

NWWG 5-Year Long Range Plan

The mission of the Navarro Watershed Working Group is to support voluntary stewardship in the watershed through information, education, demonstration and dedication.

Goal: An outcome statement that guides NWWG to meet its mission.

Strategy: A broad approach or direction adopted by NWWG so that can achieve its purpose.

Objective: A measurable, time-phased result of strategy that supports achievement of goal.

Action Items: Specific steps that are required to achieve the objectives, including a due date for completion and the person or committee responsible for ensuring that the action is completed.

The table below summarizes NWWG planning information conducted with members between 2004 and 2007; *the most recent planning information (2007) is indicated in blue font:*

Goal	Strategies	Objectives	Action Items	Who	Completion Date
1. Increase community involvement in NWWG to foster <i>voluntary stewardship</i> of Navarro Watershed	Develop more community workshops	<ul style="list-style-type: none"> • Cosponsor 3 annual workshops with the RCD or other community partners, for an example: • Creek walk with Karen Gaffney; • Salmon habitat walk with MRC; • Road workshop with local contractors/NWWG members 	<ul style="list-style-type: none"> • Schedule workshops • Schedule walk/workshop with Karen • Schedule habitat walk/workshop with MRC • Schedule workshop/tour with Fred/ Teri Jo/Thembi 	Patty Ken Linda Kirk Fred, Teri Jo, Thembi	3-30-07 Ongoing Ongoing 5/07 4/07 10/07 Ongoing
	Increase outreach to the Latino population	<ul style="list-style-type: none"> • Provide outreach to AVHS Latino students on Arundo and other topics 	<ul style="list-style-type: none"> • Identify a class/teacher • Create/identify materials • Identify funding for materials • Print 50 copies 	Linda Patty NWWG	5-31-07 6-15-07 7-15-07

	Organize relevant talks/presentations for NWWG meetings	<ul style="list-style-type: none"> Identify 5 potential topics and speakers Organize 5 public meetings Confirm venue for 5 presentations Increase NWWG Membership from 6 to 10 regular participants 	<ul style="list-style-type: none"> Announce events through publications, news, etc. Videotape when possible Evaluate presentation success Develop a recruitment plan/tools 	River Center staff Linda NWWG NWWG	Ongoing Ongoing Ongoing 4/07-12/08
	Outreach to community groups	<ul style="list-style-type: none"> Create 8 sets of “Talking Points” for community group meetings Arrange to be on the agenda for at least 6 community organizations 	<ul style="list-style-type: none"> Each NWWG member will develop a list of talking points Confirm placement on the agenda for: <ol style="list-style-type: none"> Unity Club Independent Business Women Winegrower’s Assn. AV Grange AV Land Trust Farmer’s Market Foodshed Group—potluck? 	NWWG Linda Patty & Sandy Linda Bill Linda Bill Linda	8-15-05 2005/2006 11-1-08 10-05 Ongoing Ongoing Ongoing
	Develop an easy to manage website format	<ul style="list-style-type: none"> Identify One format for transferring current site to a more manageable format for NWWG to update 	<ul style="list-style-type: none"> Develop budget & scope of work Conduct a review of available formats Identify a contractor 	Nicole Nicole, Patty, Linda Nicole	2-1-07 1-10-07 1-18-07

Goal	Strategies	Objectives	Action Items	Who	Completion Date
2. Develop high profile demonstration projects	Develop high profile projects	<ul style="list-style-type: none"> Expand the participation of NWWG to include 2 stewardship workdays Partner with RCD & DWR on 2 additional Phases of Robinson Creek Projects Develop AVHS Interpretive Trail at Rob. Cr./Anderson Cr. confluence site Work with RCD to implement our sign project on County and State roads Investigate a volunteer monitoring program in the Navarro 	<ul style="list-style-type: none"> Schedule two annual workdays; Robinson Creek & Flynn Creek (w/ MRC) Cosponsor a third DWR Urban Streams Grant to focus on riparian planting Look for sponsors for project developed by Laura Prival with teachers, students, and administrators Identify sites for sign installation and PR Weigh the pros and cons of angler surveys, macro-invertebrate, and other types of monitoring 	<p>Linda & Kirk</p> <p>NWWG NWWG/RCD</p> <p>Linda, Thembi</p> <p>NWWG</p>	<p>10-30-07</p> <p>10-15-07 5/07-11/09</p> <p>6/07-10/08</p> <p>4/07-2/08</p>
	Promote project successes	<ul style="list-style-type: none"> Organize a Watershed Day Event for Boonville Farmer's Market Booth at Beer Festival Celebration of Watershed Plan "founders" 	<ul style="list-style-type: none"> Confirm with BFM for a Watershed Day Event annually Develop a booth and display to pilot effectiveness of venue Plan and organize a recognition event for original group 	<p>Bill</p> <p>NWWG</p> <p>NWWG</p>	<p>7-15-06 9-2-06</p> <p>2007/2008</p>

Goal	Strategies	Objectives	Action Items	Who	Completion Date
3. Keep the public informed about watershed health and conservation opportunities	Utilize website, newsletters, publications, Farmer's Market, Radio shows, and AVA newspaper articles	<ul style="list-style-type: none"> Gather information from publications, conferences Maintain copies of the River Guide through River Center and local merchants 	<ul style="list-style-type: none"> Share information to be housed at the River Center Develop booklet holder for River Guide sales Participate more frequently at Farmer's Market 	NWWG Fred NWWG	Ongoing 10-1-06 Once a month June through September through 2009
	Educate ourselves/keep updated about new trends in the field of restoration	<ul style="list-style-type: none"> Use email to circulate articles and announcements Mix the format between discussion, field trips, and presentations at regular meetings 	<ul style="list-style-type: none"> Update NWWG roster to reflect changes Invite experts in the field to NWWG meetings 	NWWG NWWG	3-15-07 Ongoing
	Partner with other watershed groups	<ul style="list-style-type: none"> Seek out regional conference venues for 1 conference/year Partner with DFG 	<ul style="list-style-type: none"> Obtain information on Salmonid Restoration Federatuion and Coho Confab.; OAEC trainings Write a letter to DFG (Redding) requesting river closures be based on local flow data, not Russian River data 	NWWG NWWG NWWG Linda	2004/2007 2008/2009 3/07 4/07

	Provide outreach through the Navarro River Resource Center	<ul style="list-style-type: none"> • Continue to provide staffing for the River Center, open to the public 4 days/week • Make presentations to vineyard management groups 	<ul style="list-style-type: none"> • Create a monthly schedule of River Center volunteers • Create a permanent sign for the River Center • Develop partnership with the AV Land Trust to field inquiries • Identify private consultants and other vineyard management org. in area 	NWWG Linda NWWG	3-21-07 6-1-07 2-15-08 10/07-3/08
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Goal	Strategies	Objectives	Action Items	Who	Completion Date
4. Generate new and diverse sources of support for NWWG projects and programs	Develop fundraising campaign	<ul style="list-style-type: none"> • Conduct an appeal through newsletter • Develop a fundraising letter addressed to 100 “friends” • Develop a fundraising plan 	<ul style="list-style-type: none"> • Evaluate feasibility of each. • Work as a group to develop a fundraising plan, based on previous successes and future planning goals/objectives 	Patty & Linda & Bill NWWG	3-31-07 12-11-06 8/2007
	Sell Income Producing products	<ul style="list-style-type: none"> • Sell 100 River Guides per year 	<ul style="list-style-type: none"> • Develop a total of 10 venues for sales, including local bookstores 	Linda & Patty	7-1-07
	Develop local sponsorships for the River Center	<ul style="list-style-type: none"> • Ask local businesses, wineries to sponsor one-month of rent/year 	<ul style="list-style-type: none"> • Develop 12 local sponsors for the River Center 	NWWG	12-31-08
	Grant development	<ul style="list-style-type: none"> • Seek support for operating costs through the RCD via 2 grant applications 	<ul style="list-style-type: none"> • Request for SCC funding; • Seek support through DWR Urban Streams Grant 	Patty Linda	5-31-07 10-15-07

List of Resources:

NWWG Public Outreach & Education document

Suggested Talking Points for NWWG presentations

Notes from NWWG Planning Meeting 5-4-04

Flip chart notes from 3-2-04

NWWG Planning Session 7-20-05

NWWG's Role in Project Development and Implementation