

7/30/2016

(Following CNPS STRATEGIC PLAN FORMAT, 2016)

NOTE TO READERS—This is the first draft of a strategic plan for the San Diego Chapter of the CNPS. It follows the format of the recently adopted state-wide 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.

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} ~~the~~ CNPS is to conserve San Diego ^{Imperial} County native plants and their natural habitats, and increase understanding, appreciation, and horticultural use of native plants. ^{to everyone's}

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 County ^{region}.
 - ✓ ^{The San Diego Chapter} CNPSSD is recognized as a leader ^{and Imperial} for providing reliable information on California native plants and their conservation.
 - ✓ Native plants are widely used in ^{the} home and in commercial ^{public} landscapes. ^{commercial, and landscapes} horticultural endeavors are recognized as an alternative to water-consuming ^{Valuable} species. ^{plants} ^{non-native non-native}
 - ✓ There is increased ^{widespread} public education on the values and aesthetics of native plants and native vegetation in ^{the} San Diego Region. ^{and Imperial Counties}
 - ✓ Elected officials and agency decision makers are aware of the effects of their actions ^{on} and the unique environmental resources in San Diego County. ^{and Imperial}
- ✓ **GOAL 1** **Provide scientific information as the basis for the protection of native plants, ~~plant communities~~, and landscapes.** ^{native vegetation} ^{native natural}

Strategy 1: "Understand the flora"

~~We~~ To improve scientific ~~and~~ understanding of the native plants and native vegetation of San Diego and Imperial Counties, including taxonomy, floristics, ecology, life history, etc.

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We will establish a knowledge base, including a bibliography and library that will serve as a current source of scientific data 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.

Action Item 5

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, plant communities and landscapes.

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

Strategy 4: Map and Inventory

✓ **GOAL 2** **Protect native plants and plant communities through effective and coordinated conservation action 5.**

Strategy 1

Conservation of California's plants and plant communities requires several key resources: a strong legal framework to give us power to effect change; effective staff to act and coordinate action; dedicated partners to support our efforts; and a 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: "Strengthen the power of the law" □

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

Strategy 3: "Act to Conserve"

Strategy 2:

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 space [?] for native plants through horticulture and stewardship [ENHANCE & RESTORE]**

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]

Strategy 3: Invasive plant control

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

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 public and private settings.

Use Chapter presentations, input to public projects and encouraging and demonstrating private native gardens to utilize native plants.

*house in public, commercial and public lands
split... public & private
2a
2b revegetation & rehab restoration*

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

~ 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.

Strategy 1: Strengthen the organization of CNPSSD

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.

Increase active volunteer participation in CNPSSD at the chapter & state level.

Action Item under strategy 1

Strategy 2: Strengthen the financial health of the Chapter

This can be done 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 3: more members.

Strategy 3: 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.

Goal 5 *Structure* **CNPSSD works in an arena with a number of public agencies that act as land stewards and managers and these agencies**

Strategy 6: Champion and promote good work by others

Strategy 4.4: Engage people of diverse backgrounds and ages.

Strategy 4.5: Strategy for outreach & marketing

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.

Strategy 1: We will make every effort to work with public agencies in their decision making process.

Strategy 2: We will provide suggestions and improvements in order to, come to reasoned conclusions for management of lands where possible.

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. If the members of the Board also have comments or concerns, they too may communicate with the Conservation Chair to resolve the concern. 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.