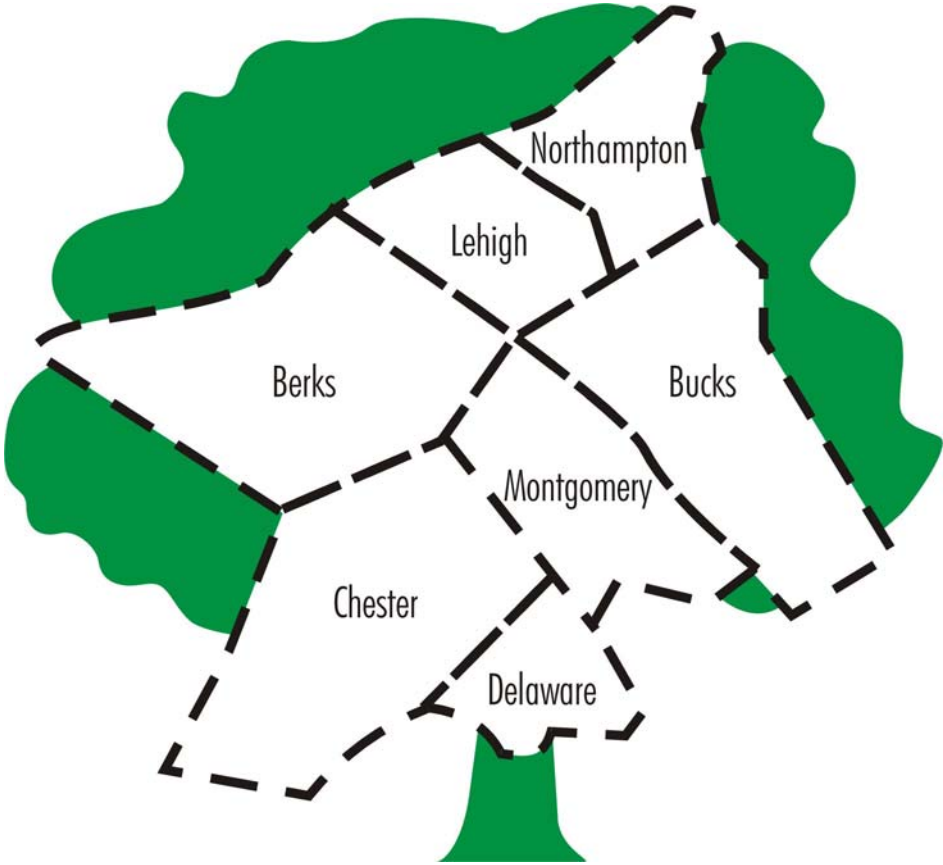


**SOUTHEASTERN PENNSYLVANIA
RESOURCE CONSERVATION
AND
DEVELOPMENT
COUNCIL**



**2009-2013
AREA PLAN**

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2009-2013 Area Plan

Introduction

This document is the long range strategic plan for the Southeastern Pennsylvania Resource Conservation and Development (SEPA RC&D) Council. It was developed by Southeastern PA RC&D Council Committee members in conjunction with public input through a survey of over 438 people in the seven counties served by the Southeastern PA RC&D Council. In addition to the survey, news releases were distributed to the media regarding the development of this strategic plan and Council Board of Directors provided overview and guidance. A council ad hoc committee consisting of council members and non-members lead the process.

The purpose of this plan is to provide strategic direction for the Southeastern PA RC&D Council. This document will focus the Council's efforts to address critical issues and needs in the counties of Berks, Bucks, Chester, Delaware, Lehigh, Montgomery, and Northampton. It will also help to continue to develop the Council into a fiscally and responsibly sustainable nonprofit organization. Southeastern PA RC&D is committed to making this region a better place to live, work, and play.

Congress passed the Food and Agricultural Act of 1962, which authorized Resource Conservation and Development areas. The purpose of the Act was to expand opportunities for conservation districts, local units of governments, and individuals to improve their communities in multi-county areas. This included assistance in enhancing the economic, environmental and social well being of the RC&D Areas. Currently, the USDA Natural Resources Conservation Service (NRCS) administers the Federal RC&D Program. This document serves as an agreement between NRCS and the Southeastern Pennsylvania Resource Conservation and Development Council Inc.

The Board of Directors would like to thank all participants for their suggestions and comments. Their recommendations helped the SEPA RC&D Board of Directors determine how and where to focus the Council's future efforts. The Board would also like to thank community volunteer Ms. Jacquie Huynh-Linenberg, Ms. Angela Callie with the USDA Rural Development and Ms. Gail Brandt with the USDA Natural Resources Conservation Service for their services in helping to develop this document.

More information about the Southeastern Pennsylvania Resource Conservation and Development Council can be obtained from visiting the Council's website, www.separcd.org, sending an email to chairman@separcd.org or contacting the office:

Southeastern PA RC&D Council
1000 East Walnut Street, Suite 704
Perkasie, PA 18944-5463

Telephone: 215-453-9527 Ext. 5
FAX: 877-265-1846

Organization Overview

Vision Statement

Southeastern PA RC&D Council is an organization that others value for its ability to effectively bring people and organizations together to get things done.

Mission Statement

The mission of the Southeastern Pennsylvania Resource Conservation and Development Council is to promote conservation and enhancement of natural and community resources.

Council Values

- Respect Natural & Community Resources
- Responsible Stewardship
- Community Driven
- Sustainability
- Empower and Support Community Capacity and Knowledge

Background and Structure of the Council

Federal Public Law 87-903 created the Resource Conservation and Development (RC&D) Program in 1962 with program management responsibilities assigned to the United States Department of Agriculture's Natural Resource Conservation Service. The 2002 USDA Farm Bill granted permanent authorization to the RC&D Program. A requirement of the RC&D Program is the development or review of an Area Plan every three to five years. The Area Plan serves as the guidance document for future programs and services.

The Southeastern Pennsylvania Resource Conservation and Development Council was created in 1992 through the leadership efforts provided by the county conservation districts. SEPA RC&D was formally incorporated in 1994. Southeastern PA RC&D serves the counties of Berks, Bucks, Chester, Delaware, Lehigh, Montgomery, and Northampton. The Council was granted designation by the USDA Secretary of Agriculture in 1998 and nonprofit status by the U.S. Internal Revenue Service in 1999.

The governing body of the Southeastern PA RC&D Council, Inc. is the membership. The Board of Directors is responsible for carrying on the day-to-day operation of the Corporation. The Board of Directors includes representatives of the sponsoring organizations and at-large Directors representing citizens, organizations, agencies, and businesses of the Council Area. The Board of Directors meets during the months of January, March, May, July, September, and November. Special meeting may be called as allowed by the Corporation's Constitution and Bylaws. All meetings are open to the public except for those occasions when the Board votes to meet in Executive Session to discuss personnel or other sensitive matters. Officers of the Corporation include the President, Vice President, Secretary, and Treasurer.

The Southeastern Pennsylvania Resource Conservation and Development Council has undertaken this planning process to more clearly define program priorities for 2009-2013.

Overview of Service Area

The Council is located in the southeastern portion of Pennsylvania and serves seven counties. Southeastern PA RC&D is bordered by the state of New Jersey on the east, states of Delaware and Maryland and the city of Philadelphia on the south, the Appalachian Mountains on the north, and the counties of Lebanon and Lancaster on the west.

The Southeastern PA RC&D Council covers approximately 3,651 square miles, 9% of Pennsylvania. SEPA RC&D has an estimated 2007 population of 3,470,880 people, approximately 28% of Pennsylvania’s population. The area contains approximately 33 major streams that feed the Chesapeake Bay and Delaware Estuary. There are three Major Land Resource Areas in the SEPA RC&D Council: Northern Appalachian Ridge and Valley Province, Northern Piedmont Province, and Northern Coastal Plain Province. The area has a temperate climate and receives approximately 45-50 inches of precipitation per year.

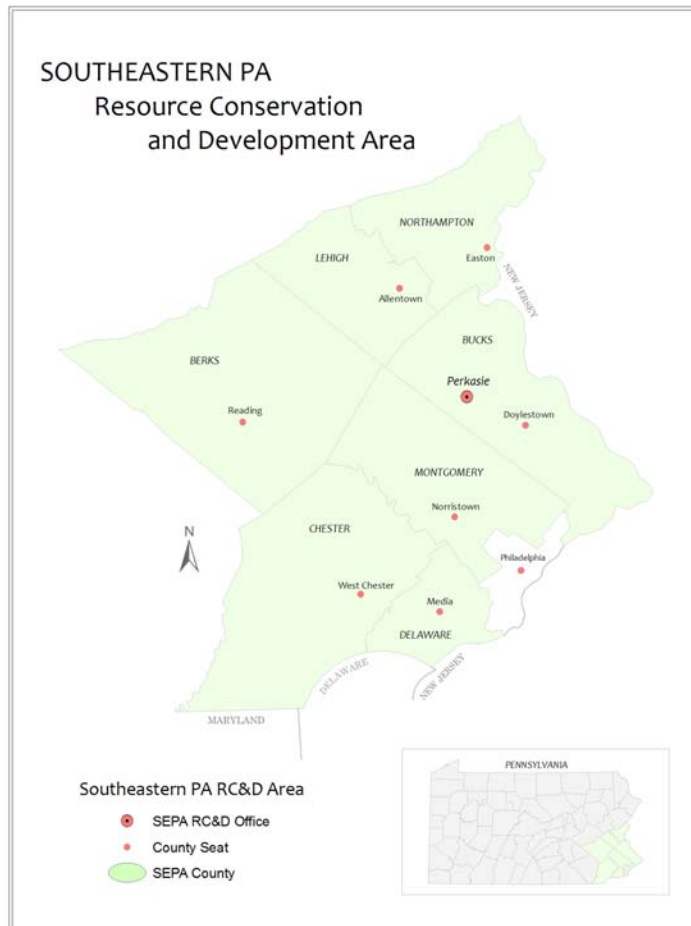


Table 1: 2007 US Census Social Estimates

Location	Population	Persons per Household	Total Housing Units	Median Household Income	Persons below Poverty level
Berks	401,955	2.57	160,168	\$ 52,620	11.1%
Bucks	621,144	2.69	240,303	\$ 70,688	5.2%
Chester	486,345	2.65	183,635	\$ 82,979	5.5%
Delaware	554,399	2.56	220,848	\$ 60,069	9.7%
Lehigh	337,343	2.48	137,677	\$ 51,725	9.1%
Montgomery	776,172	2.54	313,676	\$ 73,985	5.3%
Northampton	293,522	2.53	117,134	\$ 57,975	7.9%
Total - SEPA RC&D	3,470,880	2.57	1,373,441	\$ 64,292	7.7%
PA	12,432,792	2.48	5,477,864	\$ 48,562	11.6%
US	301,621,157	2.59	127,901,934	\$ 50,740	13.0%

Table 2: 2007 US Census Race Estimates

Location	Total	White	Black	Hispanic	Asian	American Indian & Alaska Native	Native Hawaiian & Other Pacific Islander
Berks	401,955	92.2%	5.1%	13.3%	1.3%	0.2%	0.1%
Bucks	621,144	91.8%	3.7%	3.3%	3.4%	0.2%	>0.01%
Chester	486,345	89.0%	6.5%	4.7%	3.4%	0.2%	>0.01%
Delaware	554,399	75.8%	18.5%	2.1%	4.4%	0.1%	>0.01%
Lehigh	337,343	90.1%	5.5%	15.1%	2.9%	0.3%	0.1%
Montgomery	776,172	84.8%	8.6%	3.1%	5.2%	0.2%	>0.01%
Northampton	293,522	92.1%	4.4%	8.8%	2.2%	0.2%	0.1%
Total - SEPA RC&D	3,470,880	83.5%	7.3%	5.6%	3.4%	0.1%	>0.01%
PA	12,432,792	85.6%	10.8%	4.5%	2.4%	0.2%	>0.1%
US	301,621,157	80.0%	12.8%	15.1%	4.4%	1.0%	0.2%

Table 3. 2005 Southeastern PA RC&D Council Land Use

County	Developed	Cropland	Pasture	Forest	Water	Parks & Recreation	Other
Berks	14.3%	20.0%	17.2%	40.8%	1.1%	1.7%	4.9%
Bucks	27.9%	7.4%	12.8%	34.3%	2.5%	3.7%	11.4%
Chester	23.8%	12.9%	20.8%	31.2%	0.6%	3.0%	7.9%
Delaware	40.9%	23.5%	6.1%	17.6%	2.4%	3.5%	6.0%
Lehigh	25.4%	23.7%	8.7%	33.2%	0.7%	0.9%	7.4%
Montgomery	46.3%	5.3%	11.5%	22.9%	1.1%	6.8%	6.1%
Northampton	23.8%	20.2%	8.7%	35.6%	1.2%	2.7%	7.8%

Note: "Other" includes roads, barren land, mined land, and wetlands

Table 4. 2007 Census of Agriculture

County	No. of Farms	Avg. Farm Size (acres)	Value of Ag Products	No. of Farms with sales < \$10,000	No. of Farms with sales > \$100,000
Berks	1980	112	\$367,840,000	940	491
Bucks	934	81	\$70,573,000	588	119
Chester	1733	96	553,290,000	888	461
Delaware	79	55	\$9,455,000	61	7
Lehigh	516	164	\$72,059,000	269	76
Montgomery	719	58	\$30,028,000	503	54
Northampton	486	140	\$31,762,000	268	80
Pennsylvania	63,163	124	\$5,808,803,000	38,850	10,655

Public Participation and Input

The SEPA RC&D Council began the process in March 2007 by reviewing the 2004-2008 existing Area Plan at a Council Meeting. An Ad-hoc Strategic Planning Committee was created and approved at the November 2007 Council Meeting. The committee held over ten (10) meetings to discuss and guide the development of the Plan. The Board of Directors held a special work session to establish the Council’s Core Values and, review and revise as necessary the mission and vision statements.

To gain a broader perspective on the resource needs of the communities, it was decided to develop and distribute a web-based survey to the Council members, sponsoring organizations, elected officials, community groups, agencies, socially disadvantaged groups, project partners, schools, and other interested parties in the seven counties to gather their suggestions on natural resource and community needs. In addition, printed copies of the survey were made available and provided to people without access to

computers. Press releases were also distributed to the news media about the strategic planning survey.

The survey was done during the month of October 2008. Committee members, Directors, Council staff, and the RC&D Coordinator were asked to distribute copies of the survey to other individuals, agencies and organizations to expand public participation. The survey was also posted on the Council website, www.separcd.org and e-mailed across the state for additional input. Over 430 people participated in the survey.

After the survey period was completed, the results were tabulated and reviewed by the committee. The results were also presented to the Board of Directors and summary results were posted on the Council's website.

Regionally Identified Needs And Opportunities

While the survey provided the Council with many local needs and opportunities, the following issues were cited the most by the survey participants.

Community Development

- Alternative Energy
- Recycling
- Crime and Safety
- Economic Development/Small Business
- Health Insurance

Water Management

- Drinking Water Protection
- Ground Water Protection
- Water Conservation
- Water Supply
- Storm Water Management

Land Conservation

- Best Management Practices
- Soil Erosion
- Wetland/Marsh Management
- Woodland Management
- Native Habitat Restoration

Land Management

- Air Quality
- Alternative Energy
- Fish and Wildlife Habitat
- Hazardous Wastes Recycling
- Zoning

In November 2008, the Board of Directors decided to focus efforts on two (2) elements, Community Development and Water Management. The Board charged the Strategic Planning Committee to develop draft goals, objectives, and strategies for two community development issues and one water management issue. Green technology/energy conservation and economic development were selected as the specific issues for community development. Water conservation and protection was identified as the main water management goal for the Council.

Goals, Objectives, and Strategies

The Council spent approximately three months developing Goals, Objectives and Strategies statements to address the identified resource concerns.

Goals are overarching end statements that, when attained collectively, will result in the achievement of the vision for the planning period. Goals are larger than objectives.

Objectives are specific, measurable achievements that when obtained result in the accomplishment of a goal. Or in other words, objectives are the increments that take the RC&D partnership to the goals.

Strategies are the kinds of activities and individual projects that the RC&D Council envisions pursuing in order to accomplish objectives.

I. Community Development

GREEN TECHNOLOGY GOAL: PROVIDE LEADERSHIP TO INCREASE THE USE OF ENERGY CONSERVATION AND/OR GREEN TECHNOLOGY PRACTICES IN ALL SEVEN COUNTIES BY 2013.

Objective 1:

Provide the agricultural community with education and technical assistance to help implement ten energy conservation practices by 2012.

Strategies:

1. Partner with farm organizations to hold at least two events on available technology and financial assistance by 2010.
2. Participate in four community fairs/events by 2011.
3. Conduct one farm energy makeover by 2012.

Objective 2:

Promote at least three alternative energy practices to Council Area residents over the next five years.

Strategies:

1. Participate in four community fairs/events by 2012.
2. Conduct one public building energy makeover by 2013.
3. Add a green technology page to the SEPA RC&D website by 2010.

Objective 3:

Educate at least 20 government officials and/or small businesses on the benefits of green technology by 2011.

Strategies:

1. Sponsor a presentation and tour of a LEED certified building by 2009.
2. Conduct five outreach efforts to government and small business associations by 2011.
 - A. Write two articles for their magazines/newsletters.
 - B. Develop and distribute one brochure for members.
 - C. Have a booth at two conventions.

ECONOMIC DEVELOPMENT GOAL: ENHANCE LOCAL ECONOMIC CONDITIONS FOR AT LEAST FIVE (5) ORGANIZATIONS, SMALL BUSINESSES, AND INDIVIDUALS IN THE COUNCIL AREA DURING THE FIVE YEAR PERIOD BEGINNING IN 2009.

Objective 1:

Increase the capacity building skills of at least 150 members of local organizations by 2012.

Strategies:

1. Organize at least two grant writing workshops by 2011.
2. Provide at least two other additional capacity building workshops by 2012.
3. Partner with Pennsylvania Association of Nonprofit Organizations (PANO) to hold a Standards of Excellence Introductory Session by 2010.

Objective 2:

Enhance local revitalization efforts in three counties by 2013.

Strategies:

1. Facilitate two Main Street Managers Idea Exchange Meetings by 2011
2. Partner with three (3) local economic development corporations to promote Main Street and Elm Street Programs by 2010.
3. Assist 25 rural low-income residents in removing health and safety hazards by 2013
4. Organize two workshops to develop the business/entrepreneurial skills of high school and college-age individuals by 2011.
5. Promote the purchase of seven (7) locally grown and locally manufactured products and services within the region by 2013.
6. Assist the development of value added agricultural products in two (2) counties by 2012.

II. Water Management - Protection and Conservation

GOAL: PROMOTE THE PROTECTION AND CONSERVATION OF AT LEAST FOUR (4) WATER RESOURCES IN THE SEVEN COUNTY REGION BY 2013.

Objective 1:

Increase the awareness and protection of water resources in the seven county region by 2012.

Strategies:

1. Partner with two (2) watershed groups to put on two (2) workshops regarding source water protection by 2010.
2. Promote availability of services by emails, mailings, website postings to prospective users and process assistance requests for the Consortium of Scientific Assistance to Watersheds (C-SAW) by 2012.

3. Complete the Eastern Delaware County Council of Governments (COG) Storm Water Project to demonstrate and promote the benefits of urban communities working together to address storm water issues by 2011.
4. Help develop the Delaware River Conservation Reserve Enhancement Program (CREP) by 2012.
5. Increase awareness of source water resources by at least seven (7) workshops, emails outreach efforts, website postings, or news releases in the region by 2011.

Objective 2:

Reduce water usage by expanding the use of water conservation devices and strategies in four counties by 2013.

Strategies:

1. Educate at least 500 residents through five water conservation educational outreach activities by 2013.
2. Distribute 600 low flow shower heads and/or faucet aerator to socially disadvantaged families by 2012.
3. Conduct a “Save the Water” program in five school districts by 2012.
4. Partner with water authorities, government agencies, and other organizations in two counties to sponsor an irrigation/lawn watering program by 2011.

III. Council Capacity and Administration

GOAL: ENSURE THE SEPA RC&D COUNCIL IS AN EFFECTIVE AND ACCOUNTABLE ORGANIZATION FOR THE NEXT FIVE YEARS.

Objective 1:

Develop and maintain a diverse, knowledgeable Board of Directors by 2013.

Strategies:

1. Select Board Members based on needs identified by the Board Profile Form beginning in 2010.
2. Host at least one training session each year for Directors to enhance their governance skills of a nonprofit organization.
3. Encourage attendance at one training session each year for committee members to enhance their nonprofit organizational skills.
4. Contact five non-traditional partner organizations and individuals for at least three recommendations of potential Board Members by 2013.
5. Provide orientation and mentoring to new board members within two (2) months of their appointment.

Objective 2:

Advance the Council’s standings by achieving two (2) industry certifications by 2012.

Strategies:

1. Become a National Assoc. of RC&D Councils “Circle of Diamonds” Member by 2010.

2. Qualify for PA Assoc. of Nonprofit Organizations' Standards of Excellence Certification by 2012.

Objective 3:

Expand Council's networks in the state, regional and national RC&D organizations by 2012.

Strategies:

1. Maintain membership with State, Regional and National RC&D Associations.
2. Encourage every Director to attend and participate in at least one State, Regional or National RC&D Associations' Conferences.

Objective 4:

Ensure stability and growth of the Council by 2013.

Strategies:

1. Implement new Business and Marketing Plans by 2012.
2. Secure adequate space for Council office and meetings by 2013.
3. By June of each year, complete the appropriate level financial audit.
4. File all required IRS Forms by September 1 of each year.
5. Complete a Council self-evaluation during the last meeting of each year.
6. Evaluate and adopt any new projects that while outside the scope of the strategic plan, support the Council's mission by 2013.

Past, Current and Potential Partners

Southeastern PA RC&D could not accomplish its mission without the many partnerships with other agencies and organizations.

Current and potential partners include USDA agencies such as the Natural Resources Conservation Service, Farm Service Agency, Rural Development, Agriculture Marketing Service, and Cooperative Research and Extension Service. Other Federal agencies, such as the U.S. Geologic Survey, U.S. Environmental Protection Agency, U.S. Small Business Administration, and U.S. Department of Housing and Urban Development have partnered or can be considered to partner with the Council on future projects.

State government agencies such as PA Department of Environmental Protection, PA Department of Conservation & Natural Resources, PA Department of Agriculture, PA Fish and Boat Commission, PA Game Commission, State Conservation Commission, PA Department of Transportation, and PA Department of Community and Economic Development have been and are excellent partners for future consideration.

The Council Area's conservation districts, counties' departments, cities, boroughs, townships and many nonprofit organizations also provide the Southeastern PA RC&D with valuable grassroots partners.

Linkages to the NRCS Strategic Plan

The Goals established in this new Area Plan will assist NRCS in reaching the following 2005-2010 Strategic Plan Goals:

- Clean and Abundant Water
- Healthy Plant and Animal Communities
- Adequate Energy Supply
- Clean Air
- Working Farm and Ranch Lands

The NRCS overarching strategies of Cooperative Conservation, Watershed Approach, and Market-based Approach will also be utilized in the implementation of the Southeastern PA RC&D Area Plan.

Required Clauses and Signatures

The Southeastern Pennsylvania RC&D Council agrees that the RC&D Program will be conducted in compliance with the nondiscrimination provisions as contained in Title VI and VII of the Civil Rights Act of 1964 as amended, the Civil Rights Restoration Act of 1987 (Public Law 100–259) and other nondiscrimination statutes; namely, Section 504, of the Rehabilitation Act of 1973, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975 and in accordance with the regulations of the Secretary of Agriculture (7CFR–15, Subparts A and B) that provide that no person in the United States shall, on the ground of race, color, national origin, age, sex, religion, marital status, or handicap/disability be excluded from participation in, or be denied the benefits of, or be otherwise subjected to discrimination under any program or activity receiving Federal financial (or technical) assistance from the U.S. Department of Agriculture or any agency thereof.

The Southeastern Pennsylvania RC&D Council agrees that the signing of this document constitutes agreement to comply with Federal laws concerning restrictions on lobbying, a drug-free workplace, and responsibilities for non-procurement, suspension, and debarment, and State review.

The Southeastern Pennsylvania RC&D Council hereby adopts this RC&D Area Plan and agrees to use effectively the assistance provided by the U.S. Department of Agriculture to realize the goals and objectives outlined herein.

By: _____
Council Chairperson

Attest: _____
Council Secretary

This action was authorized at an official meeting of the Southeastern Pennsylvania RC&D Council on May 20, 2009.

U.S. Department of Agriculture – Natural Resources Conservation Service
The State Conservationist hereby acknowledges the attached Area Plan of Southeastern PA RC&D Council as meeting the requirements under Public Law 97–98 to receive assistance from USDA.

Acknowledged By:

_____ Date: _____
State Conservationist

Appendix

Data Sources

Table 1: 2007 US Census QuickFacts

Table 2: 2007 US Census QuickFacts

Table 3: 2005 USDA Natural Resource Conservation Service

Table 4: 2007 National Agricultural Statistics Service

Land Use

Table 3: 2005 Pennsylvania Land Use

Agriculture

Table 4: 2007 Census of Agriculture

Survey Outreach

Council Members

Sponsoring Organizations

Pennsylvania Department of Environmental Protection Watershed Specialists

Conservation District Watershed Managers

High Schools-Urban, Suburban, Rural

Vocational Technical Schools

Colleges-Private, Public, Women's, Historically Black Colleges & University

Native American Organizations

Hispanic Organizations

African American Organizations

Asian American Organizations

Watershed Organizations

Land Trusts

Churches

Rotary Clubs

Chamber of Commerce

Cooperative Extensions

Educational Intermediate Units

Environmental Educators

Volunteer Fire Companies

Senior Centers

Food Panties

Automotive organizations

Farm Bureaus

Pennsylvania Association for Sustainable Agriculture

Economic Development Council

Farmers Markets

United States Department of Agriculture - Natural Resource Conservation Service
United States Department of Agriculture - Agricultural Marketing Service
United States Department of Agriculture - Rural Development
United States Department of Agriculture - Farm Service Agency
County Planning Commissions
Insurance Companies
Pennsylvania Department of Environmental Protection
Municipalities
Legislators-state, federal
County Parks
Young Women's Christian Associations
Arts Councils
Tourism Bureaus
Newspapers
Engineering Firms
Resource Conservation & Development Councils
AgriAbility
Nonprofit Consultants
College students
Farmers
Banks
Council Vendors
Mass Transportation Companies
Pennsylvania Game Commission
Environmental Justice Specialists
Council Consultants
Women Infant & Children Offices
Community Action Agency
Pennsylvania Department of Agriculture

Strategies Timeline

2009

- Sponsor a presentation and tour of a LEED certified building by 2009.
- Select Board Members based on needs identified by the Board Profile Form beginning in 2010.
- Host at least one training session each year for Directors to enhance their governance skills of a nonprofit organization.
- Encourage attendance at one training session each year for committee members to enhance their nonprofit organizational skills.
- Provide orientation and mentoring to new board members within two (2) months of their appointment.
- Maintain membership with State, Regional and National RC&D Associations.
- Encourage every Director to attend and participate in at least one State, Regional or National RC&D Association's Conferences by 2012.

- By June of each year, complete the appropriate level financial audit.
- File all appropriate IRS Forms.
- Complete a Council self-evaluation during the last meeting of each year.
- Evaluate and adopt, as appropriate to the council's mission, new projects outside the scope of the strategic plan.

2010

- Partner with farm organizations to hold at least two events on available technology and financial assistance by 2010.
- Add a green technology page to the SEPA RC&D website by 2010.
- Partner with Pennsylvania Association of Nonprofit Organizations (PANO) to hold a Standards of Excellence Introductory Session by 2010.
- Partner with three (3) local economic development corporations to promote Main Street and Elm Street Programs by 2010.
- Partner with two (2) watershed groups to put on two (2) workshops regarding source water protection by 2010.
- Select Board Members based on needs identified by the Board Profile Form beginning in 2010.
- Host at least one training session each year for Directors to enhance their governance skills of a nonprofit organization.
- Encourage attendance at one training session each year for committee members to enhance their nonprofit organizational skills.
- Provide orientation and mentoring to new board members within two (2) months of their appointment.
- Become a National Assoc. of RC&D Councils “Circle of Diamonds” Member by 2010.
- Maintain membership with State, Regional and National RC&D Associations.
- Encourage every Director to attend and participate in at least one State, Regional or National RC&D Association’s Conferences by 2012.
- By June of each year, complete the appropriate level financial audit.
- File all appropriate IRS Forms.
- Complete a Council self-evaluation during the last meeting of each year.
- Evaluate and adopt, as appropriate to the council's mission, new projects outside the scope of the strategic plan.

2011

- Participate in four community fairs/events by 2011.
- Conduct five outreach efforts to government and small business associations by 2011.
 - A. Write two articles for their magazines/newsletters.
 - B. Develop and distribute one brochure for members.
 - C. Have a booth at two conventions.
- Organize at least two grant writing workshops by 2011.
- Facilitate two Main Street Managers Idea Exchange Meetings by 2011.

- Organize two workshops to develop the business/entrepreneurial skills of high school and college-age individuals by 2011.
- Complete the Eastern Delaware County Council of Governments (COG) Storm Water Project to demonstrate and promote the benefits of urban communities working together to address storm water issues by 2011.
- Increase awareness of source water resources by at least seven (7) workshops, emails, outreach efforts, website postings, or news releases in the region by 2011.
- Partner with water authorities, government agencies, and other organizations in two counties to sponsor an irrigation/lawn watering program by 2011.
- Select Board Members based on needs identified by the Board Profile Form beginning in 2010.
- Host at least one training session each year for Directors to enhance their governance skills of a nonprofit organization.
- Encourage attendance at one training session each year for committee members to enhance their nonprofit organizational skills.
- Provide orientation and mentoring to new board members within two (2) months of their appointment.
- Maintain membership with State, Regional and National RC&D Associations.
- Encourage every Director to attend and participate in at least one State, Regional or National RC&D Association's Conferences by 2012.
- By June of each year, complete the appropriate level financial audit.
- File all appropriate IRS Forms.
- Complete a Council self-evaluation during the last meeting of each year.
- Evaluate and adopt, as appropriate to the council's mission, new projects outside the scope of the strategic plan.
- Review progress on implementation of Area Plan.

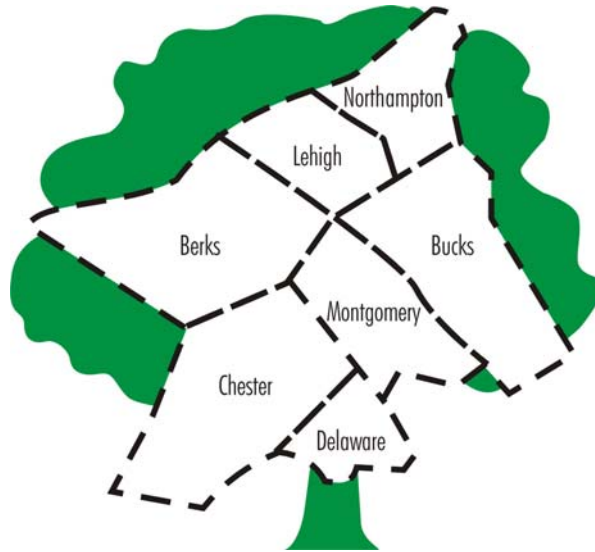
2012

- Conduct one farm energy makeover by 2012.
- Participate in four community fairs/events by 2012.
- Provide at least two other additional capacity building workshops by 2012.
- Assist the development of value added agricultural products in two (2) counties by 2012.
- Promote availability of services by emails, mailings, website postings to prospective users and process assistance requests for the Consortium of Scientific Assistance to Watersheds (C-SAW) by 2012.
- Help develop the Delaware River Conservation Reserve Enhancement Program (CREP) by 2012.
- Distribute 600 low flow shower heads and/or faucet aerator to socially disadvantaged families by 2012.
- Conduct a "Save the Water" program in five school districts by 2012.
- Select Board Members based on needs identified by the Board Profile Form beginning in 2010.
- Host at least one training session each year for Directors to enhance their governance skills of a nonprofit organization.

- Encourage attendance at one training session each year for committee members to enhance their nonprofit organizational skills.
- Provide orientation and mentoring to new board members within two (2) months of their appointment.
- Qualify for PA Assoc. of Nonprofit Organizations' Standards of Excellence Certification by 2012.
- Maintain membership with State, Regional and National RC&D Associations.
- Encourage every Director to attend and participate in at least one State, Regional or National RC&D Association's Conferences by 2012.
- Implement new Business and Marketing Plans by 2012.
- By June of each year, complete the appropriate level financial audit.
- File all appropriate IRS Forms.
- Complete a Council self-evaluation during the last meeting of each year.
- Evaluate and adopt, as appropriate to the council's mission, new projects outside the scope of the strategic plan.
- Create ad hoc 2014-2019 Strategic Planning Committee.

2013

- Conduct one public building energy makeover by 2013.
- Assist 25 rural low-income residents in removing health and safety hazards by 2013.
- Promote the purchase of seven (7) locally grown and locally manufactured products and services within the region by 2013.
- Educate at least 500 residents through five (5) water conservation educational outreach activities by 2013.
- Select Board Members based on needs identified by the Board Profile Form beginning in 2010.
- Host at least one training session each year for Directors to enhance their governance skills of a nonprofit organization.
- Encourage attendance at one training session each year for committee members to enhance their nonprofit organizational skills.
- Contact non-traditional partner organizations and individuals for at least three recommendations of potential Board Members by 2013.
- Provide orientation and mentoring to new board members within two (2) months of their appointment.
- Maintain membership with State, Regional and National RC&D Associations.
- Encourage every Director to attend and participate in at least one State, Regional or National RC&D Association's Conferences by 2012.
- Secure adequate space for Council office and meetings by 2013.
- By June of each year, complete the appropriate level financial audit.
- File all appropriate IRS Forms.
- Complete a Council self-evaluation during the last meeting of each year.
- Evaluate and adopt, as appropriate to the council's mission, new projects outside the scope of the strategic plan.
- Review progress on implementation of 2009-2013 Area Plan.
- Develop and adopt 2014-2019 Area Plan.



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More information about the Southeastern Pennsylvania Resource Conservation and Development Council can be obtained from visiting the Council's website, www.separcd.org, sending an email to chairman@separcd.org or contacting the office:

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