



## **2014-2019 Strategic Plan And Objectives**

### **MISSION**

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Ensuring robust funding for Washington's great outdoors by unifying disparate voices through education and advocacy.

### **VISION**

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We believe the outdoors is essential to our way of life, supports our health, and sustains a prosperous economy.

We envision a Washington where every community has abundant opportunities for outdoor recreation and has conserved its natural legacy.

We will work with Washington's communities to obtain the funding needed to achieve these goals before their treasured places are lost forever.

### **STRATEGIC PRIORITIES**

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#### **1. Secure Robust Funding for the Washington Wildlife and Recreation Program**

- A. Inspire strong leadership from the Governor's office.
  - Elevate the connection between the outdoors, the economy, public health and natural heritage in the Executive branch.
  - Leverage the Governor's goals and values around working forests, climate change and Puget Sound in order to benefit and expand access to conservation and recreation.
  - Secure public support from the State Parks Commission, Fish and Wildlife Commission, Conservation Commission and Recreation and Conservation Funding Board.

- B. Build pro-conservation ethic in the state House and Senate.
  - Work with all four caucuses to build pro-conservation majorities in both chambers.
  - Promote stewardship and the role of the WWRP in reducing maintenance costs.
  
- C. Adapt the WWRP grant program to reflect changing needs and opportunities.
  - Explore opportunities for statewide ballot measures for outdoors funding.
  - Position the WWRP to receive climate-related income should it become available.

MEASURING SUCCESS: \$100 million or more for WWRP grants per biennium to fund 500+ recreation and conservation projects

## **2. Protect the Integrity of the Washington Wildlife and Recreation Program**

- A. Educate policy makers on the value of independent competitive evaluations for publically funded projects.
  - Reject short term increases in funding for WWRP grants that come at the expense of the program's long-term integrity.
  
- B. Defend the WWRP's nationally recognized, competitive evaluation process.

MEASURING SUCCESS: Integrity of the WWRP is preserved

## **3. Strengthen the Coalition**

- A. Focus on supporting programs that unite the Coalition's disparate voices.
  
- B. Expand the depth and breadth of the Coalition's membership in support of our strategic goals and policy agenda.
  - Deepen our engagement and partnerships in Eastern Washington.
  - Secure the Association of Counties' support of WWRP funding.
  - Launch a business membership campaign.
  - Host regional events with partner organizations.
  - Engage interest groups that represent young, low income and diverse populations.

C. Diversify the Coalition's board.

- Increase racial, ethnic, age and gender diversity on the Coalition's board.

MEASURING SUCCESS: Recruit 100 new business, organization and agency members into the Coalition / A board of directors that represents the full spectrum of citizens and regions of Washington (gender, ethnicity, political ideology, age)

#### **4. Secure robust funding for the Land and Water Conservation Fund in Washington**

A. Inspire leadership from Washington members of Congress for full, dedicated funding for LWCF.

- Build leadership from Washington members of Congress in efforts for full funding and permanent reauthorization.
- Increase public awareness of the program's impacts on our state's economy, public health and quality of life.

B. Support a funding structure that ensures consistent, long-term funding for Washington.

- Educate Washington members on the importance of protecting the integrity of the program.
- Advocate that the LWCF Coalition pursues policy alternatives that broaden support for the program.

C. Lead the effort to build support for LWCF in Washington state.

- Create and lead a network of partner groups with regular meetings, updates, joint initiatives.
- Build vocal support from key sectors including local government, state legislators, business groups and hunters and anglers.

MEASURING SUCCESS: Washington delegation visibly support funding increases for Land and Water Conservation Fund or full funding every year

#### **5. Promote Stewardship of Washington's State and Local Conservation and Recreation Lands**

A. Assess the stewardship needs of public lands to identify gaps and opportunities.

- Work with state and local agencies and the legislature to evaluate the stewardship needs of state and local parks and resource lands and identify where further efforts are needed.
- B. Understand stewardship concerns and successes.
- Identify opportunities to work with the legislature to evaluate stewardship concerns and identify best practices (Ex: Ombuds pilot program, public hearings, tours).
  - Partner with agencies to identify emergent concerns.
- C. Take action to promote stewardship.
- Actualize recommendations of the Stewardship Task Force.
  - Evaluate local policy solutions and funding requests that are consistent with our other goals and where the Coalition is well suited to play a role.
  - Execute on board-approved positions.
  - Promote the existing role of WWRP and LWCF activities that address stewardship concerns and reduce long-term costs.

MEASURING SUCCESS: Stewardship needs assessment and recommendations completed by December 31<sup>st</sup>, 2014