

**Upper Tennessee River Roundtable/Organization Coordinating Group  
Five-Year Work Plan  
January 2014 through December 2018**

**Litter Control and Recycling**

**Goal 1: Get all localities up to same level of litter programs.**

**Objective 1:** Recommend that each locality strive for the following:

- Illegal Dumpsite Mapping completed/updated.
- Minimum Amount of equipment is available.
- Model Litter Ordinance is adopted.
- Environmental Court is established.
- Virginia's Recycling Rate is exceeded.
- Education program is in place.
- Assist counties without litter control enforcement by providing guidance as needed for establishment of a department.

**Strategy 1:** Update KSVB Board of Directors Handbook annually.

**Goal 2: 100 Dumpsites Eliminated**

**Objective 1:** By the end of 2018, cleanup of the dumpsites mapped (as of June 2016).

**Strategy 1:** Each locality will provide coordinator with year-end list of eliminated dump sites by December 1 of each year.

**Objective 2:** Update mapping of all dumpsites in the region beginning January 1, 2014 and completed by December 31, 2018.

**Strategy 1:** Create regional dumpsite map for KSVB website.

**Objective 3:** Conduct three cleanups in each locality over the next five years for a total of 33 regional cleanups, including Regional Stream Cleanup and Great American Cleanup.

**Strategy 1:** Continue to foster partnerships that support cleanups.

**Objective 4:** Seek publicity for cleanups.

**Strategy 1:** Continue article writing and PR with local papers, TV, radio, web site for all KSVB events.

**Strategy 2:** Utilize website links of local agencies, for example, SWCDs, RC&Ds, DCR, DEQ, etc.

**Goal 3: Attain sustainable funding for KSVB.**

**Objective 1:** Annually, contact and develop a list of our local businesses (county per county) to determine which companies have provided funding for environmental/litter/recycling activities and those that might make annual contributions.

**Objective 2:** Fundraising committee comprised of KSVB members continues to seek annual funding for KSVB.

**Strategy 1:** Research possible additional funding that could support the program.

**Strategy 2:** Sponsorships generated through special events such as fundraising drives, golf tournaments, raffles, etc.

**Goal 4: Develop Regional Litter Education Plan with emphasis on educating the public from kindergarten to adult.**

**Objective 1:** Piggyback onto existing programs.

**Strategy 1:** Formulate handouts with information on litter control.

**Objective 2:** Provide assembly programs in school.

**Strategy 1:** Provide litter prevention/recycling programs.

**Goal 5: Maintain KAB Certification- meet all requirements of Keep America Beautiful to maintain affiliate status as Keep Southwest Virginia Beautiful.**

**Objective 1:** Work with localities to complete Community Appearance Survey (Litter Index) each March.

**Strategy 1:** Notify localities each January of upcoming Community Appearance Survey to be done in March of each year.

**Strategy 2:** Submit results to KAB with annual report.

**Objective 2:** Fulfill reporting requirements for mid-year and annual reports.

**Strategy:** Gather information from each locality for reports prior to the deadline of January 10.....

**Objective 3:** Coordinator will participate in KAB required annual training of six hours per year.

**Strategy:** Attend semi-annual and/or annual KAB conferences.

**Objective 4:** Secure funding to pay annual network service fee to KAB.

**Strategy:** Utilize support from localities.

**Objective 5:** Maintain active, paid coordinator.

**Objective 6:** Include the KSVB and KAB mission statements in publicity and in “ask” letters to be sent to potential funders.

**Objective 7:** Maintain active board of directors that meets regularly.

## **Goal 6: Maintain Assign-A-Highway Program**

**Objective 1:** Work with partners and localities to create sustainability for the program.

**Strategy 1:** Obtain funding for a coordinator under KSVB to promote statewide.

**Strategy 2:** Look into additional resources for KSVB funding.

**Objective 2:** Provide localities with guidelines for restructuring probation and parole role in program.

## **Education and Outreach**

**Goal 1: Southwest Virginia Environmental Education Team (SWEET) will collaborate with Clinch River Valley Initiative Environmental Action Team (CRVI) to provide environmental education in the Upper Tennessee River basin.**

**Objective 1:** SWEET and CRVI will meet together.

**Objective 2:** SWEET and CRVI will co-sponsor environmental education events.

**Strategy 1:** SWEET and CRVI will co-sponsor an annual spring symposium at St. Paul Elementary School.

**Strategy 2:** SWEET and CRVI will involve younger generations by hosting a youth summit at St. Paul Elementary School that will include a variety of training sessions, including training Team Estonoa and other high school students how to teach younger students.

**Goal 2: Create training opportunities for teachers and environmental educators.**

**Objective 1:** Develop workshops or other training sessions.

**Objective 2:** Provide recertification certificates for each workshop.

**Strategy 1:** Find out the minimum amount of hours required for a session in order for teachers to earn recertification points.

**Strategy 2:** Find a contact person from each school in the region.

**Strategy 3:** Develop contact list to notify teachers of events.

**Goal 3: Create a calendar of events that lists opportunities for outreach, education and volunteering.**

**Objective 1:** Work with Virginia Naturally to determine how to utilize the SWEET section on the Virginia Naturally webpage.

**Strategy 1:** List all events on the Virginia Naturally website SWEET section.

**Strategy 2:** Place a symbol next to events that can be used for teacher recertification credits.

**Strategy 3:** Create an email list of interested individuals to communicate and start the process of this outreach and education initiative through Google.docs and Import Spreadsheets.

**Strategy 4:** Collaborate with community colleges and higher education facilities.

**Goal 4: Provide more SWEET information through social media.**

**Objective 1:** Include SWEET section on UTRR website.

**Strategy 1:** Collaborate with UTRR webmaster or intern to update SWEET section on a regular basis.

**Strategy 2:** Create a FAQs section.

**Objective 2:** Create a SWEET Facebook page.

**Objective 3:** Research QR codes.

**Goal 5: Create education resource kits to give to teachers.**

**Objective 1:** Create kits for interested schools in the region.

**Strategy 1:** Conduct survey to find what teachers need in a resource kit.

**Strategy 2:** Develop a list of resources and associated costs.

**Strategy 3:** Seek funding to purchase materials for kits.

**Strategy 4:** Create and/or obtain posters and pamphlets.

**Goal 6: Purchase additional education resources for schools to borrow.**

**Objective 1:** Purchase EnviroScape and/or Stream Table to be housed by Estonoa.

**Strategy 1:** Research funding sources.

**Strategy 2:** Secure funding.

**Strategy 3:** Develop check-out/check-in and usage guidelines.

**Goal 7: Provide environmental education opportunities for all ages.**

**Objective 1:** Coordinate annual three-day Conservation Day Camp for third graders from Washington County and fourth graders from City of Bristol the week of Labor Day.

**Objective 2:** Assist Soil and Water Conservation Districts with annual environmental education events, such as Kids in the Creek, Farm Field Day, Food and Fiber Fair, Water Wizard Week,

Living Soils Week, Natural Resources Week, Guest River Education Days, Kids Fishing Days and others.

**Objective 3:** Incorporate education activities at festivals, fairs and other special events, including Mid Atlantic Garden Fair, Virginia Highlands Festival, Eastman Chemistry Week, Earth Day Fairs and others.

**Objective 4:** Coordinate “make and take” workshops for general public for rain barrel construction, compost bin creation and more.

**Objective 5:** Create tours for general public to highlight rain gardens and other completed projects.

Objective 6: Develop publications to raise awareness about non-point source pollution (herbicides, pesticides, and fertilizers) and endangered species.

**Goal 8: Create hellbender costume for use at education events.**

**Objective 1:** Research cost of creating a costume.

**Strategy 1:** Research funding options.

**Strategy 2:** Seek funding.

**Strategy 3:** Secure services of costume maker.

**Objective 2:** Determine how the costume will be used and who will wear it.

**Strategy 1:** Develop talking points for people wearing costume.

**Goal 9: Assist with outdoor classroom development.**

**Objective 1:** Collaborate with schools and project partners to develop outdoor classrooms.

**Strategy 1:** Explore options.

**Strategy 2:** Seek funding.

**Capacity Building**

**Goal 1: Obtain an AmeriCorps OSM/VISTA position through Appalachian Coal Country Team.**

**Objective 1:** Prepare application each year for position.

**Objective 2:** Obtain cost share funds for three or more years.

**Strategy 1:** Research funding options.

**Strategy 2:** Seek funding.

**Objective 3:** Interview and hire individual for each year for OSM/VISTA position.

**Strategy 1:** Seek assistance from ACCT for recruits.

**Strategy 2:** Prepare and execute orientation plan for each member.

## **Goal 2: Fundraising**

**Objective 1:** Expand fundraising committee by recruiting more members.

**Objective 2:** Follow adopted development plan to raise unrestricted funds for next five years.

**Objective 3:** Plan these fundraisers each year:

- Membership Drive (March)
  - Explore options for member incentives (window cling), reduced admission to Roundtable events, printing and mailing newsletter, motivating speakers at membership meetings.
- Salt Trail 5K (Labor Day Weekend in September)
- Art Auction (October)
- Annual Giving Campaign (November and December)

**Strategy 1:** Create new fundraisers and, based on success, add to list of annual fundraisers.

- Basket fundraiser (Around Easter). Businesses and/or individuals donate theme baskets for auction.
- Bellafina Chocolate fundraiser. Sell concept to corporations, others that purchase Christmas gifts. (Later summer and early autumn to approach buyers.)
- Request donations from local banks (October is giving month).
- Water themed dance production by Grace Studio of Motion and Dance.
- River festival (Spring/Summer).
- Conservation easement brokering.

**Objective 4:** Nominate and elect different co-chairs for each fundraiser.

**Strategy 1:** Have two different members organize and lead each fundraising event.

**Objective 5:** Research fee for service opportunities.

**Strategy 1:** Seek services where individuals can see direct connection between participation and environmental improvement (such as rain barrel installation for homeowners).

**Objective 6:** Seek grants to fund projects.

## **Goal 3: Increase volunteer base.**

**Objective 1:** Contact local high schools and colleges. Attempt to utilize talents of student groups that are required to have volunteer hours as part of membership.

**Objective 2:** Create volunteer database with email list.

**Objective 3:** Send email notifications of upcoming events to volunteer list.

**Goal 4: Recreate Save Our Streams training program for region.**

**Objective 1:** Ask OSM/VISTA member to research new ways to initiate the SOS program for the region by partnering with agencies, other nonprofits.

**Goal 5:** Consider idea of creating local advisory watershed councils under UTRR umbrella for Upper Clinch, Lower Clinch, Powell, North Fork Holston, Middle Fork Holston, South Fork Holston.

**Objective:** Collaborate with councils to study idea and, if feasible, to create local outreach opportunities.

**Pollution Prevention**

**Goal 1:** Coordinate multi-agency efforts through grants for storm water, stream restoration, reclamation of abandoned mine lands that are ineligible for Department of Mines, Minerals and Energy AML program, habitat restoration, and other water quality improvement projects such as those that reduce harmful effects to aquatic resources.

**Strategy 1:** Seek funding and locality partners for installation of hydrodynamic storm drain separators, such as those in Cedar Bluff that have been installed by the Roundtable.

**Strategy 2:** Seek funding for other projects as opportunities arise.

**Strategy 3:** Create a comprehensive list of past and present Best Management Practices projects to determine which areas are underserved and help conservation agencies know where to focus.

**Goal 2:** Research possibility of collaborating with Appalachian Sustainable Development to create water quality safe certification program for businesses and agricultural operations.

**Goal 3:** Explore opportunities for water quality projects through partnership with Clinch River Valley Initiative.

**Goal 4:** Seek funding to conduct a robust pollution prevention marketing campaign, but also continue to utilize services that do not require funding, such as Facebook which is already established.

**Goal 5:** Contact policy makers to help them connect Roundtable's mission with economic and quality of life factors.