



# Strategic Plan 2023-2025

San Joaquin River Parkway  
and Conservation Trust, Inc.





## MISSION

Our mission is to preserve and restore San Joaquin River lands having ecological, scenic, or historic significance; to educate the public on the need for stewardship; to research issues affecting the river; and to promote educational, recreational, and agricultural uses consistent with the protection of the river's resources.

## Long-Range Vision

The San Joaquin River Parkway will someday include a continuous trail system connecting open space areas along the river from Friant Dam to Highway 99. At full build-out the Parkway will provide opportunities to explore and experience the river in vibrant natural areas with clean restrooms and trails. Regular safety patrols by volunteers and rangers will provide education and assistance to visitors. Land conservation will provide protection for the unique plant and wildlife species found throughout the river corridor by preventing the conversion of open space to urban uses. Our vision for the Parkway includes timeless amenities to improve quality of life in the San Joaquin Valley: a healthy river ecosystem filled with wildlife, walking trails throughout the 22-mile parkway, multiple pedestrian bridges, education programs, bicycle and boat rentals, and thousands of people benefitting from the physical and mental health benefits accruing from time spent in nature.

# GOALS 2023-2025

Work with partners to achieve the full implementation of the San Joaquin River Parkway Master Plan and the San Joaquin River Restoration Program.

Extend the Parkway's trail system and develop other Parkway properties for public use.

Expand Parkway visitorship through strategic community outreach with an emphasis on Diversity, Equity, and Inclusion.

Expand Parkway operations and maintain high-quality experience for visitors.

Assemble sufficient capacity to achieve the goals of the plan.



# GOALS AND OBJECTIVES

## GOAL 1:

Work with partners to achieve the full implementation of the San Joaquin River Parkway Master Plan and the San Joaquin River Restoration Program.



- 1.1** Support the U.S. Green Building Council of Central California project to build a Native American resource center at Circle V.
- 1.2** Support future implementation of the Western Reaches Activation Program.
- 1.3** Explore the transition and management of the Milburn Unit and Camp Pashayan to the State Conservancy.
- 1.4** Continue to conceive of and garner funds for new habitat enhancement projects to carry out the wildlife goals of the plan.
- 1.5** Continue invasive weed management work in support of the San Joaquin River Restoration Program.
- 1.6** Continue E-pond Habitat Enhancement Project.
- 1.7** Garner funding for a planning project for channel restoration/pit closure at Sycamore Island, or Ledger Island.
- 1.8** Participate in Vulcan's planning/implementation of mitigation bank for land surrounding the River Center.
- 1.9** Garner funding for habitat projects at Sumner Peck Ranch.

## GOAL 2:

Extend the Parkway's trail system and develop other Parkway properties for public use.



- 2.1** Increase Parkway access points and explore the use of new tools and technologies for new public access.
- 2.2** Participate in implementation of recreational access to large ponds surrounding Owl Hollow.
- 2.3** Acquire at least 3 properties necessary to build trail connections.
- 2.4** Research and draft agreement to carve out trail corridor in Willow Unit of the San Joaquin River Ecological Reserve.
- 2.5** Garner funding to plan and implement 1 new trail along the Parkway.
- 2.6** Support implementation of an extension of the Lewis S. Eaton trail at Fresno River West in partnership with the City of Fresno.
- 2.7** Garner Funding for detailed design for pedestrian river crossing at River West; participate in funding discussions for bridge improvements at Ledger Island and Road 206.
- 2.8** Provide toilets and handwashing stations under new contract with the State Conservancy.



## GOAL 3:

Expand Parkway visitorship by providing Recreational and Educational programs with an emphasis on Diversity, Equity, and Inclusion.



- 3.1** Build on the success of River Camp programs and develop funding and outreach resources for underserved communities in the Valley.
- 3.2** Create 3 new enrichment programs targeted to communities experiencing barriers to visiting the Parkway.
- 3.3** Create and implement a Justice, Equity, Diversity and Inclusion plan for board and staff utilizing tools from the Strategic Growth Council's Racial Equity Resource Hub; especially the Department of Fish and Wildlife's JEDI action plan.
- 3.4** Create a more inclusive River Camp program for students with disabilities.
- 3.5** Work with partners that can provide transportation to enable foster youth to attend River Camp and other programs.

## GOAL 4:

Expand Parkway operations and maintain high-quality experience for visitors.

- 4.1** Deliver on the new Sycamore Island concessionaire agreement.
- 4.2** Garner future contract to operate Ball Ranch/Ledger Island.
- 4.3** Perform a safety/liability review for visitor access areas.
- 4.4** Create new signage at Sumner Peck Ranch and Sycamore Island, including but not limited to navigational signage and a new monument sign.
- 4.5** Create a secure fenced area at Sumner Peck Ranch for farm equipment storage.
- 4.6** Garner funding for a planning project for improvements at Sumner Peck Ranch.





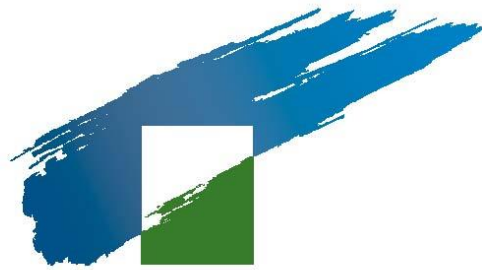
## GOAL 5:

### Assemble capacity to achieve the goals of the plan.

- 5.1 Create a staffing pattern to ensure sufficient capacity to complete strategic plan actions.
- 5.2 Engage volunteers as appropriate to complete strategic plan objectives.
- 5.3 Cultivate relationships with public and private funders.
- 5.4 Raise next \$1 million for O&M Endowment.
- 5.5 Hit annual Trust operations fundraising targets.
- 5.6 Raise land protection capital as necessary.
- 5.7 Fund land stewardship and restoration projects according to land management plans
- 5.8 Achieve a positive cash position each year.







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