

**McKenzie Brook Watershed
Action Plan 2018 to 2020**

McKenzie Brook Watershed Action Plan 2018 to 2020					
Strategy 1_ Locally-Led/Farmer Engaged Conservation					Complete X
Actions:	Description	Who is responsible?	When Begin	When End	
Assist with Watershed Planning Group Meetings.	Assist with 2-3* Watershed Planning Group Meetings. (*As scheduled by NRCS, if less are scheduled the deliverable is to be reduced).	UVM & NRCS	Mar-18	Feb-19	
Assist with Watershed Planning Group Meetings.	Assist with an additional 2-3* Watershed Planning Group Meetings. (*As scheduled by NRCS, if less are scheduled the deliverable is to be reduced).	UVM & NRCS	Mar-19	Feb-20	
Collaborate with NRCS, educational and non-profit organizations to provide peer-to-peer farmer education and networking opportunities.		UVM & NRCS	Mar-18	Feb-20	
Strategy 2: Technical Assistance to Farmers					
Actions:	Description	Who is responsible?	When Begin	When End	
Develop technical assistance plan.	Include target audiences, key messages, expected outcomes and timeline. <Part of Watershed Action Plan>	NRCS & UVM	Mar-18	Sep-18	
Initiate individual contact each year with at least 50% of the approximately 30 famers (15 total per year) in the watershed to explain water quality issues in the McKenzie Brook Watershed.	Present the goals of the watershed planning group as it related to the EPA TMDL.	UVM	Mar-18	Feb-19	
Initiate individual contact each year with at least 50% of the approximately 30 famers (15 total per year) in the watershed to explain water quality issues in the McKenzie Brook Watershed.	Present the goals of the watershed planning group as it related to the EPA TMDL.	UVM	Mar-19	Feb-20	

Contact 1-3 farmers each year whose farmsteads are located outside of the watershed.	Inform the famers of financial assistance programs available to help them implement conservation practices to improve soil health, reduce nutrient and sediment run-off and to address other water quality concerns with the intent of improving water quality.	UVM	Mar-18	Feb-19	
Contact 1-3 farmers each year whose farmsteads are located outside of the watershed.	Inform the famers of financial assistance programs available to help them implement conservation practices to improve soil health, reduce nutrient and sediment run-off and to address other water quality concerns with the intent of improving water quality.	UVM	Mar-19	Feb-20	
Serve as a case manager for farms by assisting farmers. Maximum to provide is 5 farmers.	Using the famer's preferred method of communication, either by email or letter offer to serve as a case manager for farms by assisting farmers in the McKenzie Brook Watershed in developing their NRCS EQIP contract application (including assisting them with completing the application form and associated documents necessary to be considered eligible for NRCS program benefits) especially related to agronomic practices (assist the participant in identifying fields for the application of cover crops, no-till, nutrient management plans and other practices). Provide the case manager services as requested by farmers.	UVM	Mar-18	Feb-20	
Outreach to farmers to encourage use of Resource Stewardship Evaluation Tool.	Obtain one participant permission to participate in the evaluation. Obtain necessary data from cooperating farm to run the tool and evaluate 10-20 representative fields depending on farm size (10 fields for farms less than 500 acres, and 20 fields for farms over 500 acres) by one year after award.	UVM	Mar-18	Feb-19	
Identify conservation practices implemented by farmers that were not contracted in EQIP.	Record this practice implementation using the "Vermont State Partner Database."	UVM	Mar-18	Feb-19	
Identify conservation practices implemented by farmers that were not contracted in EQIP.	Same as above.	UVM	Mar-19	Feb-20	
Track accomplishments.	Practices contracted and implemented as well as tracking available monitoring results made in meeting P goals and realign action plan as needed.	NRCS & UVM	Mar-18	Feb-19	
Track accomplishments.	Same as above	NRCS & UVM	Mar-19	Feb-20	
Strategy 3: Financial Assistance to Farmers					

Actions:	Description	Who is responsible?	When Begin	When End	
Assist NRCS with certification of conservation practices.	Practices to include cover crops, no-till & cropland buffers for minimum of 2 farms and max of 5 farms per year.	UVM	Mar-18	Feb-19	
Assist NRCS with certification of conservation practices.	Practices to include cover crops, no-till & cropland buffers for minimum of 2 farms and max of 5 farms per year.	UVM	Mar-19	Feb-20	
Strategy 4: Outreach and Education					
Actions:	Description	Who is responsible?	When Begin	When End	
Develop outreach/education plan.	Include target audiences, key messages, and expected outcomes. <Part of Watershed Action Plan>	NRCS & UVM	Mar-18	Sep-18	
Work with minimum of 1 farmer to establish an on-farm demonstration.	Work to establish on-farm demonstration that highlight conservation practices including, but not limited to, cover cropping, no-till, buffers, soil health, etc.	UVM	Mar-18	Feb-19	
Conduct at least one on-farm field day.	Conduct at least one on-farm field day in one or more of the 2 watersheds (McKenzie or East Creek) showcasing the conservation practices applied.	UVM	Mar-18	Feb-20	
Identify & contact 1 farmer to be profiled in a published success story.	Identify and contact 1 East Creek watershed farmer who is willing to be profiled in published success stories with the intent of motivating other farmers to adopt conservation practices. This success story can be regarding the totality of the farmer's conservation efforts or how they successfully implemented a conservation practice or completed and EQIP contract, or otherwise wisely steward their natural resources. Coordinate with the NRCS Vermont Public Affairs Specialist to develop an outreach press release to the general public.	UVM	Mar-18	Feb-19	