



Heron Habitat Helpers Five-Year Strategic Plan Fall 2007

The Vision

Heron Habitat Helpers (HHH) works to restore Kiwanis Ravine to a sustainable urban preserve for wildlife, including a free-flowing creek to Salmon Bay, with a watershed that supports it.

The Mission

HHH works in Kiwanis Ravine to help Seattle enjoy, learn about, and protect its largest Great Blue Heron (GBH) nesting colony.

Major Goals 2007-2012

1. **HABITAT** – Restore, maintain, and protect Kiwanis Ravine as an urban wildlife preserve.
2. **ADVOCACY** – Advocate for the protection of the GBH colony in and around Kiwanis Ravine, and, as appropriate, in the larger environment.
3. **FUNDING** - Enhance funding for restoration, management/monitoring, and administrative support of Kiwanis Ravine.
4. **EDUCATION/INVOLVEMENT** - Encourage public awareness of Kiwanis Ravine wildlife and ecology, and increase public involvement and volunteering in HHH's activities.
5. **ORGANIZATION** – Build the organizational and administrative strength of HHH, and its membership, to be self-sustaining into the future.

Long-Term Goal #1

Daylight Wolfe Creek through Commodore Park and enhance the salmon estuarine habitat in Salmon Bay.

Long-Term Goal #2

Increase the size of the ravine and connecting corridors when appropriate, including the southern headwaters of west fork of Wolfe Creek.

Goal #1 - HABITAT

Restore, maintain, and protect native vegetation in Kiwanis Ravine as an urban wildlife preserve.

- Use the Kiwanis Ravine Management and Monitoring Plan/Report (KRMMP) to guide HHH's restoration activities. Develop site-specific plans as required.
- Organize volunteer work parties and contract restoration work.
- Acquire additional lands, conservation easements, and street rights of ways.
- Create a backyard wildlife refuge and monitoring program in the neighborhood adjacent to Kiwanis Ravine.
- Collect and analyze data on restoration efforts in the ravine.
- Monitor the GBH population and other discovered wildlife populations and communities within the ravine for safety, vitality, and sustainability.

Goal #2 – ADVOCACY

Advocate for protection of the GBH colony in and around Kiwanis Ravine and in the larger environment.

- Encourage neighbors the community, and real estate developers to value the ravine and to protect wildlife and habitat within the Kiwanis Ravine Management Area.
- Take steps to prevent illegal dumping in Kiwanis Ravine.
- Work toward City designation of Kiwanis Ravine as a special park or bird sanctuary.
- Preserve and enhance the wildlife corridor between Salmon Bay and Commodore Park through Kiwanis Ravine to Discovery Park (including Fort Lawton) to ensure a large home territory, migratory route, and gene pool. Lobby government

agencies to further this goal.

- Provide leadership for daylighting Wolfe Creek through Commodore Park to Salmon Bay.
- Build partnerships with other environmental organizations.
- Ensure compliance with the Director's Rule that protects the herons during nesting season.

Goal #3 - FUNDING

Enhance funding for restoration, management/monitoring, and administrative support of Kiwanis Ravine.

- Maintain and increase the City budget for Kiwanis Ravine.
- Research and seek grants from appropriate sources, including local, national and major philanthropists.
- Raise funds through memberships, donors, sales, and fundraising events.
- Direct environmental mitigation monies into our work at Kiwanis Ravine.

Goal #4 – EDUCATION & PUBLIC INVOLVEMENT

Encourage public awareness of Kiwanis Ravine wildlife & ecology, and increase public involvement and volunteering in HHH's activities.

- Develop and use a consistent message in all HHH activities.
- Provide a variety of educational programs promoting Kiwanis Ravine in a manner safe and sensitive to the ravine's fragile ecology.
- Communicate effectively with our HHH audience through public meetings, newsletters, mailings, alerts, etc.
- Reach out to the local community for support, but also involve targeted groups around the city and elsewhere.

Goal #5 – HHH ORGANIZATION

Build the organizational and administrative strength of HHH to be self-sustaining into the future.

- Increase and retain paid memberships.
- Increase the number of members active in HHH projects and activities.
- Build an effective administrative structure to carry out HHH's goals.
- Develop a long range financial plan.
- Establish a permanent location for HHH records and supplies.

Approved by HHH Board 20th September 2007.

SOME THOUGHTS ON IMPLEMENTATION: The following is a list of methods to accomplish the above goals and some names of volunteers to start the ball rolling.

HABITAT

- Data collection/mapping on restoration (KC, Dianne)
- Plant acquisition (KC, Mike, Carol)
- Work Parties (KC, Mark, Scott, Carol)
- Project/contract managers (Brad, Craig, KC/Mark, Scott, Carol)
- Wolfe Creek (Donna, Brad)
- Restoration Committee (KC, Scott)

ADVOCACY

- Media contacts (Sally, Duff)
- Newsletters, mailings, alerts (Lynne)
- Major publicity articles in well-known publications
- Heron monitoring (Pam)

FUNDING

- Budget & bill paying (Herb)
- Grants (Donna, Marian)
- Membership incentives & rewards (MB – tote bags)

EDUCATION/INVOLVEMENT

- Tours (Heidi; Donna pursuing expansion through Audubon)
- Interpretive signs (Donna trying to get grants)
- Heron kits (Heidi and Christine; Marian training)
- Stuffed heron
- Circus/lemonade tent (MB)
- Heron jeopardy game (MB)
- Heron Homecoming & Bon Voyage parties (Connie, Christine, MB, Carol)
- Volunteer recruitment (Gail)
- Speakers' Bureau (Heidi, Connie)
- Webcam (Christine)
- Wildlife-viewing areas

ORGANIZATION

- Coffee hours (Carol, Gail)
- Website (MB, Hooper, Connie)
- Office space & storage
- Paid HHH staff

Volunteer & board orientation
Database to keep track of volunteer/member information (Connie, Giselle)
Database to keep track of accomplishments for annual reports
Photos (Heidi, Connie)
Electronic photo images (Mike)
Park contacts (KC, Donna, Brad)
Annual Reports and membership campaign (Connie)
Member handbook, directory & annual calendar
Published organizational diagram and flow-chart
Contacts with One Northwest (Mike)