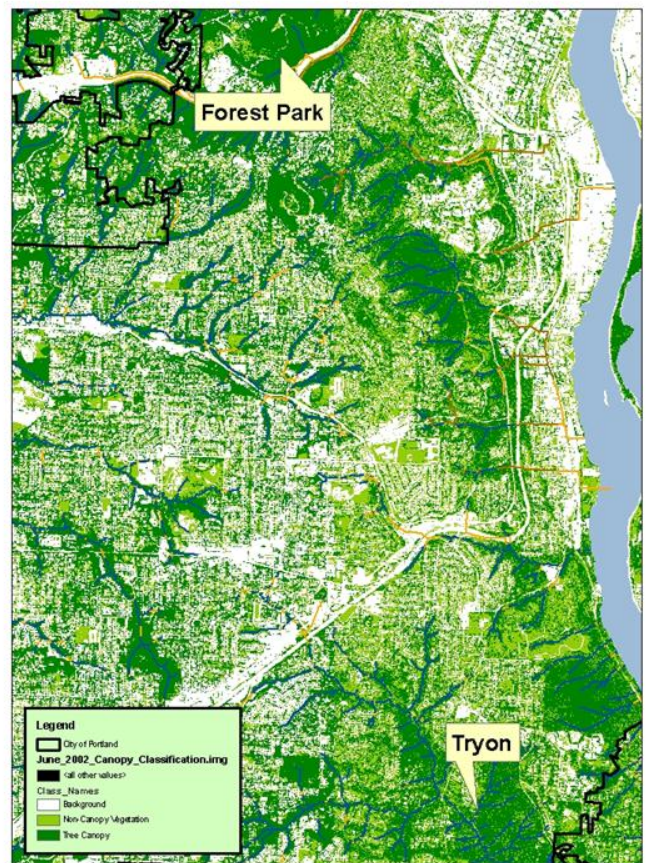


# West Willamette Restoration Partnership

## Strategic Plan



September, 2012

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## Mission Statement

To conserve and enhance the forests and natural areas of SW Portland by forming an active coalition of engaged volunteers, community groups, landowners and organizations. We aim to improve conditions supportive of native flora and fauna through good land stewardship, volunteerism and education.

## Partner Organizations

City of Portland Bureau of Environmental Services, Portland Parks & Recreation City Nature West, West Multnomah Soil & Water Conservation District, Columbia Land Trust, Friends of Marquam Nature Park, Friends of Terwilliger Parkway, Oregon Health and Science University, Southwest Watershed Resource Center, community volunteer groups, concerned individuals, government agencies, and private entities



Image: Friends of Tryon Creek

## Vision

The West Willamette Restoration Partnership (WWRP) supports habitat enhancement and stewardship efforts in southwest Portland's Willamette River subwatersheds to provide a key link in the wildlife corridor connecting Forest Park and Tryon Creek State Natural Area. The natural areas in the corridor protect and clean our air and water, support native plants and animals, and provide an extensive system of trails and view corridors for people to enjoy. Healthy forests and natural areas in the West Willamette corridor will set an example for other citizens and property owners to follow.

The WWRP is unique and necessary because:

- It sets concrete goals for a geographic area and utilizes a diverse set of tools to accomplish these goals.
- It is focused on an area that does not have a watershed council or other unified advocacy group.
- It supports conservation work on all land in the target area, both public and private.

**Challenges:**

The natural resources in SW Portland are in a degraded condition due to an explosion of invasive species such as ivy, clematis, blackberry, garlic mustard.

The subwatersheds of SW Portland that drain to the Willamette River are not represented by a watershed council or unified advocacy group.

**Needs:**

To attain the goals of the partnership we must work to maintain the health of the forests and natural areas in the target area.

Land protection and good land stewardship are key to providing nature close to the homes of our residents.

Protection of the forested corridor is needed to provide clean water and clean air in the subwatersheds.

The collaborative efforts of friends groups, city agencies and private homeowners and commercial/industrial businesses are needed to accomplish the goals of the partnership

**WWRP Accomplishments Since 2006**

Until the formation of the Partnership in 2006, the West Willamette corridor lacked a coordinated large-scale invasive removal effort among community partners. Invasive ivy was present in most of the corridor, invading the tree canopies and covering the ground, essentially choking out the diverse native forest habitats of the west hills of Portland.. Other invasive species overwhelmed these important habitat areas, including Himalayan blackberry, laurel, and garlic mustard. Recognizing the urgent need to take action, the WWRP began significant on-the-ground work in 2007.

Since 2007, WWRP has achieved important habitat enhancement in the West Willamette corridor. In that time, (XX<sup>1</sup>) number of acres have been cleared of ivy with (XX<sup>1</sup>) number of volunteer hours. In addition to this significant on-the-ground work accomplished, institutional gains have been made. The Backyard Habitat Certification Program was born out of the WWRP efforts. This popular and successful program now has 150 number of certified backyards within the target area that are free of invasive species and provide important habitat to native flora and fauna.

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<sup>1</sup> Number to be inserted this fiscal year, 2012-13, when past records are totaled and updated.

## Summary of 2012 Strengths and Weaknesses WWRP Survey Results

Taken as a whole, it seems that respondents value the WWRP as a potential for collaboration and joint action. But they see that potential hindered by a lack of organization and funding. Thus, it is recommended that the strategic planning process make it a priority to address these strengths and weaknesses. (The full survey results are provided in Appendix A)

### Goals and Objectives:

Based on the results of the survey, discussion from Partners at WWRP meetings, and the past Declaration of Collaboration and Values statement, the following are recommended goals and objectives for moving forward:

1. Support and promote removal of invasive plants and planting of native plants on priority land within the West Willamette corridor.
  - a. WWRP organizations will collectively treat 295<sup>2</sup> acres on public and private land annually.
  - b. WWRP organizations will install 1,900<sup>1</sup> native plants in the focus area annually.
  - c. WWRP organizations will collectively support contribution of 2650<sup>1</sup> volunteer hours within the focus area annually.
  - d. WWRP organizations will collectively support 140<sup>1</sup> landowners engaged in stewardship annually.
2. Increase capacity to complete the vision of the WWRP.
  - a) Provide funding for staff and annual operations of WWRP through grants and direct donations
  - b) Support exchange of information and expertise among Partner organizations and volunteer leaders
3. Provide outreach to support area residents and commercial and institutional property owners toward understanding, valuing and participating in the mission of the WWRP

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<sup>2</sup> Metrics were developed by compiling annual projections for all Partner organizations. For more information, refer to “Numeric Goals” supplemental document.

- a. Provide information on restoration at community events
- b. Provide technical information on the removal of invasive plants and planting of native plants within the West Willamette Corridor.

## Strategies

### 1. Support and promote removal of invasive plants and planting of native plants on priority land within the West Willamette corridor.

a. WWRP organizations will collectively treat 295 <sup>1</sup> acres on public and private land annually.	FY 2012-13	FY 2013-14	FY 2014-15
	Remove invasive plants on 295 <sup>1</sup> acres	Remove invasive plants on 295 <sup>1</sup> acres	Remove invasive plants on 295 <sup>1</sup> acres
	Identify target area(s) and potential grants for invasive eradication	Support landowners to implement work in priority areas	Continue to support landowners to implement work in priority areas
	Develop plan for long-term volunteer maintenance of eradication areas	Define mechanism to support implementation and monitoring	Implement and monitor plan

b. WWRP organizations will install 1,900 <sup>1</sup> native plants in the focus area annually.	FY 2012-13	FY 2013-14	FY 2014-15
	Plant 1,900 <sup>1</sup> native plants	Plant 1,900 <sup>1</sup> native plants	Plant 1,900 <sup>1</sup> native plants

c. WWRP organizations will collectively support contribution of 2650 <sup>1</sup> volunteer hours within the focus area annually.	FY 2012-13	FY 2013-14	FY 2014-15
	Compile list of materials and supplies that are available	Acquire additional materials and supplies that would be helpful	Acquire additional materials and supplies that would be helpful
	Identify weaknesses with attracting and retaining long-term volunteers	Support strategies for Partners to attract and retain long-term volunteers	Continue to support volunteer coordination efforts of Partners

<sup>1</sup> Metrics were developed by compiling annual projections for all Partner organizations. For more information, refer to “Numeric Goals” supplemental document.

	Host 27 <sup>1</sup> work parties within WWRP focus area	Host 27 <sup>1</sup> work parties within WWRP focus area	Host 27 <sup>1</sup> work parties within WWRP focus area
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d. WWRP organizations will collectively support 140 <sup>1</sup> landowners engaged in stewardship annually.	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>
	Develop strategy for supporting commercial and institutional properties to remove invasive plants and maintain native plants	Implement strategy	Implement strategy
	Provide 35 <sup>1</sup> Backyard Habitat Program site visit assessments and 10 <sup>1</sup> Backyard certifications, including two native plant sales	Provide 35 <sup>1</sup> Backyard Habitat Program site visit assessments and 10 <sup>1</sup> Backyard certifications, including two native plant sales	Provide 35 <sup>1</sup> Backyard Habitat Program site visit assessments and 10 <sup>1</sup> Backyard certifications, including two native plant sales
	Support Urban Watershed Mentors program	Support Urban Watershed Mentors program	Support Urban Watershed Mentors program
	Provide technical information and referrals	Provide technical information and referrals	Provide technical information and referrals

## 2. Increase capacity to complete the vision of the WWRP.

a. Provide funding for staff and annual operations of WWRP through grants and direct donations	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>
	Select subcommittee/lead partner to manage funding and operations		Rotate subcommittee members every other year?
	Define annual cost for staff and operations . Establish priorities. Develop budget.	Revise budget and priorities as needed	Revise budget and priorities as needed
	Employ WWRP Coordinator (.25-.50 FTE)	Employ WWRP Coordinator (.25-.50 FTE)	Employ WWRP Coordinator (.25-.50 FTE)

<sup>1</sup> Metrics were developed by compiling annual projections for all Partner organizations. For more information, refer to "Numeric Goals" supplemental document.

	Identify and apply for potential grants	Submit applications for (two) additional funding sources	Submit applications for (two) additional funding sources
	Identify partner contributors. Solicit renewals/ new contributors	Identify partner contributors. Solicit renewals/ new contributors	Identify partner contributors. Solicit renewals/ new contributors

b. Support exchange of information and expertise among Partner organizations and volunteer leaders	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>
	General meetings 4 times per year <sup>2</sup>	General meetings 4 times per year <sup>2</sup>	General meetings 4 times per year <sup>2</sup>
	Coordinator will facilitate this information exchange	Coordinator will facilitate this information exchange	Coordinator will facilitate this information exchange
	Do one group site tour		

### 3. Provide outreach to support area residents and commercial and institutional property owners toward understanding, valuing and participating in the mission of the WWRP

a. Provide information on restoration at community events	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>
	Participate in 16 <sup>1</sup> events	Participate in 16 <sup>1</sup> events	Participate in 16 <sup>1</sup> events
	Coordinate WWRP and partner outreach materials to reduce duplication	Coordinate WWRP and partner outreach materials to reduce duplication	Have WWRP materials present at all appropriate events that any Partner is attending

b. Provide technical information on the removal of invasive plants and planting of native plants within the West Willamette Corridor.	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>
	Identify neighborhood opportunities to promote WWRP goals	Approach neighborhood groups to educate about goals of WWRP and request involvement	Expand connection to neighborhood groups
	Identify commercial and institutional landowners in target	Reach out to commercial and institutional	Reach out to commercial and institutional

<sup>2</sup> Some of these meetings will be in the field.

<sup>1</sup> Metrics were developed by compiling annual projections for all Partner organizations. For more information, refer to "Numeric Goals" supplemental document.

	area	landowners in target area	landowners in target area
	Produce updated WWRP outreach materials	Update outreach materials with current data and new partners	Update outreach materials with current data and new partners
	Develop online communications strategy.	Implement online communications strategy	Support online communications strategy
	Recruit, train and manage volunteers to support outreach events and WWRP affiliated projects	Recruit, train and manage volunteers to support outreach events and WWRP affiliated projects	Recruit, train and manage volunteers to support outreach events and WWRP affiliated projects

**Appendix A: Strengths and Weaknesses Survey Results**

