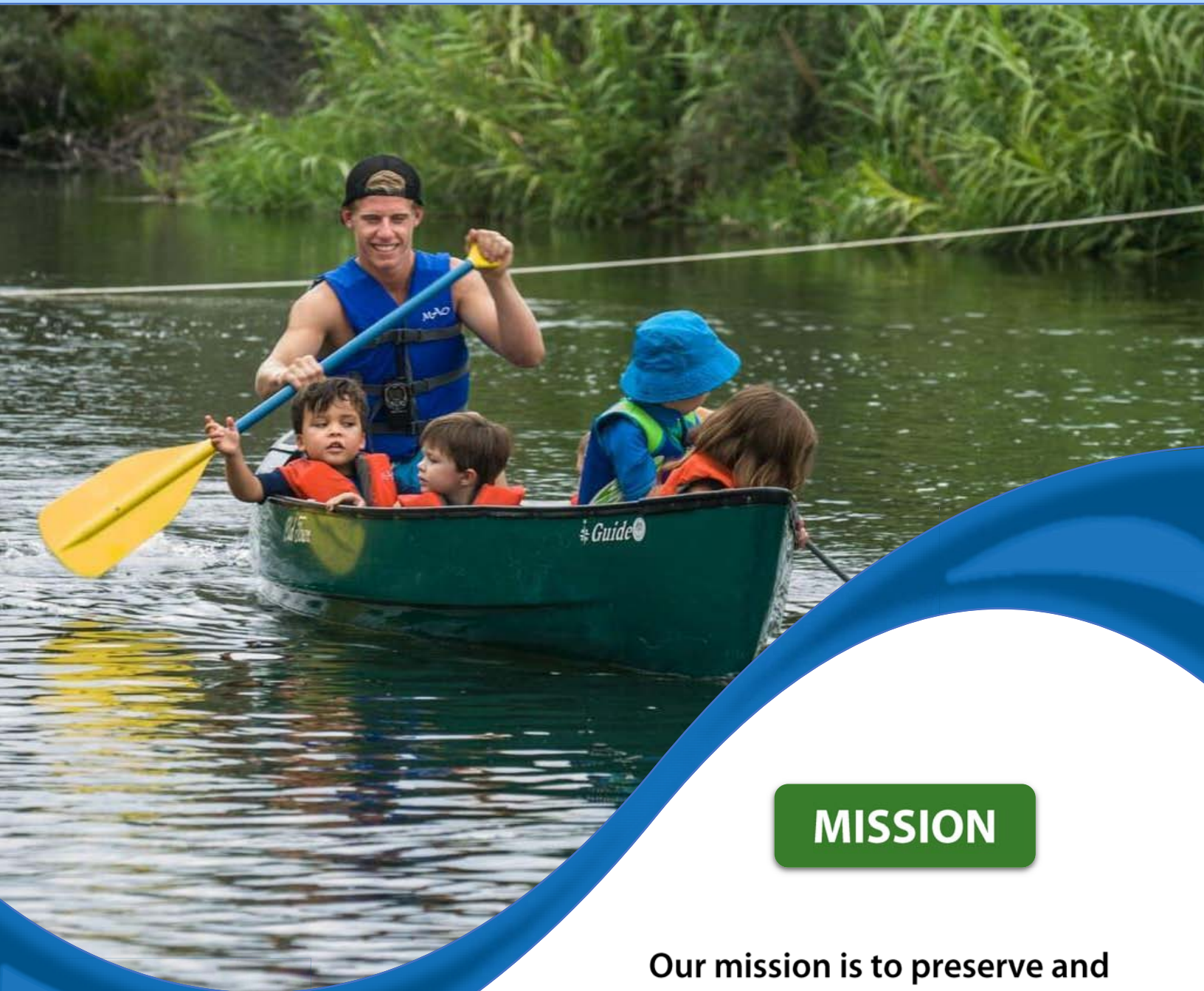




# **Strategic Plan 2020-2022**

San Joaquin River Parkway  
and Conservation Trust, Inc.



## MISSION

Our mission is to preserve and restore San Joaquin River lands having ecological, scenic, or historic significance; to educate the public on the need for stewardship; to research issues affecting the river; and to promote educational, recreational, and agricultural uses consistent with the protection of the river's resources.

# GOALS 2020-2022

- Increase by 25% the number of children and adults participating in Parkway education programs, and enable them to articulate the purpose of the Parkway.

- Increase the number of visitors to the Parkway by 50%.

- Steward 4,000 acres within the Parkway, and increase Parkway acreage to 6,500.

- Assemble sufficient capacity to achieve the goals of the plan.

- Raise funds sufficient to achieve the goals of the plan.



# GOALS AND OBJECTIVES

## GOAL 1:

**Increase by 25% the number of children and adults participating in Parkway education programs, and enable them to articulate the natural resource values of the Parkway.**



- 1.1** Increase youth participation in educational programs by 25%.
- 1.2** Increase adult participation in educational programs to 5,000 annual participants.
- 1.3** Increase River Camp program offerings to include Owl Hollow, extended hours, and additional partnerships.
- 1.4** Increase marketing/outreach efforts to the public about all education opportunities.
- 1.5** Increase interpretive and educational signage on the Parkway.

## GOAL 2:

**Increase the number of visitors on the Parkway by 50%.**



Photo Credit: David Hunter

- 2.1** Quantify current and future Parkway users.
- 2.2** Increase Parkway access points, and explore the use of new tools and technologies for new public access.
- 2.3** Develop and improve recreational amenities, including signage, on Parkway properties in accordance with the Parkway Master Plan.
- 2.4** Stimulate Parkway usage through Trust-sponsored events, activities, and outreach.



### GOAL 3:

Steward 4,000 acres within the Parkway, and increase Parkway acreage to 6,500.



Photo Credit: David Hunter

- 3.1** Continue land stewardship through active capital projects
- 3.2** Develop a habitat plan by property for the current 4,000 acres within the Parkway.
- 3.3** Acquire the means to increase and enhance Parkway acreage through state and federal grants, landowner outreach, and increased partnerships (political, regulatory, non-profits, foundations).
- 3.4** Reach out to private landowners and developers for purchasing properties or gaining conservation easements, access points, etc.



## **GOAL 4:**

**Assemble sufficient capacity to achieve the goals of the plan.**

- 4.1** Develop Board committee structure in alignment with strategic plan.
- 4.2** Create a staffing pattern to ensure sufficient capacity to complete strategic plan actions.
- 4.3** Engage volunteers as appropriate to complete strategic plan objectives.
- 4.4** Open, maintain, and manage facilities for visitor access, staff activities, development, and educational programs.



## GOAL 5:

Raise funds sufficient to achieve the goals of the plan.

- 5.1 Hit annual Trust operations fundraising targets
- 5.2 Establish a \$1 million O&M endowment
- 5.3 Raise land protection capital as necessary
- 5.4 Fund land stewardship and restoration projects according to land management plans
- 5.5 Achieve a positive cash position each year





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