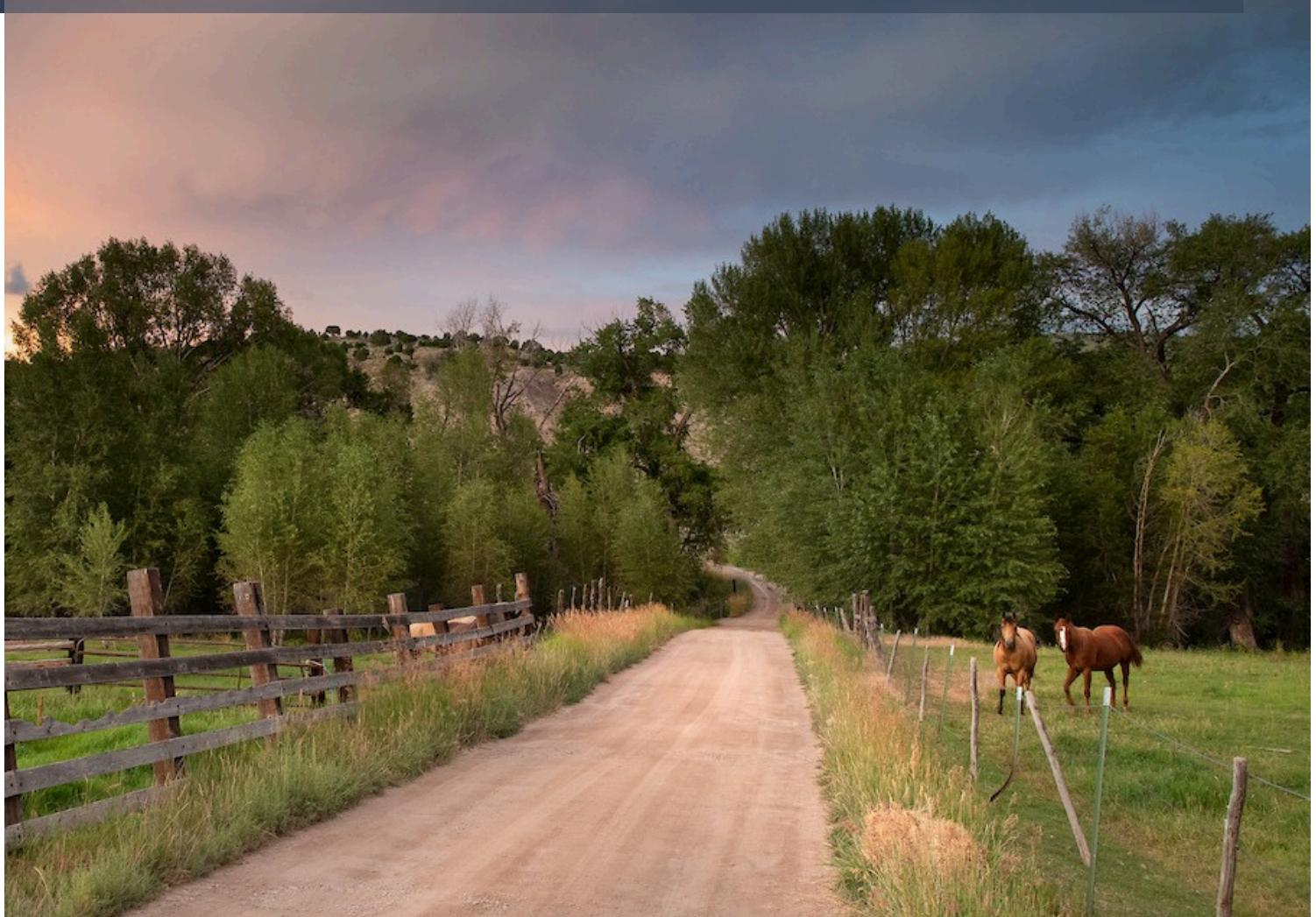




# 2025 Strategic Operating Plan

## Eagle County Conservation District



**2025**  
—  
**2030**

## Mission, Vision, Priorities, and Goals

The Eagle County Conservation District Strategic Operation Plan lists the top Priorities for the future and the Goals that will move us forward to achieve our Vision.

Dear Eagle County Community,

The Eagle County Conservation District (ECCD) is committed to supporting our landowners, partners, and community to steward the natural resources that make our region a great place to live, work, and thrive. As your local conservation district, we take pride in our responsibility to manage programs, partnerships, and funding in a way that strengthens our lands, water and community well-being.

We are pleased to share our Strategic Operating Plan, which outlines ECCD's goals, priorities, and approach to ensuring effective, transparent, and sustainable operations. This plan guides our efforts to remain fiscally responsible, responsive to local needs, and focused on long-term natural resource stewardship.

Since launching our strategic planning process, ECCD's board and staff have committed to regularly reviewing and refining our mission, vision, and priorities. Each quarter, we identify specific action items that align with our long-term goals and directly support our strategic outcomes. This approach ensures we remain flexible and proactive to address emerging conservation challenges while maintaining a clear focus on our future.

This document provides an overview of ECCD's Strategic Operating Process and explains how to use our Plan on a Page: a concise, one-page summary of our mission, values, and quarterly strategic actions. Both tools are designed to help community members understand ECCD's strategic direction and stay informed about our ongoing progress.

As we continue to grow and adapt, we welcome community input and collaboration. Together, we can ensure that Eagle County's natural resources are protected, enhanced, and wisely managed for generations to come.

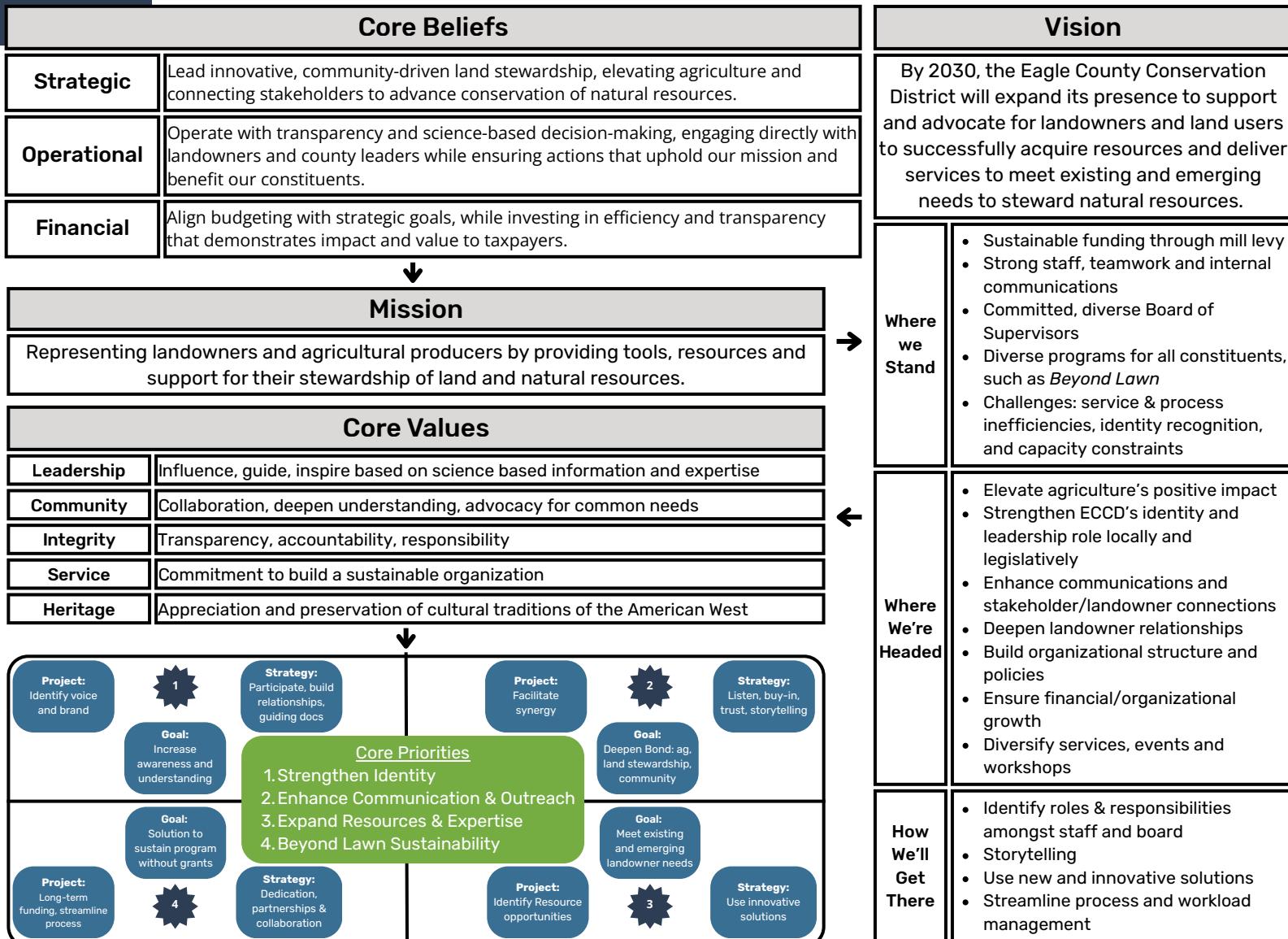
Thank you for your continued partnership and support.

Sincerely,  
The Eagle County Conservation District  
Staff & Board



# Eagle County Conservation District

## Strategic Operating Plan



### Action Initiative Priorities (AIP's)

#	Objective	Key Deliverables	Due	Leader	Team	Status
1A	Engage in EC Land Use Code Rewrite Project	Create recommended edits via: email to county planning commission and commissioners; encode portal presentation to Eagle County	9/1/26	Laura	Shawn, Wendy, Meighan, Ag Rep	●
1B	Operate efficiently and effectively as a Board	The Board Policy Book	3/1/2026	Linn	Laura	●
1C	Convert Strategic Operating Plan into public documentat	Submit to DOLA, publish on website, produce printables	1/1/2026	Laura	Dallas	●
2A	Identify events to target goals and audiences	A list of events and workshops to conduct spring/summer 2026 with budget, agenda items, to-do's, and action items	3/1/2026	Denyse	Niki, DCT, Allegra, Clayton	●
2B	Brand our accomplishments to the public	Re-design ECCD's annual report into a printed document available to the public	2/1/2026	Laura	Allegra, Brooklyn	●
2C	Identify the voice and channels of land stewardship, stories and people	Guideline/structure for gathering information and delivery method	4/1/2026	Shawn	Brooklyn, Allegra, Denyse	●
3A	Provide conservation funding to landowners	Create conservation grant application, review/approval and management process, budget	2/1/2026	Allegra	Laura, Linn, DCT	●
3B	Identify existing expertise and gaps	Create a menu of services and cost/price	2/1/2026	Denyse	DCT, Laura, Allegra	●
3C	Build backbone of the book	Commitment of funds & partners, rough draft with pictures	4/1/2026	Laura	Allegra, Sarah, Todd, Partners	●
4A	Streamline process and implementation	Refine evaluations, conservation reports, rebate award process, overall time dedicated per project	4/1/2026	Ryan	Denyse, Allegra	●
4B	Identify sustainable funding solutions	Build, prioritize and pursue a list of alternative funding solutions	12/1/2026	Ryan	Laura, Linn	●
4C	Leverage partnerships and participation	Expand expertise and resources through partner participation	12/1/2026	Ryan	Laura, Allegra	●



# Our Core Beliefs

- Lead land stewardship through innovative solutions
- Expand conservation practices across all Eagle County landscapes
- Bridge the gap between small and large acreage landowners
- Maintain a strong agricultural focus and elevate producers as key stewards of the land
- Use storytelling to highlight human connections and local conservation impact
- Share knowledge to educate and inspire the broader community
- Stay mission-focused and set clear priorities

## Strategic Beliefs

*"ECCD leads innovative land stewardship by bridging the gap between diverse landowners and stakeholders, fostering community-driven conservation across the landscape. We aim to elevate the voice of agricultural producers, honoring their pivotal role in conserving vast areas of land. Through storytelling, knowledge-sharing, and inclusive engagement, we will inspire widespread adoption of conservation practices while maintaining a strong focus on agriculture and the people who sustain it."*

## Operational Beliefs

- Maintain availability and accessibility to constituents (in office and in person)
- Conduct structured one-on-one outreach with landowners
- Hold quarterly meetings with County Commissioners
- Base operational decisions on the District's mission and vision
- Use science-based decision making
- Ensure compliance with best practices and statutory requirements
- Support staff sustainability and well-being
- Establish clear boundaries for roles and responsibilities
- Make operational decisions that serve the best interests of constituents

- Align the Financial Plan with the Strategic Plan
- Pursue sustainable growth and diversified funding sources
- Maintain flexibility in the budget to address new opportunities
- Build and manage reserve funds
- Invest in operational efficiency
- Uphold authenticity in land stewardship
- Spend efficiently to maximize impact
- Demonstrate fiscal transparency and impact through annual and taxpayer reports

## Financial Beliefs

*"We are committed to aligning our financial plan with our mission, pursuing sustainable growth, and maintaining flexibility to seize new opportunities. By staying true to our strategic vision, we ensure every dollar delivers maximum impact and transparency to the community we serve."*

# Our Priorities



## Strengthen Identity

The goal is to increase awareness and understanding of who we are and the work we do. To achieve this, we will focus on identifying our voice and brand. Our strategy includes participating in stakeholder meetings, building relationships, and creating guiding documents to operate efficiently and effectively.



## Enhance Communication and Outreach

The goal is to deepen the bond between agriculture, land stewardship, and our community. To accomplish this, we will focus on facilitating synergy among these areas. Our strategy involves actively listening to community members, fostering buy-in for shared initiatives, building trust and strong relationships, and using storytelling to highlight the value and impact of on-the-ground conservation work.



## Expand Resources and Expertise

The goal is to address both existing and emerging needs of landowners. To achieve this, we will focus on identifying opportunities for resources and support. Our strategy emphasizes the use of innovative solutions to provide practical, effective, and forward-thinking services that meet the evolving demands of the community and our land.



## Beyond Lawn Sustainability

The goal is to sustain the Beyond Lawn Program both administratively and financially. To achieve this, we will focus on identifying long-term funding solutions and opportunities to streamline workload and processes. Our strategy relies on dedicated time and effort, as well as fostering partnerships and collaboration to ensure the program's continued success.

# Eagle County Conservation District

## 2025 Strategic Plan

The 5-year Strategic Plan is organized by Priority, with corresponding Goals and Action Initiative's listed under each Priority.

### PRIORITY

### 1. Strengthen Identity



#### GOAL

The goal is to increase awareness and understanding of who we are and the work we do. To achieve this, we will focus on the project of identifying our voice and brand. Our strategy includes participating in stakeholder meetings, building relationships, and creating guiding documents to operate efficiently and effectively.

#### Strengthen Identity: Action Initiative Priorities (AIP's)

Action	1A	1B	1C
Objective	Engage in Eagle County Land Use Code Rewrite Project	Operate efficiently and effectively as a board	Convert Strategic Operating Plan into public document
Deliverable	Create recommended edits via: Email to county planning commission & commissioners; Encode portal; presentation to Eagle County	Policy Book for Board Members	Submit to DOLA, publish on website, produce printables
Team Lead	Laura Bohannon	Linn Brooks	Laura Bohannon
Team	Shawn Bruckman, Wendy Sacks, Meighan Lovelace, 1 Ag representative	Scott Jones, Shawn Bruckman, Laura Bohannon	Allegra Waterman-Snow
Resources	Meighan Lovelace, natural resource partners	CSCB & CACD Policy	Dallas
Due Date	Sept 2026	Mar 1, 2026	Jan 1, 2026
Status	Ongoing	Ongoing	Ongoing

## PRIORITY

## 2. Enhance Communication and Outreach



### GOAL

The goal is to deepen the bond between agriculture, land stewardship, and our community. To accomplish this, we will focus on facilitating synergy among these areas. Our strategy involves actively listening to community members, fostering buy-in for shared initiatives, building trust and strong relationships, and using storytelling to highlight the value and impact of on-the-ground conservation work.

### Enhance Communication & Outreach: Action Initiative Priorities (AIP's)

Action	2A	2B	2C
Objective	Identify events to target goals and audiences	Brand our accomplishments to the public	Identify the voice and channels of land stewardship, stories and people
Deliverable	A list of events and workshops to conduct spring/summer 2026 with budget, agenda items, to-dos, and action items	Re-design ECCD's annual report into a printed document available to the public	Guideline/structure for gathering information and delivery method
Team Lead	Denyse Schrenker	Laura Bohannon	Shawn Bruckman
Team	Niki Luark, DCT, Allegra, Clayton Gerard	Allegra Waterman-Snow, Brooklyn Elmore	Brooklyn Elmore, Allegra Waterman-Snow, Denyse Schrenker
Resources	Burns community, Lacey Gerard	Budget for printing, Ryan Vlaar	Cliff Thompson, Todd Winslow Pierce
Due Date	Mar 1, 2026	Feb 1, 2026	Apr 1, 2026
Status	Ongoing	Ongoing	Ongoing

## PRIORITY

## 3. Expand Resources and Expertise



### GOAL

The goal is to address both existing and emerging needs of landowners. To achieve this, we will focus on identifying opportunities for resources and support. Our strategy emphasizes the use of innovative solutions to provide practical, effective, and forward-thinking services that meet the evolving demands of the community and our land.

#### Expand Resources & Expertise: Action Initiative Priorities (AIP's)

Category	3A	3B	3C
Objective	Provide conservation funding to landowners via new grant	Identify existing expertise and gaps	Build backbone of a "Conservation Handbook"
Deliverable	Create application, review/approval and management process, budget	Menu of services and cost/price	Commitment of funds & partners; rough draft with pictures
Team Lead	Allegra Waterman-Snow	Future Greg & Denyse Schrenker	Laura & Allegra
Team	Laura Bohannon, Linn Brooks, DCT	Laura Bohannon, Allegra Waterman-Snow	Denyse Schrenker, Ryan Vlaar, DCT, Wendy Sacks
Resources	Cliff Thompson, NRCS	NRCS, ECCD Board	Sarah Shaw, Todd Winslow Pierce, Natural Resource partners
Due Date	Feb 1, 2026	Feb 1, 2026	Apr 1, 2026
Status	Ongoing	Ongoing	Ongoing

## PRIORITY

## 4. Beyond Lawn Sustainability



### GOAL

The goal is to sustain the Beyond Lawn Program both administratively and financially. To achieve this, we will focus on identifying long-term funding solutions and opportunities to streamline workload and processes. Our strategy relies on dedicated time and effort, as well as fostering partnerships and collaboration to ensure the program's continued success.

#### Beyond Lawn Sustainability: Action Initiative Priorities (AIP's)

Category	4A	4B	4C
Objective	Streamline process and implementation	Identify sustainable funding solutions	Leverage partnerships and participation
Deliverable	Refine evaluations, conservation reports, rebate award process, and overall time dedicated per participant	Build, prioritize and pursue a list of alternative funding solutions	Expand expertise and resources through partner participation
Team Lead	Ryan Vlaar	Ryan Vlaar	Ryan Vlaar
Team	Denyse Schrenker, Allegra Waterman-Snow	Laura Bohannon, Cliff Thompson, Linn Brooks	Denyse Schrenker, Allegra Waterman-Snow
Resources	CWCB Grant	Partners, Stakeholders	Partners, Stakeholders
Due Date	April 1 <sup>st</sup> , 2026	December 1, 2026	December 1, 2026
Status	Ongoing	Ongoing	Ongoing

## ACCOMPLISHMENTS

### Spring of 2026

<b>Objectives</b>	<b>Due Date</b>	<b>Status</b>
1. Engage in the Eagle County Land Use Code Rewrite Project	9/1/26	Ongoing
2. Operate efficiently and effectively as a board	3/1/26	Ongoing
3. Convert Strategic Operating Plan into public document	1/1/26	Ongoing
4. Identify events to target goals and audiences	3/1/2026	Ongoing
5. Brand our accomplishments to the public	2/1/2026	Ongoing
6. Identify the voice and channels of land stewards	4/1/126	Ongoing
7. Provide conservation funding to landowners	2/1/26	Ongoing
8. Identify existing expertise and gaps	2/1/26	Ongoing
9. Build backbone of the Conservation Handbook	4/1/26	Ongoing
10. Streamline Beyond Lawn process and implementation	4/1/26	Ongoing
11. Identify Beyond Lawn sustainable funding solutions	12/1/26	Ongoing
12. Leverage Beyond Lawn partnerships and participation	12/1/26	Ongoing