

North Coast Watershed Association

STRATEGIC PLAN

2020-2023

In February of 2020, the board of directors and staff met to discuss a strategic vision for the organization that described how we will approach our work moving forward. Key aspects of this approach include reviewing federal, state and local studies and assessments to develop a broad understanding of barriers to and opportunities for habitat restoration and protection. From this understanding, in conjunction with key partners, we will develop long-range plans that include a monitoring component to ensure that we learn from our efforts, improve our approach to the work and tell our story to the public and our supporters.

Using this framework we then identified some of the key projects we would focus on throughout the county over the next three years.

Habitat Restoration

Our focus here will be on watershed restoration and protection in local and regional priority habitats. We approach this work by referring to federal, state and local conservation studies and recommendations and initiating research where information may be lacking.

While we strive to take a more comprehensive approach to the complex issues related to watershed restoration, we also want to remain responsive to needs and opportunities as they arise.

Columbia River Area Focus:

- Create a Strategic Action Plan and Outreach program for Chum recovery in Upper Big Creek and Youngs Bay
- Identification of fish passage and water quality projects on the Skipanon
- Skipanon watershed/Clatsop Plains invasive species removal to promote wildlife habitat and pollinator conservation in the State listed Conservation Opportunity Area
- Conduct a county-wide study to identify remaining fish passage barriers, prioritize sites for removal and raise funding needed to remediate
- Develop invasive species projects using state and local priorities to assist in rehabilitating wildlife habitats

Coast Region Focus:

- Ecola Creek watershed Beaver Restoration Project will start with a study of the area to ascertain likelihood of success.
- Shark and Asbury Creek fish passage and riparian restoration project.
- Develop invasive species projects using state and local priorities to assist in rehabilitating wildlife habitats.

Outreach and Education

Our goal is to increase public involvement in our programs and general awareness and support of state-wide conservation goals.

- Maintain and promote community involvement in NCWA's River and Coast Councils – a place for landowners, interested citizens and partners to provide input in planning and prioritization and a place of learning and community engagement in watershed issues.
- Host and participate in public programming such as Nature Matters and community tabling events.
- Implement Invasive Species Outreach and Education Program which will include a focus on bi-lingual outreach to the Latino community, local high schools, nurseries and landscaping businesses and homeowners through our backyard habitat certification program.
- Continually update the calendar and monitoring information on our website and social media sites.
- Actively engage on a regular basis with the local press.
- Develop an active volunteer program.

Monitoring

NCWA has developed a county-wide water temperature monitoring program that is now in its fifth year. Our focus now is to use the data to identify where we need to direct stream restoration projects. With solid science and on-the-ground relationships being established, we can build this unique and admired program out to its logical conclusion while connecting its importance to the rest of our projects and programs.

Organizational Capacity

Our goal is to ensure a professionally and fiscally sound organization.

Board Development

- Implement a strategic board recruitment effort to ensure that needed expertise and community representation sits on our board. We also want to add an Advisory Committee structure to recruit specific scientific, public agency and tribal input as we shift our focus to developing a big-picture approach.
- Staff will provide on-going training and support to help the board fully engage in fundraising activities.
- The Strategic Plan will be reviewed and revised where needed at least annually by the board of directors.

Staff Development and Support

- Our goal is to maintain a happy and productive staff.
- Support staff development through trainings, conferences, and partner group participation.
- Conduct yearly performance reviews and hold weekly staff meetings that encourage two-way communication and sharing of ideas.
- Provide competitive wages and benefits over time as we grow the organization.
- Transition the Program and Communications Manager position from part-time to full time position overseeing the Invasive Species Outreach and Education Program.
- Maintain and increase Chum Outreach coordinator position to ¼ time
- Add half-time administrative assistant position to support the Executive Director with day-to-day operations, communications and managing the donor database.
- Develop a comprehensive Fundraising Program that includes building donor, business and foundations support.

Infrastructure

- Purchase and program a donor database in 2020
- Secure larger office space

