

2025 – 2029 STRATEGIC PRIORITIES

During the next five years, the Calaveras County Resource Conservation District (CCRCD) will commit to conserving, improving and sustaining the natural resources, environment and economy of Calaveras County. We will assist our conservation partners in ways that will benefit our CCRCD Cooperators and landowners. The CCRCD has recognized three strategic issues that it will focus on over the next four years.

Strategic Issue #1: Enhance the RCD's capability to implement its mission through continuous improvements in outreach, operations, and the visibility of the RCD.

Goal #1: Improve community relations with agencies, non-profits, county program leads and the public to address resource concerns.

Desired Result #1: Facilitate partnerships to address county resource concerns.

Strategies to achieve the above result:

1. Coordinate with County programs and departments to identify resource concerns and potential projects.
2. Coordinate with local and state fire protection services to identify priorities.
3. Coordinate with private and public landowners to identify project sites.

Desired Result #2: Leverage partnerships to accomplish work through shared goals.

Strategies to achieve the above result:

1. Secure funding for projects through joint grant applications.
2. Develop a working plan for resource management needs.
3. Connect natural resource based management to economic opportunities in forest health, rangeland improvement, agriculture and tourism.

Goal #2: Increase the visibility of ESRCD within the community.

Desired Result #1: Increased level of strategic outreach and networking.

Strategies to achieve the above result:

1. Creation of an Outreach Plan
2. Create branding materials with trainings for staff and board members on
3. Present at local city government, school boards, community groups

Desired Result #2: Increased community awareness of ESRCD projects, programs and events.

Strategies to achieve the above result:

1. Develop educational program for natural resource concerns in Calaveras County.
2. Creation of Outreach Calendar with points of engagement
3. Attend community-based meetings for information and networking

Desired Result #3: Increased engagement of stakeholders through outreach programs.

Strategies to achieve the above result:

1. Engage stakeholders at point of contact regardless of project
2. Distribute regular RCD correspondence (website, social media, newsletter, etc)
3. ESRCD presentations/info booths at partner organization events

Strategic Issue #2: Develop programs that address resource priorities and aid stakeholders in conservation practices through technical assistance, educational events, and demonstrations.**Goal #1: Increase staff capacity to provide technical assistance and develop conservation plans for resource management.**

Desired Result #1: Increased staffing and technical knowledge to support efficiency.

Strategies to achieve the above result:

1. Creation of Operational Plan for programs
2. Improved Organizational Structure to include growth strategy
3. Job Descriptions updated to include duties with Responsible, Accountable, Informed and Consulted designations

Desired Result #2: Provide training opportunities for staff and board members.

Strategies to achieve the above result:

1. Secure opportunities for paid and free training to provide technical assistance
2. Educate staff and board members on NEPA/CEQA compliance
3. Provide incentives for staff to seek certifications and professional accolades

Goal #2: Expand programs addressing climate resiliency benefiting conservation.

Desired Result #1: Increase options for addressing fire resiliency

Strategies to achieve the above result:

1. Promote continued fuels reduction projects
2. Develop forest health conservation programs
3. Promote and expand air quality and fire safe programs
4. Develop defensible space programs for private landowners

Desired Result #2: Development of education programs for stakeholders to improve awareness of best management practices for carbon sequestration and GHG reduction.

Strategies to achieve the above result:

1. Provide education through conservation workshops
2. Provide volunteer opportunities through conservation projects and programs
3. Identify community projects to participate and promote
4. Plan field days to demonstrate value of conservation programs

Strategic Issue #3: Encourage partnerships between stakeholders, organizations, regional entities and the CCRCD to develop projects that address resource priorities and produces data for conservation

Goal #1: Increase partnerships through outreach, projects, and programs

Desired Result #1: Increased participation in conservation programs.

Strategies to achieve the above result:

1. Partner with other organizations that have target audience
2. Host educational workshops on programs
3. Advocate for land management of natural resources

Desired Result #2: Develop educational programs that engage young adults and community members in conservation.

Strategies to achieve the above result:

1. Partner with education institutions to recruit participants.
2. Develop a demonstration project that is accessible to community members

Goal #2: Increase regional projects that engage with local and regional partners.

Desired Result #1: Increased RCD involvement in data collection and dissemination to support implementation of conservation practices in the Central Sierra.

Strategies to achieve the above result:

1. Develop watershed program that brings together regional partners to support forest health, water management, and reforestation
2. Invite new partners in existing regional projects as feasible
3. Develop press releases on exiting regional projects for exposure to new partners

PLAN IMPLEMENTATION

The Calaveras County RCD will create annual implementation plans to be adopted each year by the RCD Board of Directors to provide specific yearly strategies based on the programs and priorities set in place. Implementation is ultimately based on availability of funding, as strategies identified in this plan require revenue far beyond what is reliably available. Funds are sought from a variety of sources including State and Federal grant programs, agreements with local and regional government agencies, and general fundraising.

As a non-tax assessment-based RCD, all revenue is derived from grants and agreements with other organizations, each year. Several existing and pending grant agreements have been acquired to carry out a significant portion of this strategic plan. Some initiatives may also require donations from local organizations. In addition, the RCD is exploring other opportunities such as a Negotiated Indirect Cost Rate Agreement, fundraising events, and fee for-service work.