



UBRTU Chapter No. 567 Strategic Plan 2011 – 2016

Overview

The Upper Bear River Trout Unlimited Chapter (UBRTU) developed this Strategic Plan in January of 2011. It was reviewed and approved by the Chapter Board of Directors in January of 2011. It is intended to be a living document that will guide the strategic actions of the chapter over the next five years. The progress towards achieving the goals and objectives of this plan will be evaluated on a regular basis. The plan will be reviewed and updated on a regular basis to reflect progress, new initiatives, challenges and opportunities for achieving the chapter's mission and vision.

Brief History of Upper Bear River Trout Unlimited Chapter

The UBRTU is a nonprofit conservation organization of more than 80 members located in Evanston, Wyoming. These volunteers share one goal: the conservation and enhancement of Wyoming's coldwater fisheries. The chapter focuses its conservation efforts on several fronts outlined below. Trout Unlimited uses science as a tool in its efforts to conserve, protect, restore and sustain Wyoming's coldwater fisheries and watersheds. Education is a key part of the efforts to prepare the next generation for leadership in conservation. More information on the chapter can be obtained at www.upperbearrivertu.org.

Our mission: To conserve, protect, restore, and sustain southwest Wyoming's coldwater fisheries and their watersheds.

Our Vision: UBRTU will ensure that robust populations of native and wild coldwater fish continue to thrive or increase within their original Wyoming range, so that our children can enjoy healthy fisheries in their home waters.

Goals: The Upper Bear River Trout Unlimited Chapter has a number of major goals:

- 1.) Protect, Reconnect, Restore and Sustain the Bear River Watershed and its tributaries in southwest Wyoming and northeastern Utah.
- 2.) Increase membership in the chapter and to increase active participation and involvement in chapter activities and functions.
- 3.) Engage community, school and other local organizations in the vital role of the UBRTU chapter and its projects and activities.
- 4.) Raise monies through various fund-raising activities to support UBRTU projects, activities and functions.

Our core principles and Values:

UBRTU works to protect habitat on rivers and streams. We are committed to working to secure and increase the quantity and quality of cold, clean water necessary to sustain healthy fish populations.

UBRTU values healthy wild and native trout. Because populations of native and wild fish are the best indicators of watershed health, we are committed to the protection and restoration of these fisheries in watersheds where they are ecologically sustainable.

UBRTU operates based on sound science. As stewards for future generations, we employ sound science and work cooperatively with a broad spectrum of interests in defending and advocating for our natural resource legacy.

UBRTU functions as a grassroots organization. We owe our uniqueness to a passionately committed, diverse, volunteer network of members who pursue our mission through our Chapter. We will sustain our member network through representative governance and an ongoing commitment to grassroots growth, support, education, and development.

UBRTU cooperates with like-minded organizations. In order to further our mission, we work in cooperation with public, private, and other non-profit and volunteer organizations that share our common goals. We also strive to work with organizations and individuals who are not necessarily like-minded, in order to achieve our mission and foster a culture of cooperation and balanced conservation action. We seek reasonable and thoughtful dialogue between all stakeholders, in order to achieve fair and achievable results using a methodical and logical approach.

UBRTU operates in a fiscally responsible manner. As an organization we depend on the financial support of our members, businesses and charitable foundations. We owe them nothing less than to be a financially efficient and effective organization.

We strive to fulfill our mission by:

Leading and Fostering our membership as they strive to achieve our mutual mission and vision.

Advocating for sound fishery management practices; protection from aquatic invasive species; restoration of native trout populations; environmentally responsible energy, water storage and economic development practices; and widespread implementation of water conservation strategies.

Educating our members, the public, and especially young people about the value of science-based conservation and the value of WY TU's work on behalf of fisheries and watersheds.

Participating in our community by initiating projects and by playing a visible role regarding coldwater resource issues.

Collaborating with our TU colleagues at both the national and state level, and through partnerships with private landowners and with conservation, civic, and

governmental organizations to advance our mission.

Communicating with both internal and external audiences the importance of preserving and restoring fisheries and their watersheds as well as communicating the news about the contributions and achievements of Trout Unlimited, its members in Wyoming, and locally.

Motivating, encouraging, and recognizing volunteer and financial contributions that help UBRTU sustain and expand its efforts to achieve the TU mission.

Statement of Intent:

To conserve important lands and waters so that we realize our generational vision of wild and native fish conservation.

We will accomplish this by:

- Continue to build and maintain outstanding relationships with a variety of key partners in our community, county and region that include: Wyoming Trout Unlimited, Wyoming Fish & Game Department, local and state government agencies, conservation organizations and agencies and members of the public to continue the chapter's work on identifying important issues that impact, or potentially could have an impact on the Bear River Watershed and its tributaries.

We operate through:

- Collaboration and partnership
- Sound science
- Leveraging resources
- Advocacy
- On the ground work in our community
- Local engagement

Elements of this Strategic Plan

- 1) Conservation
- 2) Engagement
- 3) Communication
- 4) Funding

1) CONSERVATION

Conservation Goals


- Protect high quality habitat for native and wild coldwater fish.
- Reconnect fragmented fish populations and habitats by increasing insufficient river flows, maintaining free flowing rivers, and eliminating barriers to fish passage.
- Use Conservation Success Index to help develop, prioritize and initiate conservation efforts and advocacy.
- Minimize coldwater fish loss to irrigation diversions throughout Wyoming by collaborative efforts.
- Protect and improve water quality and instream flows through advocacy and on-the-ground efforts.

- Protect our coldwater resources from the threats of aquatic nuisance/invasive species (ANS).


Our Strategy Is:

UBRTU will follow the Protect, Reconnect, Restore, Sustain model of NTU as it achieves our Goals. It is also recognized in this part of our Strategic Plan that strategies develop and change as problems and opportunities arise. Specific strategies currently in place follow:


Protect

 Educating the public about the value of local water resources through chapter projects, public relations and activities as well as supporting other local and regional agencies that share common goals and visions.

Reconnect

 Begin the process of valuable work and assessment of the Bear River Watershed and tributaries to identify and begin critical work on fish passage and habitat issues that affect the watershed's native fish — the Bonneville Cutthroat Trout (BCT) and other non-game species.

Restore


 Begin with a fish telemetry study on the upper reaches of the Bear River in southwest Wyoming to gather critical data and science that will lead to proper project planning, fund-raising and implementation of successful projects and work.


2) ENGAGEMENT

In order to be successful in its conservation mission, our membership must be engaged in our efforts and the populace must be aware of and supportive of our vision. Our goals for engagement are:

- **Build volunteer capacity to execute projects that support the conservation plan.**
- **Increase member participation and fundraising to help achieve UBRTU's vision.**
- **Invest in youth to create a sustaining constituency to ensure the durability of TU's mission and work through future generations.**

Our Strategy is:

 Partner with Wyoming Trout Unlimited, TU Wyoming Water Project, the Wyoming Game & Fish Department and other local agencies to establish an Adopt-A-Trout program in our local schools.

 Recruit local youth of all ages to get involved in the chapter's work and projects. Build upon the hugely successful Kids' Fishing Day to make it even bigger and better with more exposure and participation.



Constant recruitment of new chapter members through a variety of activities, i.e., Bear Fest, annual banquet, chapter fishing outings, chapter fishing clinics, etc.

3) COMMUNICATION

It is imperative that UBRTU communicate to our membership and to the public our mission, vision and successes.

Our Strategy is:






-  We will refine and improve our web site, newsletter, and internal communication systems.
-  We will reach out to the public through public announcements of our successes and mission and continue our outstanding relationship with local media outlets.
-  We will participate in public forums and expos whenever the opportunity arises to share our chapter's mission and vision.
-  We will hold monthly board and membership meetings.

4.) FUNDING

Our Goals Are:

- Raise sufficient funds to support UBRTU major goals.
- Raise sufficient funds to maintain chapter operations, activities, projects and visibility.

Our Strategy Is:

-  Hold one annual major fund raising/conservation banquet for the chapter.
-  Continue chapter's minor fund-raising activities, i.e., fly-of-the-month, chapter logo wear, raffles, etc.
-  Solicit personal and corporate contributions in the local area and region.
-  Apply for Embrace-A-Stream Grants and other grant opportunities as they arise to meet long-term goals.
-  Continually look for partnership opportunities with other key partners, organizations and agencies for project funding.