



Long Range Business Plan (LRBP) Board Report

9/10/20

Staff & Board Planning Team Progress:

- Organizational Health, Conservation Scope and Financial Sustainability Planning Teams have developed their evolving success criteria, questions and who shall answer which questions (full list from each planning team was attached in last month’s packet –conservation scope success criteria & resultant draft mission & vision concepts are attached)
 - LRBP direction setting questions answers and recommendations are provided by various groups, including the DEI Committee, leadership team and tech staff, and a newly formed advisory committee.
- Conservation Scope Planning Team and Technical Staff have worked finalized a document that outlines conservation threats that it recommends prioritizing in the next LRBP with acknowledgement to all threats found in our information gathering phase (see attached).
- Upcoming scheduled planning team meetings (contact Logalbo for zoom invite information on any – all staff and/or board interested are welcome to join):
 - Organizational Health, September 22nd from 3 pm – 4:30 pm
 - Conservation Scope, October 8th from 9 am – 11 am

Conservation Scope Advisory Committee (CSAC) Formation Progress:

- Finalized a stipend compensation policy that pulled from partnering agency policies and was further vetted by Levis and Magyar.
- Reached out 1:1 to hopeful CSAC members (w/ assistance from staff and board) and have secured the following members:

Name	Affiliations/ Perspectives
Aliesje M. King, M.A.	Sauvie Island Center / Youth Education
Brenda Sanchez	Oregon Department of Agriculture/ Neighboring SWCDs & State Partner
Carole Hallett	Pacific Habitat Services, Inc / Wildlife Biologist & Resident
Gabe Sheoships	Friends of Tryon Creek / Indigenous Native American Culture & Environmental Education
Indi Keith	350 PDX /Diverse Youth Student & Climate Justice
Jennifer Rose Marie Serna	Working Farmland / Rural Partner
Matthew Chesley	Working Forestlands / Rural Partner
Megan Van de Mark	Backyard Habitat Certification Program / Audubon Society of Portland / Urban Partner



Mohamed Salim Bahamadi	HAKI Community Organization / East African Immigrants Culture
Renee Myers	Forest Park Conservancy / Urban & Rural Partner

- Have been unable to secure engaged Linnton resident for environmental justice perspective sought along with green workforce development perspective – will continue to reach out, but initial contacts have been unable to serve or non-responsive.
- In addition to the above-mentioned committee members, Preeg-Rigsby & Looney (Board Chair & Conservation Scope Board Chair) along with Ahr (Technical Staff) have agreed to attend CSAC meetings to listen and help answer pertinent questions as they arise.
- Scheduling our 1st CSAC meeting mid-late September.

Upcoming Board Discussion & Decision:

- Board Retreats (October 7th & 9th, To Be Held Remotely Over Zoom):
 - October 7th Retreat (from 6-8 pm): Discuss DRAFT Mission, Vision & Goals
 - October 9th Retreat (from 3-5 pm): Equity Lens Review of Mission, Vision & Goals; Finalization & Adoption of Mission, Vision & Goals
- Board Meetings (October-December):
 - October:
 - Addressing any carryover from the retreat.
 - Answering targeted planning team questions.
 - Review and adoption of a modified version of our principles and values (or affirm the previous version).
 - November:
 - Review & discuss staff, partner, CSAC & CELs input.
 - Review & discuss a draft LRBP outline (if feasible).
 - December:
 - Discuss & adopt updated LRBP (if feasible).

BOARD Vision & Mission DRAFT Concepts Discussion

Please review our current mission & vision and the DRAFT concepts (below) put forth by staff with input from the information gathering phase and planning team question answers considered. Please try to focus on the proposed DRAFT concepts knowing that wordsmithing will occur later.

Current Vision: “The District is committed to working with its constituents to meet the demand for natural resource education and technical assistance to urban and rural residents, farmers, business owners, public schools and the general public and to increase the economic viability and environmental health of the rural and urban regions.”

Current Mission: “Our mission is to conserve and protect soil and water resources for people, wildlife, and the environment.”

NEW Vision Concepts:

We envision environmental health (and resiliency) across all public and private lands in our District.

We envision economically viable working lands.

We envision empowered and informed residents, farmers, business owners, schools, members of the general public and partners effectively engaged in long-term land stewardship.

We envision a healthy and culturally inclusive organization that welcomes and engages all people in all facets of our organization, activities and programs.

Vision Questions:

- Key Question: Do the statements above well-capture our aspirational view of what the future of our District will look like if we well-achieve our mission?
- Additional Questions to Consider:
 - Does this include all components of sustainability we wish to convey (economy, environment and community) and/or the concept of longevity?
 - Does the list provided properly showcase our constituency?
 - Should we remove “urban and rural” – seemed less inclusive as it didn’t well-cover the grey area in-between, but perhaps this is still important to call out?
- Does this vision encompass access to land management for historically marginalized people?

NEW Mission Concepts:

To provide education and technical assistance, and to help all people care for resilient lands for the benefit of people, wildlife and the environment.

Mission Questions:

- Key Question: Does this statement well-capture our purpose (& does will this purpose help us achieve our long-term vision)?
- Additional Question to Consider:
 - Shall we point out our private land focus here?
 - Shall we include resilient, prosperous and/or healthy lands?
 - Shall we more explicitly include all components of sustainability (economy, environment and community) and/or the concept of longevity?
 - Shall we include “for the benefit of people, wildlife and the environment?” (benefactors)
 - Does calling out caring for the land and including “environment” as a benefactor capture our aim to more broadly cover all the natural resources we work to conserve.

Conservation Scope Evolving Success Criteria

Given your examination of the following, how does this decision align with what we aim to accomplish as an organization:

1. Aligns with our affirmed or modified mission
2. Aligns with our affirmed or modified vision
3. Aligns with our affirmed or modified goals
4. Results in long-term impactful conservation outcomes
5. Embeds equity and inclusion as foundational value in all that we are (our organizational makeup) and all that we do (our work)
6. Is responsive to community needs of communities in the District that we have prioritized
7. Allows us to fulfil a unique niche or unmet need with strategic partnerships leveraging our limited resources and expanding our overall reach
8. Effectively addresses identified priority ecosystem or conservation threats

Underlined terms will be further evaluated and refined as we move through the process:

#4: What “long-term impactful conservation outcomes” will we prioritize?

#6: What communities shall we prioritize?

#7: What makes partnerships “strategic” in addition to leveraging resources & expanding reach?

#8: What conservation threats do we wish to address? (**Critical question for the Board*)

CONSERVATION THREATS WE CONTINUE TO PRIORITIZE

Overarching/Impacting Many Conservation Issues

Climate change (hits many other threats)
Development, infill and urbanization (hits many other threats)
Degraded working farms and forestlands
Declining watershed health and functionality (hits many other threats)
Addressing new invasive species (EDRR)
Inadequate stormwater management (hits many other threats)
Wildfire risks

Education/ Messaging /Outreach/Information Access (*Most Mentioned Barrier and Threat)

Lack of adult education and engagement (conservation issues and what individuals can do about them)
Lack of youth education and engagement (conservation issues and what individuals can do about them)
Lack of trust in government and science

Social sustainability/Social component of conservation

Access (to farmable land, to community gardens, to harvest/forage and for enjoyment of local natural areas/features)
Lack of diversity in the environmental field and our District's staff and leadership (DEI)
Long-term management and follow-through

Water quality

Declining water quality

Wildlife habitat

Continued and expanding wildlife habitat degradation and loss of connectivity
Rare and declining habitats and dependent species

Soil health

Economic viability of working farms and forestlands
Declining soil health

CONSERVATION THREATS WE WILL INCREASE IN PRIORITY

- 1) Lack of conservation education (the need to broaden our reach with an emphasis on connecting with communities that our District hasn't served/reached and expanding general awareness of conservation issues)
- 2) Climate change (the need to more clearly communicate how we already address this issue, and how we will continue to do so in our updated plan, but also a desire to work more proactively on addressing this threat)
- 3) The following historical conservation focal areas:
 - a. Water quality
 - b. Soil health

- c. Habitats (Emphasis on rare and declining habitats and connectivity for plants, wildlife, and people)
- 4) Threats related to relevancy, equity, access, and disparities (focus on geography and communities) must be addressed by better understanding historically underserved communities and then responding to what we learn.
- 5) Development and urbanization (we have an interest in finding creative ways to “get in front” of and mitigate related threats)
- 6) Lack of incentives to motivate conservation action and decreasing partner capacities

NEW CONSERVATION THREATS WE WILL PRIORITIZE

- 1) Disparities in the demographics of the communities we have largely/historically served
- 2) Disparities in environmental justice outcomes
- 3) Decreasing lands to work and people to work the land (i.e. farms/forests and farmers/foresters/ranchers to work the lands)
- 4) Lack of cultural connection with the land and no clear pathway to regain connection

CONSERVATION THREATS TO LOWER IN PRIORITY

- 1) Lack of funding (Recognition of the possibly need to limit funding projects directly with our tax base if we add new focus areas and/or do not add additional, secure funding sources. This does not include or affect partner funding as a strategy for expanding our reach)
- 2) Controlling common invasive species as a stand-alone action (We will continue to do this as part of our more comprehensive restoration projects where we’ll be replacing with diverse native habitat)
- 3) Lack of research – supporting information
- 4) Access to local natural areas/features

CONSERVATION THREATS FOR FUTURE CONSIDERATION

****Might still consider support and/or partnership to help address some of these threats.***

- 1) Declining air quality
- 2) Toxins exposure and legacy (Linton tank farms, railroads/coal, and contaminated garden soil concerns)
- 3) Food insecurity
- 4) Declining water quantity
- 5) Increasing need for more transportation options/capacity (hits many other impacts)
- 6) Herbicide issues / public mistrust of herbicides

OTHER FEEDBACK CAPTURED TO BE ADDRESSED IN *HOW* WE ROLL OUT THE PLAN AND/OR FOR INCLUSION IN OTHER PARTS OF THE PLAN

Lack of awareness of WMSWCD (we are not widely known and strive to increase awareness of our services)

Communications that are overly complex (We strive to use clearer, simpler, less technical language for all public-facing products)

Lack of funding and capacity (for inclusion in Organizational Health section/discussions)