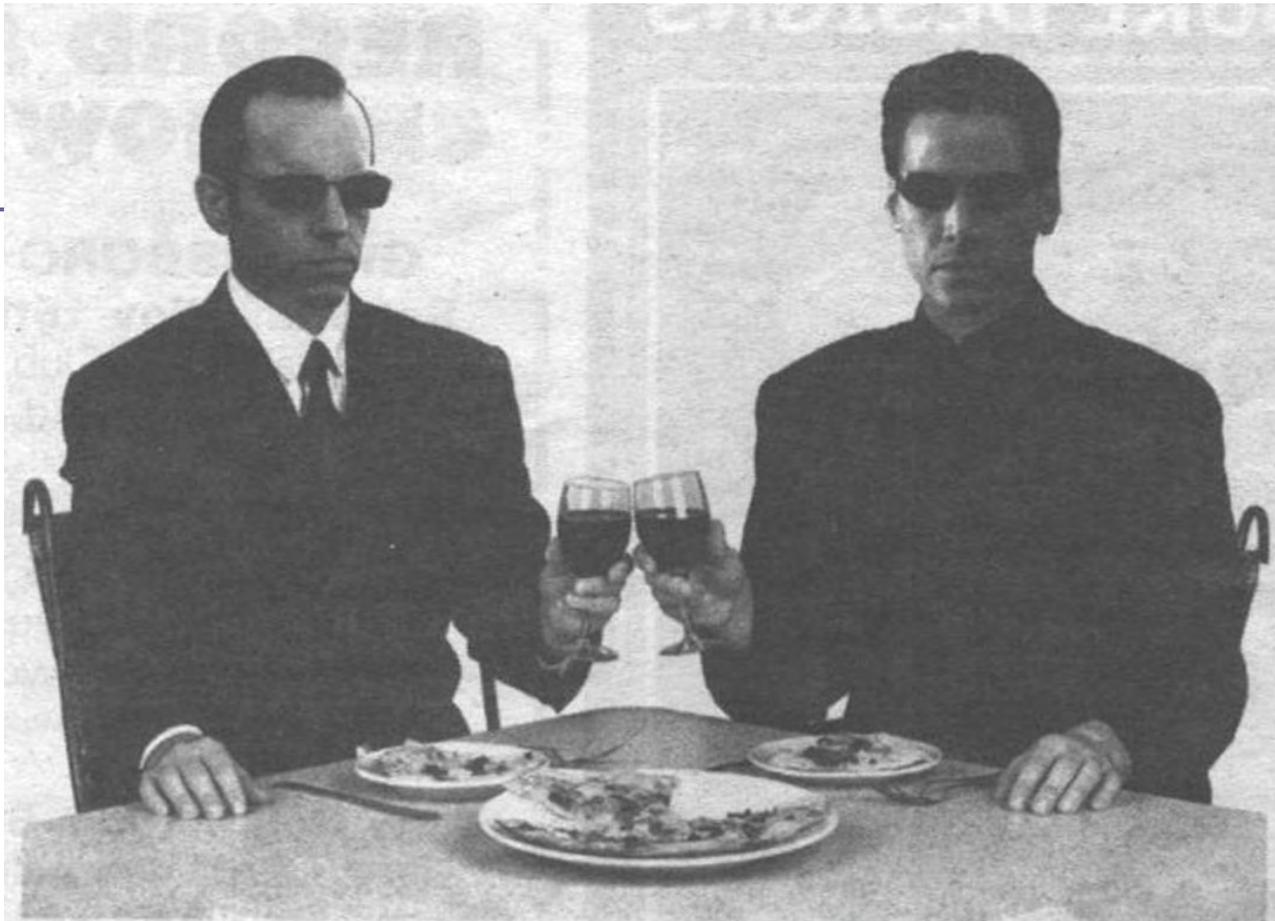# Watershed Planning
An Overview of Process and Skills

Christy Perrin, Watershed Education
for Communities and Officials (WECO),

NC State University

WECO

brings people together.

Orange Auction

Watershed Planning Processes
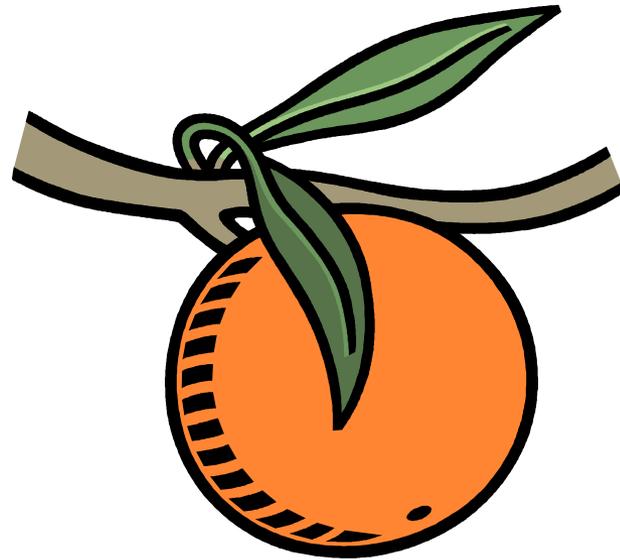
When is the best time for conflict to show up in a watershed planning process?

Situation Assessment- why take the time?

- Build trust with you and the process
- Identify conflicts
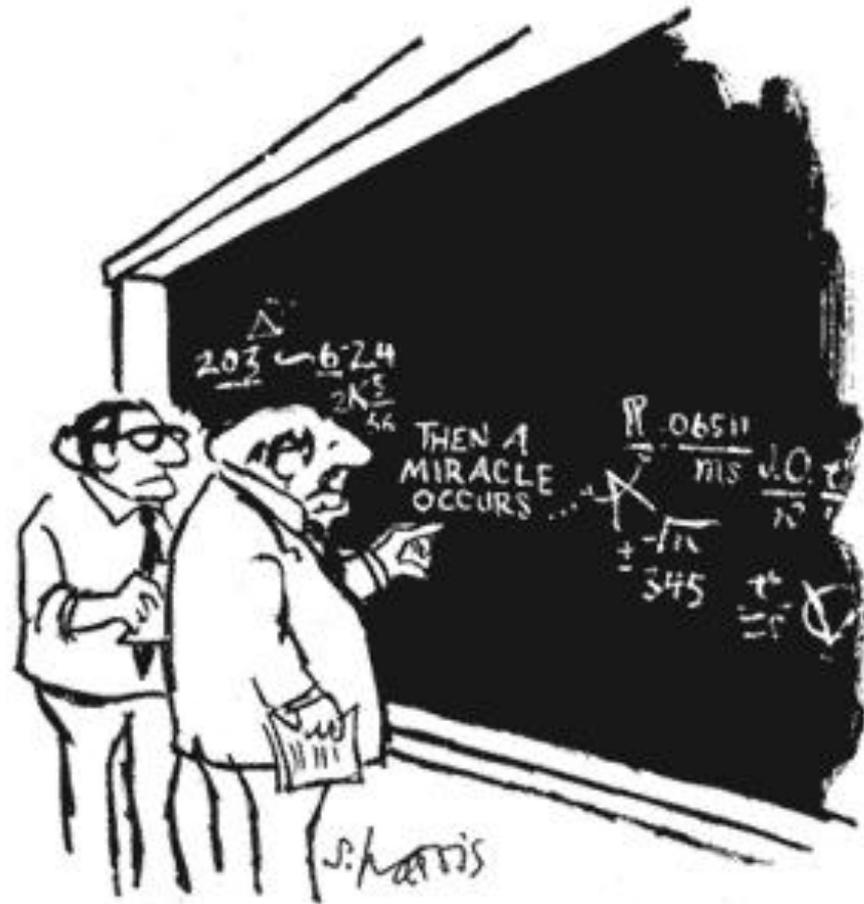- Lay the foundation for successful watershed planning

Convening & facilitating watershed groups

- Involve those *impacted by*, or who *can impact* watershed decisions

- Build a network of connections in community

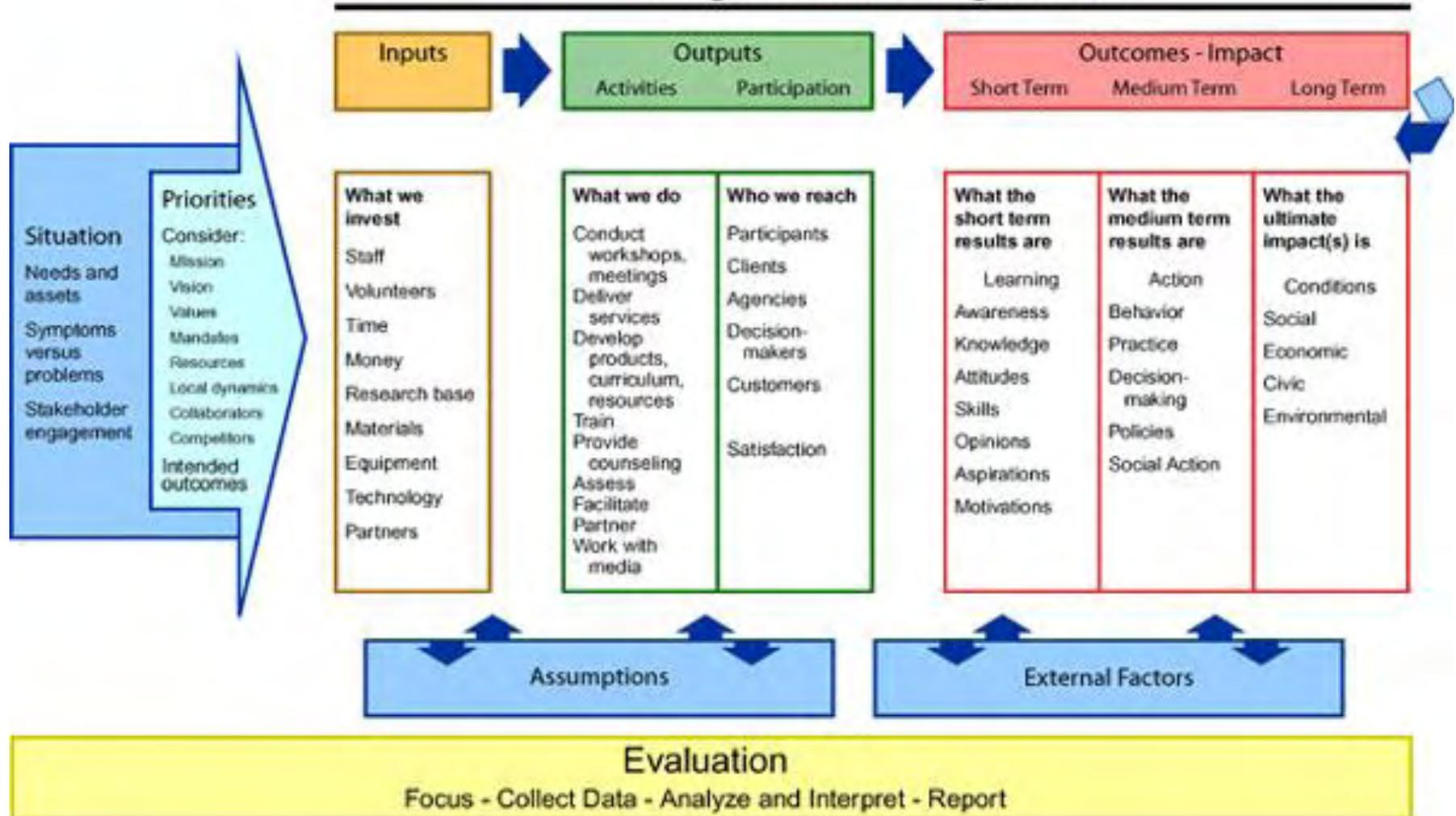# Planning, setting goals & objectives

"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

Planning, setting goals & objectives

□ Logic Models- why?

Program Action - Logic Model

Inputs → **Outputs** (Activities, Participation) → **Outcomes - Impact** (Short Term, Medium Term, Long Term)

Situation
- Needs and assets
- Symptoms versus problems
- Stakeholder engagement

Priorities
Consider:
- Mission
- Vision
- Values
- Mandates
- Resources
- Local dynamics
- Collaborators
- Competitors

Intended outcomes

What we invest
- Staff
- Volunteers
- Time
- Money
- Research base
- Materials
- Equipment
- Technology
- Partners

What we do
- Conduct workshops, meetings
- Deliver services
- Develop products, curriculum, resources
- Train
- Provide counseling
- Assess
- Facilitate
- Partner
- Work with media

Who we reach
- Participants
- Clients
- Agencies
- Decision-makers
- Customers

Satisfaction

What the short term results are
- Learning
- Awareness
- Knowledge
- Attitudes
- Skills
- Opinions
- Aspirations
- Motivations

What the medium term results are
- Action
- Behavior
- Practice
- Decision-making
- Policies
- Social Action

What the ultimate impact(s) is
- Conditions
- Social
- Economic
- Civic
- Environmental

Assumptions

External Factors

Evaluation
Focus - Collect Data - Analyze and Interpret - Report

Short term--------OBJECTIVES----------long term

NC NEMO Strategies

Goals

2) Provide local governments with intuitive GIS tools & knowledge to use them

3) Assist local decision makers with policy & ordinance review

Decision makers understand how policy encourages/discourages LID

Local communities use natural resource-based Planning

Low Impact developments [LID] in ground

Public, Decision makers, Planners, Consultants, County agents, Developers: understand land use & water resource, quality of life, and economic connections

More professional planners skilled in natural resource based planning

Critical natural resources and habitat protected

1) Promote awareness of economic, health, and environmental benefits of natural resource based planning.

Governments hire more planners skilled in natural resource based planning

Coastal Communities implement CAMA land use plans

Changes in policy to promote LID (regulatory, incentive-based, education)

Increased public preference for LID

Developments sited where most environmentally appropriate

4) Engage communities in pilot NCNEMO projects

Projects include at least two NCNEMO partners and strategies.

5) Incorporate natural resource based planning/ LID into NCSU curriculum

6) Sustain NC NEMO program & partnerships

NORTH CAROLINA

Choose SMART objectives

- **S**pecific
- **M**easureable
- **A**ttainable
- **R**ealistic and ambitious
- **T**ime-bound

Outreach & Education

Participatory Research

- What does this mean?

Participatory Research

- Engagement in Watershed assessment
    - Monitoring
    - GIS analysis
    - Modeling
- Defining problem
- Reviewing and approving data sources
- Providing data
    - Historical data, community values
- Joint fact-finding (equal access to info)

Working with Experts: Focused Discussion Method

- ## Level 1 – Clarification
  - "Are there any questions about points of fact or clarification?"

- ## Level 2 – Reflection
  - "How do you feel about what you just heard?"

- ## Level 3 – Interpretation
  - "How does the information just presented affect the issues at hand?"

- ## Level 4 – Action
  - "Based on what you just heard, what needs to happen?"

Implementing watershed plan

- □ What ingredients are needed?

□ How will the previous processes help with plan implementation?

Working for the Watershed video

- □ A tool for preparing watershed groups for collaboration

Monitoring progress

□ Continual process for learning impacts of project
□ Informs future decision

Thanks!

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