



# Old Pueblo Chapter Trout Unlimited **Strategic Plan** 2015 – 2020

Control Number: AD-0006 Version: 1.3

Created: 08/18/15

Date Modified: 11/20/2016

Effective Date: 12/07/2016

## *Mission:*

To conserve, protect and restore Arizona coldwater fisheries and their watersheds.

## *Vision:*

By the next generation, Old Pueblo Trout Unlimited (OPTU) will ensure that robust populations of native and wild coldwater fish once again thrive within their Arizona range, so that our children can enjoy healthy fisheries in their home waters.

## **Statement of Intent**

Our board acknowledges that Conservation work takes on many forms from advocacy to culvert removal, to in-stream habitat improvement projects, education and outreach, and countless other ways of improving our coldwater fisheries. Recognizing our Chapter's strengths, and building on our relationships with Arizona Game and Fish we decided that **Angler Science and Community Outreach** will serve as our signature conservation work and help establish our chapter's identity within our local community and the broader TU landscape. We will accomplish this by:

- Building a high level of awareness for the TU brand—a brand that stands for engaging more anglers and others in the TU mission;
- Growing and diversifying our membership, staffing and organizational capabilities;
- Working in collaboration and engaging in advocacy with other conservationists, agencies, and partners.

## **Core Values**

- We are driven by our mission, and all levels of the organization—members and board—work together with Trout Unlimited national toward a common vision.
- We work to find solutions to problems rather than simply treating symptoms.
- We base our decisions on sound science and share our science to help guide other partners.
- We operate through collaboration and partnership.
- We are innovative and entrepreneurial.
- We are committed to excellence and to providing best in class service to all our members. We are non-partisan.

- We believe that educated and informed anglers make good stewards.

## Strategic Plan Goals

- Protect high quality habitat for native and wild coldwater fish.
- Reconnect fragmented fish populations and habitats by improving instream flows and removing fish passage barriers.
- Restore watersheds by working in collaboration with others.
- Encourage the community to increase participation by actively presenting OPTU goals and objectives in a fun way.
- Sustain our conservation efforts by inspiring and training present and future generations of conservation stewards.

## Strategic Opportunities

Strategic opportunities reflect areas that we will emphasize through integrated fundraising, marketing, conservation, education, community outreach and science campaigns over the next five years, and will include new initiatives around education, community, trout and science.

### Conservation Strategies: Protect

Aid in securing federal and state legislative and administrative land designations to protect high quality trout and salmon habitat on public lands

Protect high quality wild and native habitats on public and private land by working in partnership with state and local agencies and the land trust community and through mechanisms available under state laws, regulations, policies, and through charitable activities.

Participate in the evaluations of traditional land and water uses such as energy development and transmission, water withdrawal and storage projects, shipping, and mining and ensure are done in a way that does not harm trout nor the watersheds upon which they depend.

Prevent harm to native and wild trout from poor hatchery and harvest management policies practices.

### Conservation Strategies: Reconnect

Work with the other Arizona chapters to secure stronger water leasing and acquisition authorities in state laws.

Preserve current funding and acquire increased funding from federal state, and private sources for reconnect/restore work on public and private lands.

Reconnect rivers and streams by enhancing stream-flows and removing or creating passage through culverts, diversions, and dams.

## **Conservation Strategies: Restore**

Work in partnership with state and federal agencies, private industry, local communities, and others to leverage scarce resources to help restore degraded wild and native fish populations in strategic watersheds within Arizona.

## **Sustain Strategies: Engagement and Communications**

Improve upon the member value proposition to increase engagement and grow membership.

Build a stronger chapter inside and out to better engage members and more effectively deliver on the mission locally.

Expand event and activity opportunities for member engagement through a focus on *Conservation—Community—Fishing*.

Engage the fly fishing and outdoor industries in our conservation and membership development work.

Increase member acquisition and diversify the member composition in terms of age, race and gender to reflect the overall demographics of the fly-fishing community.

Strengthen TU communications to enhance our relationship with members and the public in order to improve advocacy, giving, and engagement. A major focus will be the development of an online community to promote engagement and membership.

## **Sustain Strategies: Fundraising**

Develop integrated fundraising campaigns to support strategic opportunities: education (science, technology, recreation, engineering, arts, and math); Southwest native and wild trout; Citizen engagement; and climate preparedness/response.

Raise funds to support a bigger, better and more engaged TU, including specifically growing support for our OPTU Chapter Evitts Fund program.

Provide for the acknowledgement and award of donors and volunteers by developing ways to provide for donor and volunteer recognition.

## **Sustain Strategies: Organizational Strength**

Ensure that OPTU operations promote accountability, diversity, openness, and integration across and within the overall TU organization (“One TU”).

## **Plan Outcomes**

### **Protect:**

- Increase protective designations and management prescriptions for Wild and Scenic river protection;
- Improve Off Highway Vehicle management;
- In conjunction with TU and other Arizona Chapters increase statewide protection through easements and acquisitions in collaboration with private landowners;
- Improved native and wild trout management.

### **Reconnect**

- Increase miles of reconnected habitat.

### **Restore**

- Restore rivers and streams; and
- Increase areas of restored habitat.

### **Sustain**

- Grow the number of anglers who are TU members, donors and supporters to reflect the diversity of the fly angling community;
- Increase volunteer hours by 10%;
- Increase in chapter activities by 10%;
- Track and report on lands and waters protected, reconnected, and restored on an annual basis;
- Increase science understanding within the community.