



# Wild & Scenic Strategic Plan Summary (2011-2016)

**Mission:** The Westfield River Wild and Scenic Advisory Committee (WRWSAC) works to *preserve, protect, and enhance the special qualities and outstanding natural resources of the Westfield River Watershed in concert with local communities.*

**Guiding Principles:** The Westfield River Wild & Scenic Advisory Committee strives to:

- Advocate strategically, skillfully and boldly
- Provide leadership and empower conservation partners, communities and volunteers
- Promote efficiency and strategic partnerships
- Select projects based on level of resource protection impact
- Work in partnership
- Be sensitive to community needs and concerns
- Use interactive and dynamic planning tools
- Connect events, education and outreach as part of our actions
- Advocate for the smart-use of the river and sensitive recreation-based activities
- Speak with one Voice
- Clarify, market and deliver our message back to the communities
- Stick to what we do best

## Strategic Goal #1: Staff & Project Funding

**WRWSAC will develop and implement a 5-Year Funding Plan that secures up to \$75,000/year to fund an equivalent of 1.5 FTEs and a minimum of \$100,000/year for projects with additional capital funds of \$1 million+ raised to support regionally significant projects.**

### Objectives:

- *Sustain funding through the Partnership Wild & Scenic Rivers Program and Wild & Scenic Coordinator position within the Division of Ecological Restoration, Commonwealth of MA*
- *Expand staff capacity over next five years*
- *Maintain and enhance local, state and legislative support*
- *Secure additional source of money and/or supplemental funding to support specific and/or regionally significant projects*
- *Support staff by providing a productive office space, positive working environment, and professional development opportunities*
- *Employ back-up plans for sometimes unpredictable funding*
- *Foster relationship with other Partnership Wild & Scenic Rivers and share resources, lessons learned, and case studies to further protection of National Wild & Scenic Rivers*
- *Maintain visible presence in watershed*



## Strategic Goal #2: Committee Development

Over the next 5 years, WRWSAC will maintain an active presence within the Westfield River watershed and will advocate strategically, skillfully and boldly for the river and the Wild & Scenic resources.

### Objectives:

- *Maintain an active and enduring presence in the watershed*
- *Provide training and professional development opportunities for Committee Members*
- *Encourage skills and enthusiasm of staff, volunteers and Committee Members*
- *Sustain active Committee participation by Member communities and organizations*
- *Maintain good rapport and communication amongst Committee Members and Town Officials*
- *Encourage opportunities for Committee Members to celebrate accomplishments and strengthen connection to resources*
- *Run efficient meetings*
- *Organize for success*



## Strategic Goal #3: Monitoring and Assessment

Over the next 5 years, WRWSAC will continue to monitor and assess riparian conditions and outstandingly remarkable resources for all of the Wild & Scenic river segments and will implement recommendations to protect and enhance Wild & Scenic Resources.

### Objectives:

- *Conduct monitoring that documents and characterizes riparian conditions and leads to recommendations to better protect and enhance Wild & Scenic resources*
- *Use monitoring and study recommendations to identify follow-up action steps and target stewardship activities*
- *Employ various monitoring topics & techniques, e.g. flow, temperature, fish & habitat, recreation user surveys.*
- *Establish clearinghouse for monitoring information in conjunction with conservation partners*
- *Encourage citizen science*



## Strategic Plan #4: Build and Sustain Stream Teams

Recruit and train 100 volunteers per year to assist in monitoring and implementation of 2-3 Stream Team sponsored projects.

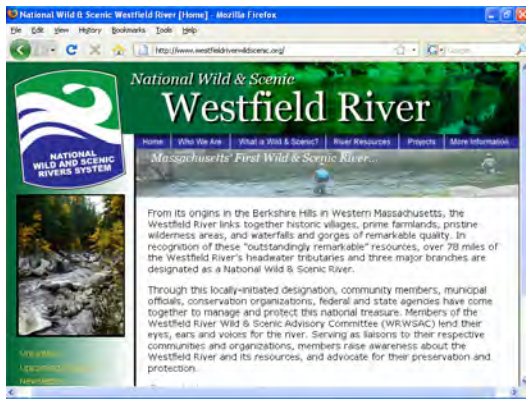
### Objectives:

- Monitor the same sections with Stream Teams to document conditions over time
- Encourage grassroots participation through Stream Team volunteers in seeking solutions
- Use Stream Team projects and activities as way to get word out about Wild & Scenic, Committee and important resource issues
- Retain seasoned volunteers by providing adequate training and positive feedback
- Be responsive to volunteer needs and questions



## Strategic Goal #5: Outreach and Engagement

In the next 5 years, WRWSAC will engage layers of community members by targeting outreach efforts, messages and activities to 3-5 demographics per year through a combination of mailings, outreach materials, workshops, hikes, Stream Teams, etc.



### Objectives:

- Maintain active presence within watershed
- Provide Wild & Scenic information at community events, fairs and whitewater races
- Communicate and build partnerships with residents, towns, policy makers, decision makers, etc.
- Provide effective tools and resources that encourage the long-term protection, restoration and conservation of Wild & Scenic resources

## Strategic Goal #6: Resource Stewardship

In the next 5 years, WRWSAC will successfully conserve, protect and/or restore 2-3 regionally significant critical resources, support 15 riparian conservation projects, and enhance 75 miles of rivers and streams.

### Objectives:

- Promote strategic stewardship of scenic, ecological (fish & wildlife), historic, and recreational resources
- Use the Westfield River Wild & Scenic Stewardship Plan as a tool to identify resources in need of protection, evaluates and prioritizes resource needs, and develops an Action Plan related to the resources



- *Target 2-3 ‘critical’ resources in need of conservation, restoration and/or protection*
- *Provide tools and build awareness of decision makers and citizens to promote good resource-based decision making*
- *Work with variety of conservation partners to support on-going conservation and restoration projects in watershed*
- *Provide technical assistance in conservation, construction mitigation, and good resource planning*
- *Restore the Keystone Arch Bridges*

### **Strategic Goal #7: East Branch Trail**

**By 2015, establish additional segments of the East Branch Trail in coordination with local community trail groups and landowners; support stewardship of existing and future trail segments; and identify and address recreational concerns and needs.**

#### **Objectives:**

- *Maintain and enlarge pool of Trail Stewards*
- *Develop overarching plan for the East Branch Trail in coordination with local communities, trail users, and landowners*
- *Continue to make good strides along existing portion and then work with surrounding communities as their interest in trails increases*
- *Find a long-term stewardship group to maintain and expand the East Branch Trail*



### **Strategic Goal # 8: Wild & Scenic Designation**

**In the next 3 years, the Committee will determine community interest in extending the Wild & Scenic designation to additional tributaries; and within the next 5 years, will submit a request to extend the designation as appropriate.**

#### **Objectives:**

- *Determine clear goals and intentions on reasons to consider expanding the Westfield River Wild & Scenic Designation*
- *Reaffirm the Memorandum of Agreement (MOA) for the Protection of the Westfield River with possibility of including additional communities and organizations*
- *Explore Congressional Designation as potential option*
- *Include important tributaries and surrounding communities interested in seeking Wild & Scenic designation for their stream segments*