

# **Northern Region Council of land trusts**

## **2015-2018 Strategic Plan Priorities and Actions**

### **Update- 9/16/15**

#### **The Northern Region**

The Northern Region Council of Land Trusts encompasses Del Norte, Siskiyou, Humboldt, Mendocino, Sonoma, Lake and Trinity Counties, covering approximately 10.4 million acres; eight river basins that flow to the Pacific Ocean; the Cascade, Klamath and Coast Ranges; and habitats ranging from coastal dune systems, redwood forests to ponderosa pine, oak woodlands, chaparral, annual grasslands, alpine forests, dormant volcanoes, and glaciers. California Council of Land Trusts designated the boundaries of the northern region.

Values that guide the work of the Council include the survival and diversity of species, the resilience and vitality of communities, and the sustainability of working lands. The top conservation priorities of member organizations include: 1.) Forests, (esp. redwood forests, large intact forests, and forested watersheds), 2.) Rivers and streams and salmon 3.) Natural areas and view sheds surrounding communities of people, 4. ) Unique habitats that sustain biodiversity, 5.) Water quality and quantity Wetlands (esp. estuaries), 6.) Working lands (esp. highly productive agricultural lands), 7) Shorelines and coastal areas, and 8.) Trails connecting people to the land.

#### **Mission**

The mission of the Northern Region Council (NRC) is to improve the conservation of land and water resources of the Northern Region through strategic planning, training sponsorship, network opportunities, capacity building, and public policy advocacy tailored to the issues and opportunities of the region.

#### **Vision**

By working together, the NRC envisions expanded opportunities for regional land conservation by developing:

- A unified voice for conservation which will promote statewide attention to the region and its issues;
- Policy development and conservation funding opportunities directed to the region;
- Effective communication among land trusts in the region that facilitates shared opportunities, reduces duplication of services;
- Increased opportunities for collaborative projects with public agency and conservation organization partners as result of effective outreach and communication;
- Coordinated training and technical support;

#### **Setting Strategic Goals and Priorities**

Members of the NRC met in February of 2015 to update a strategic plan to guide the next 3 years. They reviewed past plans, accomplishments and member survey results in order to help chart a direction for the NRC. (A full report of the planning session is in the appendix.). Identity, leadership, and financial sustainability were common themes through the planning session. The priorities set forth below are distilled from that planning meeting and subsequent discussions among members.

## Goals, Strategies and Actions 2015-2017

### Build a sustainable and effective council

### Timeline

#### Strategies and Actions:

- Hire a part-time Regional Coordinator- Done 5/2015
- Develop fundraising goals and a plan that includes, but not limited to: 11/2016
  - State and National land trust partners
  - State funding sources
  - Foundation grants
  - Hotel bed tax.
- Update governing documents-(MOU) 9/2015
- Update 3-year strategic plan-2015-2017 9/2015
- Develop member benefits (as part of a NRC FAQ sheet);including 11/2016
  - Providing letters of support for conservation projects
  - Discounts for regional conferences and events
  - Networking and information sharing
- Establish working committees including Fundraising, Policy and Advocacy Face-to-Face meetings and Training, Organizational Administration 1/2016

### Enhance networking and information sharing among NRC members

#### Strategies and Actions:

- Updated shared calendar of regional events 7/2015
- Bi-monthly E Newsletters 7/2015
- Annual face-to-face meetings (Rotating in the region) 2015-ongoing
  - These meetings will include education and networking opportunities

### Increase the profile of the NRC beyond its members

#### Strategies and Actions

- Develop print material regarding the NRC mission, vision, member projects 10/2015
- Build relationships with partner state and federal organizations and policy makers to help;
  - Connect regional resources to underserved populations through participation in the Conservation Horizons Program 2016
  - Enhance regional climate ready conservation planning 2016
  - Increase profile of Northern California conservation issues with policy makers in Sacramento through annual face-to-face meetings 2016
- Revive radio spots highlighting the importance of land trusts 1/2016

### Identify and engage in priority collaborative projects

#### Strategies and Actions

- Advocacy and Support for plans and project proposals that affect the region ongoing
- Collaborative Grant Applications 2016
- Develop a map (using existing resources) of the region and its land trusts 2016
- Develop a project proposal for a northern region hiking trail map 2017
- Explore opportunities to share resources (ie staff, space) 2017