



Fall 2016

# 5 Year Plan Progress Report

## UTRR Exceeds Goals from 2014-2018 Strategic Plan

Every five years Upper Tennessee River Roundtable (UTRR) creates a set of ambitious goals and objectives that are outlined in the five-year plan. Each plan is derived from a planning process led by the Organization Coordinating Group (OCG), a committee comprised of numerous agency and nonprofit partners.

Currently, UTRR is working through the goals in its third five-year plan. The very first five-year plan originated from a comprehensive strategic planning process that involved a series of public meetings.

The current plan began in January 2014 and will expire in December 2018. With assistance from many partners, UTRR has

already achieved and exceeded some of the goals. Work is also underway to address many of the other goals and objectives.

The major themes of the current plan include:

- Litter control & recycling
- Education & outreach
- Capacity building
- Pollution prevention

The following sections in this report highlight the accomplishments to date in achieving our five-year plan goals.

The entire five-year plan can be reviewed at our website:

<http://www.upperrriver.org>



Photo by Chris Anama-Green

### Goal 1: Litter Control & Recycling

A very special “thank you” to the many partners who helped meet or exceed these goals. The work in this category was completed primarily by Keep Southwest Virginia Beautiful (KSVB), a nonprofit Keep America Beautiful affiliate that originated under UTRR. KSVB is the largest regional affiliate in the nation.

The litter control and recycling goals were aimed at assisting local governments to initiate,

continue or enhance their programs.

Regional illegal dumpsite mapping, providing equipment, writing model ordinances, establishing environmental courts in local jurisdictions, and striving to exceed Virginia’s average recycling rate, continuing education and assisting local government’s litter control enforcement are lofty goals.

Goal	Progress
100 illegal dumpsite eliminated	Mapping completed for region. 37 cleanups completed removing 51.82 tons with 819 volunteers
Sustainable funding for KSVB	Added second golf tournament
K-Adult education	Trash to treasures workshops, Earth Day, other outreach events
Maintain Keep America Beautiful certification	Achieved every year
Maintain Assign-a-highway program	Each county is maintaining; a coordinator is needed

## Education & Outreach

One of the most successful programs of the UTRR is its education and outreach. From litter prevention to watersheds, from aquatic species conservation to water quality, the UTRR has provided a variety of successful education programs.



**Maggie Siddle, an Americorps VISTA for the Clinch River Valley Initiative, models the new hellbender costume. Maggie led performers in a “Pearly & Friends” skit. Below, volunteer April Grace and former VISTA Kathy Knotts are shown at an Earth Day booth.**  
*Photos by Carol Doss*



Goal	Progress
Southwest Virginia Environmental Education Team (SWEET) partnership with the Clinch River Valley Action Team	Achieved. Team agreed to partner. Collaborated on the Youth Summit, VISTA program, equipment & trainings.
Training for teachers and environmental educators	Achieved. Conducted trainings at 3 environmental education symposiums, completed 2 Project Learning Tree trainings in Lee County schools, hosted 2 sessions on new equipment.
Calendar of environmental education events & opportunities	Discussed.
Utilize social media	Achieved. Announcements and photos posted regularly to Facebook and website.
Create education resource kits for teachers.	Achieved. Created watershed kits for 5th grade level.
Purchase education resources for teachers to borrow.	Achieved in conjunction with Clinch River Valley Initiative (CRVI). Purchased stream table and 3 different Enviscope® models.
Provide environmental education opportunities for all ages.	Achieved. Reached 13,563 students and 3,818 adults. Tracked all environmental education in region and reported to VA DCR.
Create hellbender costume.	Achieved & exceeded. Created four costumes: hellbender, darter, mussel and damselfly. Created skits with songs and performed at festivals.
Assist with outdoor classroom development.	Achieved. Assisted the Town of Saltville in creating outdoor classroom at new playground.

# Capacity Building

This is one area where the UTRR really needs your help. Our organization consists of a Board of Directors and an Executive Council which sees to the day-to-day business.

As with most organizations, we need to increase our fundraising, recruit more volunteers in order to build our capacity to compete work. This is

difficult with so much competing for volunteers' limited free time.

Nevertheless, we recruited new volunteers who helped with many projects. We also completed many fundraisers.

We have a fundraising committee and a new volunteer list. If you want to help, let us know.

Goal	Progress
Obtain an OSM/VISTA position.	Achieved. Also obtained VISTA position for CRVI.
Fundraising	14 fundraisers bringing in \$17,444.
Increase volunteer base.	Achieved. Recruited new volunteers at the 2016 Volunteer Fair and through other opportunities.
Recreate Save our Streams training.	Achieved. Partnered with Izaak Walton League to certify 4 trainers; secured grant to hire coordinator.



Photos by Carol Doss



## Pollution Prevention

UTRR has a stellar reputation as a partner with federal and state agencies, local governments, and other environmental organizations. UTRR has participated in millions of dollars in water quality and habitat restoration projects since 1999. The first two years of this five-year plan continue that tradition.

Goal	Progress
Coordinate multiagency efforts through grants to improve water quality and habitat restoration	<p>Achieved. Received cooperative agreements and grants and:</p> <ul style="list-style-type: none"> <li>◆ Installed 12 residential septic systems &amp; public sewer connections for straight pipe elimination; completed 53 septic tank pump-outs.</li> <li>◆ Installed 2 rain gardens for urban stormwater management in Honaker; currently working on a new stormwater project in St. Paul.</li> <li>◆ Continued working on a project that reclaimed a coal yard into park &amp; classroom.</li> <li>◆ Removed 3 impoundments opening 22 miles of fish passage, enhancing 1.3 miles of habitat, stabilizing more than 1.34 miles of stream bank, and establishing nearly 8 acres of riparian buffer.</li> <li>◆ Revised the Guest River TMDL watershed implementation plan to meet current EPA standards</li> </ul>
Research creation of a water quality certification program for business and agriculture	Under review.
Explore opportunities for water quality projects with CRVI	Ongoing.
Seek funding to support a robust pollution prevention campaign	To be explored.
Connect policymakers with the UTRR mission and its impact on economic development and quality of life factors	Still on our “to-do” list; working with Clinch River Valley Initiative.