



WATERSHED INFORMATION CENTER AND CONSERVANCY
OF NAPA COUNTY

**FINAL 2005-06
STRATEGIC PLAN**

AUGUST 2005



Acknowledgments

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Watershed Information Center and Conservancy (WICC) of Napa County

Final 2005-06 Strategic Plan

August 2005

Mission Statement

The Watershed Information Center and Conservancy (WICC) of Napa County educates and supports the community in its efforts to maintain and improve the health of Napa County's watershed lands.

Vision 2025

"Napa County's watersheds will maintain a balance of natural processes to support healthy native fisheries, an abundance of native plants and wildlife, and water quality that meets state standards. The Napa River and its tributaries, no longer listed as impaired, will be a nation-wide example of what a community, working together, can do to improve the health of its watersheds.

The Watershed Information Center and Conservancy of Napa County will be a guiding force in creating a shared, community-wide understanding of Napa County's watershed lands. Having educated a generation of community members about the county's watersheds, all of Napa County's residents will be conscious of the critical balance between agriculture and development, and ecological and natural processes that must be maintained in order to assure continued watershed health.

A network of active creek and land stewardship groups and watershed organizations will carry out watershed monitoring, enhancement projects and management activities. The majority of the County's watershed lands will be certified as "Watershed-Friendly" and those landowners will be among the most conscious of watershed stewards, consistently monitoring and managing their lands for watershed health.

The state-of-the-art WICC WebCenter will be accessible, understandable and user friendly, allowing everyone from school children to scientists access to the most current, valid and vivid information about Napa County's watersheds. This accurate and straightforward information will allow users to weigh scientific facts and recognize community values to make well-informed management decisions."

Guiding Principles

- The WICC is part of the solution to watershed issues and concerns.
- The WICC is politically neutral.
- The WICC collects and disseminates the best possible information to aid decision-making.
- The WICC provides tools, information and education so that all members of the community can discover and understand their watershed.
- Collaboration is the most effective way to accomplish the mission of the WICC and all organizations and individuals working in Napa County's watersheds are encouraged to participate in the WICC.
- The WICC supports and promotes the activities of other watershed restoration organizations and facilitates cooperation among them.
- Participation in the WICC and provision of information to the WICC WebCenter is done voluntarily by agencies, organizations, and individuals.
- The WICC seeks and accepts funding from foundations, private individuals, organizations, and local, state and federal government to address its financial needs and to further its mission and goals.

Watershed Conservation & Management (WCM)

Goal

Improve watershed health throughout Napa County by supporting community efforts to protect and enhance watershed lands and natural processes with an emphasis on riparian corridors and native species and their habitats.

Strategies

- Identify and conduct and coordinate watershed studies and monitoring that will improve the community’s understanding and management of its watersheds.
- Identify key watershed areas for restoration, enhancement, and/or permanent protection.
- Work with and support organizations, and agencies to permanently protect key watershed lands.

Potential Measures of Success (*)

- Removal of the Napa River and its tributaries from California’s Section 303(d) list of water quality limited water bodies established under the Clean Water Act.
- Implementation of monitoring as identified in the countywide Watershed Monitoring Strategy.
- Implementation of improved management practices based upon monitoring results, feedback and adaptive management principles.
- Development of a specified number of creek/drainage management plans.
- Miles of creek restored.
- Number of acres maintaining a ‘natural fire cycle’ status.
- Recovery of viable native fish populations.
- Identification of lands actively improving native species growth.

(*) Measures of Success will be quantified as detailed plans for each action are developed.

Strategic Plan Actions

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
<p>Action WCM1: Assist with the development and implementation of a streamlined permitting process. (Est. \$10-50 K)</p>	<p>Action WCM2 (Recurring): Provide monthly updates on the WICC WebCenter about the status of the Watershed Monitoring Strategy and the Watershed Management Strategy. (Est. < \$10K)</p>	<p>Action WCM4: Initiate a program supported by the WICC that identifies and publicizes “Healthy Watershed Demonstration Sites” for residential, agricultural, and business properties. (Est. \$10-50 K)</p>	<p>Action WCM5: Support efforts to form a Napa County Parks and Open Space entity. (Est. < \$10K)</p>
	<p>Action WCM3: Complete the Countywide Watershed Management Strategy. Prioritize and incorporate the recommended actions into the Strategic Plan. (Est. \$10-50 K)</p>		<p>Action WCM6: Support the Land Trust of Napa County and other potential conservation easement holders with easement acquisition efforts. (Est. < \$10K)</p>

Watershed Information Center and Conservancy Website (WICC WebCenter) (WEB)

Goal

Maintain an understandable, interesting, and user friendly website that provides high-quality environmental data and information allowing the community to better understand and manage the County’s watersheds.

Strategies

- Increase community awareness of the information available from the WICC WebCenter.
- Ensure that the data and information on the WICC WebCenter is accurate and current so that it is most effective in meeting community needs.

Potential Measures of Success (*)

- Number of webpage hits & quantity of information exchanged.
- Number of repeat visitors.
- Number of organizations linked to the WICC WebCenter.
- Number of individual members of the WICC WebCenter.

(*) Measures of Success will be quantified as detailed plans for each action are developed.

Strategic Plan Actions

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
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Action WEB1: Update the WICC WebCenter to be more user-friendly and attractive. (Est. \$10-50 K)

Action WEB2 (Recurring): On a monthly basis add any new data to the WICC WebCenter that has been developed and maintain the website as necessary. (Est. < \$10K)

Action WEB5 (Recurring): Annually survey a cross section WICC WebCenter users including watershed organizations, educators, urban and rural residents and members of the agricultural community to identify what works well and what needs improving. Conduct this survey prior to implementing the annual Strategic Plan update and incorporate agreed-upon changes into the revised Strategic Plan (and ultimately the WebCenter). (Est. < \$10K)

Action WEB7: As new organizations register on the WICC WebCenter, gather the following information to be incorporated into the WebCenter: a) Links from the WICC WebCenter to the organization’s website. This allows WebCenter visitors to become familiar with the wide range of watershed organizations and activities in Napa County; b) Roles and services that the organization provides; c) Watershed projects (monitoring, restoration, and enhancement), studies and educational efforts being conducted by the organization; and d) If available, provide an additional link from the WICC WebCenter’s volunteer activities section to each organization’s volunteer opportunities section. (Est. < \$10K)

Action WEB3 (Recurring): Update the website annually to reflect the comments received from the public and the TAC. (Est. < \$10K)

Action WEB6 (Recurring): Request an annual review of the WICC WebCenter by the Technical Advisory Committee (TAC) to identify what works well and what needs improving from a technical and scientific user perspective. Conduct this survey prior to implementing the annual Strategic Plan update and incorporate agreed-upon changes into the revised Strategic Plan, as well as the WebCenter. (Est. < \$10K)

Action WEB4: Solicit sponsors for the WICC WebCenter. (Est. < \$10K)

Communication, Coordination & Partnerships (CCP)

Goal

Forge strong partnerships that foster cooperation, coordination and consistency among all those working to improve the health of Napa County’s watersheds.

Strategies

- Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners, and citizens to limit gaps and overlaps between watershed-related entities.
- Support organizations with a watershed restoration focus.
- Serve as a clearinghouse and coordinator for watershed activities

Potential Measures of Success (*)

- Number of watershed-related projects that involve partnerships.
- Number of watershed organizations linked to WICC WebCenter.
- Number of organizations participating in “Watershed Networking Partnership.”
- Number of new grants funded as a result of increased coordination and leveraging among watershed organizations.
- Number of organizations that participate in grant-writing seminars supported by the WICC.

(*) Measures of Success will be quantified as detailed plans for each action are developed.

Strategic Plan Actions

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
<p>Action CCP1 (Recurring): Provide training in the use of the WICC WebCenter to local watershed groups. Seek feedback from these organizations regarding ways to improve the website to meet the changing needs of the community. (Est. \$10-50 K)</p>	<p>Action CCP2 (Recurring): Annually survey each watershed-related organization to identify the following: a) Watershed projects (monitoring, restoration, and enhancement), studies and educational efforts being conducted within Napa County. Post this information on the WICC WebCenter to allow organizations to coordinate and collaborate more effectively on a wide range of watershed projects and activities. Maintain and annually update this information. b) Overlaps and gaps in the projects, activities, and services provided by these organizations and ways in which the WICC could remedy these gaps and overlaps. Consider including the areas of greatest need as priority actions in the 2006-07 Strategic Plan. (Est. \$10-50 K)</p>	<p>Action CCP4: Establish a “Watersheds Networking Partnership” for Napa County where interested community members, watershed groups, and land managers could come together on a regular basis to discuss projects and programs throughout the County’s watersheds. This network would provide an opportunity for these groups to meet and discuss potential opportunities for collaboration. It also provides a home for ongoing community discussions about the pros and cons of various approaches to watershed management. (Est. \$10-50 K)</p>	<p>Action CCP7: Provide letters of support to watershed organizations seeking grant funding. Letters of support from the WICC indicate broad community support for watershed proposals and will increase the likelihood of project funding. (Est. < \$10K)</p>
	<p>Action CCP3: Develop and post on the WICC WebCenter a directory of watershed organizations and partnerships. (Est. < \$10K)</p>	<p>Action CCP5: Hold a grant-writing seminar for watershed organizations. (Est. < \$10K)</p>	
		<p>Action CCP6: Create a section of the WICC WebCenter dedicated to assisting local watershed groups with increasing organizational effectiveness and capacity. (Est. < \$10K)</p>	

Education (EDU)

Goal

The Community - those who live, work, and visit the County’s watersheds – understands the importance of watershed stewardship and watershed health and is actively involved in improving the health of the County’s watersheds.

Strategies

- Provide targeted watershed conservation and stewardship-related education and information to various subsets of the community including the agricultural community, educators, urban and rural residents, and sub-watershed organizations of Napa County.
- Support appropriate public access to Napa County’s watershed lands where appropriate and build appreciation and understanding of the watershed and its resources.

Potential Measures of Success (*)

- Numbers of presentations to community groups.
- Number of watershed events listed on the monthly calendar.
- Number of Napa County students and classroom groups that participate in watershed-related education programs.
- Establishment of Watershed Demonstration Sites for agricultural, residential and commercial properties.
- Number of homeowners, farmers, vintners, grape growers, and business owners participating in various known watershed stewardship and conservation programs.
- Number of respondents to annual surveys.
- Participation of applicants in Watershed Awareness Month.
- Number of brochures distributed in each target audience category.
- Number of additional sub-watershed stewardship groups established in Napa County.
- Number of individuals participating in watershed hikes and events.

(*) Measures of Success will be quantified as detailed plans for each action are developed.

Strategic Plan Actions

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
<p>Action EDU1 (Recurring): Update the watershed events calendar on a monthly basis. Include all watershed related events including seminars; monitoring and volunteer days; opportunities for residents to attend guided tours of watershed lands and demonstration projects; and watershed festivals and related public events. (Est. < \$10K)</p>	<p>Action EDU4: Implement the targeted education and outreach strategy for educators and students identified in Chapter 7. (Est. \$10-50 K)</p>	<p>Action EDU6: Implement a targeted education and outreach strategy for agriculturalists. (Est. \$10-50 K)</p>	
<p>Action EDU2: Provide information to the community on regional issues such as TMDL’s and the directive of the Regional Water Quality Control Board to promote water quality objectives outlined in the Clean Water Act in the waters of Napa County. (Est. < \$10K)</p>	<p>Action EDU5: Work with the RCD to identify creeks/drainages in Napa County without a watershed stewardship groups. Create a mailing list of landowners within these sub-watershed drainages and provide support to the RCD to establish watershed stewardship groups and programs within these watersheds. (Est. < \$10K)</p>	<p>Action EDU7: Work with watershed organizations and agencies that are currently providing educational programming and curricula to schools to identify opportunities to expand existing programs and build connections with the Watershed Stewards and Watershed Demonstration Site programs. (Est. < \$10K)</p>	
<p>Action EDU3: Implement a targeted education and outreach strategy for urban and rural residents. (Est. \$10-50 K)</p>		<p>Action EDU8: Establish a permanent physical location for the WICC. (Est. > \$50K)</p>	

Strategic Plan Actions (continued)

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
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Action EDU9: Establish a “Watershed Stewards Program” based upon watershed-related best management practices that participants would implement based upon property type and use. (Est. \$10-50 K)

Action EDU10: Implement a targeted education and outreach strategy for watershed groups. (Est. \$10-50 K)

Organizational Structure and Funding (OSF)

Goal

Obtain adequate resources and establish the appropriate organizational structure to ensure the WICC’s long-term success.

Strategies

- Secure reliable long-term (i.e., permanent) funding to fulfill the mission and goals of the WICC.
- Develop adequate staff, Board, volunteers, and a Technical Advisory Committee to guide, support and conduct WICC activities.
- Establish an organizational structure that suits the mission and goals of the WICC.

Potential Measures of Success (*)

- Dollars acquired in grant funding
- Sustained County funding
- Number of staff
- Permanent location for WICC
- Dollars acquired from all forms of fundraising

(*) Measures of Success will be quantified as detailed plans for each action are developed.

Strategic Plan Actions

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
<p>Action OSF1: Identify potential grant opportunities and sources of funding for the Priority 1 actions in the 2005-06 WICC Strategic Plan. (Est. \$10-50 K)</p>	<p>Action OSF5: Identify funding sources for staff and project-related funding including maintenance of the WICC WebCenter and funding for a physical WICC office. (Est. < \$10K)</p>	<p>Action OSF9: At each WICC Board Meeting dedicate a portion of the meeting to educating the board on watershed-related issues and potential WICC roles in addressing these issues and management opportunities. 2005-06 topics should include conservation easements (types , purpose, benefits, monitoring, funding, etc.); watershed monitoring (purpose, frequency, use of results); etc. (Est. < \$10K)</p>	<p>Action OSF13: Convene ad-hoc committees as needed to address special watershed management issues. (Est. < \$10K)</p>
<p>Action OSF2: Increase the size of the WICC Board by three members to include a member representative from each incorporated area within Napa County. As part of this process, review and refine, as needed, the definitions of at-large members. (Est. < \$10K)</p>	<p>Action OSF6 (Recurring): Annually update the WICC Strategic Plan. Revisit actions from the prior years plan, identify new actions as needed and reprioritize all actions. Assign timeframes and responsibilities to each action. Identify potential sources of funding for each Priority 1 item. (Est. \$10-50 K)</p>	<p>Action OSF10: Following the WICC Board education session relating to easements (Action OSF8), hold a second WICC Board session to evaluate the pros and cons of the WICC holding conservation easements. (Est. < \$10K)</p>	

OSF Strategic Plan Actions (continued)

Priority One Actions	Priority Two Actions	Priority Three Actions	As-Needed Actions
<p>Action OSF3 (Recurring): Provide bi-annual updates to the Napa County Board of Supervisors about the current activities and successes of the WICC. Updates should stress the benefits and values of the WICC to the community. (Est. < \$10K)</p>	<p>Action OSF7: Identify and initiate the actions needed for the WICC to become a JPA with a nonprofit arm in the next three years. This is the preferred organizational option for the WICC. All of the cities and the county would be members of the WICC JPA and contribute funds towards the JPA operating budget. The WICC JPA would meet regularly, and set priorities. The nonprofit arm would be responsible for additional fundraising and project support. The current structure as an advisory board to the County Board of Supervisors, funded with county funds and grants, would remain in place until this structure is implemented. (Est. \$10-50 K)</p>	<p>Action OSF11: Should the WICC Board decide that it does not want to hold easements of any type, consider changing the name of the organization to the WIC (Watershed Information Center) thereby deleting the Conservancy portion of the title that relates to land conservation. (Est. < \$10K)</p>	
<p>Action OSF4 (Recurring): Meet monthly through the 2005-06 year. (Est. < \$10K)</p>	<p>OSF8: Concurrently with Action OSF7, explore additional funding sources including donations and sponsorships, membership dues, fee for service opportunities, fundraising, dedicated funding and open space district funding, once the district is formed. (Est. < \$10K)</p>	<p>Action OSF12: Develop a strategy to recruit and train WICC volunteers. (Est. \$10-50 K)</p>	

Priority One Action Implementation Strategy

Actions in each category are listed in priority order as identified by the WICC Board on 6/23/05

Action OSF1: Identify potential grant opportunities and sources of funding for the Priority 1 actions in the 2005-06 WICC Strategic Plan.

Implementation Steps

	Year (July 1 to June 30)											
	2005-06				2006-07				2007-08			
	Quarter											
	1	2	3	4	1	2	3	4	1	2	3	4
<ul style="list-style-type: none"> Prepare a budget that outlines operational and project funding needs for the next five years. This budget should outline current and expected sources of funding and current and expected expenses. For year one prepare a detailed budget showing anticipated expenses and income sources. 												
<ul style="list-style-type: none"> Identify key Strategic Plan actions or components of Priority One actions that could be funded by the WICC's past and current funders. Past and current funders and the types of activities they fund are: a) Napa County Board of Supervisors – Watershed Monitoring Strategy, Watershed management Strategy, Strategic Planning, IT support to WebCenter. b) California Department of Conservation – half-time watershed coordinator and approximately one full time employee. c) Army Corps of Engineers – Website design and development 												
<ul style="list-style-type: none"> Approach current funders about additional funding possibilities. Coordinate Board of Supervisors funding requests with Action OSF3. 												
<ul style="list-style-type: none"> Identify key Strategic Plan actions or components of Priority One actions that could be funded by new funders. (See Table 1 and Funding Profiles). 												
<ul style="list-style-type: none"> Based upon the requirements of the funders, prepare grant proposals for funding 												
<ul style="list-style-type: none"> Hire a consultant or part-time employee with grant-writing experience to assist with preparation of grants. 												
<ul style="list-style-type: none"> Identify Board members who may be able to speak to individuals about funding a specific project of the WICC 												
<ul style="list-style-type: none"> Identify Board members who may be able to speak with potential foundation funders about the WICC, its proposed projects and funding needs. 												

Measures of Success

- Funding for one Priority One Action by November 2005
- Funding for a second Priority One Action by March 2006

Watershed Information Center & Conservancy

2005-06 Strategic Plan

Table 1: Potential Foundation and Other Funding for Each Watershed Action Category

Strategic Plan Category		Watershed Conservation and Management (WCM)				WICC WebCenter (WEB)	Comm. Coordination & Partnerships (CCP)	Education (EDU)	Organizational Structure and Funding (OSF)
Priority One Actions		WCM1				WEB1	CCP1	EDU1, 2 & 3	OSF1, 2 & 3
Grant Source	Foundation Profile	Demonstration Projects	Monitoring	Watershed Mgmt. Strategy	Watershed Stewardship Program	Website Development & Design	Developing Partnerships/Community Coordination	Education – Production/Dissemination of Materials	Operational Funding
Foundations									
Acorn Foundation	yes								
Bella Vista	yes								
Center for Ecoliteracy	yes								
Chevron Texaco Foundation	yes								
Community Foundation of Napa Valley	yes								
Columbia Foundation	yes								
Compton Foundation	yes								
Clarence Heller Charitable Foundation	yes								
David and Lucile Packard Foundation	yes								
Dean Whitter Foundation	yes								
Environment Now	yes								
Fred Gellert Family Foundation	yes								
Mead Foundation	yes								
PG&E Corporation Contributions Program	yes								
Wilkinson Foundation	yes								
Local Businesses									
Local Businesses (site sponsorship, promotion...)									
Wineries and wine trade associations									
Agricultural interests (Farm Bureau)									

Action EDU1 (Recurring): Update the watershed events calendar on a monthly basis. Include all watershed related events including seminars; monitoring and volunteer days; opportunities for residents to attend guided tours of watershed lands and demonstration projects; and watershed festivals and related public events.

Implementation Steps																
	Year (July 1 to June 30)				2005-06				2006-07				2007-08			
	Quarter	1	2	3	4	1	2	3	4	1	2	3	4			
<ul style="list-style-type: none"> As part of initial contact with organizations that register with the WICC, inform them of the monthly calendar and ask them for any information that is recurring that should appear on the calendar. Also inform them that they will receive a monthly email asking for updates to the calendar. 																
<ul style="list-style-type: none"> On a monthly basis, send an email to all WICC members asking if there are any new events that should be added to the Watershed Events Calendar. 																
<ul style="list-style-type: none"> Update and post calendar. 																
Measures of Success																
<ul style="list-style-type: none"> An increase in the number of watershed related events on the WebCenter. 																
<ul style="list-style-type: none"> An increase in attendance at recurring watershed related events. Need to define event and baseline attendance. 																

Action WCM1: Assist with the development and implementation of a streamlined permitting process.

Implementation Steps																
	Year (July 1 to June 30)				2005-06				2006-07				2007-08			
	Quarter	1	2	3	4	1	2	3	4	1	2	3	4			
<ul style="list-style-type: none"> Conduct background research on permit coordinating/streamlining and scope possible development process 																
<ul style="list-style-type: none"> Approach permitting agencies with proposed development process to assess interest/willingness to participate in implementation 																
<ul style="list-style-type: none"> Conduct meetings with permitting agencies to resolve concerns and identify opportunities 																
<ul style="list-style-type: none"> Coordinate permitting agency agreements and ratification of streamline permitting process/program 																
<ul style="list-style-type: none"> Implement streamline permitting process/program 																
Measures of Success																
<ul style="list-style-type: none"> Development of a streamlined permitting process for Napa County 																
<ul style="list-style-type: none"> Ratified/Approved streamlined process by permitting agencies 																
<ul style="list-style-type: none"> Implementation of a streamlined permitting process for Napa County 																

Action WEB1: Update the WICC WebCenter to be more user-friendly and attractive.

Implementation Steps

	Year (July 1 to June 30)											
	2005-06				2006-07				2007-08			
	Quarter											
	1	2	3	4	1	2	3	4	1	2	3	4
<ul style="list-style-type: none"> Assemble the comments received from the Board and the watershed organizations interviewed regarding the content and the user-friendliness of the WebCenter. 												
<ul style="list-style-type: none"> Hold five focus groups to gather feed back from average citizens on the WebCenter and its ease of use, navigability, etc. Focus groups should include scientists; educators and students – elementary, junior and senior high school and university level; members of the agricultural community; urban and rural residents; local elected officials; and city/agency staff members. Both users and non-users of the WebCenter should be represented. Use the comments compiled in Step 1 as a guide for developing questions for the focus groups. The focus groups should include a demonstration of the website and all that it offers. 												
<ul style="list-style-type: none"> Based upon the feedback received make changes to the WebCenter to improve understandability and ease of use. 												
<ul style="list-style-type: none"> If budget and time allow, conduct a second set of focus groups to review the revamped WebCenter with the participants, prior to its re-launch. 												

Measures of Success

- Increased WebCenter hits. Need baseline before and after redesign.
- Increased requests for information. Need baseline.
- Feedback from watershed organizations, educators, elected officials, etc. indicating increased satisfaction with WebCenter.

Action CCP1 (Recurring): Provide training in the use of the WICC WebCenter to local watershed groups. Seek feedback from these organizations regarding ways to improve the website to meet the changing needs of the community.

Implementation Steps

	Year (July 1 to June 30)											
	2005-06				2006-07				2007-08			
	Quarter											
	1	2	3	4	1	2	3	4	1	2	3	4
<ul style="list-style-type: none"> Identify the methods of training that are most feasible and cost effective for the WICC and its members. This is likely to be online training that can occur based upon the schedule of the user and group training where a WICC staff member can hold a workshop. 												
<ul style="list-style-type: none"> Design and place a training module on the website that is interactive and allows users to receive the level of training commensurate with their registration level and understanding. 												
<ul style="list-style-type: none"> Use the same module, mounted on a laptop to conduct group training sessions twice yearly. These sessions should be held concurrently with other watershed events or training. 												

Measures of Success

- Completion of two group training sessions by June 2006
- Number of web-based self-training sessions completed. Need to include a counter for this on website.

Action EDU2: Provide information to the community on regional issues such as TMDL's and the directive of the Regional Water Quality Control Board to promote water quality objectives outlined in the Clean Water Act in the waters of Napa County.

Implementation Steps

	Year (July 1 to June 30)				2005-06				2006-07				2007-08			
	Quarter	1	2	3	4	1	2	3	4	1	2	3	4			
• Identify key regional issues and the information needed to convey the importance of these issues succinctly and clearly to the community.																
• Identify the audiences and the key messages for each audience.																
• Identify the venue(s) for information distribution – opinion editorials, WebCenter, mailings, newspaper advertisements, radio, television, bill inserts, public forums.																
• Seek funding from public agencies with an interest in the specific regional issues to be addressed.																
• Design the vehicle(s) for outreach and implement.																
• Where possible, coordinate with Action EDU3.																
• Solicit feedback from the community on the effectiveness of this campaign.																

Measures of Success

- Measurable improvement in water quality in Napa River and selected tributaries. Need baseline.

Action EDU3: Implement a targeted education and outreach strategy for urban and rural residents.

Implementation Steps

	Year (July 1 to June 30)				2005-06				2006-07				2007-08			
	Quarter	1	2	3	4	1	2	3	4	1	2	3	4			
• Refine key messages for Urban Residents. See Appendix B.																
• Survey a sample population to compile baseline information on awareness of what a watershed is, what watershed they reside in, how actions on the part of an individual citizen, family, and/or homeowner can impact the health of a watershed, and their interest in learning more about sustainable environmental practices that would benefit the watershed.																
• Determine how urban residents of the watershed receive local news and information.																
• Work with key watershed groups to develop and disseminate simple, programmatic-related messages for the public that will make people feel good about being “part of the solution” by engaging in “best housekeeping practices” that benefit the watershed. These messages could include information related to using drought tolerant landscaping, easy ways to reduce water consumption, alternatives to pesticide use in residential landscapes, storm water management, etc.																
• Determine and develop the appropriate suite of vehicles for dispensing information to urban residents. Potential vehicles include television, newspaper, radio, newsletters, e-newsletters, brochures, public presentations, banners and billboards, and public sector-related mediums such as utility and refuse bills.																
• Coordinate efforts between watershed organizations and the business community related to providing incentives to encourage citizens to reduce their impact on the watershed. Discounts for such items as drought-tolerant plants, low water-use plumbing fixtures, and non-pesticide insect controls could be provided to citizens as part of a public-private partnership for the health of the watershed.																
• Educate municipal officials regarding the WICC, watershed issues and opportunities, and potential benefits of watershed-related outreach efforts to urban residents.																
• Improve urban residents’ knowledge of watershed issues through the use of demonstration sites and examples regarding property landscaping and maintenance, storm water management, septic system management, etc., that focus on the key land management needs of homeowners.																
• Coordinate press releases and press contacts among watershed organization leaders related to key watershed-related stories and educational information for the local media.																
• Where possible, coordinate with Actions EDU2 and WICC WebCenter promotion.																

Measures of Success

- Measurable improvement in water quality in Napa River and selected tributaries. Need baseline.
- Based upon the information included in the outreach materials, measures of success could include increases in any or all of the following: participation in watershed events, WebCenter hits, calls to WICC staff about involvement opportunities, volunteers for monitoring and other watershed tasks. Baseline measures are needed to measure success.

Action OSF2: Increase the size of the WICC Board by three members to include a member representative from each incorporated area within Napa County. As part of this process, review and refine, as needed, the definitions of at-large members.

Implementation Steps																
	Year (July 1 to June 30)				2005-06				2006-07				2007-08			
	Quarter	1	2	3	4	1	2	3	4	1	2	3	4			
• Identify potential representatives from the three incorporated cities that are not currently represented on the Board.																
• Review and refine definitions and responsibilities of at-large board members.																
• Follow Board of Supervisors procedures for increasing WICC Board size and composition, changing definition of at-large board member responsibilities, and putting new board members in place.																
Measures of Success																
• Board size increased from 12 to 15 members																
• Quorum at every meeting in 2005-06																

Action OSF3 (Recurring): Provide bi-annual updates to the Napa County Board of Supervisors about the current activities and successes of the WICC. Updates should stress the benefits and values of the WICC to the community.

Implementation Steps																
	Year (July 1 to June 30)				2005-06				2006-07				2007-08			
	Quarter	1	2	3	4	1	2	3	4	1	2	3	4			
• Identify two dates to present to the Board of Supervisors in 2005-06. One of the presentations should be dovetailed with the budget request for the WICC to inform the Board of the value of the WICC to the community and the importance of continued funding.																
• Two months prior to each presentation identify what Board members will participate in the presentation and what the key topics and messages are																
Measures of Success																
• Two presentations to the Board of Supervisors annually																

Action OSF4 (Recurring): Meet monthly through the 2005-06 year.

Implementation Steps																
	Year (July 1 to June 30)				2005-06				2006-07				2007-08			
	Quarter	1	2	3	4	1	2	3	4	1	2	3	4			
• Establish a schedule of meeting dates for 2005-06.																
Measures of Success																
• Hold monthly meetings in 2005-06.																