Strategic Plan 2020-2022
San Joaquin River Parkway and Conservation Trust, Inc.
MISSION

Our mission is to preserve and restore San Joaquin River lands having ecological, scenic, or historic significance; to educate the public on the need for stewardship; to research issues affecting the river; and to promote educational, recreational, and agricultural uses consistent with the protection of the river’s resources.
• Increase by 25% the number of children and adults participating in Parkway education programs, and enable them to articulate the purpose of the Parkway.

• Increase the number of visitors to the Parkway by 50%.

• Steward 4,000 acres within the Parkway, and increase Parkway acreage to 6,500.

• Assemble sufficient capacity to achieve the goals of the plan.

• Raise funds sufficient to achieve the goals of the plan.
GOAL 1: Increase by 25% the number of children and adults participating in Parkway education programs, and enable them to articulate the natural resource values of the Parkway.

1.1 Increase youth participation in educational programs by 25%.
1.2 Increase adult participation in educational programs to 5,000 annual participants.
1.3 Increase River Camp program offerings to include Owl Hollow, extended hours, and additional partnerships.
1.4 Increase marketing/outreach efforts to the public about all education opportunities.
1.5 Increase interpretive and educational signage on the Parkway.
GOAL 2:

Increase the number of visitors on the Parkway by 50%.

2.1 Quantify current and future Parkway users.

2.2 Increase Parkway access points, and explore the use of new tools and technologies for new public access.

2.3 Develop and improve recreational amenities, including signage, on Parkway properties in accordance with the Parkway Master Plan.

2.4 Stimulate Parkway usage through Trust-sponsored events, activities, and outreach.

Photo Credit: David Hunter
GOAL 3: Steward 4,000 acres within the Parkway, and increase Parkway acreage to 6,500.

3.1 Continue land stewardship through active capital projects
3.2 Develop a habitat plan by property for the current 4,000 acres within the Parkway.
3.3 Acquire the means to increase and enhance Parkway acreage through state and federal grants, landowner outreach, and increased partnerships (political, regulatory, non-profits, foundations).
3.4 Reach out to private landowners and developers for purchasing properties or gaining conservation easements, access points, etc.
GOAL 4: Assemble sufficient capacity to achieve the goals of the plan.

4.1 Develop Board committee structure in alignment with strategic plan.
4.2 Create a staffing pattern to ensure sufficient capacity to complete strategic plan actions.
4.3 Engage volunteers as appropriate to complete strategic plan objectives.
4.4 Open, maintain, and manage facilities for visitor access, staff activities, development, and educational programs.
GOAL 5: Raise funds sufficient to achieve the goals of the plan.

5.1 Hit annual Trust operations fundraising targets
5.2 Establish a $1 million O&M endowment
5.3 Raise land protection capital as necessary
5.4 Fund land stewardship and restoration projects according to land management plans
5.5 Achieve a positive cash position each year