

# 2016-2020 **CAPITOL LAND TRUST STRATEGIC PLAN**

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Connecting People, Conserving Land







## PHOTO CREDITS

Front Cover  
**Bonnie Liberty**

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**Rod Gilbert**

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**Rich Kalman, Bonnie Liberty,  
Rich Kalman, Steve Payne**

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**Karin Strelloff**

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**Bonnie Liberty, Kay Schultz**

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**Kay Schultz**

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**Bonnie Liberty, Greg Mennegar,  
Greg Mennegar, Wes Kirkpatrick**

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**Frank Townsend**

Back Cover  
**Bonnie Liberty**

# OUR MISSION

To further collaborative and strategic conservation of southwest Washington's essential natural areas and working lands.

# WELCOME

The Pacific Northwest is not where I grew up... it's not where I was raised. I first visited the region fourteen years ago. I climbed to the top of Mount Rainier, and gazed down onto the land below. I saw a magical place, blanketed with forests, farms and fields reaching out to the sea.

Now that I live and work here, I feel an even deeper connection with the rich landscape of rivers and trees, bold mountains and fragile prairies, and the friendly communities that grace the sparkling shores of Puget Sound.

When you are part of Capitol Land Trust, you are ensuring that our next generation—and generations to follow—will continue to enjoy these lands and benefit from the abundant waters and rich natural resources that surround and sustain us.

Capitol Land Trust's Strategic Plan lays out a path for action for the next five years and beyond. We will continue to focus on protecting natural areas and working lands that are of key importance and are most in jeopardy. We will reach out to our communities and help young people develop a love of the land that we all hold dear. Recognizing and respecting diverse values and interests, we will strengthen our organization, steward and restore the lands in our care, and engage and inspire others in this important work.

I hope you will join us,

A handwritten signature in black ink, appearing to read 'Amanda Reed', with a stylized, flowing script.

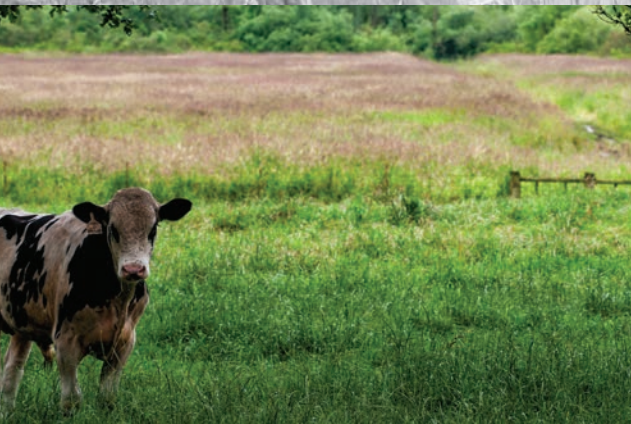
**Amanda Reed**  
Executive Director  
Capitol Land Trust



# Goal #1

## CONSERVE NATURAL AREAS AND WORKING LANDS

Together, we will protect our region's lands, waters and habitats, the places in southwest Washington that support a sustainable community for animals, plants and all of us. Because we live in a rapidly growing part of the country, we now risk losing essential habitats that will affect our quality of life forever. This closing window of opportunity demands that we work together to ensure the character of our region into the future. Our focus is to protect three major habitat types, along with working farms, forests and ranches.



Since 1987, we've conserved 71 properties, 5,500 acres and 14 miles of Puget Sound shoreline.

# STRATEGIES

**Develop a multi-generational, 100-year vision for conserving southwest Washington's natural areas and resources.** Engage local communities and decision makers, conservation organizations, natural resource agencies and businesses to develop a long-term conservation vision and the road map for achieving it.

**Conserve marine shorelines and estuaries.** Protect additional shoreline properties, such as areas along Oakland Bay, Henderson and Eld Inlets, and other shoreline areas of Puget Sound in Thurston and Mason counties, to help maintain water quality, improve salmon habitat and provide refuge for migrating birds and wildlife.

**Conserve wetlands, rivers, streams and the forests that surround them.** Protect additional lands that support the health of Black River, Goldsborough Creek and the Deschutes River as well as other rivers and creeks in our region.

**Conserve prairies and oak woodlands.** Protect lands that host vanishing native prairie and oak woodland plants, animals and butterflies such as in the Black River, Deschutes River and Oakland Bay watersheds.

**Conserve working farms, ranches and timberlands.** Protect additional working farms and ranches in the Chehalis, Black and Deschutes River watersheds and collaborate with partners to protect sustainable working forests, supporting local jobs and family businesses.

**Safeguard stewardship of our conserved lands in perpetuity.** Ensure that CLT's lands are restored, protected and managed to maintain conditions that meet our conservation vision.

## HOW WILL WE MEASURE SUCCESS?

- » **Established collaborative vision for our region's future**
- » **11-14 new properties permanently conserved, including 3 working farms, ranches or forests conserved**
- » **Healthy plants and animals thrive on restored CLT properties**
- » **All CLT properties are safe and secure**







# SUCCESSFUL CONSERVATION IN YOUR COMMUNITY



## **Marine shorelines and estuaries**

Oakland Bay is a refuge for migrating birds, spawning salmon and has great cultural significance for the Squaxin Island Tribe and early settlers in Shelton.



## **Working forests**

Forests such as Wynne Tree Farm, sustainably managed for timber and habitat, support family businesses and maintain connections between protected natural areas.



## **Prairies and oak woodlands**

Leitner Prairie protects rare plants and animals once plentiful in our region.



## **Wetlands**

Green Cove Wetlands filter and protect water supplies in Olympia.



## **Lands along rivers—such as the Deschutes—and by streams and wetlands**

These lands help protect water quality and provide habitat for 80% of the wildlife in CLT's region.



## **Marine shorelines and estuaries**

From Budd to Henderson Inlets—and beyond—protected shorelines improve water quality, support fish and wildlife as well as shellfish production.



## **Working farms and ranches**

Black River Farm provides local food, local jobs and protection for the Chehalis River.



## **Restoring natural functions**

Work at Randall Preserve and Mud Bay proves that nature can come back when you actively care for the land.



## **Lands along rivers and streams**

CLT owns a growing network of conserved properties protecting Goldsborough Creek.

# Goal #2

## ENGAGE COMMUNITIES AND FOSTER CONNECTIONS TO OUR PROTECTED LANDS

Together, we will develop the next generation of conservation leaders in the communities where we live and work. We will engage a broad spectrum of the public to recognize the importance of natural landscapes to our health, economies and way of life. By offering public access to selected properties, and through stewardship activities and educational programs, CLT can provide opportunities for the people of our region to directly experience the beauty and value of our important lands and waters.



CLT activities for K-12 students to seniors bring people outdoors to learn from the land.



# STRATEGIES

**Increase community connection and support through public engagement with CLT properties and activities.** Provide recreational and educational access to conserved properties where feasible, while protecting fragile habitats and ecosystems.

**Partner with schools and youth organizations to bring young people to CLT lands for environmental education and scientific exploration.** Develop committed partnerships to inspire our next generation through hands-on science, technology, engineering and arts learning outdoors on CLT-conserved lands.

**Strengthen partnerships to achieve greater success.** Collaborate with businesses, community organizations and decision makers, conservation groups, and agencies to share our skills, strengths and volunteerism, and collectively work to achieve a shared conservation vision.

**Engage diverse audiences in meaningful dialogue to foster a commitment to conservation.** Seek opportunities to share compelling stories that resonate with the interests of many different people and communities.

"Capitol Land Trust has been a great conservation partner. We have always appreciated the honest, transparent and results-based approach of the staff."

—Green Diamond Resource Company

## HOW WILL WE MEASURE SUCCESS?

- » **Bayshore Preserve ready for public access**
- » **Shelton FieldSTEM Initiative implemented with Pacific Education Institute**
- » **At least 14 special tours and habitat restoration workdays held per year**
- » **400 students given positive learning experiences per year**
- » **New success stories achieved through partner collaboration**



# Goal #3

## ENSURE LONG-TERM ORGANIZATIONAL AND FINANCIAL VITALITY

Because our mission is so crucial to the health of communities and our region, we must be financially and organizationally sustainable for generations to come. Our goal is to diversify future funding sources for conservation, while maintaining current sources. We will strive to become more targeted and innovative, seeking efficiencies and cost-sharing opportunities where possible. With collaboration as our cornerstone, the board and staff of CLT will work together to build skills in land conservation techniques while we enhance organizational health and leadership.



Our success depends on support from our 2,500 members, 300 hundred volunteers and many partners.



# STRATEGIES

## **Strengthen and diversify fundraising.**

Increase funding from foundations, businesses and individual donors; explore innovative approaches to fundraising.

## **Manage financial assets prudently according to their specific purposes.**

Maintain and grow our Endowment, Stewardship and Rapid Response funds to provide for stable organization resources to achieve goals.

## **Guarantee a high level of safety for staff, volunteers and visitors in all CLT activities.**

Continue effective practices and give additional attention to safety as more people visit conserved lands.

## **Maintain a high quality work environment and retain an excellent staff.**

Provide appropriate training, competitive employment benefits and a supportive work environment.

## **Ensure strong leadership by our Board of Directors to meet our five-year strategic goals.**

Continue to develop Board knowledge of conservation and fiscal management. Recruit new members, with attention given to diversity, including education, employment background, skills and community involvement.

## **Maintain Land Trust Alliance accreditation.**

Achieve full re-accreditation in 2018.

## HOW WILL WE MEASURE SUCCESS?

- » **New foundation and business contributions secured**
- » **New and diversified giving pledged**
- » **Crowd sourcing/campaign pilot to reach its goals**
- » **Stable operating and stewardship reserves are in place**
- » **Board members reflect broader diversity and interests**





## CAPITOL LAND TRUST

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Find the full CLT Strategic Plan on our website:  
[capitollandtrust.org](http://capitollandtrust.org)

