Cook Inletkeeper
Strategic Plan for 2022 – 2024

**Vision:** Thriving and equitable communities in a resilient Cook Inlet watershed.

**Mission:** To protect the Cook Inlet watershed and the life it sustains.

**Tagline:** Clean Water - Healthy Salmon

Cook Inletkeeper is a community-based organization using a unique blend of advocacy, science and outreach in its mission to protect Alaska’s Cook Inlet watershed and the life it sustains. Inletkeeper’s advocacy work directly confronts oil and gas corporations’ role in toxic pollution and climate change. Inletkeeper’s decades-long stream temperature data collection effort highlights the intersection between climate change and wild salmon, ultimately informing land and water management decisions. Together, this work creates a strong foundation to press for meaningful long-term policy and regulatory change.

Inletkeeper amplifies and implements its advocacy and science through a combination of community organizing and strategic communications. Inletkeeper engages with local communities and a strong coalition of groups in Alaska working to build a bridge to the future by protecting wild salmon landscapes and addressing the climate crisis. Inletkeeper’s organizing work includes building support for sustainable and equitable economies and local climate solutions; and participating in a team of data-driven community organizers who continue to build and activate a base of supporters who will stand up for their ways of life. In all this work, Inletkeeper creates targeted communications to amplify threats and opportunities to make positive change. Together, these organizing and communications strategies connect Inletkeeper with tens of thousands of Alaskans each year, engaging them in long-term relationships designed to build power to ensure a resilient Cook Inlet watershed for generations to come.

**Long Term (25 year) Goals:**

Empower change and civic engagement through advocacy, science and outreach to:

1. protect healthy salmon habitat and clean water;
2. accelerate the transition to an equitable, decarbonized energy future;
3. build strong climate-resilient local communities; and
4. increase our organizational effectiveness at achieving our vision.
Programs with Project Goals:

**Salmon Habitat Program**
1. Protect salmon habitat from large mine impacts
   a. Stop or delay large mining projects that threaten salmon habitat
   b. Secure public notice and comment for fish habitat permits
2. Infuse salmon science into decision making
   a. Maintain monitoring networks to track thermal vulnerability of salmon streams
   b. Protect cold-water refugia to build salmon resiliency
   c. Use loud science to connect salmon science with decision-making
3. Promote good behavior on our salmon landscape
   a. Secure and defend riparian buffers in Mat-Su and Kenai Peninsula Boroughs
   b. Promote salmon-safe agriculture to avoid risks to habitat and water quality
   c. Increase electronic recycling to reduce toxic waste in our landfills
4. Honor and celebrate peoples’ connection to salmon
   a. Keep the salmon in the music festival Salmonfest
   b. Share salmon stories and love through Salmonfest radio
   c. Connect people to their salmon rivers with the Mouth to Mouth event

**Energy Transition Program**
1. Reduce fossil fuel production and pollution
   a. Limit lower Cook Inlet oil & gas development and expansion
   b. Stop toxic oil and gas dumping in beluga whale habitat
2. Help build an equitable energy system
   a. Reform electric utilities to incorporate renewables into the grid
   b. Increase energy efficiency to lower public energy costs and emissions

**Local Resiliency Program**
1. Build local food economy
   a. Expand access to local food and opportunities for farmers via the AK Food Hub
   b. Support farmers and markets through the Alaska Farmers Market Association
   c. Strengthen food security and policy through the Alaska Food Policy Council
2. Support community-led climate solutions
   a. Increase implementation of tangible local solutions
   b. Engage more communities in local action
3. Cultivate strong partners
   a. Incubate values-based businesses to strengthen community ties
   b. Support compatible mission-driven community groups/events to build our base
   c. Engage with recreation, climate and youth coalitions to deepen our relationships with allies

Capacity Program
1. Raise money to support our programs
   a. Increase foundation support to improve financial stability
   b. Cultivate new & retain major donors
   c. Increase membership giving and grow our base
   d. Communicate to members to enhance retention and engagement
   e. Promote planned giving to support the next 25 years
   f. Build our strategic communications capacity to convey our story
2. Be a great place to work
   a. Create policies and management strategies to better support staff
   b. Maintain a healthy workspace environment to reduce staff stress and turnover
   c. Prioritize diversity, equity, justice and inclusion discussion and practices
3. Cultivate a highly effective and engaged Board of Directors
   a. Determine policies and programs to focus organizational energy and resources
   b. Increase organizational resources available to accomplish annual objectives
   c. Enhance board functions and meetings to increase productivity and effectiveness