

**Sacramento River Portal
Strategic Planning Options Document
Kevin Wolf
December 3, 2002**

I. Explanation

Every watershed and major natural resource area would benefit from having a Portal that provides a single entry point into all the information important to that resource. No single organization or agency has this as a goal for their own websites. To create a portal that is sustainable for years to come, it must be supported by the local stakeholders who gain benefit from the Portal. Grants, project funds and donated labor have built the Sacramento River Portal to its present capabilities. In order for it to become the tool and resource that it could evolve into requires stakeholder support and participation.

This is a strategic options document that presents a draft mission statement, goals and list of strategic options. Other strategies and goals will likely be added before the first stakeholder meeting. At the first meeting, the goals and strategies will be added to and prioritized. This will provide direction to the web team and stakeholder committees as to what should be done given all that is possible and limited resources. All comments and additions to this draft are appreciated. A second draft will be circulated by email a few days before the first meeting.

II. Mission Statement - Draft

The Sacramento River Portal project will provide stakeholders and the public with opportunities to easily use a well-organized, open source website portal to advance the power of good science, public education and consensus-based stakeholder processes and share information that will help improve the natural and economic environment of the Sacramento River and its surrounding areas

Who: The Sacramento River Portal project stakeholders

What: Create and use website's resources to advance the effectiveness of good science, public education and stakeholder and agency supported processes.

Where: The Sacramento River and its surrounding area

Why: In order to improve the natural environment and local economies.

How: By provide stakeholders and the public with opportunities to easily use and contribute to a well-organized website portal built on public domain, open source technologies.

III Primary Goals and Strategies:

A. Recover Populations of Endangered and At Risk Species and their Habitats.

1. Provide stakeholders with information about these species and their habitats in and along the Sacramento River...
2. Improve everyone's access to the best available science about these populations, their habitats, and factors that affect them.
3. Support the information sharing and science needed to advance adaptive management plans for species and habitat recovery that also don't cause harm to neighbors...

4. Provide background information important to the governmental decisions that will be made regarding species and their habitats. This includes information important to NEPA and CEQA.

5. Make it easier for people who want to help in species and habitat recovery to be able to do so.

B. Reduce the Harm Done to the Sacramento River's Land and Waters

1. Same strategies as for Goal A.

C. Reduce the Negative Economic Impacts of Flooding and Erosion

1. Same strategies as Goal A and B.

D. Improve the Local Economy

1. Provide stakeholders with equal access to background information and studies important to understanding how the local economy is affected by actions that advance species recovery or other goals.

2. Identify the options for the habitat management plans that reduce or eliminate impacts of habitat conversion on neighboring property owners. Identify the science that provides a basis for these plans.

3. Improve access to and accurate information about recreational opportunities associated with the Sacramento River and its neighboring lands. In the process, promote the economic health of the region.

4. Help stakeholders identify funding opportunities including collaborative efforts that assist their local economies, organizations and/or projects and programs.

5. Identify ways to reduce the costs associated with endangered and threatened species in the river and on the surrounding lands by helping in the recovery of these species.

6. Reduce the negative economic impacts of erosion and flooding to surrounding areas.

E. Increase Stakeholder Trust and Cooperation

1. Provide stakeholders with information on processes, meetings, legislation, strategic plans, and other projects, programs and agendas that could impact any of the above goals.

2. Encourage stakeholders to share information with each other by making it easy to do, gives them recognition for their efforts and shows immediate benefits from collaboration.

3. Increase cooperation and networking and improve the decision making involving the Sacramento River Portal by creating and supporting a steering committee that advises and supports the web portal project.

4. Improve stakeholder access to important decision makers, organizations, other stakeholders, scientists, programs and projects associated with the Sacramento River and its surrounding lands.

5. Improve public access to information on who owns and manages habitat land along the river. Provide stakeholders with information on how these lands are managed.

F. Create a sustainable and strong organization that can grow the Sacramento River Portal to its full potential.

1. Recruit a Steering Committee and empower them with decision making authority.
2. Develop a financial sponsorship plan that saves time and resources for the sponsoring organizations and businesses.
3. Become a model for open books, well-written meeting notes, and transparent decision making.

III. Principles:

1. Use public domain, open source software in developing databases and associated web applications.
2. Design the site to conserve bandwidth so that it loads quickly and can be accessed through dial-up modem connections.
3. Design the website so that other web practitioners can easily take over or collaborate in its management.
4. Design the site so that it meets American Disability Act standards.
5. Make the administration, budgets, expenses, and other decision making components of the Portal project transparent and accessible via the website.

Proposed Objectives for 2003:

1. Maintain an up-to-date events calendar that links to the related public events posted on all other websites. This will help stakeholders stay informed of upcoming events and not plan overlapping events.
2. Maintain a newspaper story archive that includes as many articles or links to articles as can be obtained. Stakeholder forwarding of newspaper articles will help.
3. Develop and maintain a database of all Sacramento River related monitoring and research projects. Perfect a metadata entry tool that is easy to use. Convince 80% of the researchers to enter their own metadata.
4. Create a link to the CALFED proposal database so that metadata for all proposals affecting the Sacramento River can be found via the Portal metadata search tool.
5. Develop a metadata database for all Sacramento River recreation related opportunities and business. The database should be self-maintaining by the managers and owners of the different recreation related assets. The database should help make it easier for locals and tourists to find good opportunities to hunt, fish, swim, picnic, boat, raft, canoe, ski, bird watch, inner tube, and have fun around the river.

6. Train and oversee six interns who help different governmental offices inventory metadata on the library of river related information that they have. By the end of the year, these interns will have entered 500 new references into the metadata catalog.
7. Improve the metadata on the DWR catalog of material they have in their Red Bluff libraries.
8. Create a photo library metadata database and enter 300 new photos into the library and onto the website.
9. Recruit a ten person Steering Committee and hold four quarterly meetings that are open to the public. Develop plans for how the organization becomes permanent
10. Design the Portal's underlying information architecture so that the data entered by portal sponsors and users can be uploaded into other digital libraries or collections.
11. Expand and maintain a database of all media outlets in the watershed.
12. Expand and maintain a database of all organizations in the watershed.
13. Expand and maintain a database of all researchers and stakeholders in the watershed.
14. Develop a database of strategic planning documents including the goals and strategies employed by each organization.