

# **South Yuba River Park Association**

## **Strategic Plan 2012-2017**

(To be reviewed and updated 2014)

Approved: September 13, 2012

SYRPA Board of Directors

# **South Yuba River State Park**

## **Mission**

- 1) Promote the educational and interpretive activities of the State Park System, principally in the South Yuba River State Park, Sierra Gold District.
- 2) Produce and make available to park visitors, by sale or free distribution, suitable interpretive and educational literature and materials, including books, maps, pamphlets, visuals, and recordings.
- 3) Acquire and display materials or objects pertaining to the cultural history of the area for the purpose of adding them to the interpretive collections of the State Park System.
- 4) Develop and maintain a suitable park library for the Sierra Gold Sector.
- 5) Assist in development and improvement of interpretive facilities
- 6) Assist financially and otherwise in the establishment and operation of similar cooperative associations in other areas of the State park System.
- 7) Give all possible aid to the State of California in conserving, developing and interpreting the areas of the state Park System for the benefit of the public.

# **South Yuba River Park Association**

## **Vision**

**Advance the enthusiasm for and vitality of the South Yuba River State Park by providing entertaining recreational opportunities, imparting the excitement of observing nature in action and bestowing a profound appreciation of its history and culture.**

# Strategic Plan

## Description

Definition – Path between Current Condition and Five Year Vision

Vision must be in direct support of the mission of the park

Review and update bi-annually

### Goals

- Instill a sustainable disciplined planning culture
- Provide a framework for annual planning that will result in
  - Measurable objectives and achievable resource requirements
- Produce a flexible document that describes the current strategic thinking for the next five years

Objectives/projects must be:

- Stretch/challenging
- Measurable
- Attainable
- Realistic
- Time Constrained

Project Plans in support of the Strategic Plan

- Clear definition of project objectives and identification of the desired end state
- Timeline
- Identified resource requirements
- Clear identification of source of resources
- Identify the roles and responsibilities of the participants
- Define the responsibility, authority and accountability of the management structure
- Focus on “how to,” not “why not”
- Include completion of Required Documentation

## **Six Key Goals**

1. Assist State Parks with obtaining historic designation for the Historic Ranch area of the Park.
2. Complete Phase II of the Shell Station.
3. Develop information about the native (Nisenan) people who inhabited the South Yuba River area, and incorporate their story into the Park experience.
4. Work with State Parks to restore the Independence Trail(s) into a safe and usable condition.
5. Expand Association membership and grow financially.
6. Assist State Parks personnel in maintaining trails, fencing, landscaping, signage and other structures at the Park.

## **Important Projects**

Wagon Conservation.

School Tour Sponsorship.

River Focus/Access.

River Interpretation.

Barn Structural Repairs and Restoration.

Self Guided Trails (Historic Ranch, Kneebone, Photography, Nature).

Beautification.

Improve Visitor Services.

Expand Docent List / Develop Mentor Docents.

Expand Weekend Guided Tours (Bridge, Barn).

Provide Meeting Area in Historic Ranch.

Emphasize Role of Park as Historical Transportation Center.

Expand Board Member Responsibilities and Training.

Establish Board Member Retreats to Enhance Capabilities, Planning.

Train new docents for the Independence Trail.

Work with State Parks to repair and maintain the Independence Trail.

Develop a program about the Nisenan people.

Increase visitor center storage space.

Repair fencing.

Utilize social media to solicit donations.

## Historic Designation Goal

**Assist State Parks with obtaining historic designation for the Historic Ranch area of the park to ensure continued support by the State and the public for its preservation and improvement and to assist in the generation of funding and grants.**

### Elements:

- Research the various types of historic designation and select the one most appropriate for the Park.
- Determine requirements for achieving historic designation.
- Obtain Sierra District and Sierra Gold Sector support.
- Solicit assistance from California State Parks in achieving historic designation.
- Generate justification.
- Seek public and SYRPA support for the application.
- Apply for and follow up to ensure receipt of historic designation

### Completion:

## Measures of Performance

- Percentage complete relative to completion date.



## **Shell Station Goal**

### ***Complete restoration of the Shell Station ( Phase II)***

#### Elements:

- Identify the year to which the station will be restored. Perform research necessary to plan and perform the work to achieve that appearance.
- Develop the restoration plan.
- Obtain funding, grants and or other resources necessary for the restoration (see historic status goal).
- Execute and complete the restoration.
- Celebrate the completion with an appropriate public ceremony.

Completion Date: December 2013

#### Measures of Performance

- Percentage complete relative to completion date.

## **Nisenan Information Goal**

**Create a presentation about the life and history of the South Yuba River canyon native people.**

Elements:

- Research various sources to collect information.
- Based on available information determine how best to communicate the information to the public.
- Estimate space and financial requirements for this project.

## **Independence Trail Restoration Goal**

**Encourage and support State Parks to restore the Independence Trail to a safe and user friendly condition.**

Elements:

- Await the acquisition of the Sequoia Challenge properties by the State Parks.
- Update the SYRPA agreement with State Parks to reflect the acquisition.
- Monitor the Trails to identify unsafe conditions and notify the Parks of same.
- Play an active roll with the State Parks to correct trail deficiencies.
- Work with the SYRPA volunteers through State Parks to ensure that adequately trained docents are available at Independence Trail.

## **Membership and Finance Goal**

**Expand Association Membership, review membership benefits, establish a Business membership program, and grow financially.**

Elements:

- Implement a membership campaign using local and area media, word of mouth, and internet.
- Establish a commercial or business membership class with incentives such as listing in the newsletter.
- Review and expand benefits of membership. Evaluate cost of membership.
- Seek financial support in the form of grants and other donations.

Completion Date: Ongoing

Measures of Performance:

- Increase revenues by 15%/year.
- Increase membership by 15%/year.

