

**NEWPORT BAY NATURALISTS AND FRIENDS
2008-2013 STRATEGIC PLAN**

MISSION

- To ***preserve*** and ***restore*** the ecosystems of Upper Newport Bay.
- To ***educate*** the public about the ecological value of the Bay and its watershed and help ensure compatible public use.

GUIDING PRINCIPLES

- We will work to fulfill our mission in cooperation with all Upper Newport Bay stakeholders.
- To effectively achieve our mission we will function as “***the conscience of the Bay***” and coordinate, facilitate and advocate as necessary to ensure a holistic approach to the management of the Bay.

GOALS

Goal 1: The governance of Upper Newport Bay and its watershed will ensure that the ecosystems of the Bay are effectively preserved.

Goal 2: Restoration and other projects at Upper Newport Bay and in its watershed will be identified, prioritized and implemented to protect the native flora and fauna of the Bay.

Goal 3: The public’s awareness of the ecological importance of the Upper Newport Bay will be sufficient to prevent detrimental human impacts.

Goal 4: NBNF will be a strong, effective, sustainable organization capable of helping accomplish the other goals.

STRATEGIES

Goal 1: The governance of Upper Newport Bay and its watershed will ensure that the ecosystems of the Bay are effectively preserved.

Strategies to achieve this goal

- A. Help maximize the effectiveness of the Upper Newport Bay Management Coalition in cooperatively managing Upper Newport Bay and its immediate surroundings in a holistic manner.
- B. Help ensure that there are adequate resources within and/or available to partner agencies to provide effective management of Upper Newport Bay.
- C. Participate in watershed planning and governance to help ensure that the management of water and other resources is integrated and ecosystems are protected.
- D. Provide research, data management and other support to allow science-based adaptive management the Bay and its watershed to be accomplished.
- E. Advocate in order to ensure that issues affecting the governance of the Bay and its watershed are properly addressed by the governing entities.

Goal 2: Restoration and other projects at Upper Newport Bay and in its watershed will be identified, prioritized and implemented to protect the native flora and fauna of the Bay.

Strategies to achieve this goal

- A. Coordinate with UNB partners, other landowners and government agencies and consultants involved in Bay and watershed projects to help ensure consistency of approach.
- B. Provide monetary and/or volunteer/staff support to the California Department of Fish and Game, OC Parks and Coastal Commission to carry out restoration and other projects at the Bay.
- C. Engage the public in community-based restoration and stewardship.
- D. Partner with neighboring Home Owners Associations and assist them in undertaking projects, such as invasive plant eradication, of benefit to the Bay.

Goal 3: The public's awareness of the ecological importance of the Upper Newport Bay will be sufficient to prevent detrimental human impacts.

Strategies to achieve this goal

- A. Coordinate with UNB partners and others to educate the public throughout the watershed about stormwater pollution and other environmental issues relevant to protecting the Bay.
- B. Provide monetary and/or volunteer/staff support to the Back Bay Science Center and the Muth Interpretive Center so they can fulfill their respective missions in educating the public.
- C. Promote, organize and conduct education programs (including tours, events and outreach) at the Bay and beyond to complement the programs offered at the Back Bay Science Center and the Muth Interpretive Center

Goal 4: NBNF will be a strong, effective, sustainable organization capable of helping accomplish the other goals.

Strategies to achieve this goal

- A. Diversify the composition and develop the effectiveness of the NBNF Board.
- B. Develop the staff, intern and volunteer resources needed to fulfill our mission and meet our strategic goals.
- C. Strengthen NBNF's financial position to ably fulfill our mission and implement our Strategic Plan.
- D. Forge and strengthen strategic relationships.
- E. Enhance our reputation within the local community and improve awareness of NBNF and its credentials within the watershed.
- F. Evaluate the effectiveness of NBNF and make any necessary adjustments.