

Logic Model for the *LGROW Business Plan & 2015–2017 Strategic Plan*

Situation: A robust LGROW is needed to pursue management actions for improving water quality while educating and engaging our communities in securing a healthy watershed					
Inputs	Outputs				Outcomes
	<i>Strategic Focus</i>	<i>Years</i>	<i>Management Actions</i>	<i>Education/Engagement Actions</i>	
Funds	Address Impaired (TMDL) Waterways	1-3	Eliminate <i>E. coli</i> in Buck Creek Improve stream functions Remove fish passage barriers	<ul style="list-style-type: none"> - Foster a new Buck Creek group - Involve officials, school districts - Enlist LGROW members - Promote river recreation 	Goal #1 Healthy Watersheds
LGROW Staff		4-8	Fix septic systems Advocate for county Sanitary Code Duplicate efforts in other tributaries		<i>Water quality impairments remediated</i>
LGROW Board of Directors		9-15	Celebrate achievements Continue efforts		
LGROW Partners	Advance Natural Connections (floodplains, greenways, and low impact development)	1-5	Update Natural Connections Map Install various BMPs Involve public/private entities	<ul style="list-style-type: none"> - Elevate understanding - Train community members - Educate communities in adopting LID 	<i>Natural functions restored</i>
Lower Grand River Watershed Management Plan		6-15	Continue installing various BMPs Reduce impervious cover		
Lower Grand River Watershed Management Plan	Promote Sustainable Agriculture	1-5	Install agricultural BMPs	<ul style="list-style-type: none"> - Promote watershed friendly farms - Coordinate with agricultural groups 	<i>Farmers produce clean water</i>
Community Support		6-15	Implement agricultural waste management BMPs		
Scientific Research	Involve the Public	1-3	Complete marketing plan Galvanize residents Increase social media presence Initiate volunteer program Prioritize events	<ul style="list-style-type: none"> - Inspire and recruit young professionals and youth groups - Attract 200+ to attend Annual Forum - Grow LGROW membership 	Goal #2 Engaged Community
Community Support		4-8	Establish “friends” groups Build volunteer base Build partnerships		<i>Watershed understood by community</i>
Scientific Research					<i>Excitement increased in community</i>
Scientific Research	Secure Sustainable Revenue	1-3	Leverage funding from earned revenue to hire staff	<ul style="list-style-type: none"> - Retain education staff - Dedicate staff to projects 	Goal #3 Robust Organization
Scientific Research	Strengthen Board	1	Confirm Board’s role in Strategy Encourage full Board participation Revise organizational by-laws	<ul style="list-style-type: none"> - Engage Board in Strategic Plan implementation - Define Board role in community education and engagement - Conduct Board training sessions 	<i>Momentum maintained</i>
Scientific Research		2-3	Offer sponsorship for events Revise Strategic Plan		<i>Partnerships and resources leveraged</i>