

Strategic Direction/Key Goal/Focus Area Strategy Template

Key Goal/Focus Area/Strategic Direction: *2-4 words beginning with a verb that sums up strategic direction. Start with the phrase the group came up with. You can revise if needed after you complete a draft*

#3 Identify Potential Regional and Sub-Regional Project Funding Sources

Main Intent: *1-2 sentences explaining main intent; don't get caught up in wordsmithing*

The North Bay Watershed Association will be a leading resource for the region on information about current and future funding opportunities aligned with our strategic regional priorities. To the extent possible, these efforts should assist the regional entities in avoiding competition for the same funding sources.

Measures of Success *(tip: Stretch but be realistic; be specific; needs to be measurable)*

1 year: By 2020 the NBWA Technical Committee has a process that results in the Board and the Technical Committee being well informed on the most available/possible funding sources and being ready to cooperatively apply for these funds for regional and sub-regional projects

3 years: -3 regional projects that align with the Strategic Directions of the NBWA will be funding

Key Components/Actions *to work towards achieving success. Focus on the next 6-12 months. Use verbs. If you know who or timeframe include that information.*

See with actions in Strategic Direction #3

Specific suggestions:

- Consider if Prop 68 might be pocket of money just for Marin co and mid pen.

Possible Barriers and Actions to Deal with them

See comments in Strategic Direction #3

Links and Connections *(i.e., other Stakeholders, Sites, Programs, organizations etc. that might need to be included in plan or might be involved in Implementation)*

Overlap with comments in Strategic Direction #3

North Bay Watershed Association Strategic Planning

Resources Available/Needed (e.g., people, agencies, expertise, etc.)

Possible grant writing assistance