

2019 – 2020 Strategic Plan

The Keep it Clean Partnership

January 2019

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Keep it Clean Partnership Steering Committee:

Alex Ariniello, Town of Superior, Public Works Director
Erin Dodge, Boulder County Public Health, Water Quality Coordinator
Todd Fessenden, Town of Erie, Public Works Director
Mick Forrester, City of Lafayette, Water Quality Manager
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Introduction

Keep it Clean Partnership History

The Keep it Clean Partnership (KICP) has played an active role in protecting water quality in the Boulder St. Vrain watershed for over 15 years. A brief overview of major events is provided here to give context to the 2019 – 2020 Strategic Plan.



The Watershed Approach to Stream Health (WASH) Project

In 1999, the Watershed Approach to Stream Health (WASH) Project was conceived out of a round table discussion of local water quality and stormwater professionals with the primary goal of developing a regional stormwater management program. In 2003, Boulder County; the cities of Boulder, Longmont, and Louisville; and the towns of Superior and Erie entered into an intergovernmental agreement to implement the WASH Project.



The Keep it Clean Partnership

In 2006 the group implementing the WASH Project was renamed as the Keep it Clean Partnership to better align with contemporary marketing tools. The City of Lafayette joined the KICP in 2011, bringing the total number of KICP communities to seven.

Watershed Efforts

In 2014, the KICP developed a shared water quality monitoring plan to identify data gaps and improve coordination between the KICP communities. In 2015, the KICP developed a 319 plan for the Boulder St. Vrain basin with a focus on urbanized areas and bacteria impairments. In the years since, the KICP has continued to engage in a shared monitoring program and planning for broader watershed efforts.



A New Era

With changing water quality regulations and the hiring of a new KICP Coordinator, the KICP is heading into a new era with abundant opportunities and challenges—both new and old—to protect, promote, and improve watershed health in the Boulder St. Vrain basin. The 2019 – 2020 Strategic Plan marks this new era and provides a roadmap for the next two years of pursuing our mission.



Plan Development

In early 2018, the Keep it Clean Partnership (KICP) embarked on a Strategic Planning process that resulted in the 2019 – 2020 Strategic Plan. This was accomplished through a robust effort by stakeholders in the KICP communities facilitated by the KICP Coordinator. A brief overview of the Strategic Planning process is provided here.

Gathering Information

Individual rotations were conducted with each of the seven KICP communities to gather targeted feedback on important services, priorities, and the vision for the future of the KICP. An online survey was distributed to stakeholders in the KICP communities to help prioritize activities and provide a supplement to the feedback from individual rotations. Previous planning efforts generated by the KICP were reviewed to help inform development of the 2019 – 2020 Strategic Plan.

Forming Program Areas and Committees

Three KICP program areas—stormwater, education & outreach, and watershed—were delineated and stakeholders signed up to serve on the committees associated with each program. Program committees serve the role of providing oversight, expertise, and some degree of implementation of the activities for each program.



Figure 1. Keep it Clean Partnership Committees

Strategic Planning Workshops

To develop the elements of the 2019 – 2020 Strategic Plan, a series of stakeholder workshops was facilitated by the KICP Coordinator. In May, a workshop was held to develop the new KICP mission statement. In June, new goals were drafted at another workshop. After developing program committees, three workshops were held with committee members in October to develop program objectives. The information from these workshops was synthesized to draft the 2019 – 2020 Strategic Plan, which was then approved by the program committees and Steering Committee prior to adoption.

Strategic Plan

Mission Statement

“Protect, promote, and improve watershed health in the Boulder St. Vrain basin through sharing resources, building community awareness, and collecting and using data.”

Stormwater Program

Goal: Improve collaboration of stormwater management

Objective 1: Improve internal sharing of resources and procedures

Objective 2: Develop effective training series for staff and contractors

Objective 3: Leverage shared resources to engage with State regulators

Education & Outreach Program

Goal: Promote positive watershed behaviors through consistent messaging

Objective 1: Develop a comprehensive and cohesive outreach strategy

Objective 2: Provide a central hub of watershed and stormwater information to the public

Watershed Program

Goal: Integrate planning and analysis to highlight watershed issues and improvements

Objective 1: Evaluate monitoring and analysis procedures and make improvements

Objective 2: Work with existing programs in the watershed to define planning and management roles

Objective 3: Develop understanding of watershed issues and trends through data analysis

Stormwater Program

Goal: Improve collaboration of stormwater management

Objective 1: Improve internal sharing of resources and procedures

Actions	Outputs	Responsible Parties
Improve coordination of stormwater discharge reporting	By Jan 2019, update and distribute contact list; By end of 2019, evaluate and improve discharge reporting methods	Stormwater Committee
Facilitate discussion and exchange of resources for Partner MS4 programs	Through 2019, facilitate discussion sessions on MS4 topics	Stormwater Committee
Establish platform for resource and information sharing	By Q1 2019, establish temporary storage platform; By end of 2020, establish long-term resource sharing platform	KICP Coordinator
Evaluation: Survey of Partner satisfaction with initiatives and next steps at end of 2019		

Objective 2: Develop effective training series for staff and contractors

Actions	Outputs	Responsible Parties
Evaluate training needs, priorities, and target audiences	By Q2 2019, generate list of shared training priorities	Stormwater Committee KICP Coordinator
Identify contractors to meet training needs	By Q2 2019, establish agreements with selected contractors for fall-winter training series	Stormwater Committee KICP Coordinator
Generate schedule of annual trainings	By end of summer 2019, distribute schedule for fall-winter training series	Stormwater Committee KICP Coordinator
Evaluation: Pilot training series launched in fall-winter 2019; attendance and course evaluations used to evaluate changes for 2020 training series		

Objective 3: Leverage shared resources to engage with State regulators

Actions	Outputs	Responsible Parties
Prioritize regulations to follow	In 2020, or as needed prior, select important regulations to follow	Stormwater Committee
Provide reports on prioritized regulations	As needed, provide brief regulatory updates at scheduled meetings	Stormwater Committee KICP Coordinator
Engage in rulemaking hearings and propose changes as needed	In 2020, attend selected rulemaking hearings and provide collective comments	Stormwater Committee KICP Coordinator
Evaluation: Comments submitted to hearings and associated changes made to regulations as necessary		

Stormwater Program

Output Timeline

Key:



Stormwater Committee









KICP Coordinator






Objective 1: Improve internal sharing of resources and procedures

	Update and distribute contact list			Evaluate and improve discharge reporting methods			
	Facilitate discussion sessions on MS4 topics						
	Establish temporary storage platform					Establish long-term resource sharing platform	

Objective 2: Develop effective training series for staff and contractors

Generate list of shared training priorities							
			Establish agreements with selected contractors				
				Distribute schedule for fall-winter training series			

Objective 3: Leverage shared resources to engage with State regulators

					Select important regulations to follow	
						Provide brief regulatory updates at scheduled meetings
						Attend selected rulemaking hearings and provide collective comments

Q1 2019	Q2	Q3	Q4	Q1 2020	Q2	Q3	Q4
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Education & Outreach Program

Goal: Promote positive watershed behaviors through consistent messaging

Objective 1: Develop a comprehensive and cohesive outreach strategy		
Actions	Outputs	Responsible Parties
Prioritize audiences and desired behavior changes	By Q1 2019, generate list of prioritized audiences and behaviors	Education & Outreach Committee KICP Coordinator
Inventory related outreach efforts in the watershed	By Q2 2019, develop list of related outreach efforts and identify niche	KICP Coordinator
Provide expert recommendations to outreach strategy	By Q2 2019, make recommendations for future activities	Outreach staff work group
Create process for consistent evaluation of messaging and impact	By Q3 2019, develop evaluation process for outreach activities	Education & Outreach Committee KICP Coordinator
Define management structure and needed resources	By end of 2019, provide recommendations on needed program resources	Education & Outreach Committee KICP Coordinator
Evaluation: Outreach strategy document signed off by Steering Committee by end of 2019		

Objective 2: Provide a central hub of watershed and stormwater information to the public		
Actions	Outputs	Responsible Parties
Evaluate website usage, function, and analytics	By Q2 2019, provide recommendations for website	Outreach staff work group
Research and compile desired information	By Q2 2020, develop base of information with sources	Education & Outreach Committee KICP Coordinator
Develop and launch new website	By end of 2020, launch new website	To be determined
Evaluation: New website with information hub launched by end of 2020		

Education & Outreach

Program

Output Timeline

Key:



Education & Outreach Committee



KICP Coordinator



Outreach staff work group



Unknown

Objective 1: Develop a comprehensive and cohesive outreach strategy

		Generate list of prioritized audiences and behaviors					
		Develop list of related outreach efforts and identify niche					
		Make recommendations for future activities					
		Develop evaluation process for outreach activities					
		Provide recommendations on needed program resources					

Objective 2: Provide a central hub of watershed and stormwater information to the public

		Provide recommendations for website					
						Develop base of information with sources	
						Launch new website	

01 2019	02	03	04	01 2020	02	03	04
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Watershed Program

Goal: Integrate planning and analysis to highlight watershed issues and improvements

Objective 1: Evaluate monitoring and analysis procedures and make improvements		
Actions	Outputs	Responsible Parties
Assess water quality data to inform monitoring needs and priorities	By Q3 2019, present initial findings and suggestions to Watershed Committee	KICP Coordinator
Review and revise shared monitoring plan	By Q4 2019, recommend specific changes to monitoring procedures	Watershed Committee Monitoring and analysis work group KICP Coordinator
Align analysis methods between Partners	By Q4 2019, develop plan to align analysis methods as needed	Monitoring and analysis work group KICP Coordinator
Evaluation: Specific recommendations provided for monitoring and analysis program; adoption of approved measures by end of 2020		

Objective 2: Work with existing programs in the watershed to define planning and management roles		
Actions	Outputs	Responsible Parties
Research watershed efforts and meet with groups in the watershed	Ongoing, attend external meetings and facilitate presentations	KICP Coordinator
Review 319 plan to assess gaps and inform planning efforts	By Q4 2019, report on findings and suggested next steps from 319 plan	Watershed Committee KICP Coordinator
Work with external partners to develop shared vision	By Q4 2020, develop multi-stakeholder planning document	Watershed Committee KICP Coordinator
Evaluation: Shared watershed vision document signed off by external partners by end of 2020		

Objective 3: Develop understanding of watershed issues and trends through data analysis		
Actions	Outputs	Responsible Parties
Research and integrate with existing models	By Q2 2020, compile information on watershed modeling and suggested next steps	KICP Coordinator
Verify data for existing impairments and vet external data for integration	By Q3 2020, compile information on data sources and existing impairments	KICP Coordinator
Explore relationships within data and potential pollutant sources	By end of 2020, provide report on data trends and relationships	KICP Coordinator
Evaluation: Information compiled into State of the Watershed report by end of 2020		

Watershed Program

Output Timeline

Key:



Watershed Committee



KICP Coordinator



Monitoring and Analysis Work Group

Objective 1: Evaluate monitoring and analysis procedures and make improvements

Present initial findings and suggestions to Watershed Committee



Recommend specific changes to monitoring procedures



Develop plan to align analysis methods as needed

Objective 2: Work with existing programs in the watershed to define planning and management roles



Attend external meetings and facilitate presentations



Report on findings and suggested next steps from 319 plan

Develop multi-stakeholder planning document



Objective 3: Develop understanding of watershed issues and trends through data analysis

Compile information on watershed modeling and suggested next steps



Compile information on data sources and existing impairments



Provide report on data trends and relationships



Q1
2019

Q2

Q3

Q4

Q1
2020

Q2

Q3

Q4