



Shell Rock River WMC Meeting

April 6, 2023



Presentation Overview

Planning Process Updates

Review Public Feedback

Watershed Analysis Updates

Goal Setting Workshop

Questions, Next Steps, and Homework



Today's Big Question

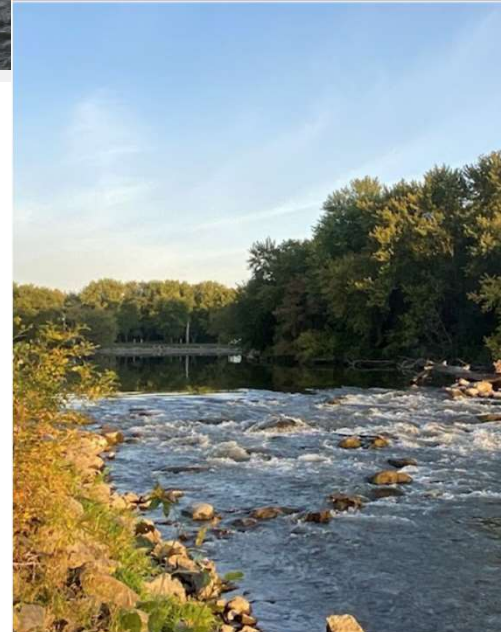
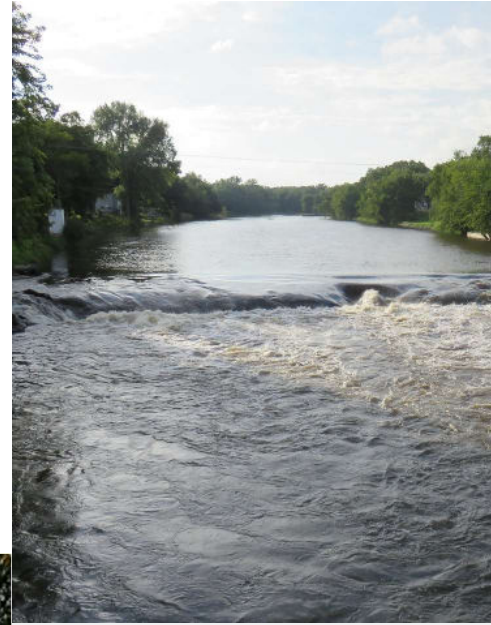
What are the goals you are trying to achieve with the plan?

We will

- Understand the data
- Consider public input
- Dream big



Planning Process Update



Project Schedule



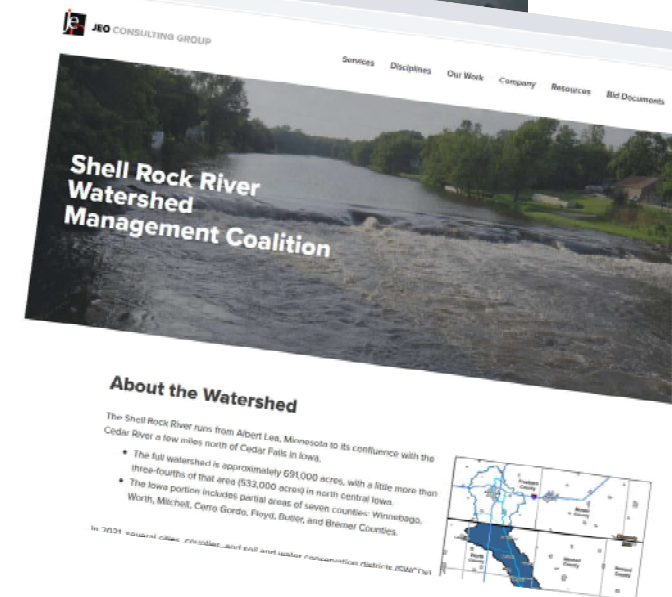
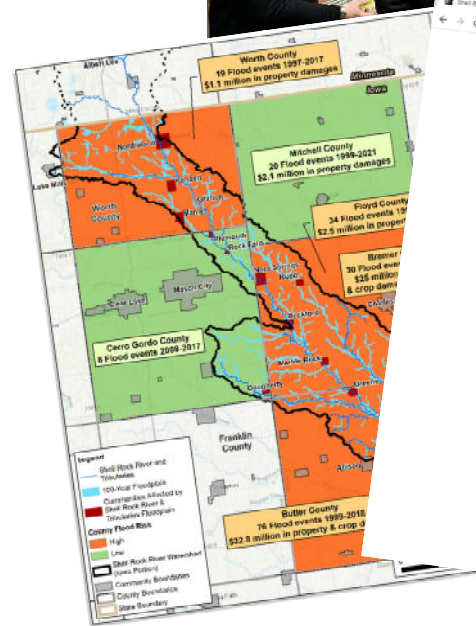
Overview of Recent Work

Compiling and analyzing data

Website updated

Assessing input

Thank you for your feedback to-date!



Status of Watershed Plan Document

Chapter	Status
Executive Summary	Last item to be completed
Chapter 1 – Introduction	Drafting
Chapter 2 – Watershed Inventory	Drafting
Chapter 3 – Current Conditions	Drafting
Chapter 4 – Goals	Drafting
Chapter 5 – Implementation Strategy	TBD
Chapter 6 – Education Plan	TBD
Chapter 7 – Action Plan	TBD
Chapter 8 – Funding	TBD
Appendices	TBD



Homework Review

- Community input worksheets
- Newspaper clippings requested
- Watershed pictures requested



Review Public Feedback



Obtaining Public Feedback

- ✓ Developed a stakeholder engagement plan
- ✓ Project website created
- ✓ Held a public open house meeting – scoping input
- ✓ Requesting feedback via worksheets
- ✓ Planning a 2nd public open house meeting – review draft plan
- ✓ Engaging potential new members and partners





Open House

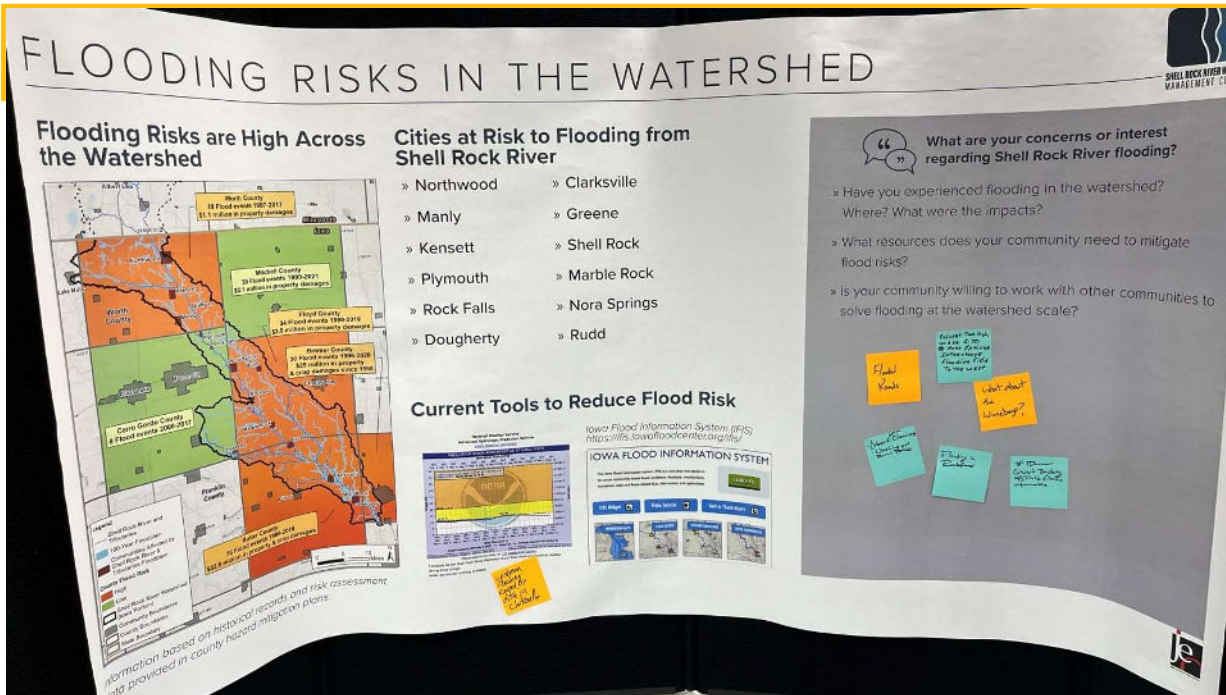
March 16, 2023

Press release sent out to
22 media contacts

Social media event and
invitation

17 attendees signed in

- Farmers
- Residents
- Landowners
- Businesses



Two comment forms received at meeting

20 comments received on display boards during meeting

Full summary report to be sent out following today's meeting

Open House

March 16, 2023



Open House

March 16, 2023

What topics did you discuss with attendees during the meeting?

How did this group feel about the open house meeting setup (inviting, casual, etc.)?

What was something we learned from the open house meeting?

Is there anything you'd like to see improved on for the next public open house?

Homework Status (Worksheets)

- 9 have been received
 - 2 non-members
 - 6 members
- 18 remaining
 - 8 non-members
 - 10 members
- JEO working on calling and emailing reminders

Jurisdiction	WMC Member	Worksheet?
Cities		
Allison	No	1st contact via email 3/24
Clarksville	No	1st contact via email 3/24
Dougherty	No	1st contact via phone 3/30 - hung up right away
Grafton	No	Received
Greene	No	Received
Kensett	No	Not Received
Manly	No	Not Received
Marble Rock	No	1st contact via email 3/24
Nora Springs	Yes	Not Received
Northwood	Yes	Received
Plymouth	Yes	Not Received
Rock Falls	No	1st contact via email 3/27
Rockford	No	Not Received
Rudd	No	1st contact via email 3/27
Shell Rock	Yes	Received
Counties		
Bremer	Yes	Received - w/SWCD
Butler	Yes	Received
Cerro Gordo	Yes	Not Received
Floyd	Yes	Not Received
Mitchell	Yes	Not Received
Worth	Yes	Received
SWCDs		
Bremer County SWCD	Yes	Received - w/county
Butler County SWCD	Yes	Not Received
Cerro Gordo County SWCD	Yes	Not Received
Floyd County SWCD	Yes	Not Received
Mitchell County SWCD	Yes	Not Received
Worth County SWCD	Yes	Not Received

Homework Status

Observations to Date

Water Quality, Flooding, and
Recreation = all important issues

Willing to work across jurisdictions?
YES!!

Some potential projects identified...
could be demonstration sites?

“Shell Rock doesn’t affect our town”

Needs

- Education on the issues/solutions
– a good starting point
- Make data easier to access
- Make funding programs easier to
access/more enticing
- Possible rec needs: river access, a
lake, white water park (river
rapids), river trail designation

Worksheets

Please complete ASAP

JEO working on calling and emailing reminders

COMMUNITY ISSUES AND INPUT
SHELL ROCK RIVER WATERSHED MANAGEMENT COALITION (SRRWMC)
JEO Project #: 210289.00

Introduction
Thank you for taking the time to complete this worksheet. The Shell Rock River Watershed Management Coalition (SRRWMC) was formed in 2021 through voluntary agreements between cities, counties, and soil and water conservation districts (SWCDs). The WMC is currently developing a watershed management plan that reflects the values, concerns, and input of everyone in the watershed. The WMC has used grant funds to hire JEO Consulting Group to assist in this process.

We ask that you return this worksheet via email or USPS to Adam Rupe with JEO by Thursday, April 6, 2023:
Adam Rupe, Project Manager
(402) 322-0377 | arupe@jeo.com
JEO Consulting Group
1615 SW Main St, Suite 205
Ankeny, IA 50023

Please feel free to share this with your city council, board of supervisors, board of commissioners, or other local officials if you feel compiling all of your input would be valuable. If you have any questions, please don't hesitate to call me at (641) 430-7420 or contact Adam directly.

Ken Nelson, Cerro Gordo SWCD Commissioner
Board Chairperson - SRRWMC

Stay Connected
Visit the links below to learn more about the project, stay up-to-date with the planning process and upcoming events, and review the Shell Rock River Watershed Management Plan (when available).
• Website: www.jeo.com/shell-rock-river-wmc
• Facebook: www.facebook.com/ShellRockWMC
• Twitter: @ShellRockRiver

Community / Jurisdiction Information
Name and title of person(s) filling out worksheet: _____

Jurisdiction represented: _____

Phone: _____ Email: _____

Page 1 of 3

Page 2 of 3

Obtaining Public Feedback

- ✓ Developed a stakeholder
 - ✓ Project website cr
 - ✓ Held a public
 - ✓ Requesting fee
 - ✓ Planning a 2nd
 - ✓ Engaging potential r
- Other thoughts, ideas, or needs on stakeholder and public involvement during the planning process?
- nt plan

Watershed Analysis Updates



Watershed Analysis Updates

Updated data gathering and analysis

- Stream gaging
- Flood risk analysis
- Water quality sampling



Flooding Data Resources

Existing Data Sources

- County-level hazard mitigation plans
- Stream gaging (@ Shell Rock, IA)
 - IFC
 - USGS
 - NWS flood forecasting
- Mapping
 - IFC – Flood risk/depth maps
 - FEMA – Insurance/regulatory maps

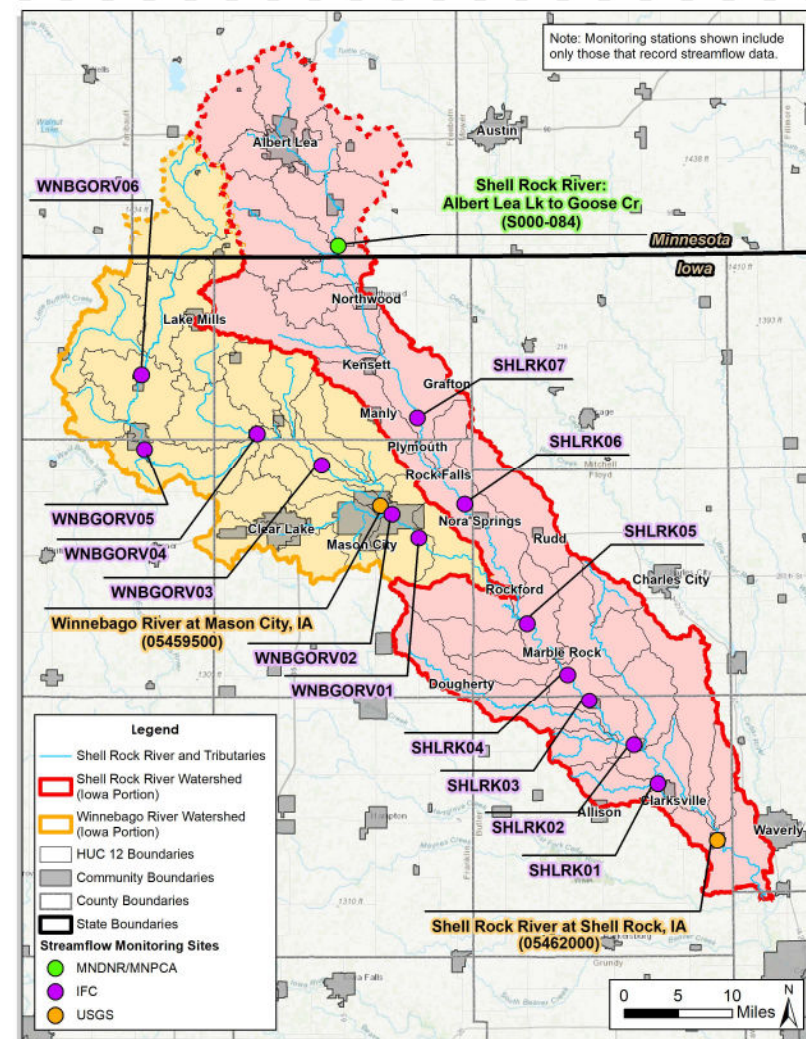


Stream Gaging

Additional primary sites:

- Shell Rock in Minnesota
- Winnebago @ Mason City

Can help to “portion out” flows



Flooding Risk Assessment

DRAFT

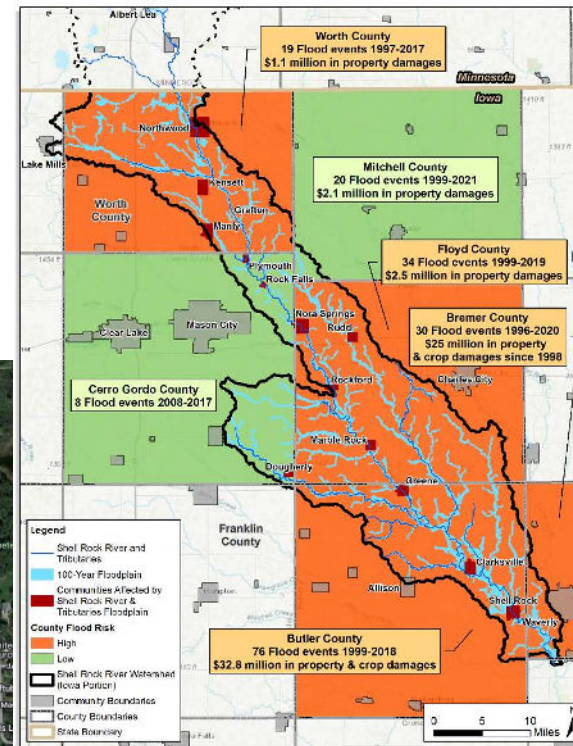
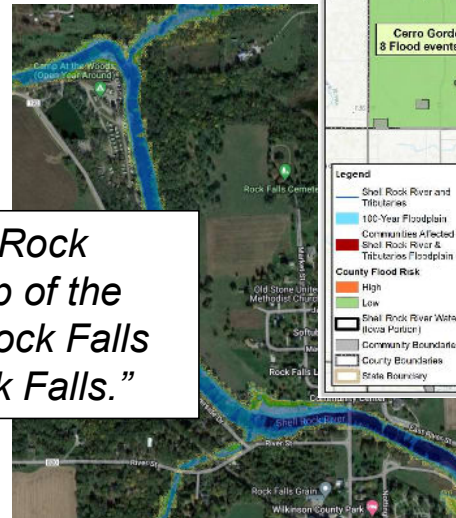
Ongoing Work

- County-level data
- City-level risk review

Cities

- Northwood
- Manly
- Kensett
- Plymouth
- **Rock Falls**
- Dougherty
- Clarksville
- Greene
- Shell Rock
- Marble Rock
- Nora Springs
- Rudd

In 2012, “Flash flooding of the Shell Rock River led to the evacuations of Camp of the Woods Campground northwest of Rock Falls and Wilkinson Campgrounds in Rock Falls.”



Flooding Risk Assessment

“Tiered” screening process for Cities

- Tier 1 – Flood risk present?
- Tier 2 – Nature of flood risk
- Tier 3 – Mitigation strategies

Status

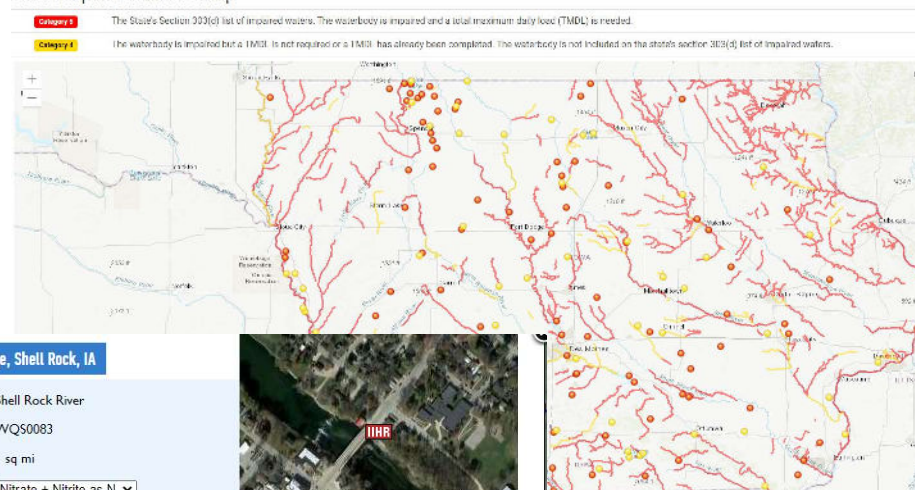
- 15 cities screened
- 4 removed at Tier 1 – no significant risk
 - Allison
 - Dougherty
 - Grafton
 - Kensett
- Tier 2 screening underway



Water Quality Data Sources

- DNR
 - Ambient Stream Monitoring
 - Monthly measurements (1999-2022)
 - Integrated Report (Impaired Waters)
 - AQUIA & ADBNet Websites
 - TMDL studies
- IFC Stream Sensors
 - Includes USGS data
 - Daily measurements (2018-2022)

2022 Impaired Waters Map

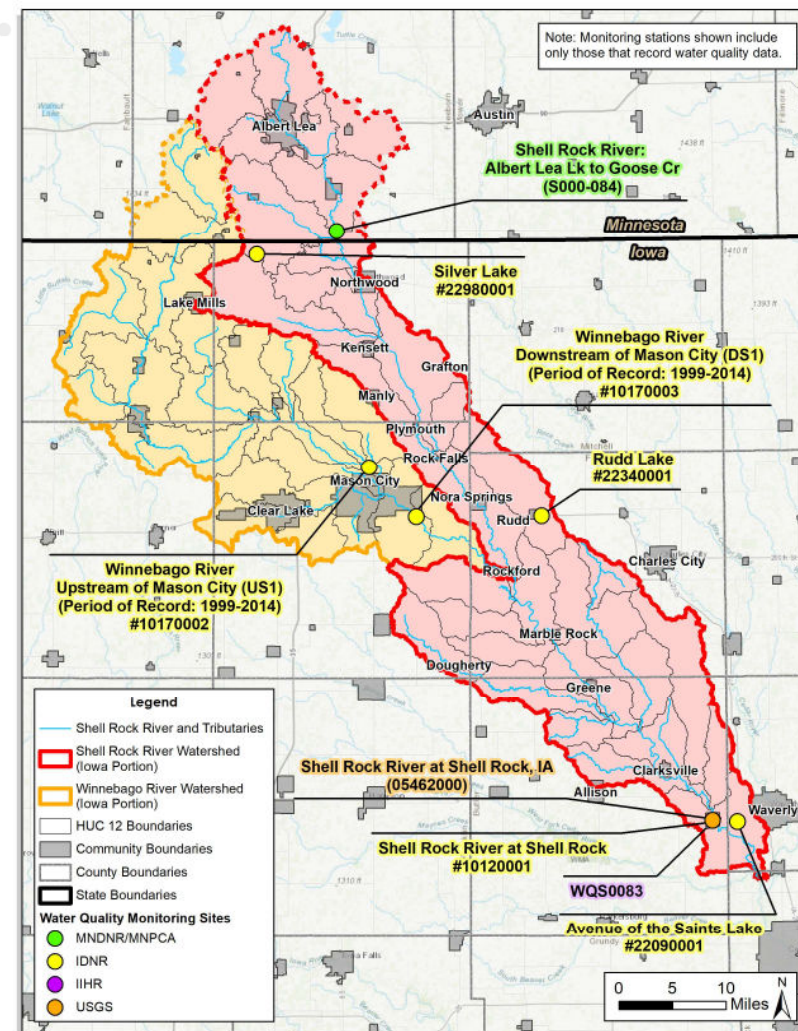


Water Quality Monitoring Sites

Additional sites:

- Shell Rock in Minnesota
- Winnebago up/down stream Mason City
 - Limited period of record

Can help to “portion out” pollutants



Goal Setting Workshop



Today's Big Question

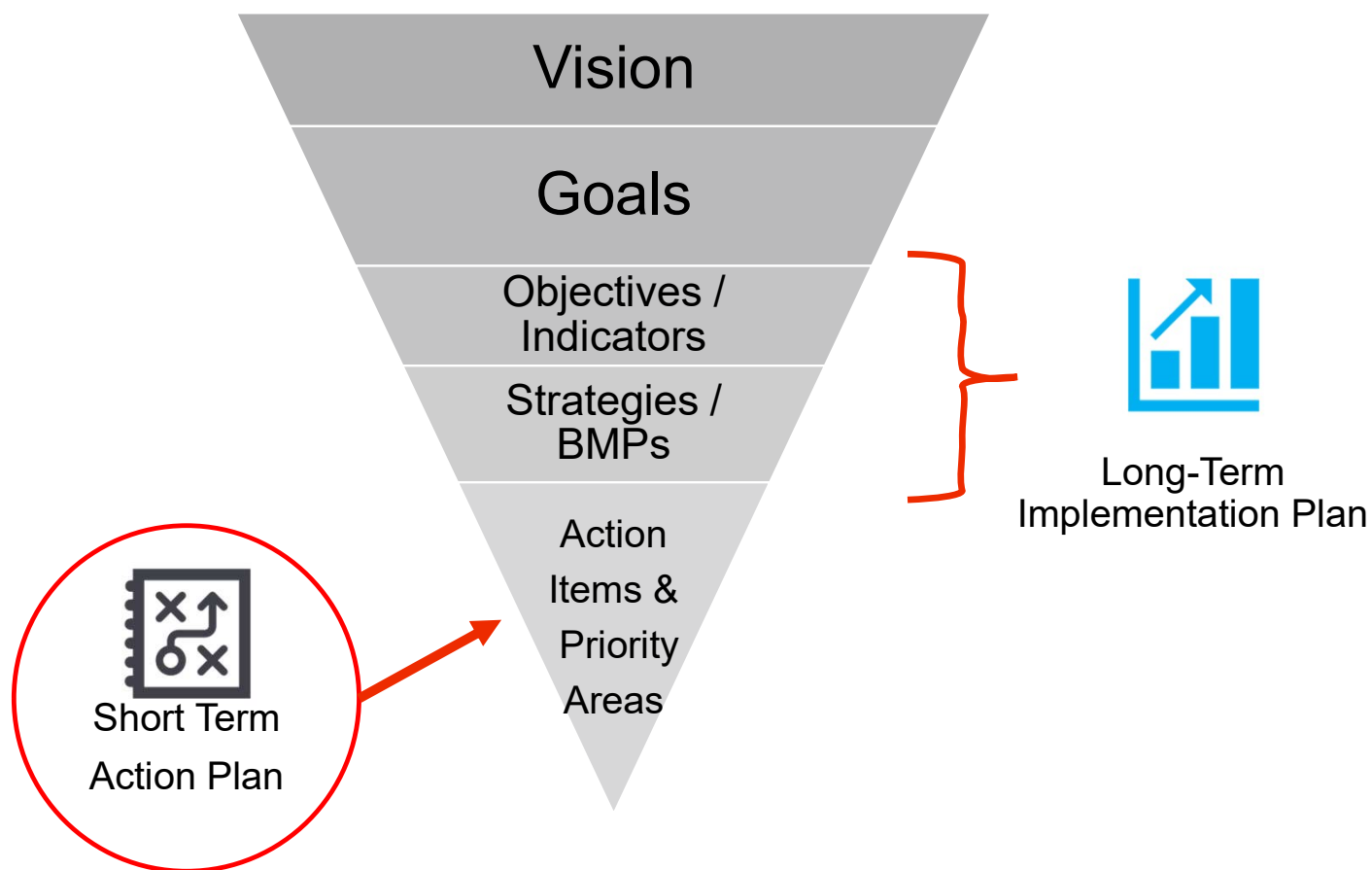
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We will

- Understand the data
- Consider public input
- Dream big



Watershed Plan Goal Setting



Goal Setting Steps



Form a Vision or Mission Statement

Set by Coalition



Identify “Issues & Solutions”

Input from all stakeholders

What does data tell us?



Identify SMART Goals

Enhances ability to gauge success

Improves partner buy-in

Vision or Mission Statement

- “Where are we headed?”
- Serves as a foundation for the watershed plan
- Sets the planning boundaries
- Should inspire and energize
- Aspirational or challenging in nature
 - Goals, objectives, and action items fill in the details
- Developed early in planning process
- *Initial draft from the DNR grant*



Mission Statement - DRAFT

“To assess and reduce flooding risks; repair, improve, and enhance the quality, appearance and recreational use of the Shell Rock River Watershed by encouraging municipal, public and private support and participation through education, conservation practices and volunteering.”

Any reason to edit this for the plan?



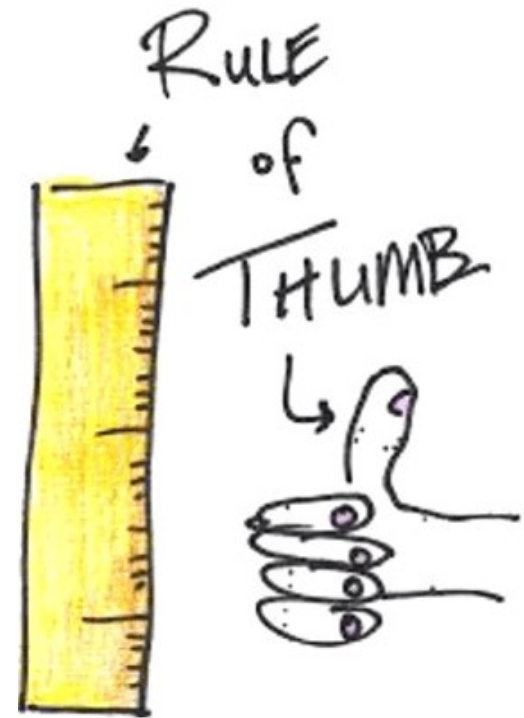
Types of Issues Heard So Far

- Flooding
- Stormwater runoff
- Water quality
- Tiling
- Recreation
- Habitat
- Funding & Organization
- Partnerships and Cooperation
- Watershed Policy
- Education & Outreach
- Monitoring & Evaluation
- Others?



My Rules of Thumb for Goal Writing

- Keep goals simple, but broad.
- They help communicate what the plan/coalition is focused on.
- Don't have too many.
- Remember most of the details are worked out in objectives, targets, action items, etc.
- Must have buy-in from you.



Draft Goals for Discussion






1. Flood resiliency will be improved at the individual, community, and watershed level
2. Improve water quality to support all uses and ensure it meets state standards and goals.
3. Utilize river centered recreation to enhance local communities and connect the public with the watershed.
4. Create an informed, educated, and passionate public that works towards improving watershed management.

What edits, updates, or additions need made for including these in the watershed plan?



Next Steps on Goals

1. Update, based on today's feedback – send out for review
2. Review and/or adopt at next meeting
3. Begin to develop and identify:
 1. Objectives/indicators
 2. Strategies/BMPs
 3. Action Items
4. Ensure goals are SMART

S 	SPECIFIC A defined end point or target.
M 	MEASURABLE Attach numbers and timelines to the goal.
A 	ACHIEVABLE Based on existing figures and research, is it achievable?
R 	RELEVANT Is this goal in line with the vision?
T 	TIME LIMITED The goal must be measurable over a period of time.



Next Steps



Next Steps

Next meeting agenda (tentative)

- Review updated goals
- Discuss long-term implementation strategies
- **Working session:** Develop draft action plan
- **Learning moment:** Neil Shaffer, Howard Counties Watershed Projects

Homework

- Complete and return your worksheets **ASAP**
- Review updated draft goals
- Review draft chapters
- Optional read-ahead for July meeting



Thank You!!



Adam Rupe
arupe@jeo.com
(402) 322-0377