

July 28, 2016 & October REVISIONS
(Following CNPS STRATEGIC PLAN FORMAT, 2016)

*NOTE TO READERS—This is the ~~first~~ **second** draft of a strategic plan for the San Diego Chapter of the CNPS. It follows the format of the recently adopted statewide CNPS strategic plan. This document is the basis for developing the Chapter plan and eventually a more specific implementation plan and schedule to guide the Chapter members and their representatives in everyday activities and important Chapter decisions for the next 10 years. It is anticipated that the plan can be updated as needed.*

>>> Question: Will this plan help us make decisions on whether to fund specific requests for funds for legal action or giving or requesting grants and other funding decisions?

CNPS MISSION

The mission of the California Native Plant Society is to conserve California native plants and their natural habitats, and increase understanding, appreciation, and horticultural use of native plants. [State CNPS]

CNPSSD MISSION:

The Mission of the San Diego Chapter of the CNPS is to conserve San Diego and Imperial County native plants and their natural habitats, and to increase everyone's understanding, appreciation, and horticultural use of native plants.

CNPSSD Vision

CNPSSD envisions a future where:

- There is successful and continuing conservation of the full diversity of native plants and native vegetation in the San Diego and Imperial County region.
- The San Diego Chapter of the CNPSSD is recognized as a leader in for providing reliable information on California native plants and their conservation.
- Native plants are widely used in the home, commercial, and public ^{Settings} and in commercial landscapes horticultural endeavors are recognized as an ^{STET} alternative to ~~water-consuming~~ ^{exotic ornamental} plants species ^{that are completely foreign to the Southern California biome.}
- There is widespread increased public education on the values and aesthetics of native plants and native vegetation in the San Diego and Imperial counties Region.
- Elected officials and agency decision makers are aware of the effects of their

actions ~~and on~~ the unique environmental resources in San Diego and Imperial Counties. ~~County.~~

GOAL 1 *Provide scientific information as the basis for the protection of native plants, native vegetation ~~plant communities~~, and natural landscapes.*

Strategy 1: "Understand the flora"

To improve scientific understanding of the native plants and native vegetation in San Diego and Imperial counties, including taxonomy, floristics, ecology, and life history, we will establish a knowledge base, including a bibliography and library that will serve as a current source of scientific data for members on the San Diego County plants and plant communities, ~~including taxonomy, floristics, ecology, life history, etc.~~

This information should focus on access to contemporary scientific information, including published documents, regional reports and local data. We should identify other available information sources such as mapping, and specimen collections.

Strategy 2: "Assess and prioritize"

~~On an initial annual and twice per year bases, we will analyze acquired data to identify and prioritize conservation targets, including plant species (and their habitats) and regionally sustainable habitat conservation that is consistent with these conservation targets.~~

Strategy 3: Engage in regular scientific dialogs and meetings that gather and disseminate information concerning the status and protection of native plants, native vegetation, ~~plant communities~~ and landscapes.

We should try to sponsor or cosponsor workshops concerning these subjects on an annual ~~or every other schedule.~~ *basis.*

GOAL 2 *Protect native plants and plant communities through effective and coordinated conservation action*

Strategy 1:

Conservation of California's plants and ^{*their*} plant communities requires several key resources: a strong legal framework to give us power to effect change; effective ~~volunteers~~ ^{*staff*} to act and coordinate ^{*actions*} ~~actions~~; dedicated partners to support our efforts; and a ~~region-wide~~ ^{*statewide*} network of committed activists. Improving any of these can make us more effective –improving all of them can save the flora. ~~[From CNPS state.]~~

Strategy 1 2: "Strengthen the power of the law"

We will build, strengthen, and maintain a robust legal and regulatory framework that the Chapter CNPS and partners use to protect native plants. [CNPS state]

Strategy 3:

Act to conserve...[fill in]

HOW IS THIS DIFFERENT FROM STRATEGY 2?

Strategy 2-4:

We will provide reliable and scientifically verifiable information to public agencies and other conservation advocates to further these conservation goals.

GOAL 3: **Conserve and reclaim land space [?] for native plants through horticulture and stewardship (ENHANCE, RESTORE)**

, or appropriate non-native, non-invasive plants from similar Mediterranean climates
We want California native plants to be the standard in all residential and commercial landscapes (where appropriate). We envision a California where existing habitat is protected and new habitat is created by choosing locally native plants to conserve resources, create sustainable landscapes, and promote connectivity that enables organisms to best respond to climate change and other stressors. (CNPS state) ?
our SD County rural and back-country areas >

Strategy 1: Encourage the use of responsible sources of native plants in the region.

nurseries and other

We should identify and utilize appropriate community sources for native plant materials in San Diego County. Consider making this information available through various sources, including handouts (paper and computer) and the Chapter web page. Review and update this information on an annual basis.

Strategy 2: Educate the general public and encourage the use of native plants in revegetation, rehabilitation, and native plants in public and private settings.

[split?] areas, native garden tours, workshops,

Use Chapter presentations, input to public projects and encouraging and demonstrating private native gardens to utilize native plants through our GN committee

Strategy 3: Invasive Plant Control

- BOB / ARNE? landscape design charrettes.

GOAL 4 **Develop and maintain CNPSSD is supported by sufficient resources, by a strong network of partners, and by a growing public enthusiasm for California's native plants.**

continue to promote

~ CNPSSD will be successful when there is stronger public understanding and support for protecting native plants and places, more powerful legal and regulatory tools, and from a larger community of active supporters.

especially focusing on a diverse social strata inclusive of younger persons and ethnic backgrounds,

Strategy 1: Strengthen the organization of CNPSSD
Increase ~~active volunteer~~ participation in CNPS at the Chapter and State level,
~~We will ensure that we increase and maintain active volunteer participation through outreach and education and promoting volunteer activities that are valuable to the goals of the Chapter.~~

We will accomplish this through education and inclusive Chapter meetings, active and rewarding standing committees that further our goals, and by continuing information exchange through the Chapter Newsletter, web page and other programs.

a valuable conservation ~~ethic~~ among social media,

Strategy 2: Champion and promote good work by Chapter members and others
Develop a program to identify and ~~promote~~ key conservation activities by members on a regular basis.

recognize

Strategy 3: Strengthen the financial health of the Chapter
This can be done Improve Chapter health by actively fund raising for specific goals and ensuring that our funds are invested and used wisely to further our goals. Furthermore, reducing costs where possible will also result in a greater percentage of funds that can be used to fulfill our goals.

Strategy 4. Engage people of diverse backgrounds and ages

Strategy 5. Foster Chapter goals through improved outreach and marketing

- >>>Newsletter
- >>>Web page
- >>>Meetings
- >>>Information outreach/partnerships to other organizations

HOW IS THIS DIFFERENT FROM STRATEGY 1?

Strategy 6: Champion and promote the good work by others in the field of plant conservation in San Diego and Imperial Counties

Goal 5 — *CNPSSD works in an arena with a number of public agencies that act as land stewards and managers and these agencies have a great responsibility to protect the lands under their control.*

CNPSSD will be most successful when there is a positive and collaborative working relationship with public agencies.

Note: this attachment was distributed at the request of Tom Oberbauer at the time we were discussing the Strategic Plan; it is not part of the Plan and has not been discussed by the Board.

Attachment 1.

This is a proposed set of guidelines for reviewing conservation items. I don't know if it should be limited to conservation items but I was not able to think of any comparable situation with controversial issues for any of the other committees.

Tom Oberbauer

The Conservation Chair may prepare letters on CNPS Letterhead provided that the Chapter President and when possible the entire Board is given the opportunity to review the letters in advance through distributing the letter to the President and when possible the entire Board by E mail. The President should be provided three days for review. If the President ~~has concerns with the letter as written, they will communicate with the Conservation Chair by E-mail or direct contact to resolve the concern.~~ *and/or* ~~if the members of the Board also have comments or concerns, they too may communicate with the Conservation Chair to resolve the concern.~~ *by* ~~If the concern appears not to be resolvable through E mail or direct contact, the matter will be placed on the agenda for the next Board meeting. In some cases which are considered to be urgent by the President, the discussion points may be provided by E mail to the Board members by the Conservation Chair and the concerned Board member and a vote may be taken by sending an E mail to the President.~~ *discussion at contrasting* *(b) in order to meet comment deadlines,*
, which will more than likely result in no comment letter being sent by CNPSSD if comment deadlines are not met.