Stewardship Partners
October 2023 – September 2028 Strategic Plan

When Chris Bayley founded Stewardship Partners, he set out to engage landowners in action that could really make a difference – for them, and for our region. His insight that engagement of every stakeholder matters in caring for our land and water. When we leave any one group out of the solution, we don't really have a solution at all. Stewardship Partners has grown over the last two decades to be a recognized bridge builder between policymakers, landowners, community dwellers, and business owners. By listening first, understanding the science behind what actions really make a difference, Stewardship Partners has built a trusted reputation for innovation, inclusivity and action.

Two decades later, we are recommitting to engaging all people in innovative, inclusive, science-based action that ensures the bounty of our region continues for generations.

Vision: A world where every person is engaged in caring for our land and water.

Mission: Engage Salish Sea communities as caretakers of the land and water that surround and sustain us.

Values

People: We foster a positive, inclusive, professional culture that respects and supports each other and embraces and welcomes diversity in our community and the workplace. We are a transparent, honest, ethical and trustworthy organization that is accountable to our mission, donors, partners and public.

We listen, understand and then co-create with people in our communities who drive environmental solutions that best fit the needs of the people and place. Positive: We believe in a positive, rewarding approach to environmental change where all stakeholders benefit, rather than a guilt-based approach: We focus on people taking tangible actions on the ground that have measurable positive impacts on nature.

Partnership: Partnership defines every aspect of our efforts to care for people, land and water. Long-lasting stewardship is attained through trust, time, and communication with our partners. True partnerships benefit each party. We are collaborative, not litigious.

Science: We use best available science to help adapt our activities to be efficient and effective in our mission.

Risk: We incubate new ideas, embrace innovation and are not afraid to take risks.

Celebration: We celebrate stewards, the bounty of our region, healthy environments and healthy communities with good food, beautiful and fun events.

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Stewardship Partners Logic Model

Overarching Problem	Specific Issue/Problem	Action	Partnerships	Outcomes
Water quality defines the quality of life – all life – for a region. Water quality in the Salish Sea is directly impacted by upstream agricultural practices and urban pollution. We are specifically focusing efforts on pollution runoff, lack of high-quality stream habitat, and inequitable solutions in agricultural, rural, urban and nearshore communities.	Polluted runoff from impervious surfaces (pollutants)	Engage Stewards in GSI scaling	• Local Communities • Community Based Organizations • Local Government • Government Agencies • Environmental Organizations • Academics	• Increased communities and community members adopt solutions • Partners share and promote solutions • Viable new solutions/approaches to improve water quality • Salish Sea water quality improved • Improved habitat • Improved forests, salmon and orca • Improved air quality
	Inequitable solutions	Engage all Stewards in the Quality of Life that comes with our beautiful natural environment, Solutions and their Benefits	• Members of marginalized communities most impacted • Tribes • Community Based Organizations • Government Agencies • Environmental Organizations	
	Lack of high quality stream habitat (water quality, erosion, etc.)	Engage Stewards in Stream Restoration	• Farmers • Community Based Organizations • Local Government • Environmental Organizations • Academics	
	Invisibility of the problems	Engage Stewards in Understanding the Problem	• Environmental Organizations • Businesses • Government Agencies • Tribes • Academics	

To address these issues and achieve these outcomes, we have set forward four goals:

Commented [ST1]: This column might need to be made more "public" facing in the language.

Commented [ST2R1]: Same with Incubate, Test and Refine Solutions column - I wonder if we call these "Stewardship Partners Solutions" - The Replicate and Scale column potentially could be something that is NOT public facing - I would maybe wrap it with the Incubate column.

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Goal 1: Green Stormwater Infrastructure: Replicate science based best practices in watershed stewardship and water quality, focusing on neighboring high priority Salish Sea Watershed communities.

1.1 At least 3 Toolkits completed and distributed/shared
1.2 Host Annual Green Stormwater Infrastructure Summit, implement GSI mid-year social, and identify needs for summits on additional topic(s)
1.3 $200,000 in Green Stormwater Infrastructure incentives distributed in priority communities, with emphasis on underserved communities.
1.4 Replicate Adopt a Downspout in @ least 5 new communities
1.5 Replicate 5 new rain gardens in the Snoqualmie Valley
1.6 Snoqualmie Valley watershed restoration includes 1 mile/year of streambank restored, 15,000 trees planted/year, 20 acres maintained, 500 volunteers engaged/year, and 45 landowners engaged by year 5.

Goal 2: Habitat Restoration & Stewardship: Replicate science based best practices in watershed restoration for neighboring Salish Sea Watershed communities, focusing on the high priority fish and wildlife habitat.

2.1 At least 6 Toolkits completed and distributed.
2.2 Replicate Salmon Safe with @ least 4 new partners

Goal 3: New Solutions: Incubate innovative, collaborative solutions for environmental issues affecting land and water through watershed stewardship and green infrastructure.

3.1 Staff trained on Diversity, Equity & Inclusion and working with BIPOC Communities and tribes.
3.2 Identify, test and document @ least 1 new approach to engage marginalized/BIPOC communities and/or tribes
3.3 Identify, test and document @ least 1 new approach to engage homeowners/landowners
3.4 Identify, test and document @ least 1 new approach to engage landowners/businesses
3.5 Identify, test and document @ least 1 new approach to address regulatory issues affecting environmental restoration and/or water quality – (catalyst between landowners and government)
3.6 Explore how Stewardship Partners can support Near Shore Habitat Restoration

Goal 4: Foster an effective, efficient and equitable management structure supports organizational growth and success.

4.1 Foster a resilient, inclusive, and effective board of directors that fully supports our mission to enhance Salish Sea's water quality through people-centered solutions
4.2 Develop and implement a fundraising plan to generate @ least $10M in funding.
4.3 Human Resources Management provides clear and relevant structure and support for a diverse staff.
4.4 Communications Plan updated annually to both promote who Stewardship Partners is/what we do, and messaging on what the community can do to be good land/water stewards.