

# Friends of the Fox River 2018 Strategic Plan: Protection

Area	Goal	Strategy	Actions
<b>Protection</b>			
<b>I. Expand Monitoring funding and activities</b>			
<b>A. outreach to MS4's - detail current monitoring &amp; community education efforts, request proportional annual subsidy</b>			
			<ol style="list-style-type: none"> <li>1. Staff &amp; Treasurer will compose a request for funding</li> <li>2. Staff will distribute request to all MS4's in the watershed</li> <li>3. Staff will follow up with phone calls, in-person presentations, etc.</li> </ol>
<b>B. Develop adult volunteer "Creek Caretaker" Program</b>			
			<ol style="list-style-type: none"> <li>1. Create and recruit members for a "Caretaker" program committee to develop and manage the program</li> <li>2. Publicize the program</li> <li>3. Create webpage describing the program</li> <li>4. Recruit and train Caretakers</li> </ol>
<b>II. Increase Advocacy</b>			
<b>A. Convene a dam removal task force to develop strategy, partners, funding, volunteers, etc.</b>			
			<ol style="list-style-type: none"> <li>1. Identify and recruit local experts for Dam Issues Technical Advisory Committee - hydrologists, fisheries biologist, civic engineers, municipal/county planners, etc.</li> <li>2. Dam TAC researches dams &amp; issues report on existing conditions, current obstacles, recommendations for individual dams, and prioritizes actions</li> <li>3. Develop a Dam Action Strategy</li> <li>4. Create a Dam Outreach Team to execute strategy, create presentations and exhibits, create printed &amp; web materials, table at public events, etc.</li> </ol>
<b>B. Advocate for and convene a Watershed-wide Coordinating Council with our local (Middle Fox) environmental partner organizations, and Wisc, Kendall &amp; LaSalle partners</b>			
			<ol style="list-style-type: none"> <li>1. Propose year round coalition at 2017 Fox River Summit</li> <li>2. Convene Summit followup coalition planning meeting</li> </ol>
<b>III. Take Action - Increase Member &amp; Public Participation</b>			
<b>A. Plan and conduct warm weather "Love The River" events to promote water quality, reduce and eliminate litter, advocate for dam removal, conduct public education, reward volunteers and celebrate our successes</b>			
			<ol style="list-style-type: none"> <li>1. Create &amp; distribute a "Love The River Day" promotional &amp; sponsorship packages for community organizations and businesses as events for their members/employees</li> <li>2. Utilize on-line tools (website, software) to attract, train &amp; retain volunteer, record hours &amp; other data</li> <li>3. Engage bands, entertainers, food donations</li> <li>4. Engage Scouts &amp; other community service groups as event volunteers - registration, food service, data collectors</li> <li>5. Create sponsorship &amp; marketing program</li> <li>6. Run geographically progressive events that travel downstream - target communities, local organized groups &amp; sponsors</li> <li>7. Develop data collection, analysis &amp; litter reduction program</li> </ol>
<b>B. Create a "Flood Response Team" to provide labor, communications, canoes and education during flood events</b>			
			<ol style="list-style-type: none"> <li>1. Recruit/engage - experienced canoers, Venturing Crew &amp; their friends, local service organizations, labor &amp; exhibit volunteers</li> <li>2. Work with municipalities and emergency responders to develop cooperative program/agreements</li> <li>3. Equip, train and practice responses with volunteer teams</li> <li>4. Create &amp; print Flood Response Team handouts - program overview, flood education, volunteer appeals</li> </ol>
<b>C. Activate a member "Action Alert Network" to engage our members in promoting education, stewardship, help with marketing events &amp; programs, contact elected officials, etc.</b>			
			<ol style="list-style-type: none"> <li>1. Publicize program in Newsletter, Member Newsletter, on FB &amp; Website, add "Subscribe" buttons</li> <li>2. Create separate "AAN" MailChimp subscriber list</li> </ol>