United States Department of Agriculture
Natural Resources Conservation Service

Helping People Help the Land.

Oregon NRCS Strategic Approach to Conservation

- Strategic Planning Process & Timeline
- FY13 Strategies and Investments Summary (to date)
- FY14 Proposed Strategies

Mike Merrill
Watershed Planner, OR NRCS

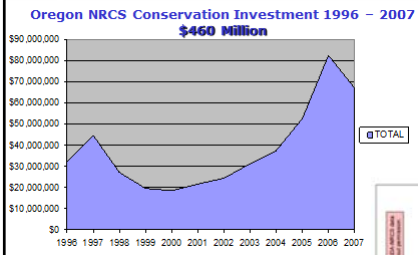
USDA is an equal opportunity provider and employer.

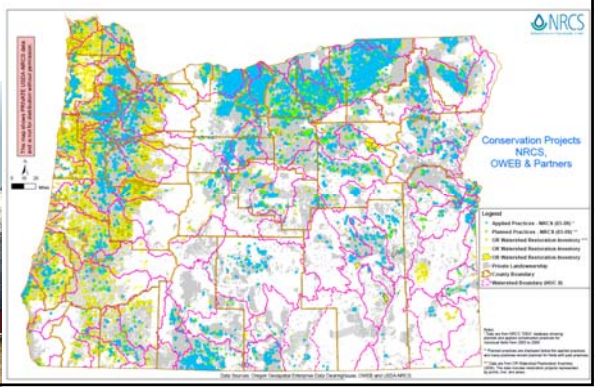
The GOAL of the
Strategic Approach to Conservation
is to enhance our capacity:

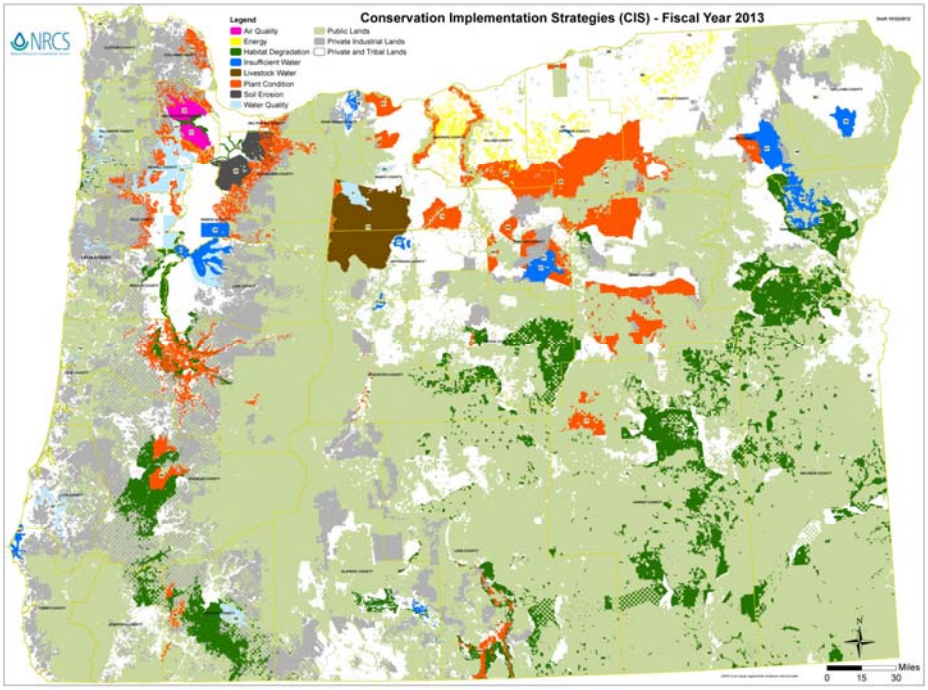
to invest strategically to solve natural resource problems and be more effective, efficient, and accountable for staffing, funding and partnerships

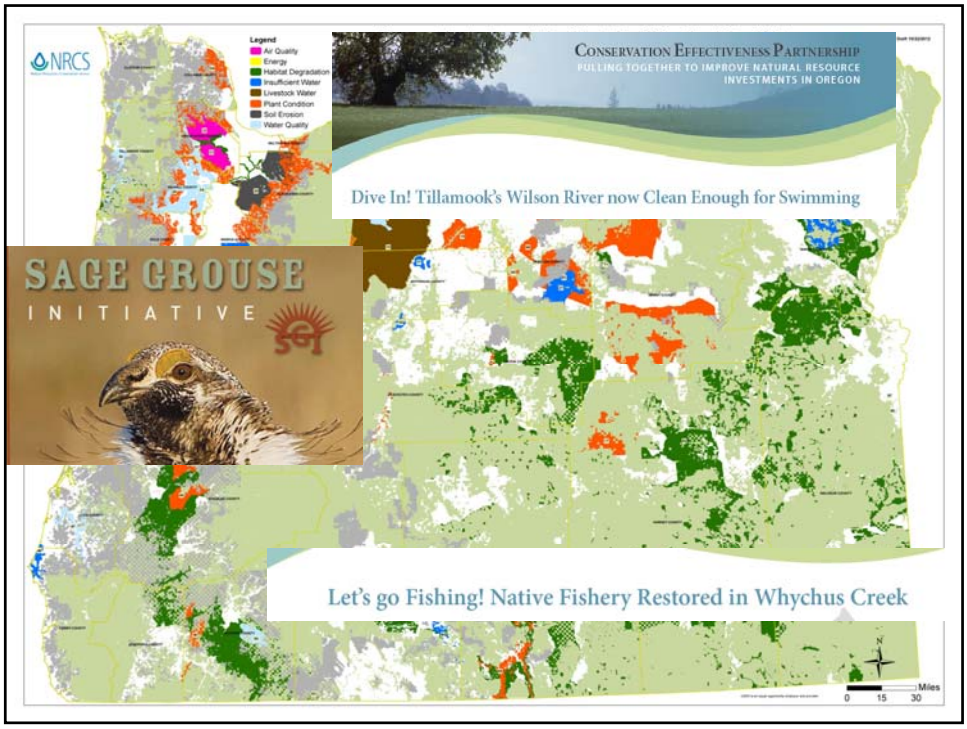
Strategic Approach to Conservation

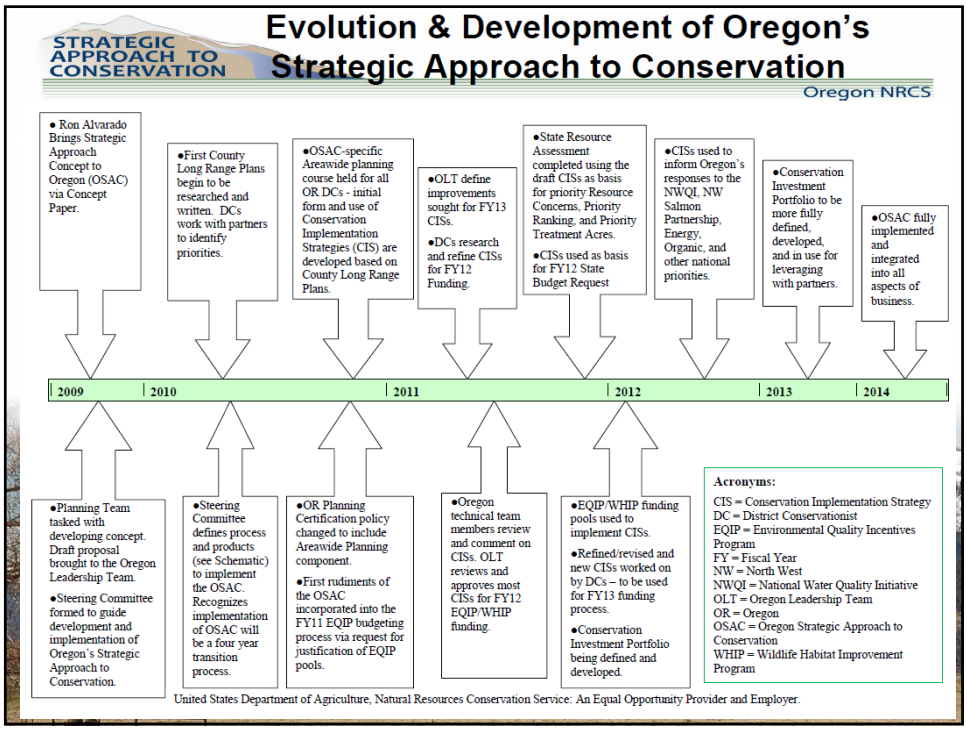
A lot of conservation practices and restoration projects have been funded.
What resource problems have been solved?








NRCS
Legend
Air Quality
Energy
Habitat Degradation
Insufficient Water
Livestock Water
Plant Condition
Soil Erosion
Water Quality
CONSERVATION EFFECTIVENESS PARTNERSHIP
PULLING TOGETHER TO IMPROVE NATURAL RESOURCE INVESTMENTS IN OREGON
Dive In! Tillamook's Wilson River now Clean Enough for Swimming
SAGE GROUSE
INITIATIVE
Let's go Fishing! Native Fishery Restored in Whychus Creek
Miles
0 15 30


STRATEGIC APPROACH TO CONSERVATION
Evolution & Development of Oregon's Strategic Approach to Conservation
Oregon NRCS
• Ron Alvarado Brings Strategic Approach Concept to Oregon (OSAC) via Concept Paper.
•First County Long Range Plans begin to be researched and written. DCs work with partners to identify priorities.
•OSAC-specific Areawide planning course held for all OR DCs - initial form and use of Conservation Implementation Strategies (CIS) are developed based on County Long Range Plans.
•OLT define improvements sought for FY13 CISs.
•DCs research and refine CISs for FY12 Funding.
•State Resource Assessment completed using the draft CISs as basis for priority Resource Concerns, Priority Ranking, and Priority Treatment Acres.
•CISs used as basis for FY12 State Budget Request
•CISs used to inform Oregon's responses to the NWQI, NW Salmon Partnership, Energy, Organic, and other national priorities.
•Conservation Investment Portfolio to be more fully defined, developed, and in use for leveraging with partners.
•OSAC fully implemented and integrated into all aspects of business.
2009
2010
2011
2012
2013
2014
•Planning Team tasked with developing concept. Draft proposal brought to the Oregon Leadership Team.
•Steering Committee formed to guide development and implementation of Oregon's Strategic Approach to Conservation.
•Steering Committee defines process and products (see Schematic) to implement the OSAC. Recognizes implementation of OSAC will be a four year transition process.
•OR Planning Certification policy changed to include Areawide Planning component.
•First rudiments of the OSAC incorporated into the FY11 EQIP budgeting process via request for justification of EQIP pools.
•Oregon technical team members review and comment on CISs. OLT reviews and approves most CISs for FY12 EQIP/WHIP funding.
•EQIP/WHIP funding pools used to implement CISs.
•Refined/revised and new CISs worked on by DCs – to be used for FY13 funding process.
•Conservation Investment Portfolio being defined and developed.
Acronyms:
CIS = Conservation Implementation Strategy
DC = District Conservationist
EQIP = Environmental Quality Incentives Program
FY = Fiscal Year
NW = North West
NWQI = National Water Quality Initiative
OLT = Oregon Leadership Team
OR = Oregon
OSAC = Oregon Strategic Approach to Conservation
WHIP = Wildlife Habitat Improvement Program
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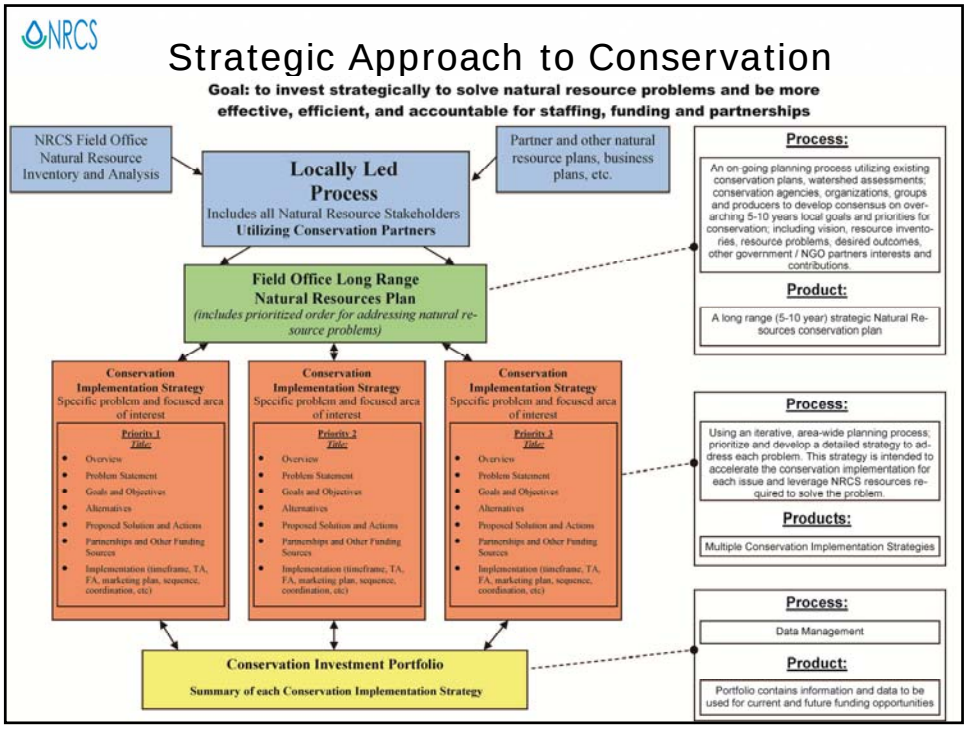
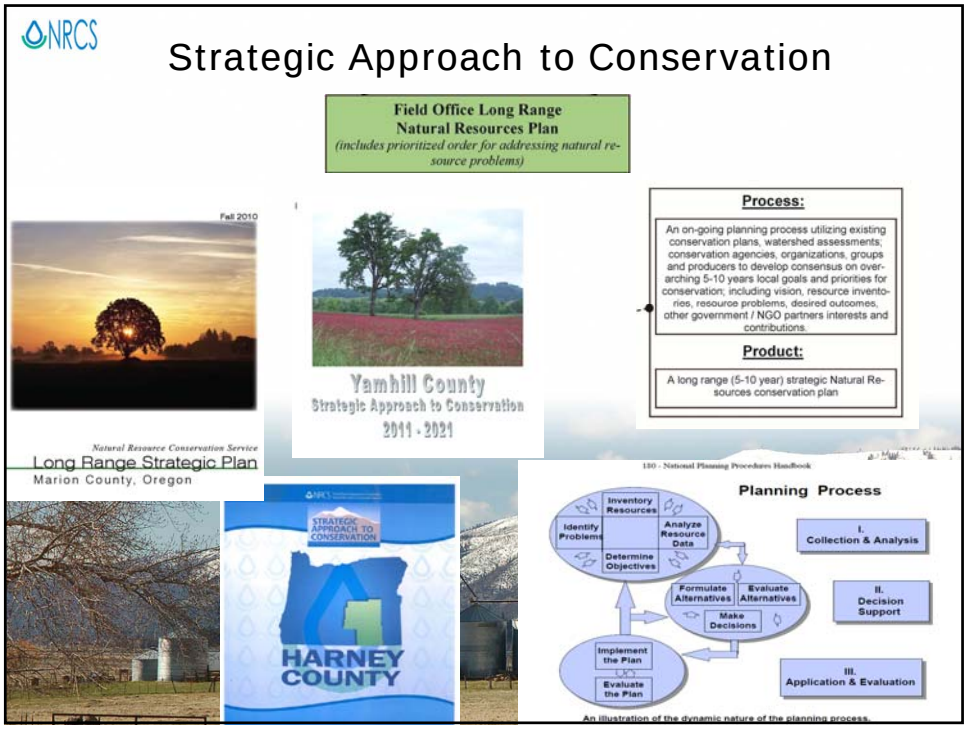

NRCS
Strategic Approach to Conservation
Goal: to invest strategically to solve natural resource problems and be more effective, efficient, and accountable for staffing, funding and partnerships
NRCS Field Office Natural Resource Inventory and Analysis
Locally Led Process
Includes all Natural Resource Stakeholders
Utilizing Conservation Partners
Partner and other natural resource plans, business plans, etc.
Field Office Long Range Natural Resources Plan
(includes prioritized order for addressing natural resource problems)
Conservation Implementation Strategy
Specific problem and focused area of interest
Priority 1
Title:
Priority 2
Title:
Priority 3
Title:
Overview
Problem Statement
Goals and Objectives
Alternatives
Proposed Solution and Actions
Partnerships and Other Funding Sources
Implementation (timeframe, TA, FA, marketing plan, sequence, coordination, etc)
Conservation Investment Portfolio
Summary of each Conservation Implementation Strategy
Process:
An on-going planning process utilizing existing conservation plans, watershed assessments; conservation agencies, organizations, groups and producers to develop consensus on overarching 5-10 years local goals and priorities for conservation; including vision, resource inventories, resource problems, desired outcomes, other government / NGO partners interests and contributions.
Product:
A long range (5-10 year) strategic Natural Resources conservation plan
Process:
Using an iterative, area-wide planning process, prioritize and develop a detailed strategy to address each problem. This strategy is intended to accelerate the conservation implementation for each issue and leverage NRCS resources required to solve the problem.
Products:
Multiple Conservation Implementation Strategies
Process:
Data Management
Product:
Portfolio contains information and data to be used for current and future funding opportunities

NRCS
Strategic Approach to Conservation
NRCS Field Office Natural Resource Inventory and Analysis
Locally Led Process
Includes all Natural Resource Stakeholders
Utilizing Conservation Partners
Partner and other natural resource plans, business plans, etc.
Coordinate with partners!
OTAC and Local Work Groups
USDA
Rural Development
DEQ
DUCKS UNLIMITED
DEFENDERS OF WILDLIFE
BONNEVILLE
USGS
RECLAMATION
Oregon Department of Agriculture
UAS
TROUT UNLIMITED
OWEB
OREGON TILTH
Oregon Department of Transportation
The Nature Conservancy
The Wetlands Conservancy
Habitat
NOAA
UNIVERSITY OF OREGON
OSU Oregon State University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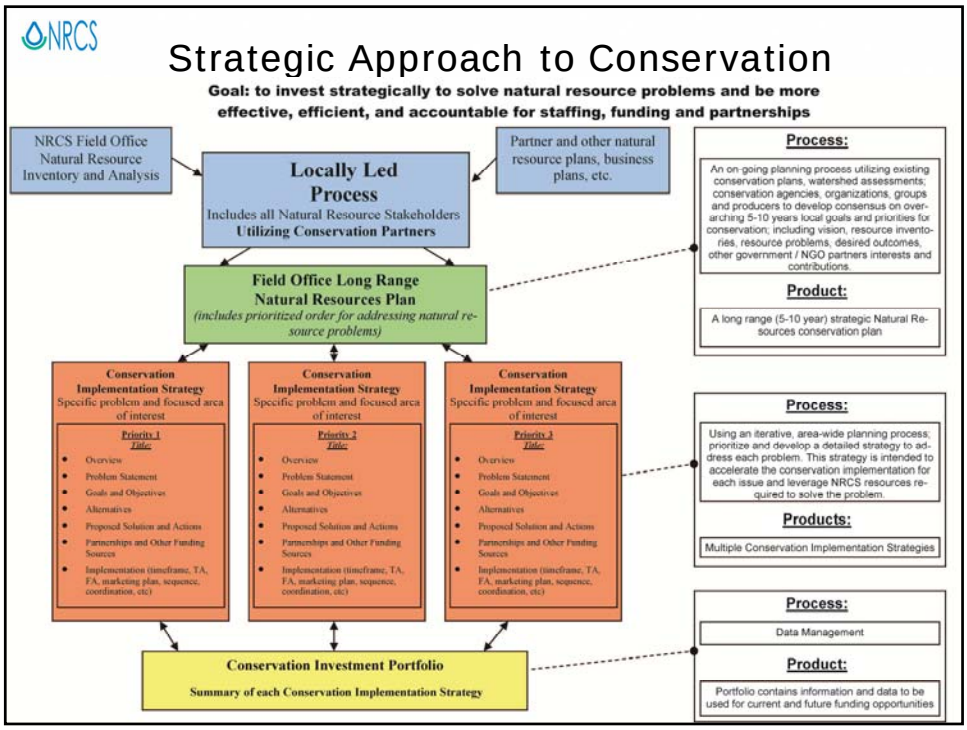
A long range (5-10 year) strategic Natural Resources conservation plan
Fall 2010
Natural Resource Conservation Service
Long Range Strategic Plan
Marion County, Oregon
Yamhill County
Strategic Approach to Conservation
2011 - 2021
STRATEGIC APPROACH TO CONSERVATION
HARNEY COUNTY
Planning Process
Inventory Resources
Identify Problems
Analyze Resource Data
Determine Objectives
Formulate Alternatives
Evaluate Alternatives
Make Decisions
Implement the Plan
Evaluate the Plan
I. Collection & Analysis
II. Decision Support
III. Application & Evaluation
An illustration of the dynamic nature of the planning process.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Title:
Overview
Problem Statement
Goals and Objectives
Alternatives
Proposed Solution and Actions
Partnerships and Other Funding Sources
Implementation (timeframe, TA, FA, marketing plan, sequence, coordination, etc)
Conservation Implementation Strategy
Specific problem and focused area of interest
Priority 2
Title:
Overview
Problem Statement
Goals and Objectives
Alternatives
Proposed Solution and Actions
Partnerships and Other Funding Sources
Implementation (timeframe, TA, FA, marketing plan, sequence, coordination, etc)
Conservation Implementation Strategy
Specific problem and focused area of interest
Priority 3
Title:
Overview
Problem Statement
Goals and Objectives
Alternatives
Proposed Solution and Actions
Partnerships and Other Funding Sources
Implementation (timeframe, TA, FA, marketing plan, sequence, coordination, etc)
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Products:
Multiple Conservation Implementation Strategies
Process:
Data Management
Product:
Portfolio contains information and data to be used for current and future funding opportunities

Strategic Approach to Conservation

All NRCS funding and technical assistance will be linked with a Conservation Implementation Strategy.

Conservation Implementation Strategy
Specific problem and focused area of interest

Priority 1
Title:

- Overview
- Problem Statement
- Goals and Objectives
- Alternatives
- Proposed Solution and Actions
- Partnerships and Other Funding Sources
- Implementation (timeframe, TA, FA, marketing plan, sequence, coordination, etc)

Conservation Implementation Strategy
Specific problem and focused area of interest

Priority 2
Title:

- Overview
- Problem Statement
- Goals and Objectives
- Alternatives
- Proposed Solution and Actions
- Partnerships and Other Funding Sources
- Implementation (timeframe, TA, FA, marketing plan, sequence, coordination, etc)

Conservation Implementation Strategy
Specific problem and focused area of interest

Priority 3
Title:

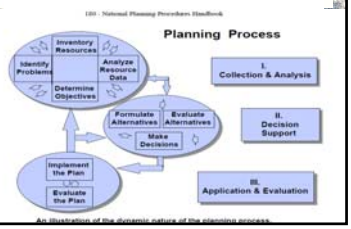
- Overview
- Problem Statement
- Goals and Objectives
- Alternatives
- Proposed Solution and Actions
- Partnerships and Other Funding Sources
- Implementation (timeframe, TA, FA, marketing plan, sequence, coordination, etc)

Process:

Using an iterative, area-wide planning process: prioritize and develop a detailed strategy to address each problem. This strategy is intended to accelerate the conservation implementation for each issue and leverage NRCS resources required to solve the problem.

Products:

Multiple Conservation Implementation Strategies



Strategic Approach to Conservation

STRATEGIC APPROACH TO CONSERVATION

Conservation Implementation Strategy Guidelines

Oregon NRCS

The **Conservation Implementation Strategy** supports each multiple landowner project in the Conservation Investment Portfolio. Each project in the Conservation Investment Portfolio will be planned to meet Oregon NRCS planning criteria and support rational and transparent decisions. The Conservation Implementation Strategy will describe the information and planning that has been done that allows NRCS and partners to know exactly what their investments will 'buy' in conservation benefits. The NRCS 9-step planning process is the basis for the development of the Conservation Implementation Strategy. Each project has gone through a locally led process that identifies and sequences actions that will be implemented to solve a priority natural resource concern. The Implementation Strategy can be developed from NRCS or partner planning processes as long as certain criteria are met.

The Conservation Implementation Strategy includes a detailed description of a specific natural resource problem that a local partnership is proposing to solve over the course of a few years. Each strategy follows from and provides more detail about one of the resource problems described in a Field Office's Long Range Strategy or Plan. The strategy should make a clear, compelling case as to why we and others should invest in the solution by answering the kinds of questions listed below.

The outline below is a suggested, not mandatory, format for the implementation strategy. The product can be just a few pages or dozens depending on the needs of the local situation, project, or strategy. Typically, an implementation strategy will answer most of these questions even if individual reports look different.

Suggested Outline of an Implementation Strategy

Title Page:
Project Name and Location

- Include a map that delineates the proposed geographic target area and, and where conservation will be implemented.
- Provide a short Goal Statement or Problem Statement – Should focus on a priority resource concern and identify why and where treatments are needed.

Report:
Overview/Background Information

- What is the purpose and need for this implementation strategy?
- Why is this important to do now?

Problem Statement

- What is the specific issue or resource concern?
- Why is it a concern?
- Where is it occurring?
- What are the causes of the problem?
- What is the extent of the problem?

Goals and Objectives

- What are the locally defined desired future conditions?
- What needs to be done to solve the problem?

DRAFT Date: 11/2/2010 1

- What is the goal of the strategy?
- How will progress towards the desired future conditions be measured?
- What are the expected outputs and outcomes?

Alternatives

- What alternatives are there for solving the problem (short summary of alternatives, describe what happens if no action is taken)?
- Are there NEPA considerations (e.g. do partners need NEPA to be completed before funding it)?

Proposed Solution and Actions

- What is the proposed solution?
- Why is it the preferred solution?
- What information about the solution must be considered to meet the objectives?
- What are the benefits/costs for implementation?
- What conservation actions/practices/projects are needed to solve the problem?

Partnerships and other Funding Sources

- Who needs to be involved in making the solution happen (who are the partners in the effort and who will need to participate to make it happen?
- What landowner participation rate is necessary to solve the problem?
- What role, technical, and financial contribution will each partner bring to the solution?
- How much is the solution going to cost the partnership (and what is the NRCS piece of that)?

Implementation

- What additional planning needs to be completed to implement the project(s)?
- What is the timeframe for this project or series of projects?
- How much financial assistance is needed to complete the project(s)?
- How much technical assistance and staff time from the NRCS and the partners is needed to implement the project(s)?
- How and where are projects/practices prioritized and sequenced?
- How are the implementation efforts going to be coordinated and managed?
- What marketing and outreach needs to be done? Is there a plan for the M&O?

Progress Evaluation and Monitoring

- How will progress towards the goals and objectives be measured?
- How will progress be reported, to whom, and how often?
- What evaluation of the process will be done so that ineffective efforts can be adjusted?
- What, how, and by whom will on-the-ground projects be monitored?

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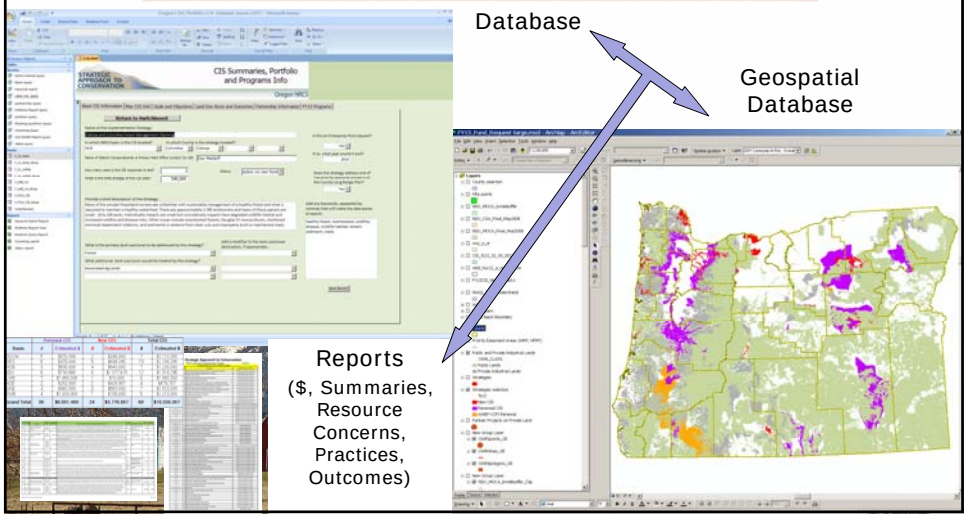
Strategic Approach to Conservation

Conservation Investment Portfolio

Summary of each Conservation Implementation Strategy



Strategic Approach to Conservation

Planning and Approval Timeline for
Conservation Implementation Strategy (CIS)

Strategic Approach to Conservation	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	August	Sept
Locally Led Process	Local Work Group Meetings - Partner Feedback					Develop and/or adjust CIS to incorporate partner feedback and priorities.						
Field Office Long Range Natural Resources Plan (LRP)	Refine and Update Long Range Plan with Partners					Long Range Plan Update	Share Long Range Plan to expand partnership and participation.					
Conservation Implementation Strategy (CIS)	Planning and Development of NEW FY14 CIS							Submit New CIS	Revise New CIS	Present New CIS	STC Approval of Next FY CIS	Outreach
	Outreach, Contracting, Implementation, Evaluation of Progress and Update Current FY13 CIS							Identify CIS's to be Renewed		Evaluate Renewals		
CIS Review & Approval (NRCS)									Technical Team	Leadership Review & STC Approval		

NRCS

Oregon NRCS Strategic Approach to Conservation

- Strategic Planning Process & Timeline
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Watershed Planner, OR NRCS

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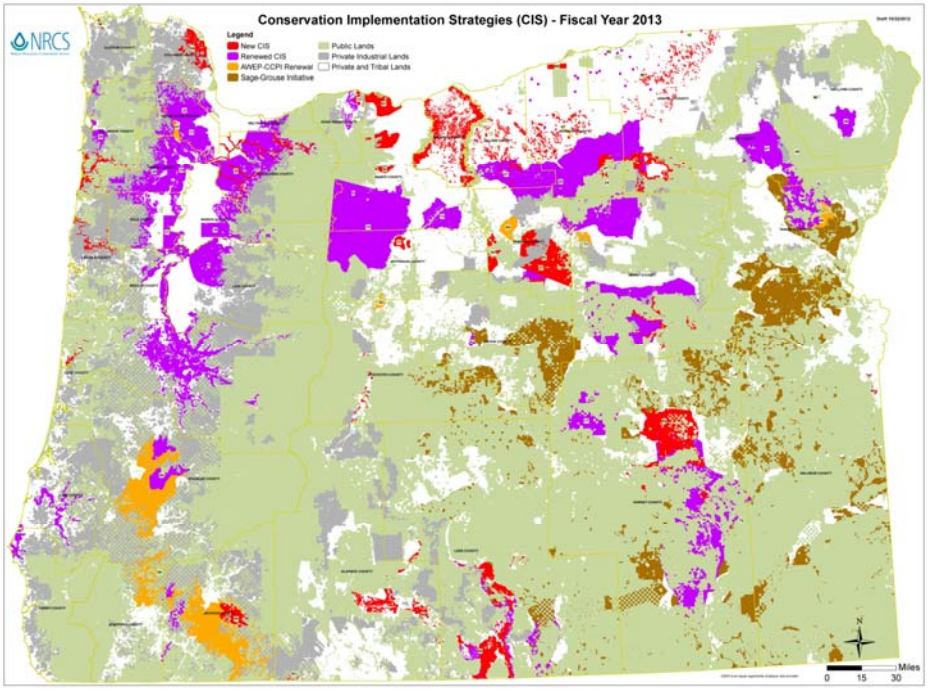
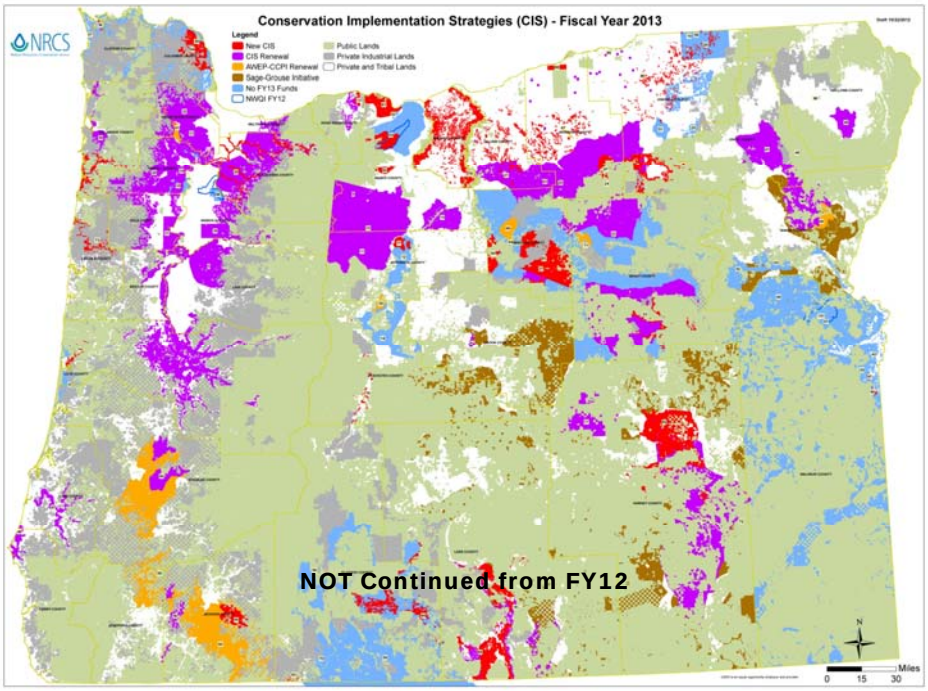




NRCS

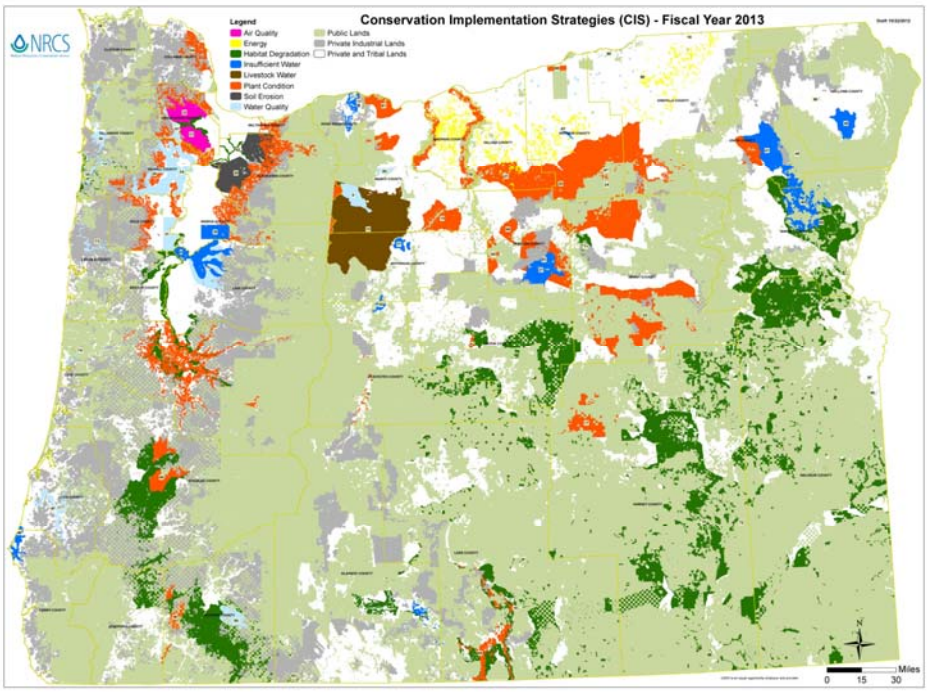
Strategic Approach to Conservation

CIS Name (not renewed for FY13)	Basin	Reason/Category Not renewed in FY13
Benton Oak Habitat Enhancement	CCUW	Rolled into a focused Basin CIS
Central Coast Forest Stand Health Improvement	CCUW	Enterprise - led to focused CIS
Upper Des Cropland Water Conservation - Jefferson	DES	Enterprise - led to focused CIS
Grant - Wheeler Prescribed Burn	JDU	Enterprise - led to focused CIS
North Coast Basin - Forestry	NCB	Enterprise - led to focused CIS
Malheur Co Improved Irrigation sloped ground	SRB	Enterprise - led to focused CIS
Upper Des Cropland Water Conservation - Deschutes	DES	Enterprise CIS that was too broad and did not lead to focus CIS
Grazing and Invasive Species Management CTUIR	JDU	Less than fully successful, unsuccessful or lacking participation
Yamhill County Groundwater Conservation	LWB	Lacking participation
Malheur Range	SRB	Enterprise that needs revisiting with partners
CTWS Seekseekqua Creek	DES	Completed CIS – NRCS Role done; partners implementation
Umatilla Smudge Pots	JDU	Completed CIS – Resource objective achieved
Clatsop Plains Oregon Silver Spot Butterfly	NCB	Completed CIS – NRCS Role done; partners implementation
Fletcher Gulch Irrigation Improvement	SRB	Completed CIS

Strategic Approach to Conservation

FY 2013 Funding Request (EQIP)

	Renewal CIS		New CIS		Total CIS	
Basin	#	Estimated $	#	Estimated $	#	Estimated $
CCUW	5	$870,000	2	$240,000	7	$1,110,000
DES	5	$470,000	5	$636,285	10	$1,106,285
HDB	3	$590,000	4	$643,000	7	$1,233,000
JDU	6	$738,680	6	$1,077,615	12	$1,816,295
LWB	7	$1,650,000	1	$10,000	8	$1,660,000
NCB	2	$252,800	2	$426,987	4	$679,787
SRB	4	$960,000	3	$563,000	7	$1,523,000
SWB	4	$1,030,000	1	$180,000	5	$1,210,000
Grand Total	**36**	**$6,561,480**	**24**	**$3,776,887**	**60**	**$10,338,367**



Strategic Approach to Conservation

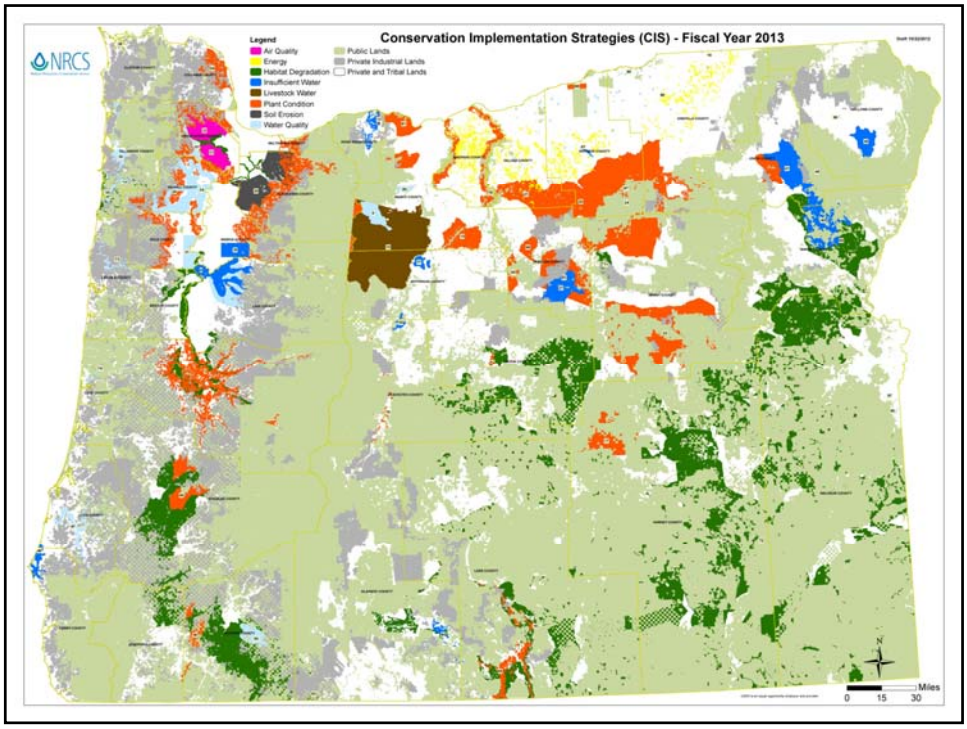
Estimated EQIP Dollars for FY13

Basin	Air Quality		Degraded Plant Condition		Inadequate Habitat for Fish and Wildlife		Inefficient Energy Use		Insufficient Water		Livestock Production Limitation		Soil Erosion		Water Qualtiy Degradation		Total Strategies	
																	#	Estimated $
CCUW			1	$160,000	2	$460,000			1	$150,000					3	$340,000	7	$1,110,000
DES			5	$619,440					2	$230,000	1	$40,000			2	$216,845	10	$1,106,285
HDB			3	$430,000	3	$605,000			1	$198,000							7	$1,233,000
JDU			8	$1,272,735			1	$168,560	2	$175,000					1	$200,000	12	$1,816,295
LWB	1	$125,000	1	$300,000	2	$135,000			1	$600,000			1	$75,000	2	$425,000	8	$1,660,000
NCB			1	$276,987	1	$150,000									2	$252,800	4	$679,787
SRB			2	$263,000					3	$710,000					2	$550,000	7	$1,523,000
SWB			2	$700,000					1	$80,000					2	$430,000	5	$1,210,000
Grand Total	**1**	**$125,000**	**23**	**$4,022,162**	**8**	**$1,350,000**	**1**	**$168,560**	**11**	**$2,143,000**	**1**	**$40,000**	**1**	**$75,000**	**14**	**$2,414,645**	**60**	**$10,338,367**

Strategic Approach to Conservation

FY2013 Conservation Contracting (to date)
NRCS Oregon Allocation for FY2013

Program	Sub-Program	Obligation*	# of Contracts*
EQIP - National	Organic Initiative	$ 625,125	35
EQIP - National	Seasonal High Tunnel Initiative	$ 365,229	56
EQIP - National	Energy	$ 316,633	32
EQIP - National	Greenhouse Gas	$ 737,205	10
EQIP - National	Cooperative Conservation Partnership Initiative (CCPI)	$ 875,662	15
EQIP - National	National Water Quality Initiative	$ 406,271	11
EQIP - Landscape	Sage-Grouse Initiative (EQIP)	$ 3,048,201	31
WHIP - Landscape	Sage-Grouse Initiative (WHIP)	$ 1,014,116	16
EQIP - Local	Locally Led Strategies (CIS)	$ 7,102,608	312
AWEP - National	Agricultural Water Enhancement Program (AWEP)	$ 1,683,660	15
	Total	**$ 16,174,710**	**533**


NRCS
Conservation Implementation Strategies (CIS) - Fiscal Year 2013
Legend
Air Quality
Energy
Habitat Degradation
Insufficient Water
Livestock Water
Plant Condition
Soil Erosion
Water Quality
Public Lands
Private Industrial Lands
Private and Tribal Lands
Miles
0 15 30

NRCS
Oregon NRCS Strategic Approach to Conservation
- Strategic Planning Process & Timeline
- FY13 Strategies and Investments Summary
(to date)
- FY14 Potential Strategies
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Strategic Approach to Conservation

Planning and Approval Timeline for FY14
Conservation Implementation Strategy (CIS)

Strategic Approach to Conservation	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Jul 2013	Aug 2013	Sep 2013
Locally Led Process	Local Work Group Meetings - Partner Feedback					Develop and/or adjust CIS to incorporate partner feedback and priorities.						
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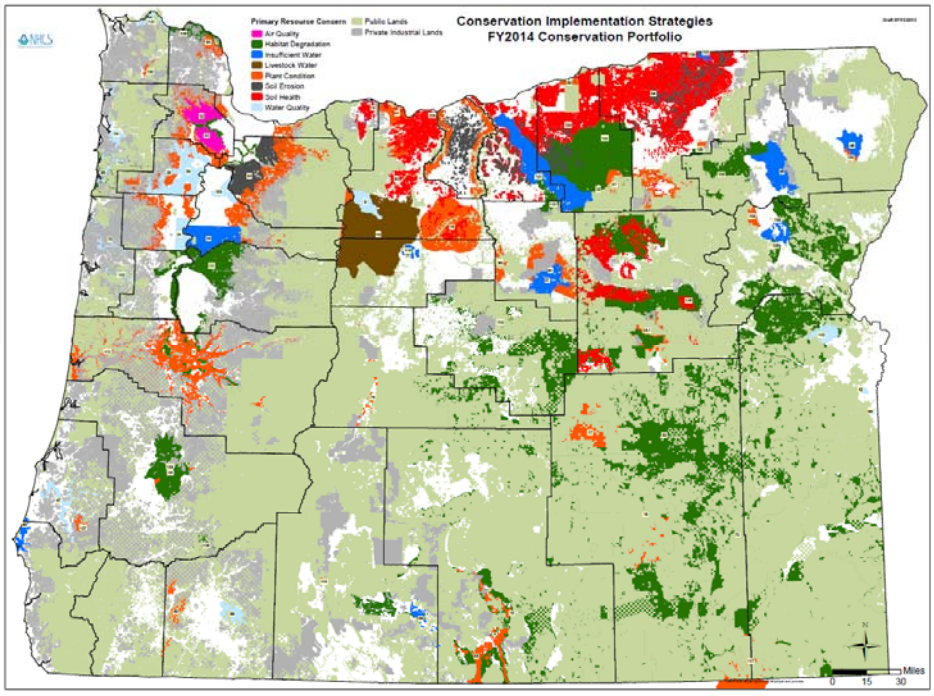
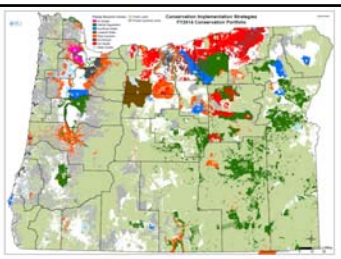


NRCS

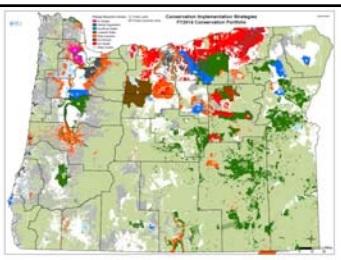
FY2014 Conservation Portfolio



Resource Concern	New	New #	Renew	Renew #	Total	Total #
Air Quality - GHG			$75,000	1	$75,000	1
Habitat	$1,565,000	9	$2,082,000	9	$3,647,009	18
Irrigation Efficiency	$505,000	5	$1,695,000	8	$2,200,005	13
Livestock - Water			$40,000	1	$40,000	1
Plant - Invasives	$530,000	2	$1,161,000	7	$1,691,002	9
Plant - Structure	$165,000	3	$287,570	2	$452,573	5
Plant - Wildfire	$270,000	3	$1,835,000	6	$2,105,003	9
Soil Erosion			$404,128	2	$404,128	2
Soil Health	$388,190	3			$388,193	3
Water Quality - Nutrients	$74,000	1	$510,000	3	$584,001	4
Water Quality - Pathogens			$150,000	1	$150,000	1
Water Quality - Pesticides			$375,000	2	$375,000	2
Water Quality - Sediment	$150,000	1	$1,055,601	6	$1,205,602	7
Grand Total	**$3,647,190**	**27**	**$9,670,299**	**48**	**$13,317,516**	**75**

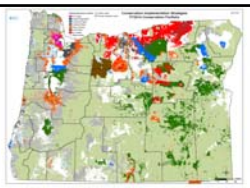
NRCS

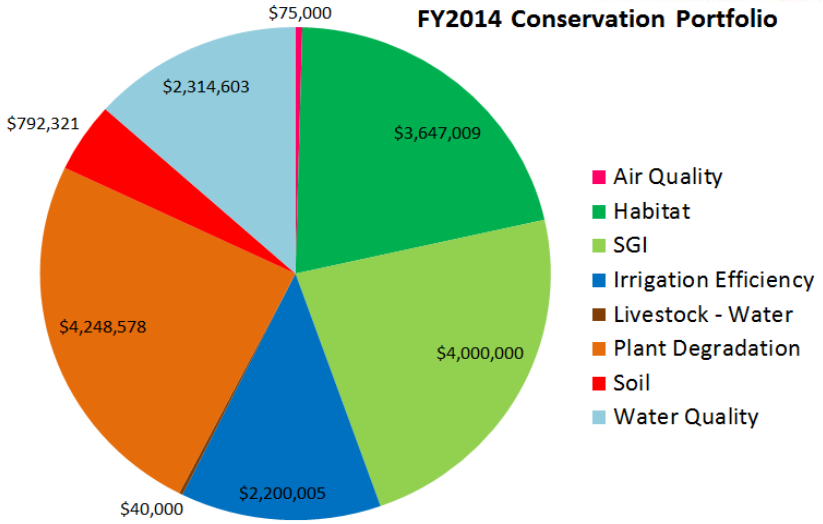
FY2014 Conservation Portfolio



Resource Concern	# of CIS	Partner TA (estimated)	Partner FA (estimated)	Partner Total FA/TA (estimated)
Air Quality - GHG	1	58,500	50,000	108,500
Habitat	18	707,724	6,757,000	7,464,724
Irrigation Efficiency	13	476,450	1,798,000	2,274,450
Livestock - Water	1	10,000	0	10,000
Plant - Invasives	9	71,300	266,000	337,300
Plant - Structure	5	31,200	20,000	51,200
Plant - Wildfire	9	243,244	707,667	950,911
Soil Erosion - Sheet-Rill-Wind	2	12,000	40,000	52,000
Soil Quality - Organic Matter	3	0	0	0
Water Quality - Nutrients	4	58,000	155,000	213,000
Water Quality - Pathogens	1	13,750	2,000	15,750
Water Quality - Pesticides	2	43,000	16,000	59,000
Water Quality - Sediment	7	356,000	1,076,467	1,432,467
Grand Total	**75**	**2,081,168**	**10,888,134**	**12,969,302**

FY2014 Funds Requested Locally through CIS

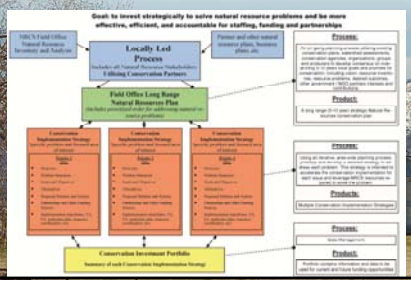


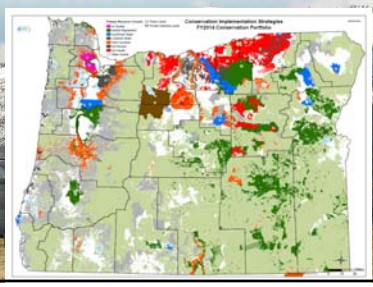


Strategic Approach to Conservation

What is Next:

- Finish FY2013 on-farm planning/contracting
- Continual implementation of conservation practices
- FY 2014 CIS - depends on National Funding how many are fund
  - National funding allocations are being developed now (SRA)
- Outreach and On-farm conservation planning and contract development for FY2014
- Continual Planning and Strategy update and development for Future (FY15/16/17)
  - Improvement of the process and coordination with partners especially with OUTCOMES and MONITORING





United States Department of Agriculture
Natural Resources Conservation Service

THANK YOU!
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