



SAN DIEGO
COASTKEEPER®

Strategic Plan 2022 - 2024

Our Mission	San Diego Coastkeeper protects and restores fishable, swimmable, and drinkable waters in San Diego County.
Our Vision	San Diego Coastkeeper is a major force in transforming the San Diego region into a leader in sustainable water management, guided by an engaged and informed public and protective of a healthy environment that supports high biodiversity, resilient ecosystems, and thriving communities.
Our Goals: 2022 - 2024	<ol style="list-style-type: none">1. Protect Clean Water. Strengthen water quality protections against pollution and ecosystem degradation and advance climate resilience and adaptation.2. Advance a Climate-Smart Water Supply for San Diego. Ensure a resilient, multi-benefit, climate-smart water supply that supports a water secure future in San Diego.3. Engage and activate the public to protect clean water. Educate the community on achieving and protecting a clean, sustainable water supply and use, and increase environmental and science literacy in San Diego.4. Be the Clean Water Voice for San Diego. Maintain and amplify our effective, influential voice for clean water in our region.5. Make Equity, Justice, and Inclusion a Core Part of San Diego Coastkeeper. Build and strengthen equity, justice, and inclusion into our internal and external organizational policies and programs.

Goal 1: Protect Clean Water. Strengthen water quality protections against pollution and ecosystem degradation and advance climate resilience and adaptation.

As the San Diego region continues to suffer from polluted urban and industrial runoff, impaired waterways, and degraded ecosystems, San Diego Coastkeeper must advocate for water quality improvement and ecosystem restoration by enforcing and advancing relevant regulations, practices, and policies. Coastkeeper is uniquely positioned to take on leadership roles in addressing a variety of current and emerging threats to water quality and public and ecosystem health. Over the next three years, Coastkeeper will play a critical role in each of these arenas through targeted advocacy.

Strategies:

- a) Address permit violations to minimize pollution and achieve water quality objectives
- b) Engage with the regulatory and administrative process to ensure inclusion of water quality protection, monitoring, and measurable outcomes
- c) Advocate for a long-term funding source to support stormwater infrastructure and to invest in climate-resilient integrated water management for the San Diego region
- d) Analyze and advocate on high-impact regional projects and activities impacting inland, coastal, and offshore water quality and ecosystem health
- e) Facilitate independent water quality testing to assess and address pollutant levels
- f) Participate in internal and regional studies to determine sources and quantities of pollutants and debris
- g) Support and advocate for nature-based green infrastructure and multi-benefits water quality projects and plans both regionally and state-wide and effectuate restoration of stream, riverine, and coastal ecosystems

Goal 2: Advance a Climate-Smart Water Supply for San Diego. Ensure a resilient, multi-benefit, climate-smart water supply that supports a water secure future in San Diego.

As water supply reliability becomes increasingly uncertain in the face of the climate crisis, San Diego Coastkeeper must advocate for multi-benefit, climate-smart sources of freshwater. Coastkeeper will support water supply projects and plans that prioritize conservation, stormwater capture, and potable reuse as the best means of obtaining a resilient, sustainable, and affordable supply of freshwater for the San Diego region.

Strategies:

- a) Ensure the implementation of the Pure Water Project according to deadlines in our Cooperative Agreement with the City of San Diego and environmental partners
- b) Increase community knowledge of and support for multi-benefit solutions to water supply challenges
- c) Support and advocate for conservation, efficiency, and multi-benefit water supply policies and plans both regionally and state-wide
- d) Analyze and advocate on high-impact or precedent-setting regional water supply projects and plans

Goal 3: Educate and activate the public to protect clean water. Educate the community on achieving and protecting a clean, sustainable water supply and use, and increase environmental and science literacy in San Diego.

The success of San Diego Coastkeeper's mission is rooted in the strength of the organization's relationship to the surrounding communities and its ability to mobilize individuals and groups around important water issues. Coastkeeper will engage and amplify diverse communities, groups, and individuals to be effective clean water advocates.

Strategies:

- a) Deliver locally-focused water and climate science education and stewardship activities to San Diego students and educators
- b) Build the foundation and provide resources for lasting watershed awareness, increased conservation ethic, and a sense of stewardship in diverse communities
- c) Support and amplify diverse communities to advocate for clean water and equitable solutions in their watersheds and neighborhoods
- d) Train traditional and non-traditional partners how to monitor and report the health of our local watersheds

Goal 4: Be the Clean Water Voice for San Diego. Maintain and amplify our effective, influential voice for clean water in our region.

Coastkeeper must remain a strong, sustainable, and trusted organization in order to maintain influence, work effectively, and serve the mission. Over the next three years,

the organization must preserve and enhance effectiveness by developing and deepening relationships, remaining the go-to expert on regional water issues, investing in an expert staff, and practicing organizational and fiscal responsibility.

Strategies:

- a) Cultivate and maintain diverse and productive partnerships to strengthen networks and community support
- b) Expand role as the leading voice for water-related stories and opinions in local and regional media
- c) Achieve a balanced budget with nine months of reserves
- d) Diversify the organization's funding base
- e) Maintain and cultivate an expert staff and Board of Directors
- f) Preserve organizational relevance and improve long-term resilience by maintaining the flexibility and capacity to address new and emerging threats as they arise

Goal 5: Make Equity, Justice, and Inclusion a Core Part of San Diego Coastkeeper. Build and strengthen equity, justice, and inclusion into our internal and external organizational policies and programs.

Generations of injustices towards Native American, Black, Brown, communities of color, and other marginalized populations has resulted in inequitable distribution of environmental benefits and burdens that continue to this day. San Diego Coastkeeper will incorporate and prioritize environmental equity and justice into all actions - both internal and external - to address historic and ongoing discrimination and exclusion.

Strategies:

- a) Adopt and ensure ongoing implementation of Coastkeeper's Justice, Equity, and Inclusion statement and plan
- b) Create accessible pathways for future expert staff that is representative of Black, Brown, and communities of color
- c) Advocate for projects and programs at the local and regional level that uplift historically excluded and marginalized communities
- d) Reduce equity barriers for participation in advocacy, education, and science programs through affordable and accessible programming for participants, targeted outreach, and partnership building