MISSION, VISION AND VALUES

Mission

The mission of the Placer County RCD is to promote the wise and sustainable stewardship of natural resources by inspiring responsible conservation practices.

Vision

Our District will develop, plan and implement programs, services and activities to effectively address current and emerging conservation and natural resource priorities.

Values

We share and support a commitment to:

- Working landscapes
- Viable local agriculture
- Clean and available water
- Productive soils
- Healthy urban environments
- Functioning watersheds
- Firesafe landscapes
- Partnerships
- Education
- Healthy forests
- Biological resources
- Recreational and cultural resources
- Business Enterprise Model
# Planning Goals

## Outreach
- Logo/Tagline
- New Website
- Social Media presence
- Rack Card/Brochure
- Quarterly Newsletter (electronic and hard copy formats)
- Improve Annual Report
- Constant Contact/Database
- Press Releases – 1 per month
- Google Alert
- Develop Annual Event
- Develop Membership Program
- Signage
- New Landowner Packet

## Internal Operations
- Intern Opportunities
- Associate Director Development
- Review banking options
- Development/Marketing Contractor
- Volunteer Opportunities
- Diversify Funding Sources
  - Fee for service
  - Foundation
  - Donations
  - Memberships
  - Business & Non-profits
- Fee for Service
- 501(c)3 creation
- RCD Vehicle – logistics
- Board Member Training → CSDA
- Track Volunteer Hours

Priority #1
Priority #2
Priority #3
Priority #4
Policies
Document/Records Retention
Public Records
Nondiscrimination
Investment
Vehicle
Volunteer

Education
NRCS Partnership
Technical Workshops
Civic Organizations
City Council
Annual County Supervisor Visit

Partnerships
NRCS
Neighboring RCD’s
Water Agency
Revamp LWG
Tribes
Watershed Groups
Master Gardner

TIMELINE

0-6 Months
Logo
Website

6-12 Months
Marketing & Communication
Current Programs
Current Pursuits

2-3 Years
Education/Outreach
Development/Marketing Contractor
PROGRAM WORK AREAS

Rural Conservation/Ag
Carbon Farming
Small Landowner Irrigation
Water Agency Workshops
Cannabis (awareness)

Urban/Community
City Projects
Real Estate
Backyard Conservation
Cannabis

Forestry/Fuels
Defensible Space
Firewood
Tree Mortality

Watershed
Water Health
Water Quality
Water Quantity
Water Health & Fires

ANNUAL EVENT DEVELOPMENT
Replace Farm Conference Slot within the community
Education Programs
Sponsors
Vendors
Get a partner
Fairgrounds?
Appetizer Reception
Conservation Award
Fundraiser
Late Oct/Early November