



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**Date:** June 20, 2014

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### CROW WING COUNTY RECEIVES NATIONAL ACHIEVEMENT AWARD



Crow Wing County Land Services has been selected to receive a National Achievement Award from the National Association of Counties (NACo) for the third consecutive year. Crow Wing County received the award for its watershed-based local Water Plan approved in 2013 by the County Board of Commissioners. NACo is in its 45th year of recognizing innovative achievements among counties across the nation.

Crow Wing County Board Chair Rosemary Franzen said “It is an honor for Crow Wing County to be recognized nationally for our excellent water quality efforts.” In announcing the national award, NACo noted “Congratulations to everyone involved who were able to help develop this innovative program! Your hard work will yield positive results for Crow Wing County.”

The Crow Wing County Water Plan is the first of its kind watershed-based, land protection model for county water planning in Minnesota. The innovative model allows for identification of local priority water resource concerns, and facilitates action plans based on data-driven strategies specifically tailored for each of the 125 minor and 5 major watersheds found in the County. Developing water resource protection strategies within a watershed context is a logical, scientific approach rooted in the common sense fact that upstream activities affect those downstream. The model integrates Geographic Information Systems (GIS) technology to analyze and classify land based upon its protection level with water quality data to identify trends, assign risk classifications and to create specific implementation strategies for each sub-watershed.

Land Services Director Mark Liedl noted that in addition to national recognition for the County’s efforts, the Department is “playing a leadership role among Minnesota’s 87 counties.” The Crow Wing County model is currently being expanded to other counties within the first 400 miles of the Mississippi River, and the State of Minnesota is promoting the model as part of its “One Watershed: One Plan” that challenges local water planning to be conducted on a watershed scale.

The Land Services Department is committed to providing excellent customer service while helping our residents make wise decisions that protect Crow Wing County’s extraordinary natural resources. Citizens are encouraged to contact the Environmental Services Office at (218) 824-1125 or to visit the Crow Wing County Web Site [www.crowwing.us](http://www.crowwing.us) for more information.

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**Our Vision:** Being Minnesota's favorite place.  
**Our Mission:** Serve well. Deliver value. Drive results.  
**Our Values:** Be responsible. Treat people right. Build a better future.

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