

# 2015 Strategic Plan

January 2015

Prepared for

**The Napa County Watershed Information Center and  
Conservancy (WICC) Board**

*Accepted by the Napa County Board of Supervisors*

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## ACKNOWLEDGEMENTS

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### Members of the WICC Board

Susan Boswell

Keith Caldwell (alternate)

Tosha Comendant

Diane Dillon

Marita Dorenbecher

Michael Haley

Gary Kraus

Jason Lauritsen

Kenneth Leary

Mark Luce

Gretchen Stranzl McCann

Marc Pandone

Matt Pope

Jeff Reichel

Scott Sedgley

Pamela Smithers

Rita Steiner

Peter White

### Water Resources Division of Napa County Department of Public Works

Patrick Lowe - Natural Resources Conservation Manager

Jeff Sharp - Principal Planner

### Stott Planning Associates

Tina Stott - Principal

## **INTRODUCTION**

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### **STRATEGIC PLAN DEVELOPMENT**

This document contains the Watershed Information Center and Conservancy (WICC) of Napa County Strategic Plan for 2015. The Strategic Planning process included the following:

- an online survey of WICC Board members, staff and the WICC email list;
- a review of the prior strategic plan and status of actions;
- a review of the use of the WICC website;
- identification of WICC accomplishments;
- a review of the WICC budget over the past ten years;
- a half-day strategic planning retreat with the WICC Board; and
- two WICC Board meetings to address WICC purpose, mission and goals.

### **HISTORY AND ACCOMPLISHMENTS**

The Watershed Information Center and Conservancy (WICC) Board was established in 2002 to serve as an advisory committee to Napa County Board of Supervisors – assisting with the Board’s decision-making and serving as a conduit for citizen input by gathering, analyzing and recommending options related to the management of watershed resources. The WICC has achieved significant accomplishments in its 12-year history – both alone and in partnership with nonprofits, public agencies and private landowners. Accomplishments include:

- Supported development of the Napa County Baseline Data Report (BDR) (2003-06)
- Provided comments on numerous State and Regional Water Board policies and regulations(2003-09)
- Support updating of Countywide environmental GIS Databases (2003-present)
- Development and management of the WICC Website (2003-present)
- Created Watershed Monitoring Strategy and Brochure (2005-06)
- Developed general WICC brochure and public outreach materials (2005-2013)
- Provided comments on the Conservation Element of the 2008 Napa County General Plan Update (2006-07)
- Hosted bi-annual Napa County Watershed Symposiums (2008, 2009, 2011, 2013, 2015 (planned))
- Participation in Integrated Regional Water Management (IRWM) planning, project coordination and grants (2008-present)
- Supported Voluntary Oak Woodland Management Plan Development (2009-10)
- Support of the Napa River Rutherford Reach Restoration Project (2009 to 2013)
- Developed a Watershed Assessment Framework (2010)
- Provided input on Draft Napa County Climate Action Plan (2011)
- Participation on the Groundwater Resources Advisory Committee (GRAC) (2011-14)
- Supported the Napa Valley Historical Ecology Atlas (2012)
- Supported the Napa River Watershed Profile (2012)
- Held annual joint GRAC/WICC meetings (2012-2013)

- Development of a Napa River Sediment TMDL Implementation Tracking and Accounting System (2012-present)
- Support for adoption of Countywide Groundwater Monitoring Plan (2013)
- Developed Ad Hoc Committee recommendations for Countywide Watershed Monitoring Program (2013)
- Support for the Oakville to Oak Knoll Reach Restoration Project (2013-present)
- Leveraging of local, State and Federal funding (ongoing)
- Building and maintaining partnerships (ongoing)

The WICC has prepared two previous Strategic Plans, one in 2004 and a revision in 2007-08. Since the most recent Strategic Planning effort, changes in Napa County have had significant impacts on the WICC and its activities, leading to this current review and refinement of its mission and purpose. These changes include:

- Completion of the County General Plan (2008) (General Plan items were incorporated into the 2007-08 WICC Strategic Plan)
- Formation of Napa County Regional Parks and Open Space District (2006)
- Recession and subsequent budget cuts to WICC—approximately half of prior budget has been regained
- County reorganization – new Natural Resources Conservation Group created under Public Works, formerly a part of the Planning Department and Department of Environmental Management
- Downsizing and staff cuts in the Planning Department – reduced staff resources available to the WICC
- Completion of Groundwater Monitoring Plan and Groundwater Sustainability Objectives (2013-14)
- State approval of Groundwater Sustainability Legislation (2014)

The WICC has a board of 17 members representing the following:

- Cities of St. Helena, Calistoga, Napa and American Canyon and the Town of Yountville (5)
- Napa County Board of Supervisors (2)
- Napa County Planning Commission (1)
- Land Trust of Napa County (1)
- Napa County Resource Conservation District (1)
- Natural Resources Conservation Service (1)
- At-large representing environment, agriculture, business and community interests (6)

The County of Napa funds the WICC by providing staffing and financial resources through the Napa County Public Works Department – Water Resources Division. Currently, .35FTE is assigned to the WICC. The remaining WICC funding is allocated to the website; data and GIS; and services, meetings, activities and events. The County also provides funds to the Napa County Resource Conservation District (RCD), through a Joint Powers Agreement (JPA), to support the WICC and conduct watershed monitoring and provide education and outreach activities.

## WICC ROLES: INFORM, ENGAGE, PARTNER

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- The WICC **improves the health of Napa County's watersheds** by supporting projects, partnerships and community education that maintain and improve water quality, native plant and wildlife habitat, and ecological and natural processes.
- The WICC **collects, distills and disseminates the best possible information, tools and education**, to help the community discover and understand their watersheds, and make well-informed decisions.
- The WICC **supports collaboration and partnership** among all organizations and individuals working to improve and maintain the health of Napa County's watersheds.
- The WICC **seeks and facilitates funding** for watershed projects in Napa County from foundations, individuals, organizations, and public agencies.
- The WICC is **politically neutral, unbiased** and non-regulatory.
- WICC Board members are responsible for:
  - being well-informed about issues pertaining to local water and watersheds
  - sharing information with their respective jurisdictions, organizations, communities and peers to further watershed awareness and informed decision-making.

## WICC MISSION

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- Improving the health of Napa County's watersheds by informing, engaging and fostering partnerships within the community.

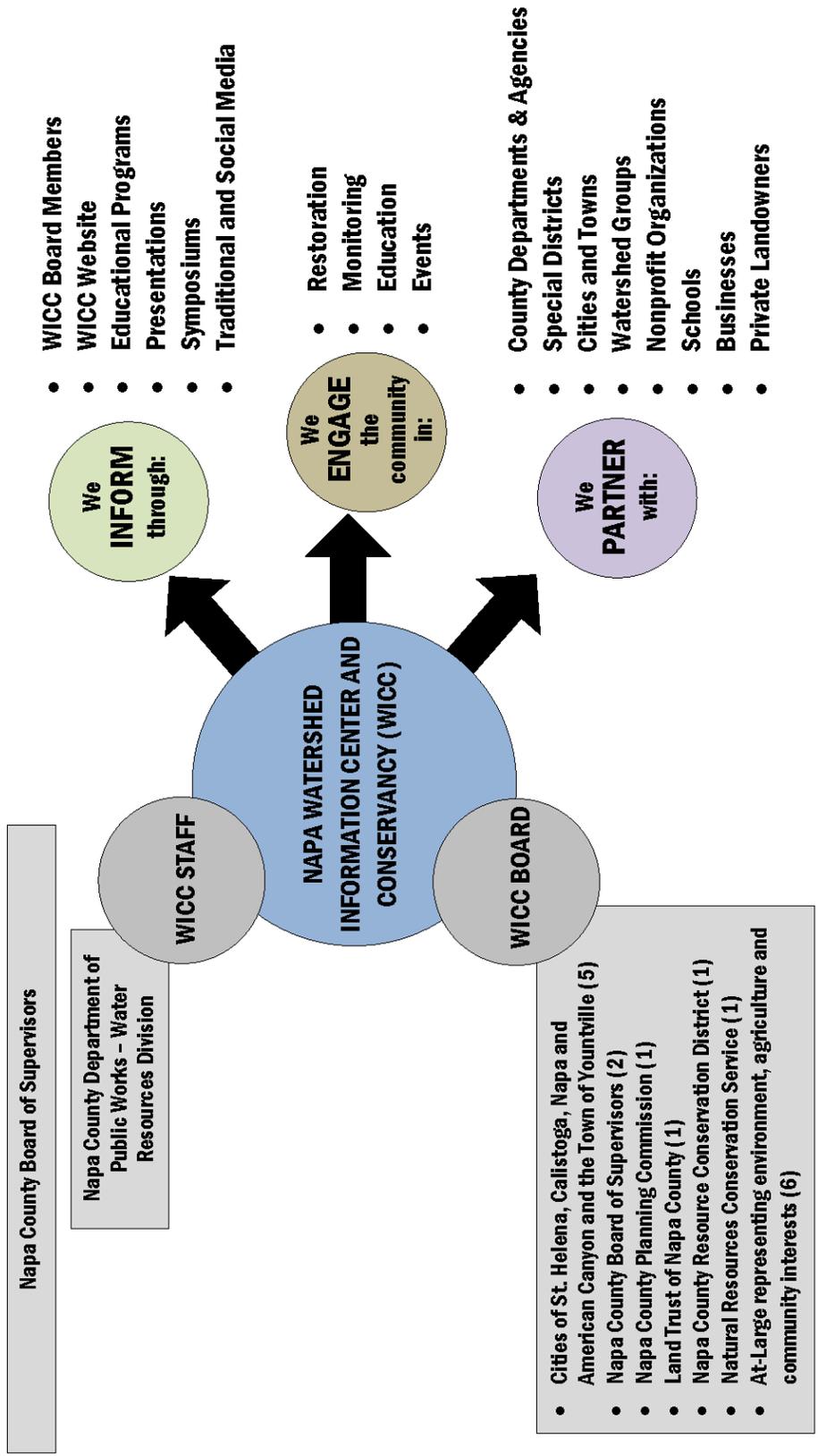
The diagram on the following page illustrates the WICC's mission and roles, its composition and how the WICC fulfills its roles of informing, engaging and fostering partnerships.

## WICC GOALS

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- **Goal 1:** Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners and citizens.
- **Goal 2:** Strengthen and expand community understanding, connections and involvement to improve the health of Napa County's watersheds.
- **Goal 3:** Support informed decision-making on topics that affect the health of Napa County's watersheds.
- **Goal 4:** Improve WICC Board efficiency and effectiveness.
- **Goal 5:** Explore additional funding opportunities to support the goals of the WICC.

**Improving the health of Napa County's watersheds by informing, engaging and fostering partnerships within the community.**



## WICC STRATEGIC PLAN

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Five goals and 23 subgoals have been established to guide the WICC’s actions over the next three to five years.

**Subgoals:** These support the main goals and are identified as either existing or proposed activities.

**Priorities:** The WICC Board prioritized the existing and proposed subgoals. Existing subgoals were prioritized based upon whether the activity should continue at its existing level, or be expanded based upon available funding. (The WICC Board did not recommend that any of the current activities should be reduced). Proposed subgoals were also prioritized by the Board as either a Priority 1, 2 or 3. Priorities should be re-evaluated as part of preparing an annual workplan and with an understanding of the resources available to maintain current actions and undertake additional actions. Should the WICC receive funding that is not allocated to a project or program, the WICC Board will review Strategic Plan priorities and allocate the funds to those action(s) that are most beneficial at the time.

Existing ■ Expand (as funds allow)
Existing ■ Maintain
Proposed ■ Priority 1
Proposed ■ Priority 2
Proposed ■ Priority 3

**Actions:** Each subgoal has a series of suggested actions designed to guide implementation of the subgoal. Pertinent actions should be incorporated into the WICC’s annual workplan as resources allow. The actions of a single subgoal could be implemented over multiple years.

**Costs:** Order of magnitude resources/costs have been assigned to each subgoal.

\$/Resources
\$\$/Resources

- **\$/Resources** - Can be completed with current WICC staff and partners
- **\$\$/Resources** - Requires additional funding for staff and/or partners
- **\$\$\$/Resources** - Requires additional funding for staff, partners and outside consultants/contractors

**Measure of Success:** A proposed measure of success has been identified for each subgoal.

The table on the following page summarizes the Napa Watershed Information Center and Conservancy (WICC) Strategic Plan. It identifies the goals and subgoals and whether they are existing (E) or proposed (P). Existing (E) activities will be either maintained (M) or expanded (+) as funding permits. Proposed activities are prioritized from 1 to 3 with 1 being the highest priority. Costs range from \$/Resources for activities that can be completed with current WICC staff and partners and \$\$/Resources for those activities that require additional funding for staff and/or partners to \$\$\$/Resources for those activities that require additional funding for staff, partners, and outside consultants/contractors. Specific activities to implement each subgoal are included in the body of the Strategic Plan.

**NAPA WATERSHED INFORMATION CENTER AND CONSERVANCY (WICC)  
STRATEGIC PLAN GOALS AND SUBGOALS 2015**

		Existing/Proposed	Priority/Expand/Maintain	Cost
<p>This table summarizes the Napa Watershed Information Center and Conservancy (WICC) Strategic Plan. It identifies the goals and subgoals and whether they are existing (E) or proposed (P). Existing (E) activities will be either maintained (M) or expanded (+) as funding permits. Proposed activities are prioritized from 1 to 3 with 1 being the highest priority. Costs range from \$/Resources for activities that can be completed with current WICC staff and partners and \$\$/Resources for those activities that require additional funding for staff and/or partners to \$\$\$/Resources for those activities that require additional funding for staff, partners, and outside consultants/contractors. Specific activities to implement each subgoal are included in the body of the Strategic Plan.</p>				
<b>Goal 1: Coordinate and facilitate watershed planning, research, and monitoring efforts among Napa County organizations, agencies, landowners and citizens.</b>	Subgoal 1A: Support the development of watershed management and monitoring plans for Napa County's watersheds and secure the resources necessary to implement and maintain the monitoring program over the long-term.	P	1	\$\$\$
	Subgoal 1B: Serve as the local clearinghouse for groundwater resource data, mapping and monitoring.	P	1	\$
	Subgoal 1C: Support ongoing fisheries and fish habitat monitoring of the Napa River and its tributaries.	E	+	\$\$
	Subgoal 1D: Share opportunities for collaboration on and funding for watershed projects and programs that benefit multiple agencies, organizations and the community.	E	+	\$
	Subgoal 1E: Define the WICC's role in informing the community about climate change and its effects on Napa County's watershed resources.	P	1	\$
<b>Goal 2: Strengthen and expand community understanding, connections and involvement to improve the health of Napa County's watersheds.</b>	Subgoal 2A: Maintain and enhance the WICC's website to educate community members with varying levels of interest and knowledge about Napa County's watersheds.	E	M	\$\$
	Subgoal 2B: Expand the number of users and depth of use of the WICC website.	E	M	\$\$
	Subgoal 2C: Expand the watershed signage program to identify and interpret the county's watersheds.	P	2	\$\$
	Subgoal 2D: Expand the promotion of the WICC to targeted groups to increase watershed understanding and stewardship.	P	2	\$\$
	Subgoal 2E: Annually identify the WICC's education and outreach priorities for the coming year.	E	+	\$
	Subgoal 2F: Expand the role of the WICC and the WICC website in local community education and student instruction.	P	2	\$\$\$
<b>Goal 3: Support informed decision-making on topics that affect the health of Napa County's watersheds.</b>	Subgoal 3A: Assure that WICC Board Members are knowledgeable and well-informed spokespersons, able to effectively convey information about the WICC, its mission and watershed health to the community.	E	+	\$
	Subgoal 3B: Provide regular updates to agencies on the WICC's current activities.	P	1	\$\$
	Subgoal 3C: Provide comments and recommendations to the County Board of Supervisors, as directed, on watershed related studies, reports, and legislation.	E	M	\$
<b>Goal 4: Improve WICC Board efficiency and effectiveness.</b>	Subgoal 4A: Assure that WICC Board meetings allow Board Members to remain engaged and up-to-date on watershed issues affecting Napa County.	E	+	\$\$
	Subgoal 4B: Assure that new WICC Board members understand their roles and responsibilities.	P	2	\$
	Subgoal 4C: Change the name of the WICC to the Watershed Information and Conservation Council (also WICC) to reflect the outcomes of the Strategic Plan and the WICC's mission, goals, and roles.	P	3	\$
	Subgoal 4D: Amend the WICC Bylaws and other guiding documents to incorporate the findings of the Strategic Plan.	E	M	\$
	Subgoal 4E: Review the WICC's accomplishments annually and determine priority activities for the coming year.	P	2	\$
<b>Goal 5: Explore additional funding opportunities to support the goals of the WICC.</b>	Subgoal 5A: Strengthen relationships with existing and potential funding partners.	E	+	\$\$
	Subgoal 5B: Seek sponsorship for the proposed projects identified in the WICC Strategic Plan.	P	2	\$\$
	Subgoal 5C: Evaluate possible ways that the WICC could accept private and non-profit donations for projects and programs.	P	3	\$\$\$
	Subgoal 5D: Facilitate a discussion of potential new local conservation funding sources in Napa County.	P	3	\$\$

**GOAL 1: COORDINATE AND FACILITATE WATERSHED PLANNING, RESEARCH, AND MONITORING EFFORTS AMONG NAPA COUNTY ORGANIZATIONS, AGENCIES, LANDOWNERS AND CITIZENS.**

**Subgoal 1A: Support the development of watershed management and monitoring plans for Napa County's three major watersheds – Napa River, Putah Creek and Suisun Creek.**

(Implements: Napa County General Plan Action Item CON WR-1)

- Develop plans utilizing adopted Integrated Regional Water Management Plans (IRWMP) that address portions of Napa County (the Bay Area IRWMP for Napa River and Suisun Creek and the Westside Sacramento IRWMP for Putah Creek). Information and data from these documents pertaining to Napa County would be organized by watershed, enhanced with local data so that locally specific management recommendations could be developed. Depending on available funding and commitment of various County departments and agencies, the WICC could provide some or all of the following:
  - Lead the planning effort if funds are available.
  - Provide a forum for public input and review of the management plans.
  - Provide WICC Board input on management plan development and content.
  - Provide accessibility to the planning documents via the WICC Website.
  - Develop monitoring programs for each major watershed to support the watershed management plans. (Implements: Napa County General Plan Action Item CON WR-4)
  - Review and refine management goals and monitoring objectives
  - Develop assessment questions derived from watershed goals and objectives.
  - Design monitoring program elements.
  - Identify and monitor watershed health indicators.
  - Develop data quality objectives and assurances.
  - Establish an information and data management system that can be used to accept and share watershed data with the community.
  - Analyze, assess and report data findings.
  - Evaluate the effectiveness and adaptively manage the monitoring program.
  - Secure the resources necessary to implement and maintain the monitoring program over the long-term.

\$\$\$ / Resources

**Measure of Success:  
Completed watershed  
management and  
monitoring plans for  
the three Napa County  
watersheds.**

**Subgoal 1B: Serve as the local clearinghouse for groundwater resource data, mapping and monitoring.**

(Implements: Napa County General Plan Action Item CON WR-4)

- Establish a portion of the WICC Website dedicated to groundwater. Data and information should be at a watershed scale and not be project or parcel specific. Information is likely to include:
  - Updates on groundwater resource issues locally and throughout California
  - Articles explaining key technical issues related to groundwater
  - Updates on groundwater mapping and monitoring in Napa County.
  - Provide educational materials and resources on groundwater recharge areas and ways to improve these areas.
  - Report on the Napa County Voluntary Groundwater Level Monitoring Program.

Proposed ■ Priority 1

\$/Resources

**Measure of Success:**  
**Groundwater data is regularly updated on the WICC website.**

**Subgoal 1C: Support ongoing fisheries and fish habitat monitoring of the Napa River and its tributaries.**

(Implements: Napa County General Plan Action Item CON NR-2)

- Support partnerships that further fisheries and fish habitat monitoring in Napa County.
- Provide monitoring and reporting results on the WICC Website.
- Identify potential funding sources for ongoing fisheries monitoring and habitat maintenance and improvement.
- Promote fisheries education in the community through presentations, events, tours, and curriculum.

\$/Resources

**Measure of Success:**  
**Fisheries monitoring is ongoing and results are regularly updated on the WICC website.**

**Subgoal 1D: Share opportunities for collaboration on and funding for watershed projects and programs that benefit multiple agencies, organizations and the community.**

- Share and promote project and funding opportunities among the watershed community as WICC Board Members, staff and key partners become aware of them.
- Add a component to the website that lists project and funding opportunities.

Existing ■ Expand (as funds allow)

\$/Resources

**Measure of Success:**  
**One or more collaborative projects completed annually.**

**Subgoal 1E: Define the WICC's role in informing the community about climate change and its effects on Napa County's watershed resources.**

**Proposed ■ Priority 1**

**\$/Resources**

- Expand the climate change section of the WICC Website
- Inform the community about climate change challenges and climate action planning activities.
- Provide Napa County and local agencies climate data and other resources, as available.
- Provide information for individuals and businesses on ways to reduce their carbon footprint.
- Promote the need to complete the County's Climate Action Plan.

**Measure of Success:  
Climate change information and methods to reduce carbon footprint included on WICC website.**

**GOAL 2: STRENGTHEN AND EXPAND COMMUNITY UNDERSTANDING, CONNECTIONS AND INVOLVEMENT TO IMPROVE THE HEALTH OF NAPA COUNTY'S WATERSHEDS.**

**Subgoal 2A: Maintain and enhance the WICC's website to educate community members with varying levels of interest and knowledge about Napa County's watersheds.**

**\$\$/Resources**

- Identify and distill the best possible information about the county's watersheds to share with the community.
- Provide regular updates on key watershed issues and topics:
  - Drought and water conservation strategies.
  - Watershed monitoring updates
  - Fisheries monitoring
  - Climate change and its impact on water, restoration efforts and watershed-related issues
  - Watershed and environmental resource data and maps
- Provide and regularly update links to organizations and agencies with watershed interests and responsibilities. Links should include:
  - Cities, town and relevant agencies
  - Other websites related to specific watershed topics (e.g. monitoring, fisheries, water conservation, etc.)
  - Funding and mitigation opportunities
  - Watershed organizations in the region
- Provide a regularly-updated events calendar of upcoming watershed events and activities hosted by the WICC, the County, the cities and other organizations in which the community can be involved – workshops, symposia, conferences and clean-up days.
- Provide news articles and links to articles related to watersheds and watershed health
- Provide a weekly email digest of key watershed news articles, information and events.

**Measure of Success:  
Regular website updates.**

**Subgoal 2B: Expand the number of users and depth of use of the WICC website.**

- Establish website usage goals that reflect and inform WICC strategic goals, (number users, age, content use, and time spent on the site) and track website traffic and behavior using Google Analytics.
- Adjust website content and design annually to address usage goals.
- Evaluate websites of partner organizations and determine if there are links to the WICC from these websites. If not, contact each organization and request that a link be added.



**\$\$/Resources**

**Measure of Success:**  
**Regular increases in number of users and duration of use on website.**

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**Subgoal 2C: Expand the watershed signage program to identify and interpret the county's watersheds.**

- Maintain and expand creek identification and watershed boundary signs
- Work in cooperation with local jurisdictions, agencies and project partners to develop and install additional watershed interpretive signs.

**Proposed ■ Priority 2**

**\$\$/Resources**

**Measure of Success:**  
**Increase in the number of signs identifying creeks and providing interpretive information within all three watersheds in the County.**

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**Subgoal 2D: Expand the promotion of the WICC to targeted groups to increase watershed understanding and stewardship.**

- Identify and prioritize key audiences that would benefit from the information provided by the WICC. Potential audiences include:
  - Agricultural industry groups
  - Business/Construction - annual seminar, technical sessions
  - Water consumers - include information in monthly bills
  - Wineries and Grape Growers
  - Educators/Teachers
  - Neighborhood Groups
  - Social and traditional media providers
  - Others
- Identify key messages about the WICC and what it offers to the community. These could include the educational information available, the mapping tools, opportunities to volunteer and get involved, technical information on watershed management, seminars, events, etc.
- Pair key messages with potential audiences.

**Proposed ■ Priority 2**

**\$\$/Resources**

**Measure of Success:**  
**Outreach to four groups annually through presentations by WICC Board members and staff.**

- Prioritize key audiences and meet with representatives to determine how the WICC could better serve them.
- Identify who should deliver the WICC message (staff, WICC Board Members, partners, paid liaison/circuit-rider)
- Evaluate the use of both traditional and social media as a tool for expanding watershed understanding and awareness of the WICC.

**Subgoal 2E: Annually identify the WICC's education and outreach priorities for the coming year.**



- Evaluate activities of the prior year including website content and use; environmental education activities; special events attendance; watershed awareness month participation; the watershed calendar; and community events.
- Determine those to continue, expand or discontinue based upon the prior year's evaluation.
- Determine the key topics, speakers, date, location and key sponsors for the bi-annual Watershed Symposium.

**\$/Resources**

**Measure of Success:  
Education and outreach priorities included in Annual Workplan.**

**Subgoal 2F: Expand the role of the WICC and the WICC website in local community education and student instruction.**

**Proposed ■ Priority 2**

- Identify and prioritize elementary, middle and high school science departments in the County.
- Contact each to determine their interest in augmenting their curriculum with use of the WICC Website.
- Identify pilot project(s) and work with the pilot school(s) to determine how the WICC and the WICC Website could better serve their science and environmental education needs. Possible opportunities include adding projects to the website that could be done as school assignments or conducting watershed education programs tied to the information on the website.
- Based upon feedback received, develop, test and implement education materials and curriculum to be used through the WICC Website.
- Evaluate the success of the pilot project(s); adjust scope and curriculum as needed.
- Expand the program to other schools in the County.

**\$\$\$/Resources**

**Measure of Success:  
Use of the WICC Website in one or more schools to support science curriculum**

**GOAL 3: SUPPORT INFORMED DECISION-MAKING ON TOPICS THAT AFFECT THE HEALTH OF NAPA COUNTY'S WATERSHEDS.**

**Subgoal 3A: Assure that WICC Board Members are knowledgeable and well-informed spokespersons, able to effectively convey information about the WICC, its mission and watershed health to the community.**

Existing ■ Expand (as funds allow)

- Identify timely and relevant presentation topics and needs
- Prepare presentations and materials for use by the WICC Board, for distribution, and posting on the WICC Website.
- When possible, for presentations made to the WICC Board, provide a short summary handout of the key points of the presentation that each Board member can take back to their jurisdiction/organization and that can also be posted on the WICC Website.

\$/Resources

**Measure of Success:**  
**WICC Board members regularly share watershed information with their colleagues and peers.**

**Subgoal 3B: Provide regular updates to agencies on the WICC's current activities.**

- Develop a worksheet of talking points/quick facts about the WICC that can be used as a guide to talking about the WICC both formally and informally.
- Develop a presentation that can be used and adapted by WICC Board members and WICC staff that includes information about the roles and activities of the WICC, information contained on the WICC Website and how it can assist decision-making. The presentation should also include up-to-date information pertaining to water-related issues such as the drought, fisheries, groundwater, etc.
- WICC staff and the WICC Board representative from each city should provide an annual presentation to each City/Town Council.
- WICC staff and the WICC Board representatives from the Board of Supervisors should provide an annual presentation to the County Board of Supervisors.
- WICC staff and the WICC Board representative from the County Planning Commission should provide an annual presentation to the County Planning Commission.
- WICC staff and the WICC Board representatives from the County Board of Supervisors should provide an annual presentation to the Napa County Flood Control and Water Conservation District Board.
- WICC staff and WICC Board representatives should provide annual presentations to other community agencies and organizations/groups.

\$\$/Resources

**Measure of Success:**  
**Presentations provided by WICC Board members and staff annually to the Board of Supervisors, Planning Commission, and each city and town.**

**Subgoal 3C: Provide comments and recommendations to the County Board of Supervisors, as directed, on watershed related studies, reports, and legislation.**

- If timing is critical, identify whether input can be developed and provided by WICC staff with approval by the WICC Board, the Chair, or if an Ad-Hoc subcommittee should convene to compile information and develop recommendations.

<b>\$/Resources</b>
<b>Measure of Success:</b> <b>Comments are provided in a timely manner when requested by the Board of Supervisors.</b>

**GOAL 4: IMPROVE WICC BOARD EFFICIENCY AND EFFECTIVENESS.**

**Subgoal 4A: Assure that WICC Board meetings allow Board Members to remain engaged and up-to-date on watershed issues affecting Napa County.**

- Return to monthly WICC Board meetings when resources are available to assure that information discussed is timely and relevant.
- When possible, hold meetings in various locations to allow WICC Board members to view projects and activities being implemented in different portions of the county.
- At each meeting, identify topics to discuss at the next meeting.
- At each meeting, provide an opportunity for discussion among WICC Board members.
- At each meeting, encourage City and County representatives to provide an update on watershed issues being addressed by their community/agency.
- Identify timely and relevant presentation topics in order to keep the WICC board up-to-date on activities affecting Napa County's watersheds. Recurring presentations should include:
  - Informational presentations on each watershed focusing on current plans and projects and the cumulative impacts of these projects on water-related issues.
  - One to two informational presentations by the County Planning Department on current plans and projects.

**Existing ■ Expand (as funds allow)**

<b>\$\$/Resources</b>
<b>Measure of Success:</b> <b>Board meetings are held more frequently throughout the County in various locations.</b>

<b>Measure of Success:</b> <b>WICC Board members regularly share watershed information with their colleagues and peers.</b>
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**Subgoal 4B: Assure that new WICC Board members understand their roles and responsibilities.**

- Provide an orientation to new WICC Board members so that they understand the WICC’s mission and goals, roles and responsibilities, and key partners.

**Proposed ■ Priority 2**

**\$/Resources**

**Measure of Success:**  
**All new WICC Board members are oriented within one month of joining the Board.**

**Subgoal 4C: Change the name of the WICC to the Watershed Information and Conservation Council (also WICC) to reflect the outcomes of the Strategic Plan and the WICC’s mission, goals, and roles.**

- During preparation of this Strategic Plan, the WICC Board agreed to change the name of the Watershed Information Center and Conservancy (WICC) to the Watershed Information and Conservation Council (WICC) to clearly convey the WICC’s key roles and mission. The Board evaluated many names and determined this one best reflects what the WICC does and also maintains the acronym WICC which is well-known in the County.
- Request the name change be approved by the Napa County Board of Supervisors.
- Once approved, announce and implement the name change.
  - Change the name on all WICC materials that do not involve printing,
  - Prepare a press release and an article for the website announcing the name change.
  - Publicize the new name to the WICC partners including the cities and County agencies.
  - Do not reprint letterhead or materials until a new supply is needed in order to use funds efficiently.

**Proposed ■ Priority 3**

**\$/Resources**

**Measure of Success:**  
**WICC name reflects its mission and roles and is replicated in all documents and materials.**

**Subgoal 4D: Amend the WICC Bylaws and other guiding documents to incorporate the findings of the Strategic Plan.**

- Amendments should include:
  - Revise the WICC Statement of Roles and Responsibilities to reflect the decisions and priorities reflected in the Strategic Plan.
  - Each City and County representative should have an alternate to attend meetings in the absence of the primary representative.
  - The new name of the WICC as set forth in Subgoal 4C above.

**\$/Resources**

**Measure of Success:**  
**WICC bylaws are updated.**

**Subgoal 4E: Review the WICC’s accomplishments annually and determine priority activities for the coming year.**

- Identify and publish on the WICC Website, a summary of the WICC’s collective accomplishments during the prior year.
- Develop an annual workplan based upon Strategic Plan priorities and available funding.
- Should funding become available outside of the annual budget cycle, allocate funds to priority workplan items.
- Develop subcommittees of the WICC Board, as needed, to assist with implementation of priority actions.

**Proposed ■ Priority 2**

**\$/Resources**

**Measure of Success:**  
**Annual workplan is completed and assigns funding and responsibilities for all activities to be undertaken.**

**GOAL 5: EXPLORE ADDITIONAL FUNDING OPPORTUNITIES TO SUPPORT THE**

**Subgoal 5A: Strengthen relationships with existing and potential funding partners.**

- Provide updates to existing funding partners on accomplishments and benefits of the WICC and upcoming priorities.
- Identify and inform potential funding partners of the accomplishments and benefits of the WICC and the upcoming priorities.
- Define potential municipal agencies that benefit from the WICC’s services including cities, towns, County special districts – transportation, sanitation, parks and open space, and others.
- Identify and quantify the value the WICC adds to each agency.
- Identify additional services the WICC could provide to each agency.
- Seek an annual contribution from each agency to support the ongoing activities of the WICC.

**Existing ■ Expand (as funds allow)**

**\$\$/Resources**

**Measure of Success:**  
**Identify and pursue one or more additional funding partner annually.**

**Subgoal 5B: Seek sponsorship for the proposed projects identified in the WICC Strategic Plan.**

- Identify potential sponsors and list of projects that could be funded. Potential projects could include:
  - Develop watershed monitoring program (Subgoal 1A)
  - Establish County clearinghouse for groundwater (Subgoal 1B)
  - Develop watershed management plans (Subgoal 1A)
  - Inform the community about climate change (Subgoal 1E)
  - Expand watershed signage program (Subgoal 2C)
  - Promote the WICC to targeted groups (Subgoal 2D)
  - Expand education and instruction (Subgoal 2F)
  - Provide regular updates to agencies (Subgoal 3B)

**Proposed ■ Priority 2**

**\$\$/Resources**

**Measure of Success:**  
**One or more projects indicated in the Strategic Plan are supported through outside funders.**

- Conduct Board member training (Subgoal 4B)
- Revisit and assess the WICC name (Subgoal 4C)
- Develop annual workplan (Subgoal 4E)
- Miscellaneous services including website sponsors, events, printing, signage, and media (video, print, audio)
- Seek sponsorship of proposed projects

**Subgoal 5C: Evaluate possible ways that the WICC could accept private and non-profit donations for projects and programs.**

- Investigate the potential for a local nonprofit to accept funds on behalf of the WICC. Possible organizations include the Napa County Community Foundation and other nonprofit organizations.
- If accepting funds is feasible, develop a fundraising strategy, to seek donations from the community for the projects and programs identified in Subgoal 5B.

**\$\$\$ / Resources**

**Measure of Success:  
Fundraising strategy  
is developed.**

**Subgoal 5D: Facilitate a discussion of potential new local conservation funding sources in Napa County**

- Seek input from other members of the conservation committee about what types of projects and programs could be funded by countywide conservation funding.
- Identify the dollar amount needed to support conservation countywide.
- Identify potential methods of local funding (sales tax, property tax, special district, etc.)

**Proposed ■ Priority 3**

**\$\$ / Resources**

**Measure of Success:  
Consensus reached  
among conservation  
parties about seeking  
local funding.**