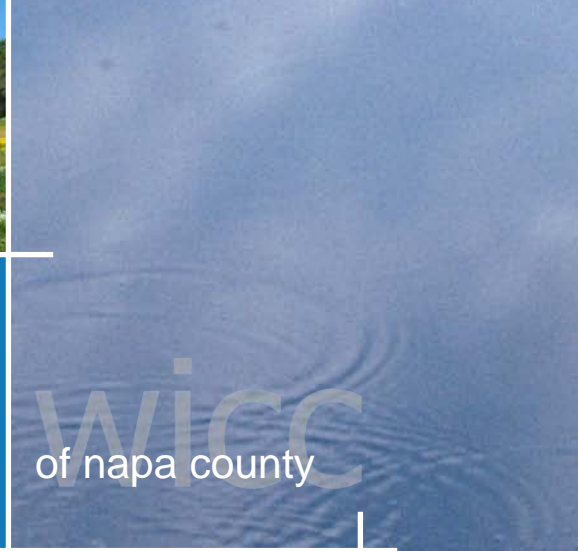


watershed information center & conservancy



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of napa county



2007-08  
**STRATEGIC PLAN**  
JUNE 2007





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# Watershed Information Center and Conservancy (WICC) of Napa County

## 2007-08 Strategic Plan

### June 2007

#### Mission Statement

The Watershed Information Center and Conservancy (WICC) of Napa County educates and supports the community in its efforts to maintain and improve the health of Napa County's watershed lands.

#### Role and Responsibility

The WICC Board serves as an advisory committee to Napa County Board of Supervisors. The role of the WICC is to assist the Board of Supervisors in their decision-making process and serve as a conduit for citizen input by gathering, analyzing and recommending options related to the management of watershed resources. In that capacity, the WICC has a responsibility to publicly evaluate and discuss matters they have been requested to review and comment upon by the Board of Supervisors. The WICC is not authorized to sign contracts, disburse funds, implement programs, employ or consider any personnel matter or act in any other capacity that involves the direct management or operation of a County program. The Board of Supervisors has charged the WICC (under Resolution 02-103 and through verbal direction) with making recommendations to the Board of Supervisors on matters relating to watershed restoration projects and resource protection activities, coordination of land acquisition, and development of a long-term watershed resource management program providing public outreach and education, monitoring coordination, inventory and assessment, and data management.

#### Vision 2025

"Napa County's watersheds will maintain a balance of natural processes to support healthy native fisheries, an abundance of native plants and wildlife, and water quality that meets state standards. The Napa River and its tributaries, no longer listed as impaired, will be a nation-wide example of what a community, working together, can do to improve the health of its watersheds.

The Watershed Information Center and Conservancy of Napa County will be a guiding force in creating a shared, community-wide understanding of Napa County's watershed lands. Having educated a generation of community members about the county's watersheds, all of Napa County's residents will be conscious of the critical balance between agriculture and development, and ecological and natural processes that must be maintained in order to assure continued watershed health.

A network of active creek and land stewardship groups and watershed organizations will carry out watershed monitoring, enhancement projects and management activities. The majority of the County's watershed lands will be certified as "Watershed-Friendly" and those landowners will be among the most conscious of watershed stewards, consistently monitoring and managing their lands for watershed health.

The state-of-the-art WICC WebCenter will be accessible, understandable and user friendly, allowing everyone from school children to scientists access to the most current, valid and vivid information about Napa County's watersheds. This accurate and straightforward information will allow users to weigh scientific facts and recognize community values to make well-informed management decisions."

### Guiding Principles

1. The WICC collects and disseminates the best possible information to aid decision-making and is part of the solution to watershed issues and concerns.

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2. The WICC provides tools, information and education so that all members of the community can discover and understand their watershed.

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3. Collaboration is the most effective way to accomplish the mission of the WICC. All organizations and individuals working to restore and enhance Napa County's watersheds are encouraged to participate in the WICC.

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4. The WICC supports the restoration activities of other watershed restoration organizations and facilitates cooperation among them.

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5. Participation in the WICC and provision of information to the WICC WebCenter is done voluntarily by agencies, organizations, and individuals.

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6. The WICC seeks and accepts funding from foundations, private individuals, organizations, and local, state, and federal government to address its financial needs and to further its mission and goals.

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7. Actions by the WICC remain politically neutral to successfully accomplish its mission and vision for Napa County's watersheds

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### Strategic Plan Focus Areas

This plan is organized into five planning focus areas. Each area includes a Goal, Strategies, Potential Measures of Success and Suggested Strategic Plan Actions. The focus areas are not mutually exclusive and should be considered complementary to one another and to the overall mission of the WICC. The five focus areas considered for strategic planning purposes are:

**Watershed Conservation & Management (WCM)**

**Watershed Information Center and Conservancy Website (WEB)**

**Communication, Coordination & Partnerships (CCP)**

**Education & Outreach (EDU)**

**Organizational Structure and Funding (OSF)**

# Watershed Conservation & Management (WCM)

## Goal

**Improve watershed health throughout the entirety of Napa County, which includes its cities and towns, by supporting community efforts to protect and enhance all watershed lands and natural processes with an emphasis on riparian corridors and native species and their habitats.**

## Strategies

- Identify, conduct and coordinate watershed studies and monitoring that will improve the community's understanding and management of its watershed resources.
- Identify key watershed areas for restoration, enhancement, and/or permanent protection.
- Work with and support landowners, citizen organizations, districts and agencies to permanently protect key watershed lands.

## Potential Measures of Success (\*)

- Removal of Napa County's "water quality limited" water bodies from California's Sec. 303(d) list established under the Clean Water Act.
- Implementation of long-term/baseline monitoring as identified in a countywide Watershed Monitoring Strategy.
- Implementation of improved management practices based upon monitoring results, feedback and adaptive management principles.
- Development of a specified number of creek/drainage management/enhancement plans.
- Miles of creek restored and/or fish barriers removed.
- Number of acres maintaining a 'natural fire cycle' status.
- Increased numbers and vitality of native fish populations.
- Identification of lands actively improving native species growth.

(\*) Measures of Success will be quantified as detailed plans for each action are developed.

## Suggested Strategic Plan Actions

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
<p><b>Action WCM1:</b> Assist with the development and implementation of a streamlined permitting process.</p>	<p><b>Action WCM2 (Recurring):</b> Provide monthly updates on the WICC WebCenter about the status of the Watershed Monitoring Strategy and the Watershed Management Strategy.</p>	<p><b>Action WCM4:</b> Initiate a program supported by the WICC that identifies and publicizes "Healthy Watershed Demonstration Sites" for residential, agricultural, and business properties.</p>	<p><b>Action WCM5:</b> Support the Land Trust of Napa County and other potential conservation easement holders with easement acquisition efforts.</p>
	<p><b>Action WCM3:</b> Complete the Countywide Watershed Management Strategy. Prioritize and incorporate the recommended management actions into the WICC's Strategic Plan.</p>		

# Watershed Information Center & Conservancy Website (WEB)

## Goal

**Maintain an understandable, interesting, and user friendly website that provides high-quality environmental data and information allowing the community to better understand and manage the County's watersheds.**

## Strategies

- Increase community awareness of the information and services available via the WICC WebCenter (www.napawatersheds.org).
- Ensure that the data and information on the WICC WebCenter is accurate and current so that it is most effective in informing decisions and meeting community's needs.

## Potential Measures of Success (\*)

- Number of webpage hits & quantity of information exchanged.
- Number of organizations hosted/linked on the WICC WebCenter.
- Number of calendar events posted.
- Number of individual users registered on the WICC WebCenter.

(\*) Measures of Success will be quantified as detailed plans for each action are developed.

## Suggested Strategic Plan Actions

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
<p><b>Action WEB1:</b> Continually improve upon the WICC WebCenter, making it more user-friendly and attractive.</p>	<p><b>Action WEB2 (Recurring):</b> On a monthly basis add any new data to the WICC WebCenter that has been developed and maintain the website as necessary.</p>	<p><b>Action WEB5 (Recurring):</b> Annually survey a cross section WICC WebCenter users including watershed organizations, educators, urban and rural residents and members of the agricultural community to identify what works well and what needs improving. Conduct this survey prior to implementing the annual Strategic Plan update and incorporate agreed-upon changes into the revised Strategic Plan (and ultimately the WebCenter).</p>	<p><b>Action WEB7:</b> As new organizations register on the WICC WebCenter, gather the following information to be incorporated into the WebCenter: a) Links from the WICC WebCenter to the organization's website; b) Roles and services that the organization provides; c) Watershed projects (monitoring, restoration, and enhancement), studies and educational efforts being conducted by the organization; and d) If available, provide an additional link from the WICC WebCenter's volunteer activities section to each organization's volunteer opportunities section.</p>
	<p><b>Action WEB3 (Recurring):</b> Update the website annually to reflect the comments received from the WICC's Community and Technical Advisory Committees.</p>	<p><b>Action WEB6 (Recurring):</b> Request an annual review of the WICC WebCenter by the Technical Advisory Committee (TAC) to identify what works well and what needs improving from a technical and scientific user perspective. Conduct this survey prior to implementing the annual Strategic Plan update and incorporate agreed-upon changes into the revised Strategic Plan, as well as the WebCenter.</p>	
	<p><b>Action WEB4:</b> Solicit sponsors for the WICC WebCenter.</p>		



## Communication, Coordination & Partnerships (CCP)

### Goal

**Build and strengthen effective partnerships to foster communication, coordination and involvement among all those working to improve the health of Napa County's watersheds.**

### Strategies

- Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners, and citizen organizations to limit gaps and overlaps and improve consistency between watershed-related activities.
- Support organizations with a watershed restoration focus.
- Serve as a clearinghouse and coordinator for watershed activities and involvement.

### Potential Measures of Success (\*)

- Number of watershed-related projects that involve partnerships.
- Number of organizations participating in the WICC's "Community Advisory Committee."
- Number of organizations contributing to WICC WebCenter.
- Number of new grants funded through increased involvement, coordination and leveraging among watershed organizations.

(\*) Measures of Success will be quantified as detailed plans for each action are developed.

### Suggested Strategic Plan Actions

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
<p><b>Action CCP1 (Recurring):</b> Provide training in the use of the WICC WebCenter to local watershed groups. Seek feedback from these organizations regarding ways to improve the website to meet watershed stewardship needs, as well as the changing needs of the community.</p>	<p><b>Action CCP3 (Recurring):</b> Annually survey each watershed-related organization contributing to the WICC to identify watershed projects (monitoring, restoration, and enhancement), watershed assessments, studies and educational efforts being conducted throughout Napa County. Post this information on the WICC WebCenter to allow organizations to coordinate and collaborate more effectively on a wide range of watershed projects and activities. Maintain and annually update this information to identify overlaps and gaps in projects, activities, and services provided by these organizations, and ways in which the WICC could remedy these gaps and overlaps. Consider including the areas of greatest need as future priority actions in the WICC Strategic Plan.</p>	<p><b>Action CCP5:</b> Establish a WICC "Community Advisory Committee" where interested community members, organizations, watershed groups, and land managers could come together to discuss projects and programs throughout the County's watersheds. This Advisory Committee would also serve as a networking opportunity for these groups and individuals to meet and discuss potential opportunities for collaboration. It also provides a home for ongoing community discussions about the pros and cons of various approaches to watershed management.</p>	<p><b>Action CCP8:</b> Provide recommendations to the Board of Supervisors for letters of support to watershed organizations seeking grant funding. Recommendation for support from the WICC indicates broad community support for watershed proposals and will increase the likelihood of project funding.</p>
<p><b>Action CCP2 (Recurring):</b> Provide annual updates to City and Town councils of Napa County on WICC activities, program and resources.</p>	<p><b>Action CCP4:</b> Develop and post on the WICC WebCenter a directory of watershed organizations and partnerships.</p>	<p><b>Action CCP6:</b> Hold a grant-writing seminars for watershed organizations.</p>	
		<p><b>Action CCP7:</b> Create a section of the WICC WebCenter dedicated to assisting local watershed group with increasing organizational effectiveness and capacity.</p>	

## Education & Outreach (EDU)

### Goal

**Enable the community - those who live in, work in and visit the County's watersheds - to understand the importance of watershed stewardship and watershed health and be actively involved in improving the health of the County's watersheds.**

### Strategies

- Provide targeted watershed conservation and stewardship-related education and information to various subsets of the community including the agricultural community, educators, urban and rural residents, and sub-watershed organizations of Napa County.
- Support appropriate public access to Napa County's watershed lands where suitable to build appreciation and understanding of the County's watersheds and their resources.

### Potential Measures of Success (\*)

- Numbers of presentations to community organizations/groups.
- Number of watershed events listed on the monthly calendar.
- Number of Napa County students and classroom groups that participate in watershed-related education programs.
- Establishment of Watershed Demonstration Sites for agricultural, residential and commercial properties.
- Number of homeowners, farmers, vintners, grape growers, and business owners participating in various known watershed stewardship and conservation programs.
- Number of respondents to WICC online surveys.
- Participation in events celebrating Watershed Awareness Month.
- Number of brochures distributed in target audience categories.
- Number of sub-watershed stewardship groups established in Napa County.
- Number of individuals participating in watershed hikes, outings and guided tours of the County's watershed lands.

(\*) Measures of Success will be quantified as detailed plans for each action are developed.

## Suggested Strategic Plan Actions

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
<p><b>Action EDU1 (Recurring):</b> Update the watershed events calendar on a weekly basis. Include all watershed related events including seminars; monitoring and volunteer days; opportunities for residents to attend guided tours of watershed lands and demonstration projects; and watershed festivals and related public events.</p>	<p><b>Action EDU4:</b> Implement targeted education and outreach strategy for educators and students.</p>	<p><b>Action EDU6:</b> Implement a targeted education and outreach strategy for agriculturalists.</p>	
<p><b>Action EDU2:</b> Provide information to the community on regional issues such as TMDL's and related State water quality policies, as well as the directive of the Regional Water Quality Control Board to promote water quality objectives outlined in the Region's (SF Bay and Central Valley) Basin Plan(s) as required under the Clean Water Act throughout the waters of Napa County.</p>	<p><b>Action EDU5:</b> Work with the Napa County Resource Conservation District (RCD) and similar organizations to identify creeks/drainages in Napa County without a watershed stewardship groups. Create a mailing list of landowners within these sub-watershed drainages and provide support to the RCD and others to establish watershed stewardship groups and watershed programs within these areas.</p>	<p><b>Action EDU7:</b> Work with watershed organizations and agencies that are currently providing educational programmin and curricula to schools to identify opportunities to expand existing programs and build connections with the watershed stewardship and watershed demonstration site programs.</p>	
<p><b>Action EDU3:</b> Implement a targeted education and outreach strategy for urban and rural residents.</p>		<p><b>Action EDU8:</b> Establish a permanent physical location for the WICC.</p>	

## Education & Outreach (EDU)

### Suggested Strategic Plan Actions (Cont.)

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
		<p><b>Action EDU9:</b> Establish a “Watershed Stewards Program” based upon watershed-related best management practices that participants would implement based upon property type and use.</p>	
		<p><b>Action EDU10:</b> Implement a targeted education and outreach strategy for watershed groups.</p>	

## Organizational Structure and Funding (OSF)

### Goal

**Obtain adequate resources and establish the appropriate organizational structure to ensure the WICC's long-term success.**

### Strategies

- Secure reliable long-term (i.e., permanent) funding to fulfill the mission and goals of the WICC.
- Develop adequate coordination and management staff, Board membership, volunteers, and Community and Technical Advisory Committee participation, to guide, support and conduct WICC activities.
- Establish an organizational structure that suits the mission and goals of the WICC.

### Potential Measures of Success (\*)

- Dollars acquired through grant funding in support of WICC activities.
- Dollars of sustained local (i.e., County, City, District) funding.
- Number WICC coordinating staff.
- Permanent physical (visual and accessible) location for WICC.
- Dollars acquired from all forms of fundraising.
- Dollars acquired from charitable donations, gifts and foundations.

(\*) Measures of Success will be quantified as detailed plans for each action are developed.

### Suggested Strategic Plan Actions

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
<p><b>Action OSF1:</b> Identify potential grant opportunities and sources of funding for the Priority 1 actions in the 2007-08 WICC Strategic Plan.</p>	<p><b>Action OSF4:</b> Identify funding sources for staff and project-related funding including maintenance of the WICC WebCenter and funding for a physical WICC office.</p>	<p><b>Action OSF7:</b> At each WICC Board Meeting dedicate a portion of the meeting to educating the board on watershed-related issues and potential WICC roles in addressing these issues and watershed management opportunities.</p>	<p><b>Action OSF10:</b> Convene ad-hoc committees as needed to address special watershed management issues.</p>
<p><b>Action OSF2 (Recurring):</b> Provide an annual update to the Napa County Board of Supervisors and City and Town Councils about the current activities and successes of the WICC. Update should stress the benefits and values of the WICC to the community.</p>	<p><b>Action OSF5 (Recurring):</b> Annually update the WICC Strategic Plan. Revisit actions from the prior years plan, identify new actions as needed and reprioritize all actions. Assign timeframes and responsibilities to each action. Identify potential sources of funding for each Priority 1 item.</p>	<p><b>Action OSF8:</b> Hold a WICC Board session to evaluate the pros and cons of the WICC holding conservation easements. Should the WICC Board decide that it does not want to hold easements of any type, consider changing the name of the organization to the WIC (Watershed Information Center) thereby deleting the Conservancy portion of the title that relates to land conservation.</p>	
<p><b>Action OSF3:</b> Identify and initiate actions needed to implement the WICC's new organizational structure as depicted on the WICC's Organizational Chart; including development of a Memorandum of Understanding between the County, Cities, Town and Districts interested in supporting the WICC as an Advisory Board to their respective organizations. Further explore the establishment of a nonprofit arm or "foundation fund" for the WICC to facilitate the acceptance of charitable donations in support of the WICC's mission and goals.</p>	<p><b>OS6:</b> Explore additional funding sources including donations and sponsorships, membership dues, fee for service opportunities, fundraising, dedicated funding and open space district funding, once the district is formed.</p>	<p><b>Action OSF9:</b> Develop a strategy to recruit and train WICC volunteers.</p>	

## Appendix

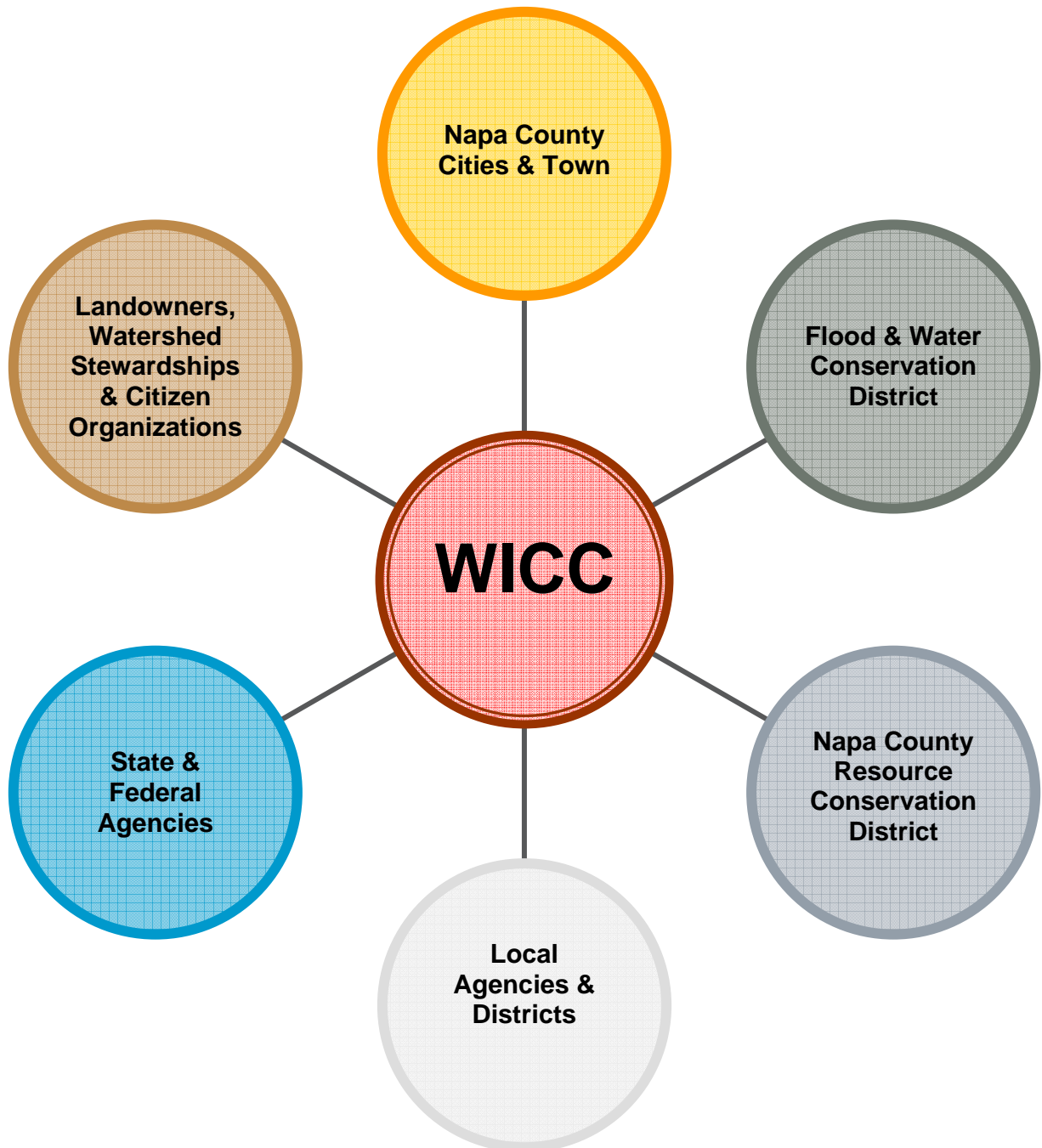
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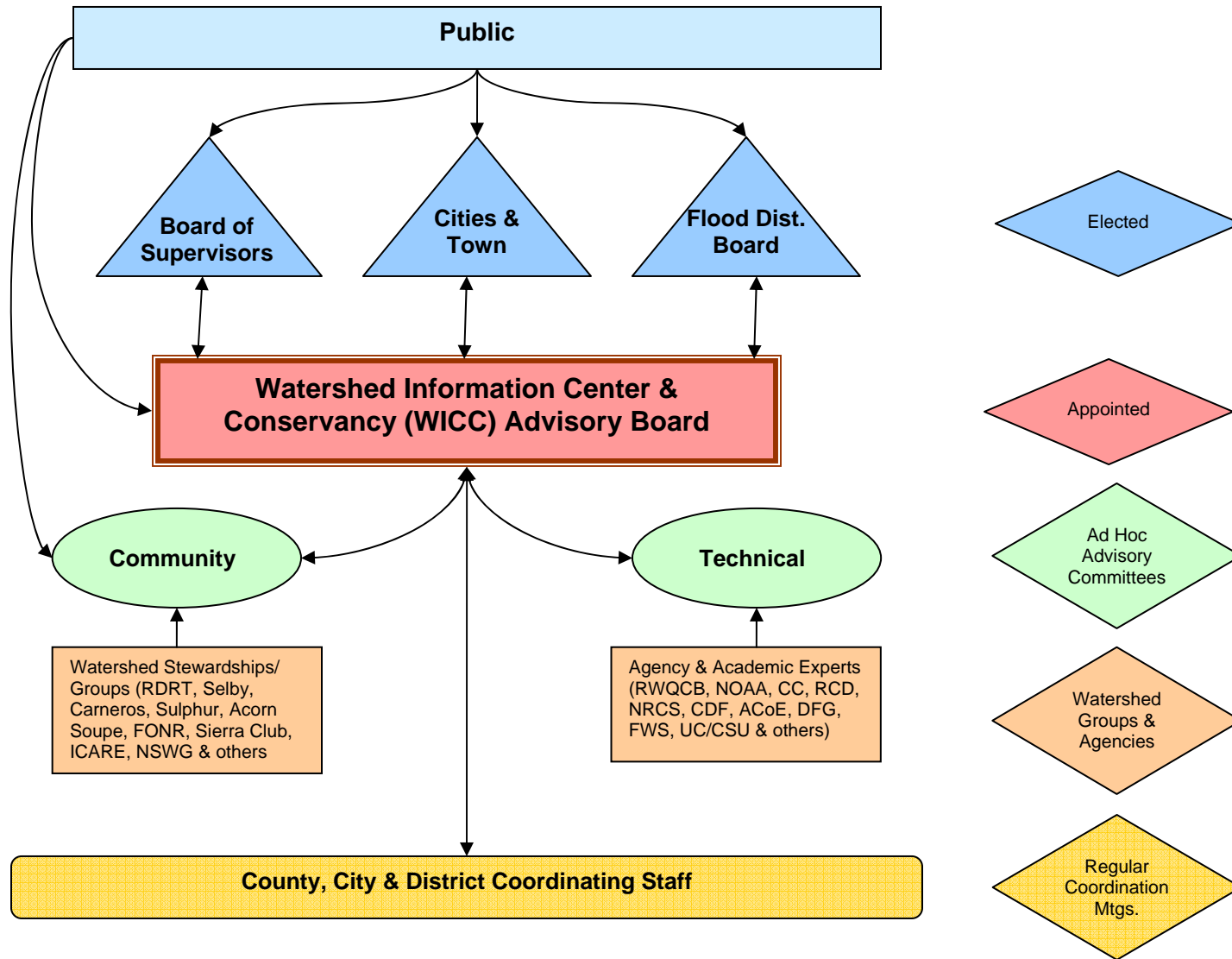


## Many Contribute to the Success of the WICC

The commitment and involvement of these and many others contributes directly to the merit and achievement of the WICC's mission

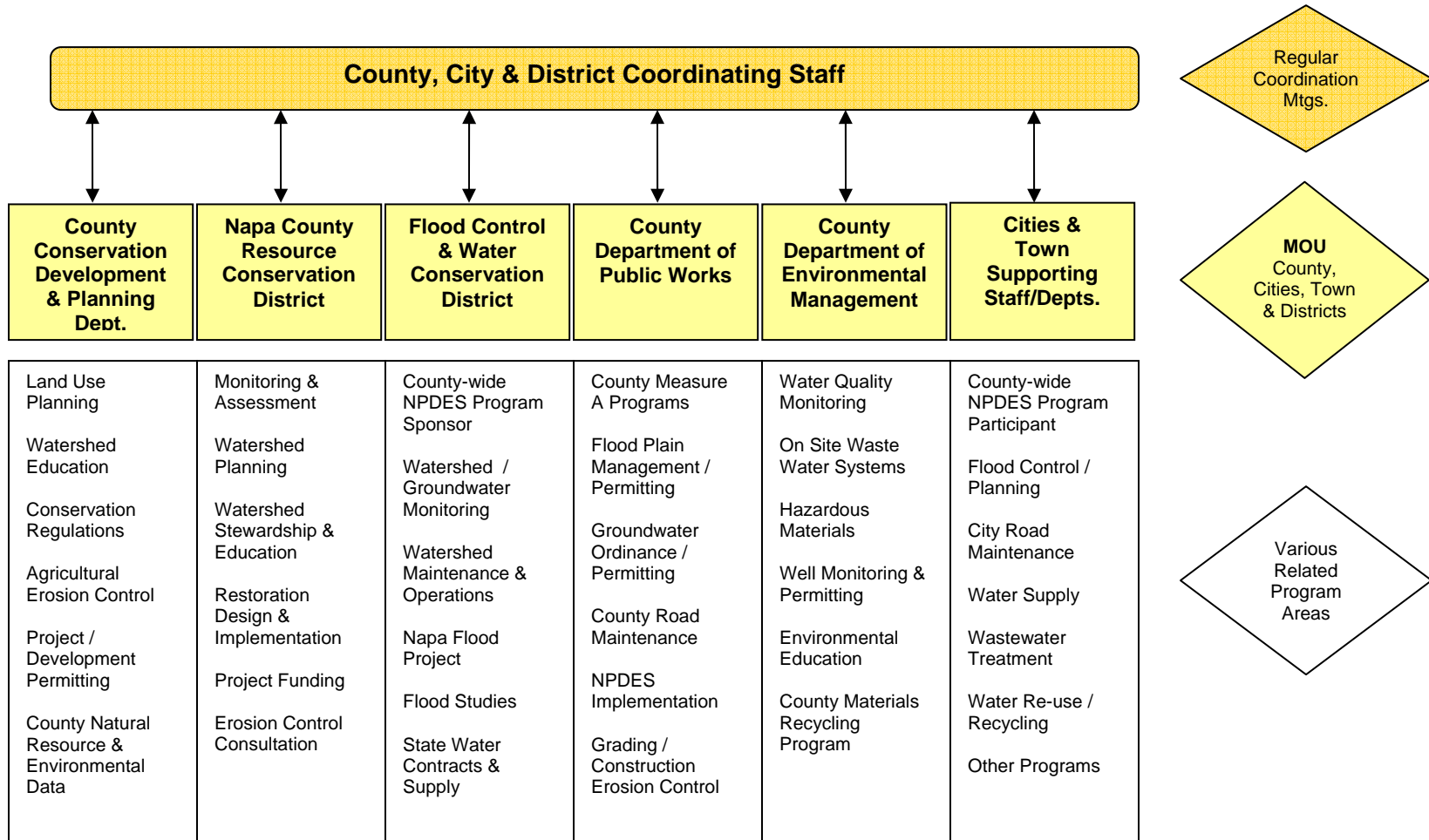


# WICC Organization Chart





## Coordinating and Support Staff



## **Example Support Roles for Coordinating Staff**

- Coordinating Staff would facilitate and enable the WICC to serve as an advisory board to Board of Supervisors, Flood and Water Conservation Board, and City and Town Councils.
- The County Conservation Development and Planning Department (Conservation Division) would coordinate a Memorandum of Understanding (MOU) between the County, Cities, Town and Districts interested in supporting the WICC as an Advisory Board to their respective organizations.
- Individual organizations under the MOU, as well as those participating in the Community Advisory Committee (CAC), may hold grants and/or contracts for work in the interest of the WICC.
- MOU agencies (Coordinating Staff) would meet monthly to discuss related project areas and coordinate staff support for the WICC Board and its advisory committees.
- MOU agencies (Coordinating Staff) would participate in cooperatively reviewing requests (and application) for funding, collaborate on Integrated Regional Water Management Planning (IRWMP), and work together to better define and provide available services to watershed and stewardship groups throughout Napa County.
- JPAs or other contracts/agreements among MOU agencies may exist to provide efficiencies where needed but would be independent of WICC.
- The Napa County Resource Conservation District (RCD) would facilitate the Community and Technical Advisory Committees on an ad hoc (as needed) basis. At minimum the Community and Technical Advisory Committees would meet quarterly.