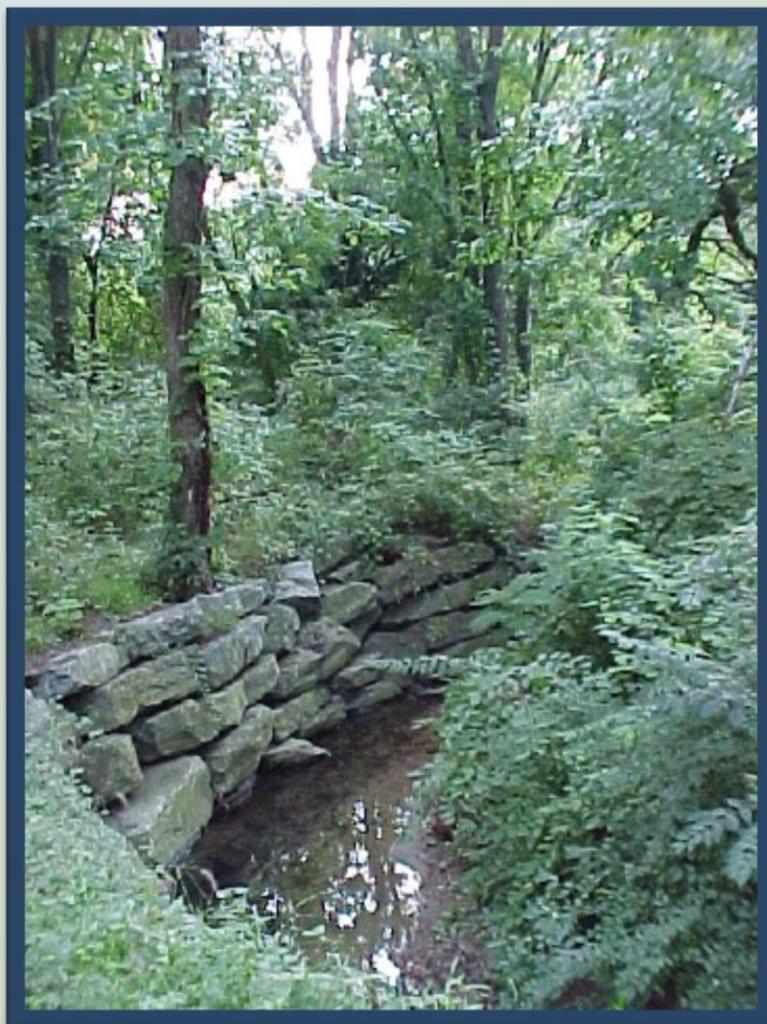




Friends of Cabin John Creek



Annual Plan
2016

President:	Burr Gray
Vice President for Outreach:	Mike Northridge
Treasurer:	Dan Kulpinski
Secretary:	Peter Bross
Webmaster:	Don Libes
Directors:	Roy Seidenstein Eric Strassler

BOARD OF DIRECTORS

OUR
MISSION

We support the health and beauty of the Cabin John Creek watershed, raise awareness of its significance in the community, and foster community involvement in these goals.

**OUR
VISION**

We will work toward a future in which, as a result of strong community partnerships, Cabin John Creek and its watershed is a healthy home for native plants and animals and an attractive destination for people who want to enjoy the area's natural areas.

ACKNOWLEDGEMENTS

Thanks to:

Mary Ellen Olcese, River Network
 Montgomery County Department of Environmental Protection
 Institute for Conservation Leadership
 Tina Rouse*, Outreach Coordinator
 for helping in the strategic planning process.

Achieving Our Goals

This annual work plan is intended to support the Friends of Cabin John Creek Mission and Strategic Plan for 2016 - 2018. It is an outline of projects, events, and practices by which FoCJC plans to accomplish these goals during 2016, giving a brief overview of the scope of each activity. With this work plan, each goal is broken into smaller, achievable tasks. The annual plan will serve as a tool for FoCJC to evaluate program effectiveness.

FoCJC Strategic Goals 2016 - 2018

Protect Health and Beauty

1. Protect Cabin John Creek watershed's lands and waters
 - a. Increase, improve, and expand green practices in the Cabin John Creek watershed
 - b. Mobilize volunteers for on-the-ground action

Raise Awareness

2. Advocate for protection of Cabin John Creek watershed's lands and waters
 - a. Expand our advocacy efforts to protect the watershed

Foster Community Involvement

3. Revitalize the Cabin John Creek watershed in partnership with local public and private entities
 - a. Undertake projects and activities to improve the watershed with public institutions
 - i. Montgomery County government
 - ii. City of Rockville government and its steward-partners
 - iii. Washington Suburban Sanitary Commission (WSSC)
 - b. Identify and engage with local commercial operations in our watershed that have relatively large amounts of impervious surfaces or relatively high water or lawn chemical use

FoCJC Annual Work Plan 2016

GOAL 1		PROTECT CABIN JOHN CREEK WATERSHED'S LANDS AND WATERS			
Result 1A		Increase, improve, and expand green practices in the Cabin John Creek watershed			
	Activities	Date	Description		Board Oversight
1.A.1	Survey	Oct 2015 – Dec 2016	FoCJC will conduct online Stormwater Issue Awareness Survey in four communities about the need and methods for watershed protection and restoration. Survey results will be used to inform a public education campaign to motivate CJC watershed residents to do one thing on their property to help the creek. There will be a follow-up survey at the conclusion of the project to document any changes that occur as a result of the Stormwater Management Program efforts.		DK
1.A.2	Rainbarrels	Oct 2015 – Apr 2017	FoCJC's Rain Barrel Project seeks to engage with local Boy Scout troops about stormwater threats to Cabin John Creek, and involve them in efforts to combat the threats by installing residential rain barrels. Specifically, FoCJC will help them launch a troop-based campaign to identify interested households and install rain barrels for them. The goal is to have scouts install 50 rain barrels in the Cabin John watershed by April 1, 2017. Cost of the rain barrels will be partially subsidized by FoCJC.		DK
1.A.3	RainScapes Community Meetings	Feb 2016	Montgomery County's RainScapes Rewards Program aims to help residential property owners, homeowners associations, private education facilities, nonprofits, and multifamily dwellings improve stormwater runoff conditions on their property. These projects are designed to reduce the amount of stormwater entering local streams, increase groundwater supply, and reduce chemical and nutrient pollutants entering waterways. Importantly, these unique landscaping enhancements can ultimately add value to the property. At the Community Meetings, residents will be invited to learn more about the program and specific opportunities that the county has already observed in their neighborhood. They can also sign up for a free site assessment that will identify specific problems and will provide them with the information required to apply for RainScapes Rewards rebates.		DK

FoCJC Annual Work Plan 2016

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Result 1A		Increase, improve, and expand green practices in the Cabin John Creek watershed			
Activities		Date	Description		Board Oversight
1.A.4	Creek Keepers Sweeps	Apr – Dec 2016	FoCJC will build on an initial spring clean-up event to establish a local volunteer group to monitor, maintain, and advocate for their recently restored segment of the Cabin John Creek watershed. FoCJC will support the Booze Creek Keepers in quarterly creek activities, and serve as liaison to county environmental management resources, as needed.	RS	
1.A.5	RainScapes Project Development and Installation	Jun - Nov 2016	FoCJC will be working in four neighborhoods to educate residents about stormwater issues and encourage them to implement RainScapes projects on their property. RainScapes are functional landscaping projects that can beautify property, as well as help filter and slow the flow of stormwater. These projects can collect water from roof gutters, driveways, and sidewalks. One example of a RainScapes project is a rain garden, a saucer-shaped basin into which rainwater flows, and is planted with grasses, flowers, shrubs, and small trees that are adapted to survive in short periods of flooding as well as dry soils in between storms. RainScapes can be installed on any kind of property, but those on private residential, institutional, and/ or commercial properties may be eligible for a RainScapes Rewards Rebate.	DK	
1.A.6	Stormwater Fair	Sep 2016	FoCJC will hold a Stormwater Fair, a community event to educate the public about stormwater issues and solutions. Technical and policy experts, as well as private sector vendors, will be invited to participate as booth hosts. Visitors will have the opportunity to move through the booths, learn about the creek, its flora and fauna, and various stormwater technologies and programs; get questions answered; and sign up for follow-on contacts. To make it kid-friendly, a hands-on station will be included (like birdhouse building). This could be held in conjunction with the Cabin John Citizen Association's Crab Feast.	DK	

FoCJC Annual Work Plan 2016

GOAL 1		PROTECT CABIN JOHN CREEK WATERSHED'S LANDS AND WATERS		
Result 1A		Increase, improve, and expand green practices in the Cabin John Creek watershed		
Activities		Date	Description	Board Oversight
1.A.7	Trail Guide	Dec 2016	A Trail Guide for novice and experienced creek hikers will be helpful to make Cabin John Creek and its tributaries more accessible to the community. Knowing more about its features and history will also help engage local residents in preserving and protecting the watershed. This activity will primarily involve identifying an existing group or forming a new group of volunteers to take on this task, and then supporting them through the process of researching and documenting trail highlights. The Trail Guide will be available on the FoCJC website and could be useful in locating future activities on the creek.	BG

FoCJC Annual Work Plan 2016

GOAL 1		PROTECT CABIN JOHN CREEK WATERSHED'S LANDS AND WATERS			
Result 1B		Mobilize volunteers for on-the-ground action			
Activities		Date	Description		Board Oversight
1.B.1	Rainbarrels	Oct 2015 – Apr 2017	FoCJC's Rain Barrel Project seeks to engage with local Boy Scout troops about stormwater threats to Cabin John Creek, and involve them in efforts to combat the threats by installing residential rain barrels. Specifically, FoCJC will help them launch a troop-based campaign to identify interested households and install rain barrels for them. The goal is to have scouts install 50 rain barrels in the Cabin John watershed by April 1, 2017. Cost of the rain barrels will be partially subsidized by FoCJC.		DK
1.B.2	MLK Day Locust Grove Nature Center Clean-Up	Jan 2016	Volunteers will be invited to help Cabin John Creek on the Martin Luther King, Jr., Day of Service. They will join Montgomery Parks and Friends of Cabin John Creek to work on a variety of projects around Locust Grove Nature Center, including a park and stream cleanup and trail mulching. SSL Hours will be available from Montgomery Parks. Volunteers under 14 must be accompanied by an adult.		MN
1.B.3	Earth Day Locust Grove Nature Center Clean-Up	Apr 2016	Landon School students will be invited to help Cabin John Creek on Earth Day. They will join Montgomery Parks and Friends of Cabin John Creek to work on a variety of projects around Locust Grove Nature Center, including a park and stream cleanup and trail mulching. SSL Hours will be available from Montgomery Parks.		MN
1.B.4	Annual Creek Clean-Ups	Apr 2016, Fall 2016?	Volunteers will be invited to join Friends of Cabin John Creek to pick up trash along (and in) the creek. Litter is unsightly, can harm wildlife, and can be carried to the Potomac River and the Chesapeake Bay. Volunteers under age 12 should be accompanied by an adult. There will be three cleanup areas: South: Union Arch Bridge to Seven Locks Rd.; Middle: Booze Creek; North: Goya Drive Trailhead. FoCJC will coordinate again with the Alice Ferguson Foundation.		MN

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GOAL 1		PROTECT CABIN JOHN CREEK WATERSHED'S LANDS AND WATERS			
Result 1B		Mobilize volunteers for on-the-ground action			
Activities		Date	Description		Board Oversight
1.B.5	Creek Keepers Sweeps	Apr – Dec 2016	FoCJC will build on an initial spring clean-up event to establish a local volunteer group to monitor, maintain, and advocate for their recently restored segment of the Cabin John Creek watershed. FoCJC will support the Booze Creek Keepers in quarterly creek activities, and serve as liaison to county environmental management resources, as needed.	RS	
1.B.6	Critter Crawl	Jul 2016	FoCJC will partner with the Audubon Society's to host a Critter Crawl, using their new Creek Critters app. The app is designed to engage people in improving the health of their local streams by leading them through a macroinvertebrate collection. The app guides novices on finding an appropriate collection site in a stream, collecting macros ("creek critters") using an inexpensive set of supplies, and identifying the macros. A stream health report is automatically generated based on the macros that are found. The app is intended to build on the excitement generated when people learn about the stream habitat and discover the critters that make their homes in this habitat.	BG	
1.B.7	Bird Watching	Nov 2016	FoCJC will host a volunteer-led walk to offer novice and experienced birders a chance to explore the flying fauna of the Cabin John Creek area. The Audubon Society or the Montgomery Bird Club, or the Maryland Ornithological Society may be able to provide an experienced guide.	BG	

FoCJC Annual Work Plan 2016

GOAL 2		ADVOCATE FOR PROTECTION OF CABIN JOHN CREEK WATERSHED'S LANDS AND WATERS			
Result 2A		Expand our advocacy efforts to protect the watershed			
Activities		Date	Description		Board Oversight
2.A.1	Website	Sep 2015	The revised website will need ongoing maintenance and refinement, and the mobile website needs to be developed.		DL
2.A.2	Survey	Oct 2015 – Dec 2016	FoCJC will conduct online Stormwater Issue Awareness Survey in four communities about the need and methods for watershed protection and restoration. Survey results will be used to inform a public education campaign to motivate CJC watershed residents to do one thing on their property to help the creek. There will be a follow-up survey at the conclusion of the project to document any changes that occur as a result of the Stormwater Management Program efforts.		DK
2.A.3	Movie Night	Feb 2016	FoCJC will sponsor the screening of a new environmental movie called "Water Blues, Green Solutions". "Water Blues, Green Solutions" is an interactive film project, telling the stories of communities creating green solutions for our water blues – flooding, pollution, and scarcity. The film can act as a catalyst for community discussions where people can share ideas, communicate local issues, build lasting relationships, and plan for the future. Producer/Director Frank Christopher has garnered the highest recognition for his work, including an Academy Award nomination for best feature-length documentary, six Emmys, and four CINE Golden Eagle Awards.		BG

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Result 2A		Expand our advocacy efforts to protect the watershed			
	Activities	Date	Description		Board Oversight
2.A.4	RainScapes Community Meetings	Feb 2016	Montgomery County's RainScapes Rewards Program aims to help residential property owners, homeowners associations, private education facilities, nonprofits, and multifamily dwellings improve stormwater runoff conditions on their property. These projects are designed to reduce the amount of stormwater entering local streams, increase groundwater supply, and reduce chemical and nutrient pollutants entering waterways. Importantly, these unique landscaping enhancements can ultimately add value to the property. At the Community Meetings, residents will be invited to learn more about the program and specific opportunities that the county has already observed in their neighborhood. They can also sign up for a free site assessment that will identify specific problems and will provide them with the information required to apply for RainScapes Rewards rebates.		DK
2.A.5	Public Environmental Event Attendance	Mar 2016, etc.	FoCJC will participate in appropriate public events, such as H2O Summit, GreenFest, and the Watershed Forum, with a booth/table to promote the role of FoCJC in environmental concerns to stakeholders.		DK
2.A.6	Stormwater Fair	Sep 2016	FoCJC will hold a Stormwater Fair, a community event to educate the public about stormwater issues and solutions. Technical and policy experts, as well as private sector vendors, will be invited to participate as booth hosts. Visitors will have the opportunity to move through the booths, learn about the creek, its flora and fauna, and various stormwater technologies and programs; get questions answered; and sign up for follow-on contacts. To make it kid-friendly, a hands-on station will be included (like birdhouse building). This could be held in conjunction with the Cabin John Citizen Association's Crab Feast.		DK

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Result 2A		Expand our advocacy efforts to protect the watershed			
Activities		Date	Description		Board Oversight
2.A.7	Newsletters	Q'ly? M'ly?	As the frequency of FoCJC events increases, the need to get the word out to stakeholders also increases. The FoCJC newsletter has been a useful but irregular tool to communicate and engage with our community. The newsletter will be published more frequently to publicize FoCJC events and programs.		DK
2.A.8	Facebook/Twitter	M'ly/ W'ly/ D'ly	Websites have been a common tool of NGOs for a number of years, but web-based communication can go further. The increasing importance of other platforms like Facebook and Twitter means that Environmental NGOs like FoCJC should be looking at new ways to engage with their communities and communicate their work. While additional outreach formats increase the amount of time and effort required of an organization, it can be a worthwhile investment for future growth. FoCJC will explore the use of new social media to advance the organization's mission.		DL

FoCJC Annual Work Plan 2016

GOAL 3		REVITALIZE THE CABIN JOHN CREEK WATERSHED IN PARTNERSHIP WITH LOCAL PUBLIC AND PRIVATE ENTITIES		
Result 3A		Undertake projects and activities to improve the watershed with public institutions		
Activities		Date	Description	Board Oversight
3.A.1	Rainbarrels	Oct 2015 – Apr 2017	FoCJC's Rain Barrel Project seeks to engage with local Boy Scout troops about stormwater threats to Cabin John Creek, and involve them in efforts to combat the threats by installing residential rain barrels. Specifically, FoCJC will help them launch a troop-based campaign to identify interested households and install rain barrels for them. The goal is to have scouts install 50 rain barrels in the Cabin John watershed by April 1, 2017. Cost of the rain barrels will be partially subsidized by FoCJC.	DK
3.A.2	RainScapes Community Meetings	Feb 2016	Montgomery County's RainScapes Rewards Program aims to help residential property owners, homeowners associations, private education facilities, nonprofits, and multifamily dwellings improve stormwater runoff conditions on their property. These projects are designed to reduce the amount of stormwater entering local streams, increase groundwater supply, and reduce chemical and nutrient pollutants entering waterways. Importantly, these unique landscaping enhancements can ultimately add value to the property. At the Community Meetings, residents will be invited to learn more about the program and specific opportunities that the county has already observed in their neighborhood. They can also sign up for a free site assessment that will identify specific problems and will provide them with the information required to apply for RainScape Rewards rebates.	DK
3.A.3	Annual Creek Clean-Ups	Apr 2016, Fall 2016?	Volunteers will be invited to join Friends of Cabin John Creek to pick up trash along (and in) the creek. Litter is unsightly, can harm wildlife, and can be carried to the Potomac River and the Chesapeake Bay. Volunteers under age 12 should be accompanied by an adult. There will be three cleanup areas: South: Union Arch Bridge to Seven Locks Rd.; Middle: Booze Creek; North: Goya Drive Trailhead. FoCJC will coordinate again with the Alice Ferguson Foundation.	MN

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Result 3A		Undertake projects and activities to improve the watershed with public institutions		
Activities		Date	Description	Board Oversight
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Activities		Date	Description	Board Oversight
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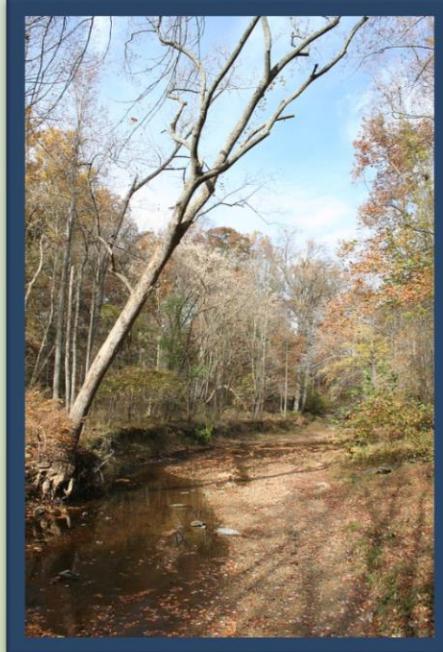
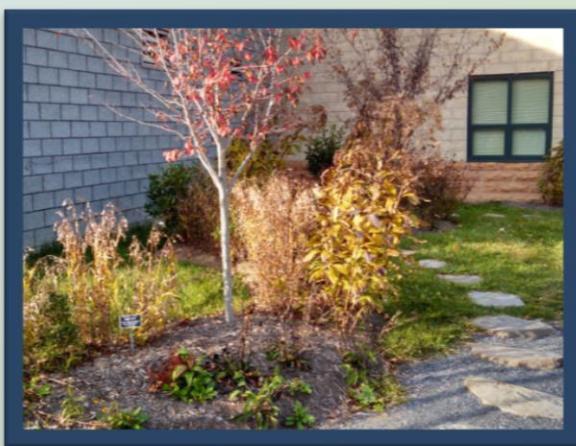
GOAL 3		REVITALIZE THE CABIN JOHN CREEK WATERSHED IN PARTNERSHIP WITH LOCAL PUBLIC AND PRIVATE ENTITIES			
Result 3B		Identify and engage with local commercial operations			
	Activities	Date	Description		Board Oversight
3.B.1	RainScapes Project Development and Installation	Jun - Nov 2016	FoCJC will be working in four neighborhoods to educate residents about stormwater issues and encourage them to implement RainScapes projects on their property. RainScapes are functional landscaping projects that can beautify property, as well as help filter and slow the flow of stormwater. These projects can collect water from roof gutters, driveways, and sidewalks. One example of a RainScapes project is a rain garden, a saucer-shaped basin into which rainwater flows, and is planted with grasses, flowers, shrubs, and small trees that are adapted to survive in short periods of flooding as well as dry soils in between storms. RainScapes can be installed on any kind of property, but those on private residential, institutional, and/or commercial properties may be eligible for a RainScapes Rewards Rebate.		DK
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FoCJC Annual Work Plan 2016

INSTITUTIONAL CAPACITY BUILDING				
	Activities	Date	Description	Board Oversight
CB.1	Strategic Plan	Feb 2016	A Strategic Plan will be developed and approved.	MN
CB.2	Annual Plan	Feb 2016	An Annual Plan will be developed, approved, and implemented.	MN
CB.3	Budget Needs & Reports	Feb 2016	Past, current, and future budget reports will be developed to be used as a resource for strategic planning.	DK
CB.4	Membership/Volunteer Database	Apr 2016	A Membership/Volunteer Database will be created to serve as an outreach resource.	MN
CB.5I	Board Recruitment	Apr 2016	A Board Recruitment Plan will be developed, approved, and implemented.	BG
CB.6	Grant Identification & Application	May 2016	Potential sources for future grant funding opportunities will be identified and applications will be developed and submitted.	BG
CB.7	Resource Directory	Dec 2016	Continue to gather and publish relevant sources of information	DL



Friends of Cabin John Creek



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