conservationist and the NRCS financial assistance.	One workshop will be held in coordination with the NRCS conservationist.
3. Distribute materials on invasive species.	An oversized postcard mailer will be mailed to each agricultural producer using the mailing list from the Seminole County Property Appraiser and the SSWCD list of previous attendees.

HABITAT CONSERVATION PLAN

Goals

The Habitat Conservation Program encourages private landowners to place conservation easements on natural lands and waters to address pollinators, fish, and wildlife habitat and water quality concerns. In Seminole County, priority habitats include wetlands, streams, riparian zones, and upland forest. We build capacity throughout the county to address habitat conservation issues through landowner-focused education, community events, presentations, and related activities.

To promote wildlife conservation is a means to engage the public in terms of the importance of our rural areas which are essential to agriculture, including the importance of the rural boundary. To increase the positive impact, we are having on pollinators, fish, and wildlife habitat SSWCB will:

Objectives	Performance Measures
<p>1. Work with the other conservation groups in Seminole County to increase the relationships among groups by having a quarterly breakfast gathering to share activities and concerns.</p>	<p>Develop a “Hot Topics” speaker series. Invite at least 4 other groups to participate.</p>
<p>2. Deploy trail cameras to capture the images of our wildlife that will engage the public. Publish the photos on our Facebook page and on our website.</p>	<p>Deploy our trail cameras at least once a quarter. Publish at least four pictures on Facebook and on the District’s website</p>
<p>4. Create an outreach plan around the importance of natural areas and habitat in a healthy watershed including a potential plan to increase the connectivity of riparian habitat.</p>	<p>This is a new goal. The details will emerge during 2025.</p>

FLOODING EDUCATION AND PLANNING / RIVERBANK EROSION PLAN

FLOODING MANAGEMENT PLAN

Goals

In Seminole County, rain events, including both hurricanes and tropical storms, are leading to an increasing number of homes flooding. The causes are varied from storm drains not being cleaned, increased development, decreasing wetlands that hold the water after the rain, more impervious surfaces. Because some areas are flooding for the first time, homeowners are caught off guard, not having purchased flood insurance.

To decrease the hardship on these families and keep the public informed, SSWCB will:

Objectives	Performance Measures
Help educate citizens on how to properly construct a sandbag barrier.	Partner with the Seminole County Emergency Management Director. FEMA requires that every person who picks up sandbags be given instructions on how to properly dispose of the sand. Graphics showing proper usage as well as a QR code link to a video will be included on the flyer.

FUNDRAISING PLAN

Goal

Like all independent Soil and Water Conservation Districts in the State of Florida, SSWCD does not receive any taxpayer funding. The SSWCB does not have taxing authority, so we can only operate on the administrative fee (5%) of awarded contracts that we manage. Because Seminole County is the third most densely populated county in Florida, we have few large producers, and the small producers are a relatively new constituency. Therefore, the SSWCB will apply for grants, seek sponsors for events, and hold fundraisers.

In our effort to accomplish an ambitious agenda, the SSWCB will attempt to raise money in the following ways:

Objectives	Performance Measures
1. Apply for grants presented by the professional grant finder	SSWCD will apply for two grants in 2026.

2. Golf Tournament at Top Golf	SSWCD will hold one Golf Tournament at Top Golf in 2025
3. Plant Sales	SSWCD will hold one plant sale in 2025
4. Seminole County Ag Fair	This is a distant objective. In 2026 SSWCD will identify prerequisite activities that will eventually lead to an Ag Fair.