



# Memo

Date: March 24, 2022

To: Members of the State Coastal Conservancy

From: Amy Hutzler, Executive Officer  
Mary Small, Deputy Executive Officer

CC: Oversight Members

RE: Progress on Preparation of Strategic Plan 2023-2027

The Coastal Conservancy's Strategic Plan articulates our view of the future of the California coast and its watersheds over the next five years—including the goals and priorities of this agency as it works to improve resilience to climate change and to promote environmental equity and justice. As reported at the last meeting, the Coastal Conservancy is updating its Five Year Strategic Plan this year. The update provided to the Conservancy Board at the last meeting described the context for this Strategic Plan update. This update focuses on the process for soliciting input into the Strategic Plan.

The Strategic Plan update is an opportunity for the Conservancy Board to provide input on the overall vision, priorities, and specific objectives for our future work. The Strategic Plan update is also an opportunity for the Conservancy to hear from our partners – nonprofit organizations, tribes, local governments, community groups, state and federal agencies, private landowners, conservation organizations, other conservation funders, and the public about their vision and priorities for our work. The Strategic Plan will also build off many existing statewide plans and documents and articulate how the Conservancy's work advances the administration's priorities through on-the-ground actions.

Staff has hired an engagement and facilitation consultant, Calm Waters Group, to help develop and implement an engagement strategy to obtain meaningful input from a broad set of stakeholders and the public input in the development of the Draft and Final Strategic Plan. The consultant will work closely with Conservancy staff throughout the process. It is our intent to solicit input from many stakeholders and partners through a variety of methods, described below.

### **Online Survey**

Staff is developing an online survey to solicit input. We conducted a similar survey in 2018 as part of the development of the current plan. We hope to launch that survey by the end March.

### **Public Webinars**

The first public webinar will be held on zoom on March 28<sup>th</sup>. The purpose of this webinar is to introduce the process, provide context for the Strategic Plan, provide information about the process, and gather input through polls or other interactive, online input. We anticipate holding a few other webinars throughout the process, some will be general, others may be topically focused. For example, we could envision a webinar to solicit input on priorities for our wildfire resilience program.

### **Conservancy Board Meetings**

We expect to provide updates to and receive comments from the Conservancy Board at its regular public meetings as we move through the process. Staff is also working on developing an in-person workshop for the Conservancy Board at the May 5, 2022 board meeting, similar to the workshop conducted for the Justice, Equity, Diversity and Inclusion (JEDI) Guidelines in January 2020.

### **Tribal Consultation**

Staff will send an initial tribal consultation letter to all of the tribal governments in our jurisdiction. In addition, we will seek to set up tribal listening sessions for tribal governments as part of the engagement process and anticipate individual meetings with some tribes and tribal organizations.

### **Focus Group Meetings & Interviews**

Staff is planning to have a series of focus group meetings to bring together stakeholders in specific geographies or working on specific types of projects to solicit additional input. Beyond small group meetings, we also anticipate conducting a number of interviews of key stakeholders.

### **Public Comments**

Public comments on the strategic plan can be emailed to [strategicplan@scc.ca.gov](mailto:strategicplan@scc.ca.gov) throughout the process. We will post and circulate the draft Strategic Plan this summer and solicit comments on the draft document. Those comments will be addressed and incorporated into the final Strategic Plan.

### **Building Equity into the Process**

Drawing from the lessons learned during the development and implementation of the JEDI guidelines, we plan to; host some webinars and/or focus groups in the evening, compensate community leaders for their time, reach out through the networks of our partners engaged in environmental justice and equity work, make multiple ways to give input available, and remain transparent and responsive throughout the process.

## Timeline

When	What	Who
February 3	Discussion with Board about proposed Strategic Plan Update	SCC Board
February - March	Review of foundational plans and documents Draft definition of Coastal Resilience Draft Engagement Plan	SCC staff and consultant
March - May	Implement Engagement: focus groups, workshops, interviews, and survey	Public and stakeholders
March 24	Update Conservancy Board on Strategic Plan Engagement Plan	SCC Board
May 5	Report on input received and discussion of Strategic Plan content, Board workshop	SCC Board
May - June	Engagement Report and Communications Materials	SCC staff and consultant
July	Draft Strategic Plan	SCC staff
July – Sept	Public Comment Period	Stakeholders
September 24	Discussion of Draft Strategic Plan & Comments	SCC Board
October - November	Revision of Strategic Plan	SCC staff
December 1	Consideration and possible adoption of Strategic Plan	SCC Board