



**Rogue Basin Partnership  
Organizational Strategic Plan  
2017-2020**

**CONNECT**

**UNITE**

**CELEBRATE**

## **It's Rogue for a Reason**

Whether you think of its land, river, fish and wildlife, or the folks that call it home, the Rogue River Basin is steeped in its wild-ness and freedom. But, it's also connected, united, and celebrated by those who work hard every day to protect and conserve it, so future generations can hike its mountains, run its rivers, and live vibrant, healthy lives.

**Join us.**



## **Our Vision (the world we would like to see)**

We envision harnessing the collective power of our partners to support healthy watersheds and vibrant communities throughout the 3.3 million acre Rogue River Basin.

## **Our Mission (why we exist)**

We unite people in restoring the Rogue by strategically investing in the stewardship of our Basin.

We provide a basin-wide venue and perspective to enhance the success of member/partner organizations by: seeking out financial and in-kind resources; supporting prioritization and coordination of stewardship actions among partners; tracking and mapping our collective progress; and sharing the Basin successes with potential investors.





## Core Values (what we believe)

**Trust.** A critical cornerstone of strong partnerships, trust is maintained through consistent interactions, working together on a common goal, and celebrating collective success.

**Transparency.** Sharing what we know to, help each other grow, build trust, and advance our collective efforts, requires commitment to being transparent about our actions and activities.

**Accountability.** Taking responsibility for owning and implementing the Rogue Restoration Action Plan helps to advance our work and hold us accountable to each other and the Basin.



## Our position in the conservation community (how we are unique / valuable)

- **Hub.** We connect people and organizations to information and each other through media and regular face-to-face convening, to share activities and progress in Rogue restoration and conservation.
- **Ambassador.** We reach beyond the Basin with one voice, to motivate investment and focus in the collective efforts of partners in the Rogue.
- **Rain-maker.** We negotiate and manage the funding of collective impact projects and programs deemed of value by partners because they cover wider geographic scopes, integrate multiple partners, and/or pursue a unique foundation or funding source.
- **Enabler.** We support our partners so they can do their true work.
- **Accountant.** We gather consistent project information, GIS data, and metrics from partners, to highlight our collective progress as well as facilitate grant development and administration.

## Our core competencies (what we do well)

- **Facilitate focus** on implementation of the Rogue Restoration Action Plan by regularly convening and coordinating members and partners to share their progress on actions being implemented on the ground.
- **Communicate the value** of the Rogue's collective conservation and restoration efforts to outside interests and funders.
- **Negotiate long term investment** in the Rogue with funders through sound fiscal administration and support of large-scale, basin-level, and multi-partner projects and initiatives.
- **Coordinate information** regarding projects, GIS data, and tracking metrics needed to support overall success



## Working Together for our Rogue

We are passionate, dedicated professionals, focused on conserving and restoring the whole of the Rogue River Basin. Each partner organization has a role to play or niche to manage in the delivery of projects and programs that make up our collective success. We recognize we can achieve far more working together than we can alone. We invite you to join us in the movement.

**Are you Rogue for a Reason?**





## Partners in the Rogue River Basin

Applegate Partnership and Watershed Council, Cow Creek Band of the Umpqua Tribe, Illinois Valley Watershed Council, Jackson Soil and Water Conservation District, Lower Rogue Watershed Council, Lomakatsi, Rogue Basin Partnership, Rogue Riverkeeper, Rogue River Watershed Council, Rogue Valley Council of Governments, Seven Basins Watershed Council, Southern Oregon Forest Restoration Collaborative, Southern Oregon Land Conservancy, The Freshwater Trust, Trout Unlimited, WaterWatch of Oregon, Bonneville Environmental Foundation, Bureau of Land Management, Illinois Valley Soil and Water Conservation District, Klamath Basin Rangeland Trust, Klamath Bird Observatory, Katalyst, Inc., Lower Rogue Soil and Water Conservation District, Medford Water Commission, Middle Rogue Steelheaders, Patton Environmental, Sustainable Northwest, The Selberg Institute, U.S. Fish and Wildlife Service, Williams Creek Watershed Council



**A river cuts through rock  
not because of its power,  
but because of its  
persistence**



**ROGUE BASIN**  
PARTNERSHIP



## Program areas and priorities

### 1.0 Facilitation of Collaborative Efforts

RBP will continue to provide a venue for gathering key leaders in the Basin to connect and engage with one another. This work is focused on helping partners deliver the commitments and activities identified in the Rogue Restoration Action Plan. The strategies RBP will employ include:

- 1.1 Coordinating monthly Board Meetings and supporting Working Groups in implementing their pieces of the Action Plan.
- 1.2 Delivering an inclusive Annual Gathering of members and other partners in the Basin to share status of progress in the basin using defined metrics.
- 1.3 Arranging quarterly informal social events around the Basin with local hosts— to network and engage the conservation community. Seek new leads for collaboration.
- 1.4 By 2020, transitioning from the Gathering to a full day annual Rogue Conference, where organizations share their work, and articulate how it supports integrated planning and project delivery.
- 1.5 Providing program level management support for basin-scale and/or multiple organization initiatives including and likely limited to:
  - Basinwide Fish Passage Barrier Removal Program
  - Cooperative Weed Management Area (CWMA) coordination
  - Rogue Native Plant Partnership (RNPP) coordination
  - Bear Creek urban restoration and diversity inclusion
  - Environmental outreach and engagement framework (for others to deliver on-the-ground actions), and encouragement of partners to facilitate consistent and integrated environmental education materials for the public.

### 2.0 Communication and Marketing of the Rogue

RBP will utilize its website and marketing guidance materials to create a “presence” in Oregon and throughout the conservation community. This work is focused on raising the awareness of the value of the Rogue to the State and Pacific Northwest from multiple perspectives. The strategies RBP will employ include:

- 2.1 Utilizing all forms of media to create buzz about the partnerships in the Rogue and the progress being made. Re-distribute, link website, blog, tweet, and share print media public interest stories about conservation activities in the Rouge. Ask partners to assist RBP by sharing their info directly at the time it’s “news”
- 2.2 Building out “It’s Rogue for a Reason” campaign to facilitate an emotional connection by the community to the Rogue, its health and community well-being.
- 2.3 Developing compelling information collaterals (digital or print) for why people and funders should invest in the Rogue (environmental awareness of the sacred value of the Rogue).
- 2.4 Engage new partners who work primarily in rural low-income and ethnically diverse communities.

## Program areas and priorities

### **3.0 Fundraising and Fiscal Management of Basin Impact Activities**

RBP will seek to secure long-term investments in Rogue collaborative efforts with a diversity of funders aligned with Basin interests. The strategies RBP will employ include:

- 3.1 Investing in local, regional, State, and PNW networking by the Managing Director to generate leads in fundraising and partnerships, and potential board members. Track and document strong social network opportunities and work with politically savvy mentors to help open doors to engagement.
- 3.2 Demonstrating exceptional fiscal and grant administration that builds funder confidence and interest in further investment. Develop internal infrastructure and procedures to ensure accountability.
- 3.3 Coordinating with partners to implement the Rogue Basin Investment Strategy (2017) and meeting fundraising targets defined by the Board to support basin activities, organizational health and mission.
- 3.4 Increase and Diversify Local Funding: Build up to \$1M annually in secured locally derived (non OWEB) funding by partners for priority work by 2020.
- 3.5 Increase External Funding: Build up to \$1M annually in secured externally derived funding (non OWEB) by partners for priority work by 2020.

### **4.0 Data Management and Dissemination**

RBP will keep consistent track of key measures of progress on projects and programs implemented by partners (see Figure 1), to assist with communicating the collective success, leveraging additional funding for the Basin, and documenting and reporting progress over time (to partners and funders alike). The strategies RBP will employ include:

- 4.1 Utilizing GIS and/or other tracking mechanism to support a simple data management framework that tracks project locations, activities, defined metrics (acres, miles, trees planted, barriers removed, landowners engaged, etc.)
- 4.2 Harvesting information directly from partners on a half yearly basis (March & September) to align with grant applications and reporting, annual reporting of progress to partners and the public.
- 4.3 Reporting overall Basin progress and highlighting the work of local implementers utilizing compelling maps and graphics.

## Performance Metrics and Targets

Actions in Priority Areas / Corridors	Measure	Annual Target	2020 Target	2025 Target
Stewardship	New Landowners Engaged	50	150	250 with Projects
Land Conservation	Acres protected	2000	6000	20,000
Fish Passage	Miles of Accessed Habitat	50	150	500
Fish Passage	Barriers removed or modified	5	15	50
Aquatic Habitat	Miles of habitat or floodplain reconnected	3	9	30
Aquatic Habitat	Acres of habitat / floodplain reconnect	10	30	100
Flow Restoration	Acres converted to water saving irrigation, miles of Instream benefit, cfs of instream water rights protected	TBD	TBD	TBD
Riparian Corridors	Miles of Invasives Control and/or Revegetated	6	18	60
Riparian Corridors	Acres of corridor treated / revegetated	80	240	800
Water Quality Projects	Miles of Livestock exclusion fencing	4	12	40
Water Quality Projects	Acres of improved floodplain grazing mgmt	TBD	TBD	TBD
Water Quality Projects	Number of outfalls draining high impervious cover with pretreatment	4	12	All
Terrestrial Habitats	Miles of forest roads treated for erosion	10	30	100
Terrestrial Habitats	Acres of treated forest for forest health	1000	3000	10000
Collaborative Learning Events	Number Per Year Hosted by Partners	4	12	40
Educational and Awareness Events	Number Per Year Hosted by Partners	12	36	120
Internal Funding Increase by Groups	Dollars above previous base	333,000	1 million	6 million
External Funding Increase by Groups	Dollars above previous base	333,000	1 million	6 million





**Water is the most critical resource issue of our lifetime and our children's lifetime. The health of our waters is the principal measure of how we live on the land.**  
~ Luna Leopold, Hydrologist





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