

**Forest Preserves of Winnebago County**  
**Strategic Plan**  
**2014-2017**

**GOAL #1: Demonstrate Excellence and good stewardship in management of natural resources.**

- Define land restoration policy.
- Prioritize, improve, and protect natural resources.
- Improve data and inventory of our resources.
- Strive for WCFPD to be the premier organization recognized for natural resources management.

**GOAL #2: Engage the public to increase awareness of the forest preserves and their value to the region.**

- Create a comprehensive marketing plan promoting the preserves and their value; targeting both non-traditional user groups (including retirees, ethnic populations, baby boomers and families) and traditional users.
- Expand partnerships and volunteer opportunities.
- Improve internal and external communication and strengthen board governance.

**GOAL #3: Expand opportunities for educational and recreational activities for all ages.**

- Create interactive education resources.
- Offer programs through the WCFPD utilizing our partner agencies as experts.
- Define and create an implementation strategy for appropriate recreational activities.

**GOAL #4: Promote community-supported, value-driven, mission-centered revenue streams.**

- Pursue non-tax revenue opportunities.
- Create a comprehensive fund development plan.
- Initiate steps to assess feasibility and rationale of pursuing a referendum.

**GOAL #5: Fulfill high standards of compliance, safety, and maintenance of property, infrastructure and equipment.**

- Meet requirements and guidelines of regulatory agencies pertaining to Safety & Risk Management.
- Comply with State and Federal A.D.A. guidelines.
- Maintain infrastructure and equipment to maximize life expectancy.
- Maintain property for intended use.

**GOAL #6: Acquire, protect and preserve land to protect the rich biodiversity of Winnebago County.**

- The Land Advisory Council will work with the Board of Commissioners to develop a prioritized plan to protect all remaining natural areas in the county in cooperation with other organizations and agencies.
- District staff will work with the Land Advisory Council to fill in gaps in existing preserves.
- The Board will continue to seek ways to connect existing open lands to develop corridors for wildlife and for the benefit of the citizens of the county.
- The Board will continue to seek funding to acquire, restore and maintain forest preserve land.