

## LGROW STRATEGIC PLAN 2022-2024 - Logic Model

| LGROW STRATEGIC PLAN 2022-2024 - Logic Model                                                                                                                                                                                                                                        |                                         |                                                            |                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                               |                                                                       |                                                                                                                                                                                                     |
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| Inputs                                                                                                                                                                                                                                                                              | Outputs                                 |                                                            |                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                               | Responsibility                                                        | Indicators of Success                                                                                                                                                                               |
|                                                                                                                                                                                                                                                                                     | Long-Term Goals                         | Strategic Focus                                            | Management Actions                                                                                                                                                                                                                                                                                                                                     | Education/Engagement Actions                                                                                                                                                                                                                                                                                                                  | Committees & Workgroups                                               | Desired Outcome                                                                                                                                                                                     |
| LGROW Staff<br>LGROW Board of Directors<br>LGROW Partners<br>NPDES Stormwater Permits<br>LGR Watershed Management Plan<br>Community Support<br>Scientific Research<br>LGROW Committees<br>Student Experiences<br>Other Watershed Groups & Councils<br>LGR Watershed Resilience Plan | <b>Goal #1:<br/>Healthy Watersheds</b>  | <b>Restore &amp; Protect Waterways</b>                     | -Support removal of fish passage barriers and restoration of altered hydrology<br>-Coordinate identification and implementation of land protection methods and stewardship practices<br>-Implement Total Maximum Daily Load (TMDL) Plan<br>-Identify sustainable funding for restoration projects & program longevity                                  | -Provide training, tools, and resources to municipal planners, developers, engineers, and local watershed groups on BMPs to restore and protect local waterways<br>-Expose watershed groups to local watershed issues                                                                                                                         | Technical Committee<br>SWOrd Committee<br>Subwatershed Committee      | Observed improvements of local waterways through monitoring and utilization of BMPs, and increased awareness of emerging threats to watersheds.                                                     |
|                                                                                                                                                                                                                                                                                     |                                         | <b>Support Watershed Resiliency</b>                        | -Complete and publish LGR Watershed Resilience Plan<br>-Assist subwatershed groups in understanding and applying information from Subwatershed Action Plans for Resilience                                                                                                                                                                             | -Elevate understanding of the function and purpose of green infrastructure in building resilient communities<br>-Create common language & messaging around resiliency<br>-Continue soliciting feedback from the public about obstacles & opportunities regarding resiliency<br>-Establish leadership role in Urban Waters Federal Partnership | Sustainability Committee<br>SWOrd Committee<br>Subwatershed Committee | Increased confidence in communities and subwatershed groups to proactively take action on issues of watershed resiliency.                                                                           |
|                                                                                                                                                                                                                                                                                     |                                         | <b>Promote Sustainable Agriculture and Rural Character</b> | -Assist partners with identification of potential agricultural BMP implementation sites<br>-Support collaborations that promote and strengthen sustainable urban and rural agriculture<br>-Identify funding sources for new agricultural partnerships                                                                                                  | -Educate producers about opportunities to use BMPs in agricultural areas<br>-Coordinate with local officials in rural areas on smart growth principles<br>-Develop an understanding of diverse segments of rural communities to improve messaging and communication<br>-Nurture and expand existing agricultural partnerships                 | Sustainability Committee<br>Subwatershed Committee                    | Leveraged new and existing partnerships to increase the consistent use of agricultural BMPs with rural and urban producers, and develop trust with rural communities.                               |
|                                                                                                                                                                                                                                                                                     | <b>Goal #2:<br/>Active Community</b>    | <b>Engage the Public</b>                                   | -Implement updated Public Education Plan<br>-Increase use of diverse media channels, including local news, social media, and partner platforms<br>-Reactivate and build participation in subwatershed groups                                                                                                                                           | -Promote annual forum to larger audience<br>-Expand Community Science and Service activities<br>-Offer watershed-focused experiential learning opportunities for students of all ages<br>-Expand on adult environmental education offerings<br>-Providing assistance for MS4 permits with nested agreements with schools                      | Public Engagement Committee<br>Subwatershed Committee                 | Increased participation of existing network members and new communities in diverse programming.                                                                                                     |
|                                                                                                                                                                                                                                                                                     |                                         | <b>Incorporate Diversity, Equity, and Inclusion</b>        | -Incorporate DEI principles into workshop and event planning<br>-Increase diversity in applicant pools for all staff, intern, and leadership positions<br>-Continue promoting language accessibility with the help of culturally-specific partners                                                                                                     | -Work with partners to reduce barriers to accessing environmental education<br>-Coordinate environmental justice activities with community partners & across GVMC departments<br>-Identify and understand under-engaged segments of communities LGROW works in to improve messaging and communication                                         | LGROW Board of Directors<br>All Committees                            | Environmental Justice and DEI Values considered as critical decision-making criteria in all programming and operations.                                                                             |
|                                                                                                                                                                                                                                                                                     | <b>Goal #3:<br/>Robust Organization</b> | <b>Expand Network &amp; Develop Watershed Leaders</b>      | -Provide leadership opportunities<br>-Continue to establish LGROW's unique role in West Michigan<br>-Recruit committee members and event coordinators<br>-Develop menu of environmental assistance available to municipalities<br>-Engage in a DEI Assessment                                                                                          | -Invite the public, network members, and others to present at or attend lunch and learns<br>-Utilize subwatershed groups as platforms for recruitment<br>-Coordinate programmatic efforts across other GVMC departments<br>-Provide training opportunities for emerging leaders/leaders in succession                                         | LGROW Board of Directors<br>All Committees                            | Increased opportunities available to network members to participate in leadership development and capacity-building training, and increased participation of all network members in such offerings. |
|                                                                                                                                                                                                                                                                                     |                                         | <b>Secure Sustainable Revenue &amp; Strengthen Board</b>   | -Leverage funding from earned revenue<br>-Establish Board's role in Organizational Funding Strategy<br>-Create new opportunities for Board participation & engagement<br>-Secure grant-writing support through collaborations with community partners or contracted staff<br>-Identify partners to advocate for more public funding at the State level | -Engage Board in Strategic Plan implementation<br>-Define Board role in community education and engagement activities<br>-Issue annual Board survey to gain understanding of interests & skills<br>-Conduct Board training sessions to build knowledge and capacity                                                                           | LGROW Board of Directors<br>Executive Committee                       | Created a succession plan for future leadership transitions and increased engagement of Board members in organizational activities, including securing operational funding.                         |