

**San Diego Chapter, California Native Plant Society
Adopted Strategic Plan
August 2, 2017**

CNPS MISSION

The mission of the California Native Plant Society is to conserve California native plants and their natural habitats, and increase understanding, appreciation, and horticultural use of native plants. [State CNPS]

CNPSSD MISSION:

The Mission of the San Diego Chapter of the CNPS is to conserve San Diego and Imperial County native plants and their natural habitats, and to increase everyone's understanding, appreciation, and horticultural use of native plants.

CNPSSD Vision

CNPSSD envisions a future where:

- There is successful and continuing conservation of full diversity of native plants, native vegetation and other native organisms in the San Diego and Imperial county region.
- The San Diego Chapter of the CNPS is recognized as a leader in providing reliable information on California native plants and their conservation.
- Native plants are widely used in home, commercial, and public settings and as an alternative to exotic ornamental plants that require higher rates of irrigation and are foreign to the Southern California biome.
- There is widespread education on the values of aesthetics of native plants and native vegetation in San Diego and Imperial counties.
- Elected officials and agency decision makers are aware of the effects of their actions on the unique environmental resources in San Diego and Imperial counties.

GOAL 1: Understand the Flora

Strategy 1: Understand the Flora

To improve scientific understanding of the native plants and vegetation of San Diego and Imperial counties, including taxonomic, floristics, ecology, and life history, we will establish a knowledge base. This knowledge base will include a bibliography and library that will serve as a current source of scientific data for members about San Diego county plants and native vegetation.

This information should focus on access to contemporary scientific information, including published documents, regional reports and local data. We should identify other available information sources such as mapping and specimen collections.

Strategy 2: Foster Information Gathering to Fulfill Chapter Goals

Engage in regular scientific dialogs and meetings that gather and disseminate information concerning the status and protection of native plants, native vegetation, and landscapes.

Strategy 3: Work with state rare plant and vegetation staff and statewide rare plant and vegetation committees to increase the effectiveness of state CNPS' work on rare plants and vegetation.

GOAL 2 Protect native plants and vegetation through effective and coordinated conservation actions.

Conserve California's native plants and vegetation through a strong legal framework to give us the power to effect change.

Strategy 4: Effectively use volunteers to coordinate activities with dedicated partners to support native plant and vegetation conservation in a region-wide network.

Strategy 5: Build, strengthen and maintain a robust legal and regulatory framework that the Chapter and its partners can use to protect native plants and vegetation.

Strategy 6: Work with state conservation and legislative staff and statewide conservation and litigation committees to increase the effectiveness of state CNPS' conservation work.

GOAL 3: Conserve, enhance, restore and reclaim land for native plants and vegetation through horticulture and stewardship.

California native plants (or appropriate non-native, non-invasive plants from similar Mediterranean climates) should be the standards for all planned landscapes.

We envision a California where existing habitats are protected and managed and new habitats are created by choosing locally-native plants to conserve resources, create sustainable landscapes and promote habitat connectivity that enables organisms to best respond to climate changer and other stressors.

Strategy 7: Encourage the use of responsible sources of native plants in the region.

We should identify and utilize appropriate nurseries and other sources of native plant materials in San Diego and Imperial counties. Explore ways of making this information available to the public through various sources, including printed materials and the Chapter web page. Review and update this information on a regular basis.

Strategy 8: Educate the general public to encourage the use of native plants in revegetation efforts in public and private settings.

Use Chapter presentations, input to public projects and and other methods to encourage and demonstrate private native gardens to utilize native plants.

Support public programs, including educational and demonstration projects with publicity and funding, where appropriate to further this strategy.

Strategy 9: Increase Invasive Plant Control on several fronts.

- Control non-native invasive plants in every environment, through educating the members, public, and commercial plant businesses.
- Support partner organizations that are working in California for non-native plant management and eradication.
- Reach out to the public for control of non-native plants.
- Prioritize efforts for invasive plant control based on local needs.

Strategy 10: Work with state outreach staff and the state Gardening, Landscape, and Nursery Committee *and other committees, as appropriate*, to increase the effectiveness of state CNPS' horticultural efforts.

GOAL 4 Develop and maintain sufficient resources for a vibrant public enthusiasm for California's native plants and vegetation.

CNPSSD will be successful when there is a stronger public understanding and support for protecting native plants and vegetation, effective legal and regulatory tools, and a larger community of active supporters.

Strategy 11: Strengthen the organization and effectiveness of CNPSSD

Increase active participation in the San Diego Chapter through outreach, education, and promotion of a variety of volunteer activities that further the goals of the Chapter. Value, support and mentor volunteer members through acknowledgement and other methods.

Strategy 12: Develop plans to increase the experience and participation of a diverse population of all ages, particularly young people and those with diverse ethnic and economic backgrounds.

We will accomplish these goals through education and inclusive Chapter meetings, active and rewarding committees that further our goals, and by continuing information exchange through the Chapter newsletter, web page, social media, and other programs.

The Chapter will develop programs that champion and promote a valuable conservation ethic among Chapter members and others.

Strategy 13: Strengthen the financial health of the Chapter.

- Strengthen the financial health of the Chapter by actively fund-raising for specific projects. Reduce costs, where possible, to ensure that the greatest percentage of available funds can be used to fulfill Chapter goals.
- Prioritize Chapter spending goals on an annual basis.

Strategy 14: Work with state outreach staff and state Education, Membership & Marketing, and Chapter Relations & Engagement committees to increase the effectiveness of state CNPS' work in education, increasing membership, and improving marketing, chapter relations, and membership engagement.