



## **Tahoe RCD - Strategic Direction, 2018 - 2021**

### **Mission and Vision**

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The mission of the Tahoe Resource Conservation District (Tahoe RCD) is to promote the conservation, stewardship and knowledge of the Lake Tahoe Region's natural resources by providing leadership and innovative environmental services to all stakeholders.

The Tahoe RCD plays a critical role in addressing the most important natural resource concerns and opportunities in the basin, from preventing and eradicating aquatic invasive species from the lake, to helping communities mitigate the risk of wildfire, to address stormwater monitoring needs, to restoration of public lands. Tahoe RCD strives to both respond to community needs and proactively develop programs and solutions. Tahoe RCD cultivates an approach to resource conservation that is grounded in innovation, creativity, responsiveness, and flexibility. The RCD is committed to providing excellent service to its partners while also continuously seeking new challenges and being one of the best places in the Tahoe Basin to work and serve.

### **2018-2021 Goals and Strategies**

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#### **Goal 1: All Tahoe RCD conservation programs are sustainable and effective.**

- Strategy A: Develop and use a strategic opportunity filter to analyze potential projects.
- Strategy B: Develop a staffing plan that allows the RCD to be stable yet flexible in addressing conservation needs, and resilient to program and funding changes.
- Strategy C: Increase cross-program collaboration, information sharing, and skill-sharing.

#### **Goal 2: Johnson Meadow is a model of natural sustainability and community use.**

- Strategy A: Implement Johnson Meadow planning approach. (Described in more detail in in attached Exhibit A)
- Strategy B: Leverage the Johnson Meadow project to create exposure for the RCD and to advance its additional programmatic goals (Engagement and Outreach Plan).
- Strategy C: Create a long-term maintenance and management plan for Johnson Meadow (Land Management Plan).

**Goal 3: Tahoe RCD advances innovative technical solutions to address the Basin's most pressing conservation issues.**

- Strategy A: Develop a business plan for a technical services division at the RCD.
- Strategy B: Use the Johnson Meadow project as a showcase for the RCD's technical capacity.

**Goal 4: The Tahoe RCD is recognized as a key player in conservation for the Basin.**

- Strategy A: Revise Tahoe RCD strategic communications and outreach plan.
- Strategy B: Ensure recognition of the RCD in partnership projects.
- Strategy C: Use the Johnson Meadow project to increase the profile of the RCD.
- Strategy D: Ensure all stakeholders feel connected to and recognized by the RCD.

**Goal 5: Tahoe RCD has stable financial resources with which to conduct its work.**

- Strategy A: Negotiate sustainable payment structures with contract funders.
- Strategy B: Pursue high-value, multi-year grant opportunities that address community needs.
- Strategy C: Establish a Fee-for-Service program.
- Strategy D: Create a revenue plan and funding structure for Johnson Meadow.
- Strategy E: Explore additional revenue sources.

**Goal 6: The Tahoe RCD is one of Tahoe's most sought-after places to work and serve.**

- Strategy A: Create and maintain a board of directors that actively works to leverage the strengths of individual directors to support the RCD.
- Strategy B: Establish staff compensation in alignment with similar agencies in the Tahoe basin.
- Strategy C: Create policies and structure to support sustainability and accountability.
- Strategy D: Maintain the Tahoe RCD's excellent culture.