



Strategic Plan 2010-2015

Mission: Bringing together ranchers, environmentalists and government entities to conserve and enhance the ecological values and economic viability of California's working rangelands.

GOAL: Enhance the economic viability of ranching

OBJECTIVE: Support local efforts that recognize the value of rangelands.

OBJECTIVE: Facilitate the development of programs that compensate ranchers for the environmental benefits that they provide through research, outreach and policy.

OBJECTIVE: Support rangeland conservation program mirroring the fundamental goals of the Williamson Act as opportunities arise.

OBJECTIVE: Support locally-supported conservation easement programs funding and the voluntary use of conservation easement on private working rangelands.

OBJECTIVE: Support the use of voluntary easements on private working rangelands as mitigation.

GOAL: Increase the awareness and develop recognition of the importance of private working rangelands and their management

OBJECTIVE: Influence policy makers, public and private funders to benefit the sustainability of California ranchers and rangelands.

OBJECTIVE: Support research that informs public policy and outreach objectives.

OBJECTIVE: Enhance awareness of public land managers and the public of the benefits of grazing in public lands associated with Coalition Focus Area lands.

OBJECTIVE: Improve appreciation for working rangelands.

GOAL: Enhance natural resources on rangelands and preserve working ranches

OBJECTIVE: Improve regulatory atmosphere for voluntary conservation projects.

OBJECTIVE: Increase the use of grazing as a conservation and management tool on public lands within the Coalition Focus Area.

OBJECTIVE: Provide education on stewardship tools and the research to support those tools.

OBJECTIVE: Participate in targeted technical assistance program development consistent with the goals of the Resolution.

GOAL: Ensure the Long-Term Viability of the Rangeland Coalition

OBJECTIVE: Establish sustainable funding for Rangeland Coalition staff and activities.

OBJECTIVE: Build leadership in the Rangeland Coalition signatories by increasing participation in Coalition activities and projects.

OBJECTIVE: Maintain existing local landowner relations and foster new relationships with landowners to assist local efforts consistent with the Rangeland Resolution.