



Coastal Conservancy

STATE *of* CALIFORNIA

STRATEGIC PLAN EXECUTIVE SUMMARY

2023–2027



Purpose of this Plan

The purpose of the Strategic Plan is to provide an overall vision, goals, and measurable objectives to track the outcomes of our work and set priorities. The Strategic Plan articulates the Conservancy's aims, priorities, and role implementing the Conservancy's enabling legislation and other state initiatives. The Strategic Plan development process is an opportunity for the Conservancy to hear from partners—nonprofit organizations, tribes, local governments, community groups, state and federal agencies, private landowners, conservation organizations, and the public—about their ideas and priorities for the Conservancy's work.

Plan Context

The plan was developed in the context of three key drivers:

Addressing Inequity.

The Coastal Conservancy recognizes that we have not done enough to address inequities along the California coast and are committed to addressing injustices and inequities. Goal 1 in the Strategic Plan is to Prioritize Equity. Under this Goal we have identified specific objectives and metrics to track our work over the next five years.

Climate Crisis.

California is already experiencing the impacts of a changing climate including rising sea level, loss of kelp forest habitat, severe heat waves, severe storms and associated flooding, a succession of droughts, and intense wildfires. Our work can help mitigate the impact of these changes on the coast.

Funding.

The FY 22-23 California budget is a once in a generation public investment in resilience, outdoor access, and natural resources. The Conservancy has more funding than ever before to support projects that will make a difference to the health and accessibility of the coast.

Key Strategies

The Conservancy aims to achieve the goals of the Strategic Plan by:

Implementing Existing State and Regional Plans.

These include Pathways to 30x30; Natural and Working Lands Climate Smart Strategy; the State Agency Sea-Level Rise Action Plan; the Ocean Protection Council's Strategic Plan; the California Climate Adaptation Strategy; and the California Wildfire and Forest Resilience Action Plan.

Building Capacity and Investing in Meaningful Engagement.

Accelerating action must be balanced with the need to improve engagement and build capacity with systemically excluded communities.

Accelerating Action.

The urgency of the climate crisis combined with the exceptional investment of state funding create an opportunity for the Conservancy to take bold action over the next five years.

Goals and Objectives

The Strategic Plan identifies five goals for the Conservancy. These goals are grounded in specific objectives and quantifiable metrics that can be found in the full plan.



Goal 1: Prioritize Equity

Our first goal is to improve the equity outcomes of our work. The Conservancy will commit 40% of its funding to projects that benefit systemically excluded communities and support these communities through capacity building and workforce

development. We will support projects that return control of ancestral lands to California Native American Tribes, advance tribal co-management of lands and to incorporate tribal expertise and traditional knowledge in land management.



Goal 2: Enjoy the Coast

Improving the ability of all Californians to access and enjoy the coast is central to the Conservancy's mission. Our Explore the Coast and Explore the Coast Overnight programs fund coastal experiences for people and communities who face challenges to accessing or enjoying the coast. Our accessibility, trail building, and

amenity enhancement initiatives aim to reduce barriers and create new recreational resources. And our new Coastal Stories grant program supports storytelling installations that present narratives and voices that have been historically excluded from accounts of California's coast and publicly accessible lands.



Goal 3: Protect & Restore the Coast

The Conservancy works to ensure the coast is protected and restored for existing and future generations. We support projects and activities that protect and enhance the coast's scenic, natural, and agricultural

resources. These natural and scenic coastal resources are vital to the state's economy and quality of life, as well as to the wildlife that depends upon them.



Goal 4: Climate Ready

The Conservancy's Climate Ready Program funds and provides technical support to local communities, nonprofits, agencies, and other partners to plan multi-objective climate

change adaptation strategies along the coast and to implement nature-based climate adaptation projects to mitigate the current and future impacts of a changing climate.



Goal 5: Organizational Goals

The Conservancy needs to build and maintain an organization with the capacity and skills to achieve the goals in this Strategic Plan. We will accomplish this by supporting staff development and retention,

being transparent and accountable, and sharing information about our work and accomplishments with stakeholders and the public.

MISSION STATEMENT

The Coastal Conservancy's vision is of a beautiful, restored, and accessible coast for current and future generations of Californians. We act with others to protect and restore, and increase public access to, California's coast, ocean, coastal watersheds, and the San Francisco Bay Area.

The Coastal Conservancy's (Conservancy) Strategic Plan for 2023 through 2027 presents our view of the future of the California coast and its watersheds over the next five years, including the steps needed to respond to climate change and promote environmental equity.



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