

Alameda County Resource Conservation District

3-Year STRATEGIC PLAN

FY2013 - FY2016

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GOAL AREAS WITH OBJECTIVES

GOAL A. Protect and Enhance Alameda County Working Lands

1. Coordinate with voluntary landowners and farmers and ranchers regarding resource issues and needs, provide planning and technical assistance, and foster new relationships.
 - a. Identify projects which are eligible for NRCS Farm Bill Programs to concurrently benefit the natural resources and support agricultural producers.
 - b. Develop and promote habitat enhancement and management programs.
 - c. Increase staff/organizational capacity to support farmers and ranchers.
 - (i) Support the use of grazing as a conservation and management tool.
2. Support programs that provide financial and other incentives to land managers and landowners.
3. Promote local (within 100 mile radius)-agricultural viability, encouraging sustainable agricultural management practices.

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GOAL B. Provide Conservation and Land Stewardship Education and Outreach

1. Conduct educational events and natural resources/agricultural workshops.
2. Educate land managers and the public regarding wise and efficient resource management methods.
3. Develop and provide programs and materials that engage youth and community members.
 - a. Provide programs that engage youth and community members in *on-the-ground* watershed stewardship activities to improve watershed health.
 - b. Develop and deliver field based education programs.
 - c. Work with FFA to support FFA programs.
4. Increase public awareness of the ecosystem benefits provided by range and working lands.
5. Collaborate with partners to provide information locally and regionally on storm water pollution prevention.
6. Develop and present outreach and educational materials and information on watershed protection and enhancement.
7. Develop a Speakers Bureau for workshops and ACRCDD/NRCS.

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GOAL AREAS WITH OBJECTIVES

GOAL C: Protect and Enhance Habitats and Watershed Health in Urban and Rural Areas

1. Collaborate, plan and implement *on the ground* restoration and stewardship projects.
2. Support programs that benefit populations of common and special status, plant and animal species.
3. Support programs that approach management of natural resources on a watershed wide and ecosystem basis, while respecting diverse landownership and stewardships.
4. Support programs that enhance water quality and conservation.
5. Collaborate with regulatory agencies and other organizations to reduce barriers to the implementation of voluntary conservation programs.

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Goal D. Enhance and Identify the Viability of Agriculture in the Region through Support of Local Food Systems

1. Provide resources, technical assistance, education and outreach to farmers and ranchers addressing the full range of production, marketing and economic considerations.
2. Support and promote innovations in ecological agriculture that stand to benefit both producers and natural resources.
3. Facilitate collaboration with diverse stakeholders' across the food system both locally and regionally.
4. Provide programs and resources that support new entries into farming and ranching

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Goal E. Develop Marketing, Public Relations and Partnership Activities

1. Increase community awareness and visibility of the Alameda County Conservation Partnership through clear and effective promotional materials.
2. Build partnerships that benefit local and regional resource and agricultural conservation activities.
3. Continue to participate in and lead important collaborations, such as committees, meetings, workgroups, and conferences.
4. Assist farmers and ranchers with development of marketing strategy programs for their respective market niche.

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Goal F. Develop and Maintain Sustainable Funding

1. Develop and implement a revenue development plan to include state, local, federal, and private sources.
2. Strengthen financial sustainability by expanding the ACRCDD's fee for service programs.
3. Determine strategy to utilize earnings from programs to support new and existing programs.
4. Leverage public and private funding resources.
5. Evaluate working on a regional basis to create programs that would be competitive for grant funding.

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Goal G. Achieve Operations and Policy Excellence

1. Continue activities that support and strengthen the Alameda County Conservation Partnership.
2. Identify and implement Best Practices in ACRCDD program and operations.
3. Continue to enhance ACRCDD human resources program.
4. Adequately fulfill workplan staffing needs and train staff as necessary to achieve workplan objectives.
5. Support Board of Directors education and development opportunities.
6. Identify and develop Associate Board Members.
7. Develop and compile Standard Operating Procedures and Policies.
8. Create employee development plans.
9. Maintain balanced budget and reserve funds.
10. Identify and supply resources that staff need to adequately and effectively implement job responsibilities.