



Engaging the community to sustain our watershed

## **Tualatin River Watershed Council Strategic Plan 2019 – 2022**

*Adopted June 5, 2019*

### **TRWC is a Leader**

We are a trusted voice for the Tualatin River Watershed.

### **TRWC is a Convener**

We are passionate about bringing together diverse opinions around complex issues to solve problems.

### **TRWC is a Champion**

We instill in people a desire for a healthier watershed and a belief in their ability to make positive change. We foster a culture of stewardship.

## **WATERSHED VISION**

**A balanced ecosystem that supports a healthy watershed and provides for an economic base and viable communities**

## **MISSION**

**The Tualatin River Watershed Council proactively fosters better community stewardship and understanding of the Tualatin River Watershed resources, works to address issues and ensures resilient and sustainable watershed health, functions and uses.**

## **WHERE WE ARE HEADED**

**By 2022, the Tualatin River Watershed Council will be recognized as a leader in watershed and ecological health focused on improving water quality, fish and wildlife habitats, and the quality of life for the people living within the Tualatin Watershed. We blend sound science and strong relationships to identify issues and connect people to our waters to arrive at collaborative and equitable outcomes.**

### **GOAL 1**

***Tualatin River Watershed Council is a respected, trusted and relied upon convener of diverse perspectives around complex issues involving the land and water resources of our Watershed.***

#### **Strategies:**

- Provide at least four well-publicized and organized public forums annually that allow a safe place for diverse perspectives to weigh in on strategic issues affecting the lands and waters of

the Watershed. Clearly articulated post-forum, follow-up actions are developed by Council stakeholders to advance strategic goals.

- Develop strong stakeholder relationships that leverage funding opportunities and increase community connections.
  - Collaboratively develop a list of 50 key community leaders that the Executive Director and Council members will meet with to seek their perspectives and input on watershed matters important to them.
  - Through regular and consistent partner meetings, shared interests are identified and Watershed Council programming and communications are developed to reflect these shared interests to amplify outcomes.

## **GOAL 2**

***The Tualatin River Watershed Council is a leader in efforts to improve the health, function and resilience of the watershed.***

### **Strategies:**

- Develop self-supporting restoration program – making a positive on the ground impact and securing at least \$200,000 annually.
  - In partnership with the Tualatin Soil and Water Conservation District (TSWCD) secure \$100,000 for Watershed wide NetMap GIS analysis by the end of 2019.
  - With funding from the TSWCD secure \$73,000 in funding to complete a Dairy McKay Restoration Action Plan by December 2020.
- Update Basin Action Plan using additional analysis that incorporates anticipated climate change and population growth in order to focus on three priorities that will improve Watershed function and resilience.
  - Complete basin wide NetMap analysis in partnership with TSWCD and other partners by February 2021.
  - Highlight the findings from the NetMap analysis on website.
  - Host a community engagement process to identify priorities, timelines and measurable outcomes for the Action Plan.
- Complete all existing restoration and monitoring obligations.

## **GOAL 3**

***The TRWC will support efforts to provide clean drinking water, economic growth, and connections to nature that provide a high quality of life for watershed residents.***

### **Strategies:**

- Annually host two watershed tours with key decision makers around important watershed topics.
- Act as a clearinghouse for watershed information to foster the development of the Tualatin River Watershed network, and connect stakeholders with cultural and physical resources.
- Collaborate with Joint Water Commission (JWC) to protect our drinking water supply
  - Secure \$100,000 in funding to develop programming to reduce contaminants in the drinking water protection area related to the Action Plan update.
- Develop three strategic corporate partnerships to collaboratively address water sustainability challenges.

- Develop messaging and marketing materials specifically tailored for corporate users of Tualatin River water based on their corporate sustainability goals.

#### **GOAL 4**

***Tualatin River Watershed Council is a strong, vibrant, and growing organization.***

##### **Strategies:**

- Finalize and execute a Funding Plan.
  - Raise \$20,000 annually from three new funding sources.
- Hire additional staff to achieve strategic plan outcomes.
- Develop, review and approve policies, procedures, and systems that implement nonprofit best practices.
- Update website and social media presence to increase digital traffic by 200% by 2022.

#### **GOAL 5**

***Tualatin River Watershed Council members are actively engaged in providing governance, leadership, direction, and more inclusive community involvement.***

##### **Strategies:**

- Research forms of governance from a minimum of seven high performing Watershed Councils and develop a white paper outlining the findings.
  - Form a subcommittee of the board to lead the governance review process.
  - Make recommendation to the full board by June, 2020.
- Hold two Board trainings facilitated by external non-profit experts.
- Clearly define roles and responsibilities of Council members.
- Onboard new Council members to meet identified diversity, skill, and watershed demographic needs.
- Vote to finalize Tualatin River Watershed Council governance model by Dec 2020.

