



Long Ridge Open Space Preserve

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# Strategic Plan Goals and Objectives for Fiscal Year 2017-18

## Goal 1 – Promote, establish, and implement a common environmental protection vision with partners

- Objective 1 – Review, and if needed refine, the District’s Vision Plan
- Objective 2 – Build and strengthen diverse partnerships to implement a collaborative approach to environmental protection on the Peninsula, South Bay and San Mateo Coast
- Objective 3 – Implement and communicate progress on the District’s Vision Plan
- Objective 4 – Build and strengthen relationships with legislators to advocate environmental protection goals

## Goal 2 – Connect people to open space and a regional environmental protection vision

- Objective 1 – Communicate the purpose of the regional environmental protection vision to help guide future decisions and to clarify and strengthen the District’s regional role with the public and partners
- Objective 2 – Refine and implement a comprehensive public outreach strategy, including the engagement of diverse communities and enhanced public education programs
- Objective 3 – Develop and implement strategies to accommodate an expanding public use of District preserves consistent with environmental protection vision

## Goal 3 – Strengthen organizational capacity to fulfill the mission

- Objective 1 – Provide the necessary resources, tools, and infrastructure, including technology upgrades and capacity building to meet project commitments
- Objective 2 – Continuously improve recent process and business model changes to effectively and efficiently deliver Vision Plan projects and the District’s ongoing functions
- Objective 3 – Reflect the changing community we serve in the District’s visitors, staff, volunteers, and partners

## Goal 4 – Position the District for long-term financial sustainability to fulfill the District’s mission on behalf of the public

- Objective 1 – Continue to engage constituents for bond sales and via the work of the Bond Oversight Committee
- Objective 2 – Pursue discretionary funding opportunities and partnerships to augment operating, capital, and bond funding sources
- Objective 3 – Ensure large capital expenses and land acquisitions are evaluated within the long-term financial model and remain financially sustainable



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