

Marion Soil and Water Conservation District (MSWCD)

Annual Performance Measures

Fiscal Year October 1, 2024 – September 30, 2025

Summary: “This table lists all annual and long-term performance measures for the Marion Soil and Water Conservation District for Fiscal Year 2024–2025. It includes each goal, its associated performance measure description, the performance term, the status, and a narrative evaluation of progress.”

Goal	Performance Measures	Term	Status	Evaluation
Increase participation in Farms of Environmental Distinction (FED) program by one (1) producer per year	Solicited assistance from partners; attempted identification of candidates	Annual	Fail	The District sought assistance from Natural Resources Conservation Service (NRCS) and FL Dept. of Agriculture and Consumer Services (FDACS) but identified candidates were already FED recipients. One new potential candidate was identified in mid-November 2025.
Recognize the one (1) FED recipient annually	Recognition event planning	Annual	Fail	No recognition could occur because no new FED recipient was identified this cycle.
Host two (2) outreach events promoting conservation stewardship	Participation in multiple community outreach events	Annual	Pass	Events hosted include Buzz and Bloom, Progressive Ag Safety Day, Local Working Group (LWG).
Manage FDACS' Cost Share Contract	Contract closeout and startup	Annual	Pass	Closed contract 27688 and initiated 32781. Staff attended FL Dept. of Management Services contract training.
Educate sixty (60) residents on water resources by 2028	Water resource outreach and partnership efforts	Continuous	Ongoing	Staff attended water school and served on advisory committees. Presented at Springs Festival (449 adults, 362 children), Buzz and Bloom (100), and seed library (215). Partnered with College of Central Florida (CF) on National Science Foundation (NSF) grant.
Direct fifteen (15) landowners to soil testing agencies	Landowner assistance and documentation	Continuous	Ongoing	Staff began improving documentation processes; five interactions were formally logged.

Provide soil survey information to nine (9) stakeholders	Soil survey assistance	Continuous	Ongoing	Only four interactions were logged due to new documentation tracking.
Promote soil health to sixty (60) residents	Soil health outreach	Continuous	Ongoing	Engaged residents at Springs Festival (449 adults, 362 children), Buzz and Bloom, and seed library with information on native plants and sustainable practices.
Provide and promote soil health information through literature at events	Distribution of soil health literature	Annual	Pass	Distributed literature at Springs Festival, Buzz and Bloom, and seed library on native plants and sustainable practices.
Expand the eight (8) existing youth conservation education programs	Program expansion and contest management	Continuous	Ongoing	Some programs were suspended or postponed due to low participation or budget limitations. Added National Association of Conservation Districts (NACD) photo contest and explored Public Service Announcement (PSA) contest. Continued multiple youth event collaborations.
Reach a hundred (100) students through youth programs and contests	Student participation tracking	Annual	Pass	Participation included: essay (1), NACD posters (27), found art (38), Envirothon (25), conservation landscape trays (30), public speaking (1), Horse Farms Forever (HFF) posters (28), scholarship applicants (8), Eco-Art (62), Ag Safety (26), and Ag Career Fair (700).
Distribute conservation literature at nine (9) local events	Literature distribution	Annual	Pass	Provided conservation information at festivals, community events, county meetings, and safety programs. Expanded outreach with bilingual publications.
Collaborate with three (3) neighboring county partners/SWCDs to boost participation in contests	Regional partnership engagement	Continuous	Ongoing	Assisted with Lake Envirothon; reached out to Levy, Dixie, and Gilchrist counties; Alachua County had active participation.

Hold one (1) conservation event addressing a conservation related topic	Event hosting	Annual	Pass	Hosted LWG, Buzz & Bloom, Progressive Ag Safety Day, and Central FL Envirothon.
Promote programs to twenty-five (25) teachers, advisors and community leaders	Program promotion	Annual	Pass	Despite delays, information was sent to School Board administrators, teachers, county commissioners, and the Clerk of Courts. Hundreds of NSF grant brochures were distributed.
Presentation to the School Board	Formal presentation of programs	Annual	Fail	Presentation was not scheduled due to delays in completing the contest packet. Email notification was sent instead.
Monthly public meetings	Governance meetings	Annual	Pass	Some meetings were cancelled the month prior, but all required meetings were held with a quorum.
Participate in nine (9) community events by 2028	Community engagement	Continuous	Ongoing	Participated in multiple festivals, Envirothons, Future Farmers of America (FFA) Judging, Seed Library, Buzz & Bloom, Rainbow River Clean-up, scholarship, internships, and more.
Continue to hold an annual LWG	Annual LWG meeting	Annual	Pass	LWG meeting was held on April 7, 2025.
Educating fifteen (15) landowners in Best Management Practices (BMPs) by 2028	BMP outreach	Continuous	Ongoing	Educational outreach at Farmland Preservation Festival (519 attendees), Rainbow River Conservation (RRC) meeting, and continued BMP cost-share program management.
Expand BMP education through partnerships	Partnership-based outreach	Continuous	Ongoing	Collaborated with Water Management Districts (WMDs), Extension, NRCS, and FDACS. Hosted LWG. Supported septic tank education through Run for the Springs.
Launch media presence by end of year, 2025	Media engagement	Annual	Pass	Increased media presence through articles, radio, and social media posts about conservation programs and events.

Post thirty-six (36) media updates promoting conservation topics and/or successes by 2028	Media updates	Continuous	Ongoing	Published articles in local newspapers and magazines; advertised contests on radio; shared event updates on collaborators' social media.
Present three (3) virtual media demonstrations to provide education on conservation by 2028	Virtual education	Continuous	Ongoing	No virtual demonstrations were completed due to turnover in Program Assistant position.
Regularly update the website	Website maintenance	Annual	Pass	Website kept compliant and regularly updated.
Require all MSWCD personnel attend one (1) relevant training	Staff training and development	Annual	Pass	Board supervisors attended ethics training. Staff attended leadership, certification, water school, and pollinator academy trainings.