



Alpine Watershed Group

Protecting the Headwaters of the California Alps

STRATEGIC PLAN 2025-2027

Approved by AWG Board of Directors 1/22/2025

VISION

We envision a community that values and acts to protect, conserve, and celebrate the healthy, resilient watersheds of Alpine County.

MISSION

Alpine Watershed Group protects, conserves, and restores the watersheds of Alpine County by promoting sustainable community and science-based collaborative solutions.

Goal 1: Alpine County’s watersheds and the waters that flow through them are protected, conserved, and restored.		
Strategy: Assess and manage the watersheds		
Outcome: Improved watershed health		
<i>Year-end report reflects that AWG continued its longtime programs and completed projects, whether planning or implementation. Grants were successfully closed out on budget and on time. Water quality monitoring data shows improved water quality through parameters measured.</i>		
Objectives:	Timeline (When)	Owners (Who)
1. West Fork Carson Prioritization Plan: Oversee consultant completion of geomorphic assessment, sediment budget, and prioritization plan for Upper West Fork Carson watershed, and successfully manage State Water Board and CWSD grants so that plan is completed	2025-2026	Headwaters Coordinator
2. East Fork Carson Prioritization Plan: Oversee consultant completion of assessment and prioritization plan for Upper East Fork Carson watershed, and successfully manage State Water Board and matching grant (to be procured) so that plan is completed	2025-2027	Headwaters Coordinator
3. Forest Health and Resilience: Provide Alpine County with forest health project capacity building services so that forest health and resilience is improved	2025-2026	Forest Health Coordinator
4. Amador-Alpine-Calaveras-Tuolumne Natural & Working Lands Collaborative: Work with partners to build capacity for planning, development, and implementation of projects that enhance the resiliency of natural and working lands as a climate solution	2025-2027	California Climate Action Corps Fellows
5. Markleeville Creek Floodplain Restoration Project: Support Alpine County so that project is implemented	2025-2026	Executive Director

6. Hope Valley Restoration and Aquatic Habitat Enhancement Project: Coordinate adaptive management project and monitoring	2025-2027	Headwaters Coordinator
7. Faith Valley Meadow Restoration Project: Support American Rivers in monitoring and outreach for project so that grant is successfully closed out	2025	Headwaters Coordinator
8. West Fork Carson Project: Support National Forest Foundation in monitoring and outreach for project so that grant is successfully closed out	2025	Forest Health Coordinator
9. Lead longtime water quality monitoring programs (River Monitors and HAB), annual Creek Day community workday, and Adopt-A-Highway cleanups	2025-2027	Headwaters Coordinator

Goal 2: Community and regional awareness and participation in watershed stewardship are increased.

Strategy: Engage residents and visitors through education and stewardship opportunities

Outcome: AWG has increased volunteer numbers and hours

Each year AWG has a greater number of volunteers and more volunteer hours.

Objectives:	Timeline (When)	Owners (Who)
1. Increase visibility, both locally and regionally	2025-2027	All staff
2. Develop new partnerships and maintain relationships with existing partners	2025-2027	All staff
3. “Enhancing Environmental Education in Alpine County”: Implement project funded by Whale Tail Grants Program	2025	Headwaters Coordinator

Goal 3: AWG has greater organizational capacity and a sustainability plan.

Strategy: Consistently devote time and thought to staffing needs, board and staff development, and fundraising

Outcome: AWG can afford a capable staff able to achieve AWG goals who have personal life balance; they are supported by a capable board

Staff are retained. Each year AWG has a greater number of donors and the amount of unrestricted income is increased.

Objectives (What will need to exist for the strategy to be realized?)	Timeline (When)	Owners (Who)
1. Strengthen communication between board and staff	2025-2027	Executive Director
2. Consider restructuring the current staffing design to maximize talents and efficiencies	2025-2027	Executive Director
3. Ensure board and Advisory Council capacity is sufficient to provide organizational leadership and staff support	2025-2027	Executive Director
4. Shift focus from transactional fundraising to meaningful engagement and develop the board of directors’ capacity to “friendraise”	2025-2027	Executive Director
5. Explore benefit options for staff members	2025-2027	Executive Director
6. Create Sustainability Plan (required by Sierra Nevada Conservancy Regional Forest and Fire Capacity Program funding)	2025-2026	Executive Director and Forest Health Coordinator