



2014 Strategic Plan

The White River Partnership (WRP) adopted a five-year Strategic Plan in August 2014 to update the 2008 Strategic Business Plan.

WRP mission

Bringing together people and local communities to improve the long-term health of the White River and its watershed

WRP vision

We envision a White River watershed in which:

- Community members, businesses, schools, organizations, and governments work together to make informed decisions that protect and improve the cultural, economic and environmental qualities of the watershed for present and future generations;
- Individuals understand the watershed concept and know their actions affect everyone downstream; and
- Our collective actions protect and improve river stability, water quality, fish and wildlife habitat, flood resiliency, and public recreational access.

Strategic objectives

External:

- Data collection = Conduct strategic assessments and annual monitoring to identify watershed issues, to prioritize resources, and to evaluate project impacts
- Education = Deliver community outreach and school-based education programs to raise awareness about watershed issues and to build support for watershed restoration and stewardship
- Project implementation = Develop and implement on-the-ground conservation and restoration projects to protect and improve river stability, water quality, fish and wildlife habitat, flood resiliency, and recreational river access
- Volunteer coordination = Coordinate hands-on volunteer activities to promote local watershed stewardship

Internal:

- Fundraising = Diversify and sustain funding sources
- Membership = Engage and retain members
- Organizational Capacity Building = Govern (Board) and administer (staff) organization effectively

5-year goals

Please see 5-year goals for each strategic objective on the attached table.

WRP 5-year goals table

Type	Strategic objective	Program	5-year goals	
External	Data collection	Class 4 assessments	Gather Class 4 road assessment data for high-priority roads	
		Culvert assessments	Gather culvert assessment data for entire watershed	
		Phase 2 assessments	Gather Phase 2 data for remaining subwatersheds	
		Project monitoring	Monitor all projects on rotating schedule	
		River access assessments	Conduct inventory of all recreational river access sites	
		Temperature monitoring	Align temperature monitoring program with partner efforts	
		Water quality assessments	Conduct adaptive water quality assessments in high-priority subwatersheds	
		Water quality monitoring	Expand water quality monitoring program sites and parameters	
	Education	Community outreach		Coordinate 20-year-anniversary events and marketing
				Develop and implement annual communications strategy
				Coordinate an annual recreational event series
		Monitoring the White River		Align Monitoring the White River Program with WRP programs
				Deliver MWR Program to every watershed school
	Project implementation	Class 4 roads		Implement all high-priority VYCC projects identified in 2009 assessment
		Fish passage		Implement 2 subwatershed-scale culvert replacement/retrofit projects
		Floodplain protection		Work with partners to conserve 50 acres of high-priority floodplain
		Habitat restoration		Implement 2 reach-scale in-stream habitat restoration projects
		River access		Improve recreational access at high-priority river access sites
		River access protection		Work with partners to conserve public access at 15 river access sites
		River cleanups		Coordinate annual river cleanups at White River Paddle Trail sites
		River trail		Develop a White River Paddle Trail
Stormwater			Develop and implement stormwater program	
Trees for Streams			Plant 20,000 trees	
Upper White River CWMA			Implement high-priority Upper White River CWMA projects	

		White River Basin Plan	Implement 2 high-priority basin plan projects
	Volunteer coordination	Stewardship	Engage 50 annual stewards
		Volunteering	Engage 500 annual volunteers
Internal	Fundraising	Board fundraising	100% Board giving
			100% Board participation in fundraising
		Restricted fundraising	Improve Board oversight related to grants
		Unrestricted fundraising	Increase rainy day fund by 100%
			Increase unrestricted fundraising by 100%
	Membership	Membership	Increase membership benefits
			Increase membership to 500 total
			Develop strategy to engage and retain members
		Town contributions	Solicit annual contributions from all towns
	Org. Capacity Building	Board development	Clarify Board roles and responsibilities
			Conduct annual Board assessment
			Diversify Board membership
			Identify and take advantage of Board development opportunities
		Board governance	Develop Board governance calendar
			Identify and address policy gaps
		Financial administration	Conduct financial audit
Staff development		Hire grant writer and/or development director	
	Identify and take advantage of staff development opportunities		