

SRRWMC Mission Statement

Based on the watershed planning grant application

“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?

Potential Watershed Plan Goals

Based on the watershed planning grant application.

Final watershed plan goals should be related, but separate from the overall goals the SRRWMC has, and the grant funding goals.

- The SRRWMC's goal is to participate in the management and enhancement of the Iowa portion of the Shell Rock River Watershed from the state border with our Minnesota Shell Rock River Watershed District partners and connecting with the headwaters of the Cedar River and the Middle Cedar Watershed Management Authority.
- Facilitate collaboration between our counterparts: the Shell Rock River/Winnebago Watershed District in Minnesota, and the Middle Cedar WMA. Commence procedures on a neighboring WMA in the Iowa Winnebago Watershed.
- Thus, it is our goal to initiate completion of the management of the entire Shell Rock River and Winnebago watersheds to the headwaters of the Cedar River and the Middle Cedar River Watershed Management Authority.
- Increase participation from municipalities, landowners, organizations, agricultural producers and the general public in the SRRWMC.
- The SRRWMC's goals expressed in this proposal align with Iowa's Nonpoint Source Management Plan as detailed below:

Shell Rock River Watershed Management Coalition (SRRWMC)

DRAFT – April 6, 2023

Watershed Planning - Goal Setting Worksheet

Nonpoint Source Management Plan Goal	Relevant Objectives
Build Partnerships to Enhance a Collaborative Watershed Approach to Nonpoint Source Water Pollution	1.2 Encourage SWCDs to cooperate within watershed boundaries. 1.4 Implement Smart Planning principles, as provided by Code of Iowa at watershed level
Improve Technical Assistance, Outreach, and Education to Facilitate NPS Assessment, Planning and Implementation	2.1 Build local and mutual accountability through community-based watershed and other groups to set expectations for conservation behavior. 2.3 Develop a consistent, understandable message about conservation set for delivery by multiple groups. *Put together an action plan and an education plan to develop consistent messaging about conservation and water efforts within the watershed.
Science-Based Performance Measures	3.2 Develop local natural resource goals with targeted solutions to meet watershed needs. 3.6 Adopt system-based implementation and monitoring strategies versus practice-based approaches.
Funding	4.1 Coordinate existing public programs that provide financial assistance programs.

Draft Goals for Editing & Discussion

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

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.