



**CALIFORNIA STATE PARKS
and
STEWARDS OF THE COAST AND REDWOODS**



Strategic Partnership Plan - January 2019-December 2021



EXECUTIVE SUMMARY

California State Parks (State Parks) and Stewards of the Coast and Redwoods (Stewards) have worked together to develop an important strategic partnership plan that leverages our individual and collective strengths to address the challenges and opportunities that we collectively face over the next 3 years.

The plan builds on the unique partnership between State Parks and Stewards that allows both entities to work together to extend our reach, providing opportunities to access and enjoy parklands, participate in educational programs, and steward the parks' abundant natural and cultural resources in the Russian River Sector State Parks: Armstrong Redwoods State Natural Reserve, Austin Creek State Recreation Area and Sonoma Coast State Park.

Including **3-year objectives and indicators of success, along with year one actions**, the strategic partnership plan encompasses preservation, restoration, stewardship, education, operations and maintenance of parklands, watersheds and facilities.

The **partnership planning process**, which took place between July 2018 and January 2019, was designed to be active and participatory, and included the convening of three stakeholder workshops, two board meetings, and one Stewards member meeting, along with the administration of online surveys to six stakeholder groups.

This process resulted in the identification of six priority areas for the 3-year plan, with statements of intent, objectives, indicators of success, and detailed action agendas developed for each. In addition to those for the State Parks/Stewards partnership, several priorities emerged that are primarily Stewards-focused.

The **six priority areas and accompanying statements of intent** for the State Parks/Stewards partnership and for Stewards-focused efforts are as follows:

STEWARDS AND STATE PARKS PARTNERSHIP

I. PARTNERSHIP / COLLABORATION: Identify new ways for Stewards and State Parks to work together that leverage our individual and collective strengths to address the challenges and opportunities we face over the next 3 years.

II. PROGRAMS AND VISITOR EXPERIENCE: Consider value and feasibility of current programs and prioritize/ reduce/ suspend/ merge based on benefits, cost, needs, demand and State Parks/Stewards resource availability. Ensure that programs provide the highest quality visitor experience.

III. UPGRADED FACILITIES AND OPERATIONS: Develop and implement short-term and long-term projects to maintain, upgrade and improve facilities and operations based on State Parks/Stewards co-managed priorities and pooled resources.

STEWARDS-FOCUSED

IV. STEWARDS INTERNAL DEVELOPMENT AND CAPACITY: Ensure a strong leader-driven Stewards organization with the highest quality staff, board and committee members.

V. STEWARDS ADVOCACY / POLICY ENGAGEMENT: Work with state park advocacy organizations and public officials to ensure that our parks receive the resources (people and funding) to operate sustainably into the future.

VI. STEWARDS RESOURCE GENERATION: Develop sustainable resources (people and funding) to ensure a stable future for Stewards and our environmental and cultural programs, including Stewards-managed State Park Volunteer In Parks Program.

Stewards and State Parks look forward to moving forward with this important roadmap as our guide and to keeping you apprised of our progress along the way.

MISSION AND VISION STATEMENTS

California State Parks Mission

To provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation.

Stewards Vision

Stewards is the Link between people and their parks.

Stewards Mission

To Promote, Restore and Protect Your State Parks



Terry Bertels
State Park District Superintendent



Michele Luna
Stewards Executive Director