



SAN DIEGO RIVER CONSERVANCY

STRATEGIC PLAN UPDATE (2012-2017)

This update to the San Diego River Conservancy (SDRC) Five-Year Strategic and Infrastructure Plan 2006-2011 is a high-level overview for the period 2012-2017, continuing the original four program areas; but, splitting one into two sub-programs and adding a fifth program.

This document builds on several foundation documents that incorporate the principles and recommendations of the San Diego River Park Conceptual Plan (2002) including, but not limited to:

- San Diego River Conservancy Act (Pub. Resources Code, §§ 32630-32661)
- SDRC Five-Year Strategic and Infrastructure Plan 2006-2011 (March 2006)
- Strategic and Infrastructure Plan Analysis (September 2011)
- Addendum to the SDRC Five-Year Strategic and Infrastructure Plan (Nov. 2011)
- SDRC 2012 Annual Work Plan (March 2012)

PROGRAM 1: CONSERVE LAND ALONG SAN DIEGO RIVER

Secure Key River Properties

- **Develop estimated range of costs by reach/area/parcel category**
- **Develop scenarios with and without \$20 million from state water bond**
- **Conserve 739 additional acres (to meet original goal) with partners**
 - Outline general protection strategies and potential funding sources (MSCP, development mitigation, land-use regulation, SANDAG, SDCWA, cities, county and state)
 - Identify lead partners for each reach/area/parcel, as appropriate (e.g., based on pre-existing relationships)
 - Support opportunities as they are created and/or presented to SDRC and/or its partners

Develop and Implement Land Management Protocols

- **Redefine as partner priority (e.g., Local governments, San Diego River Coalition)**

PROGRAM 2: EMPHASIZE RECREATION AND EDUCATION

Complete the Trail

- **Based on San Diego River Trail Gaps Analysis (2010) and jurisdictional priorities**
- **Develop a comprehensive, collaborative approach to obtain permits**
 - Coordinate to resolve regulatory and resource agency issues
 - Focus on habitat, as well as completing the trail
 - Accommodate multiple users (pedestrian, bicyclist and equestrian)

Develop Recreation and Education Programs

- **Collaborate with partners to make *completed trail* real, safe, visible**
- **Link to existing, adopted plans (e.g., San Diego River Park Conceptual Plan, San Diego Regional Bicycle Plan, San Diego River Park Master Plan (City of San Diego))**

Program 3A: Preserve and Restore Natural Resources

Remove Invasive Non-Native Plants and Restore the Land

- **Complete restoration of 350 acres already permitted**
- **Establish additional partnerships to use SDRC permits**
- **Link to Multiple Species Conservation Program (MSCP) by making habitat a programmatic emphasis**
 - Help facilitate preservation of species
- **Address ongoing maintenance and funding for investments (e.g., Prop 40, Supplemental Environmental Projects, local governments, other sources)**

PROGRAM 3B: PROTECT AND PRESERVE CULTURAL AND HISTORICAL RESOURCES

Establish a programmatic emphasis on cultural resources through development of a more robust connection between Old Town and the river

- Pursue National Heritage Area designation (form intergovernmental Working Group to develop and implement a plan)
- Pursue Former California Department of Transportation District Office Complex opportunity
- Develop a physical path between Old Town and the river

Expand partnerships to preserve and provide access to cultural and historical resources, and build on education efforts

- Link to San Diego State University River Center (also see Program 4)
- Complete San Diego History Center Interpretive Plan for Junipero Serra Museum
- Link to other regional museums (e.g., Old Town, Heritage of Americas Museum at Cuyamaca College)
- Form Intergovernmental Working Group that includes tribal governments

PROGRAM 4: ENHANCE WATER QUALITY AND NATURAL FLOOD CONVEYANCE

Continue collaboration with San Diego Regional Water Quality Control Board (SDRWQCB) on projects or programs consistent with the strategic plans of both agencies, federal, state and local water quality plans and goals, particularly:

- Municipal Storm Water Permit
- Southern California Wetlands Recovery Project
- San Diego River Watershed Management Plan
- Community Cleanup and Trash Collection Project Initiatives
- SDRWQCB San Diego River Watershed Monitoring Project

Help establish the San Diego River Research Center at SDSU

- Grow the San Diego RiverNet Data Collection and Restoration Program
- Continue collaboration with partners

PROGRAM 5: EXPAND THE ORGANIZATION'S CAPACITY AND REACH

Develop and implement a funding strategy

- Develop and execute a Sacramento (education) strategy
- Link to MSCP implementation for land acquisition and conservation
- Develop a strategy (non-state) funding
- Develop a collaboration with partners to seek additional funding
- Engage consultant(s) who are expert(s) in capital planning

Develop and implement a partnering strategy

- **Conduct priorities-setting workshop with SDRC, SDRPF Boards (4/20/12)**
- **Assign roles and responsibilities according to capacity and authority**
- **Coordinate with relevant master plans and master plan updates**
- **Develop a collaboration with partners to overcome regulatory and resource agency issues**

June 30, 2012