



A Shared Vision for the West Willamette Restoration Partnership: Strategic Planning & Assessment Guide

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The West Willamette Restoration Partnership (WWRP) Strategic Planning & Assessment Guide (SPAG) presents a landscape scale framework for restoration for WWRP’s partners and stakeholders. By uniquely combining the [Conservation Measures Partnership \(CMP\) Open Standards](#) with the WWRP’s mission and priorities, it is a forward-looking framework for project prioritization. Drawing on the WWRP’s key findings, lessons, and data from the 2015–2020 Five-Year Summary, as well as the 2024 and 2025 Annual Reports, this plan is designed to support inclusive and adaptive decision-making. It provides clear guidance and recommendations for prioritizing projects, allocating resources, and measuring outcomes, ensuring conservation efforts over the next 3-5 years.

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Introduction & Context

The West Willamette Restoration Partnership (WWRP) is a collaborative coalition of organizations and community members working to protect and restore the forests and natural areas of Southwest Portland. Founded in 2006, the partnership began with a focus on combating invasive weeds and promoting responsible gardening practices through the early development of the Backyard Habitat program. Today, WWRP's mission has expanded to include the conservation and enhancement of healthy habitats for both wildlife and people, using a mix of science-based treatment methods, community collaboration, and public engagement through stewardship and outreach.

- **WWRP Mission:** As listed on the WWRP website, *The West Willamette Restoration Partnership mission is to conserve and enhance the forests and natural areas of SW Portland by forming an active coalition of engaged volunteers & organizations. The WWRP aims to improve conditions supportive of diverse plants, animals, and people through land stewardship, volunteerism, and education.*
- **Our Vision:** A thriving *Westside Wildlife Corridor (WWC)* where diverse plants, animals, and people flourish through shared stewardship, volunteerism, and education, achieving together what no single agency could accomplish alone.
- **Purpose of a Strategic Planning and Assessment Guide:** It is recommended that the WWRP adopt a landscape-scale conservation approach to guide its strategic planning and implementation. The WWC, the project area for the WWRP, represents a large but multiple linkages of public and private greenspace that act as stepping stones within the urban growth boundary. It is imperative to review the WWC's priorities from a landscape scale rather than piecemeal in order to achieve the best results to implement restoration and conserve the WWC's most valuable assets. Centered through landscape-scale restoration, the approach recognizes that effective restoration and conservation require coordination across a large, ecologically diverse region with many landowners, agencies, and community partners.

The WWRP's planning process will follow the *Conservation Measures Partnership Open Standards (CMP) v4.0*, an adaptive management cycle of assessing, planning, implementing, analyzing, adapting, and sharing results. This approach is meant to be structured and evidence-based to help partners collectively envision a resilient, connected corridor that supports biodiversity, human well-being, and climate resilience over the next 3-5 years. This structured, evidence-based approach addresses emerging challenges (e.g., climate change, invasive species) and enables continuous learning and improvement.

The plan integrates WWRP's three strategic goals which underscore its importance in achieving our mission.

Strategic Goals Overview:

- Goal 1—Restoration: **Enhance and connect habitats in the corridor.** Support habitat projects across public and private lands; control invasive weeds; define and create a functional wildlife corridor that benefits wildlife, communities, and human health; and protect water resources (clean water access for people and wildlife).
- Goal 2—Partner Engagement: **Increase the partnership's capacity to achieve its mission.** Expand the WWRP network (e.g., schools, businesses, nonprofits, agencies); clarify partner roles and share resources; maintain funding for coordination (e.g., a part-time

coordinator position); raise WWRP's profile in regional initiatives; and collaborate on joint efforts (e.g., monitoring with programs like UWIN).

- Goal 3—Communications & Outreach: **Increase community understanding and engagement in the corridor.** Enable residents to identify as part of the corridor community and participate in its improvement; share habitat restoration and monitoring information with partners and the public; and promote understanding of the corridor's multiple benefits (wildlife habitat, recreation, community connections, and natural area protection).

This strategic plan is organized according to the five CMP Open Standards steps:

(1) Assess,

(2) Plan,

(3) Implement,

(4) Analyze & Adapt, and;

(5) Share.

The Conservation Standards are not a strict formula but a guide for key project decisions, supporting collaboration, transparency, and shared learning. Specific focus areas for the WWRP will be invasive species treatments, community events, wildlife monitoring, communication strategies, and wildfire risk reduction.

Step 1: Assess – Understanding Context, Targets, and Threats

Purpose

The purpose of this step is to define the scope and context of the WWRP’s work by clarifying why the plan is being developed, who will be involved, and what we aim to achieve. During this stage, WWRP identifies its geographic focus within the Westside Wildlife Corridor (WWC), articulates a shared vision for long-term ecological resilience, and defines the key conservation targets that represent our highest priorities for restoration and protection. This step also includes assessing the broader landscape context by identifying major threats, opportunities, and stakeholders that influence conservation outcomes (CMP Open Standards, 2020).

Scope and Context

The WWRP functions as a collaborative network of independent organizations, agencies, and community partners united by shared conservation and community impact objectives within the WWC. While each partner entity maintains its own institutional goals, priorities, and strategic frameworks, the partnership is bound by a common geographic focus and a collective vision for ecological restoration and landscape connectivity. Regular quarterly meetings provide a forum for information exchange, collaborative planning, and joint response to funding and implementation opportunities. This strategic plan serves to articulate the scope of WWRP’s collaborative work, define shared processes for decision-making and prioritization, and establish parameters that align the partnership’s ambitions with its collective capacity and resources.

Partnership Structure & Composition

Historically, WWRP has made decisions and taken actions using a consensus-driven model of engagement. The WWRP has operated as a cohesive organization with limited coordination capacity and utilizing the support of multiple fiscal agents to accomplish grant and contract work within the corridor. Over time, the terminology within the partnership has evolved as needs presented or new partners were involved. WWRP includes municipal agency staff, nonprofit organizations, community groups, educational institutions such as Oregon Health & Science University (OHSU), and private landowners. A steering committee guides the quarterly meeting agendas. Three distinct work groups exist to hone in on the specialty projects for that fiscal year.

Steering Committee

The Steering Committee provides guidance and decision-making support between full partnership meetings. Committee members meet regularly to discuss WWRP goals and objectives, identify and prioritize funding opportunities, and assist with agenda planning for quarterly partnership meetings. The current Steering Committee includes:

- Samara Group: WWRP Coordinator
- Oregon Wildlife Foundation (OWF): WWRP Fiscal Sponsor and Steering Committee Member
- Portland Parks & Recreation: Steering Committee Member
- City of Portland Bureau of Environmental Services (BES): Steering Committee Member
- West Multnomah Soil & Water Conservation District (WMSWCD): Steering Committee Member

Partnership

Any organization or individual can join the partner network or become a WWRP Core Partner, committing to and investing in the mission and values of the WWRP. The term ‘Partners’ has included volunteers, community groups, landowners, and organizations. All of these groups come together in some way to preserve and strengthen the wildlife corridor in SW Portland; however, there have been various definitions of partners within WWRP with varying levels of involvement. Historically, ‘core’ partners are those signed on to the WWRP’s Declaration of Cooperation, attend Quarterly Partnership meetings, work towards fundraising goals, and maintain organizational capacity by supporting the

coordinator or managing projects. Additional historical levels of involvement include: ‘Educational’ partners who have assisted WWRP in ongoing research projects within the corridor, as well as mentored students and provided classroom learning opportunities, and ‘Regional’ partners who have attended annual meetings, provided feedback or input on projects, and provided information to support WWRP efforts.

Core Partner Commitments & Benefits:

- A.** Core Partners commit to investing in the mission and values of the WWRP, attending Quarterly Partnership meetings regularly, and participating in joint WWRP projects as applicable by contributing time and/or financial resources.
- B.** Individual commitments represent a public statement of intent to participate in the partnership, to strive to identify opportunities and solutions whenever possible, to contribute assistance and support within resource limits, and to collaborate with other participants in promoting the success of the WWRP and its projects.
- C.** Core Partners are recognized for their commitments through promotion on the WWRP website (www.westwillamette.org), annual reports, and outreach. Core Partners benefit from partnership coordination, networking, collaborative fundraising, and collaborative project development and outreach.

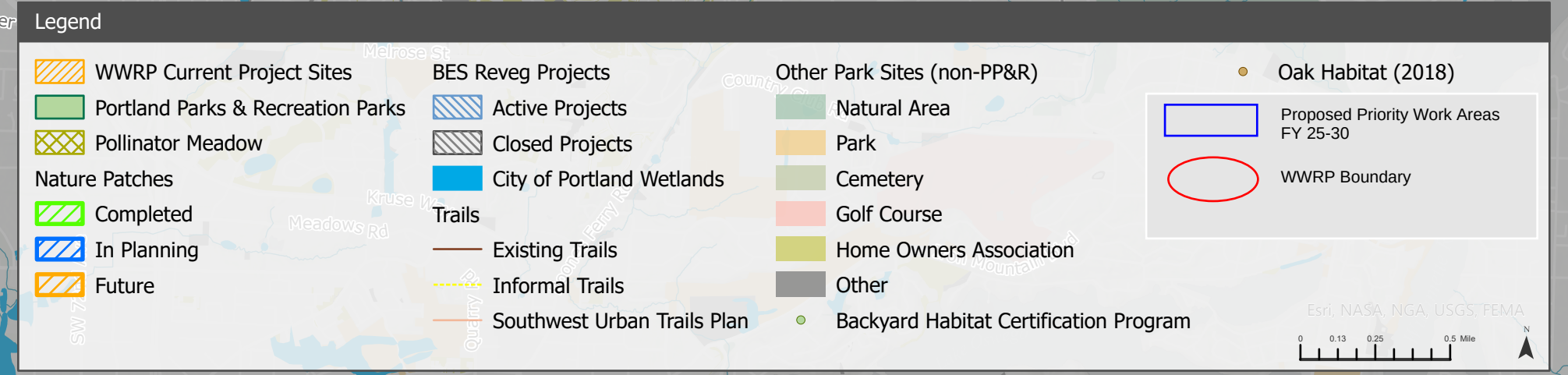
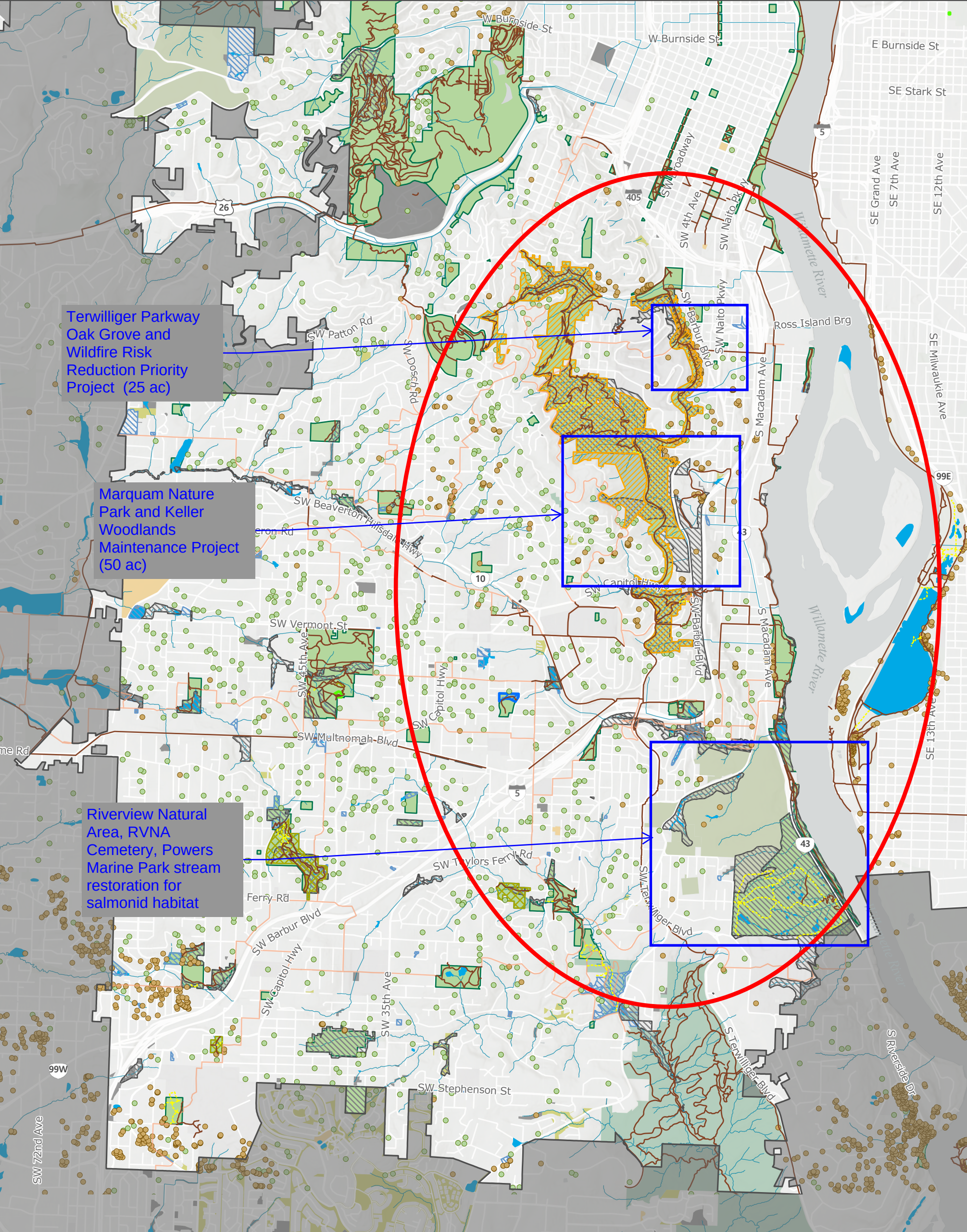
Committees or work groups within the WWRP are formed to tackle specific projects and advance WWRP goals. They meet quarterly and report back to the larger partnership with updates.

Current active committees include:

- Steering Committee - Provides overall direction, coordination, and decision-making support for the partnership.
- Restoration Work Group - Focuses on implementing and aligning habitat restoration and management priorities across the corridor.
- Education and Outreach Work Group - Leads efforts to engage the public, build partnerships, and promote community stewardship of the Westside Wildlife Corridor.

WWRP Geographical Scope & Boundaries:

The Westside Wildlife Corridor spans just south of Forest Park to Tryon Creek State Natural Area. It is a vital biodiversity corridor that bridges urban and semi-natural spaces. WWRP’s focus is on enhancing habitat connectivity, promoting wildlife movement, and supporting human well-being. The map below shows the three priority project areas for 2025-2030. The first is Terwilliger Parkway Oak Grove and Wildlife Risk Reduction Priority Project, the second is the Marquam Nature Park and Keller Woodlands Maintenance Project, and the third is the Riverview Natural Area Cemetery and Powers Marine Park Stream Restoration for Salmonid Habitat.



Vision and Conservation Targets

The vision of the WWRP is a resilient, connected, and biodiverse WWC that supports native species, healthy ecosystems, and thriving human communities. To advance this vision, WWRP seeks to coordinate and strengthen collaborative conservation across jurisdictional and organizational boundaries.

The partnership's goals are to restore and maintain key habitats and ecological functions, enhance climate resilience through strategic restoration and stewardship, and foster community engagement and support for long-term conservation outcomes. The future framework for WWRP is to align partner efforts toward shared priorities, guiding investment in high-impact projects, and tracking collective progress toward the restoration and resilience of the Westside Wildlife Corridor.

Key Targets

The WWRP focuses on conserving and restoring critical elements of the Westside Wildlife Corridor that support ecological integrity and biodiversity. By focusing on these targets, the partnership aims to sustain ecological processes and biodiversity while guiding restoration and management efforts to achieve measurable, long-term conservation outcomes.

- Upland forests are prioritized for their role in maintaining habitat connectivity, carbon storage, and native species diversity.
- Riparian buffers are targeted to protect water quality, stabilize stream banks, and provide essential habitat for both terrestrial and aquatic species.
- Priority species include indicator and culturally or ecologically significant fauna such as woodpeckers and owls, which reflect forest health; amphibians, which serve as sensitive indicators of ecosystem function; and pollinators, which are essential for maintaining plant diversity and ecosystem resilience.

Baseline Conditions

To establish a foundation for future planning and evaluation, it is essential to summarize the baseline conditions within the Westside Wildlife Corridor. More recent efforts, as reflected in the 2023–2024 and 2024–2025 Annual Reports, indicate a shift toward projects that primarily address individual partner goals rather than shared, coordinated initiatives. Due to the lack of funds, the WWRP has not participated in a collaborative project since 2021. Despite these challenges, partners have continued to meet regularly in quarterly meetings to discuss goals, share updates, and explore opportunities for collaboration. Annual reports help to highlight partner achievements and historical reports on the WWRP website show projects that the WWRP spearheaded. This historical perspective provides context for understanding the partnership's accomplishments, ongoing constraints, and the importance of maintaining equity in access, engagement, and capacity for coordinated action moving forward.

Threats and Challenges

The WWRP operates within a complex landscape shaped by multiple ecological and social pressures. Key ecological threats include invasive plant species, such as English ivy, clematis, and Himalayan blackberry, which compete with native vegetation and reduce habitat quality. Habitat fragmentation and degradation further limit wildlife connectivity and reduce the resilience of ecological communities. Climate change introduces additional uncertainty, affecting species distributions, seasonal cycles, and ecosystem processes. Beyond ecological factors, the partnership faces challenges related to social and organizational capacity, including limited engagement with historically underserved communities and constraints in staff coordination among partner organizations. Understanding these threats and challenges is critical for guiding strategic planning, prioritizing restoration actions, and ensuring that WWRP's efforts are effective, equitable, and sustainable over the long term.

- *Invasive Species:* Invasive plants are a primary threat to the degradation of forest understory and canopy integrity in the corridor. Invasive species like ivy can smother trees and contribute to tree falls, while others, such as Himalayan blackberry, alter fuel loads and compete with native species.
- *Habitat Fragmentation:* There are physical gaps in the corridor that hinder wildlife movement (e.g., gaps in tree cover along specific stretches, roads without wildlife crossings). Development pressure or land use changes could further fragment habitats.
- *Wildfire Risk:* The growing threat of increased wildfire risk is exacerbated by climate change. Dense, invasive vegetation and drought-stressed forests can increase fire hazards near urban edges. Wildfire could threaten both ecological values and nearby homes, making fuel reduction a priority for safety.
- *Climate Change:* This is a cross-cutting threat that may intensify other issues. Shifts in temperature and precipitation can stress native species, favor particular invasive species, and alter habitat conditions. Planning should be climate-smart, building resilience (e.g., planting climate-adapted native species, protecting climate refugia).
- *Pests and Pathogens:* urban environments face increased risk of pest and pathogen spread, including Emerald Ash Borer (EAB) and Mediterranean Oak Borer (MOB).
- *Human Disturbances:* Off-trail use, unauthorized camping, and illegal dumping can damage vegetation, compact soil, and disrupt wildlife, while also creating opportunities for invasive species to establish. Repeated disturbances can degrade habitat quality, reduce ecosystem resilience, and threaten the ecological integrity of the corridor.
- *Limited Funding and Resources:* Constraints in funding and staff capacity limit the partnership's ability to coordinate projects, engage historically underserved communities, and implement restoration at a meaningful scale. Without adequate resources, priorities may be delayed or opportunities for collaboration and for mitigating ecological impacts may be missed.

Opportunities

The WWRP has multiple opportunities to enhance its impact and advance its conservation goals. Partners bring diverse expertise, and there is strong community interest in participating through citizen science initiatives. Engaging youth in workforce development programs and leveraging growing city-wide attention to wildfire risk reduction and urban resilience can further strengthen conservation efforts. Continued vegetation and wildlife monitoring, in partnership with networks like the Urban Wildlife Information Network (UWIN), provides critical data to guide decision-making. Additionally, by listening to community input and pursuing large-scale projects to improve habitat connectivity throughout the corridor, the partnership can expand ecological benefits and foster greater collaboration.

Key Opportunities:

- Leveraging partner expertise to maximize conservation impact
- Engaging community scientists to support monitoring and stewardship
- Developing youth workforce programs in ecological restoration
- Capitalizing on city-wide interest in wildfire risk reduction and urban resilience
- Continuing vegetation and wildlife monitoring to inform management decisions
- Partnering with UWIN for coordinated wildlife monitoring
- Incorporating community input into planning and prioritization

- Advancing habitat connectivity through large-scale restoration projects

Next Steps:

- *Habitat & Invasive Species:* Map current habitat quality and distribution of invasive plant species across the corridor. Identify areas with heavy infestations of priority invasive species, such as English ivy, Himalayan blackberry, or clematis, that threaten canopy health.
- Note any existing gaps or barriers to wildlife movement (e.g., roads, development). Document recent restoration efforts and their status (e.g., acres treated, native species planted).
- *Wildlife & Biodiversity:* Review available wildlife monitoring data (e.g., wildlife camera sightings, bird surveys) to establish which native species are present and how they use the corridor. Identify any species of concern or keystone species that can serve as indicators of ecosystem health. Incorporate their baseline findings when partnering with programs such as the Urban Wildlife Information Network (UWIN).
- *Community & Socioeconomic:* Assess current community engagement levels. Review the number of volunteer events or stewardship activities that took place in recent years. What is the level of public awareness or support for the corridor (survey data, if available)? Identify communities or neighborhoods within the corridor and any equity considerations (e.g., which groups have access to green space, environmental justice concerns).
- *Wildfire Risk & Climate:* Evaluate the current wildfire risk in the corridor's forest and interface areas—e.g., buildup of fuels (dead wood, invasive blackberry thickets), proximity of homes, and history of fire incidents. Additionally, summarize the climate trends or projections for the region (e.g., hotter, drier summers, extreme weather) that could impact forest health, wildfire frequency, or species distribution. As baseline context, include any observed climate-related changes (tree die-off, altered streamflow).

Step 2: Plan – Set Strategic Goals and Methods to Monitor Progress

Purpose

The purpose of this step is to define and develop the West Willamette Restoration Partnership's (WWRP) strategic goals, strategies, and objectives, and to clarify the assumptions about how these strategies will achieve desired conservation outcomes. Together, the goals, strategies, objectives, and underlying assumptions will form the foundation of the partnership's action plan. This step also involves designing a monitoring plan to track progress and address critical information needs, as well as developing an operational plan that considers institutional capacity, resource availability, and contextual factors influencing the implementation of both action and monitoring plans. By integrating these elements, WWRP can ensure that its efforts are coordinated, evidence-based, and achievable within the partnership's collective capacity (CMP Open Standards, 2020).

WWRP Strategic Goals are to (1) Restoration, (2) Partner Engagement, and (3) Communications & Outreach.

Goal 1—Restoration: Enhance and connect habitats in the corridor. Support habitat projects across public and private lands; control invasive weeds; define and create a functional wildlife corridor that benefits wildlife, communities, and human health; and protect water resources (clean water access for people and wildlife).

To support ecosystem resilience and biodiversity, priority actions will focus on removing invasive plant species and replanting native vegetation within identified habitat areas and corridors. These efforts aim to restore ecological function, improve habitat quality, and enhance landscape connectivity.

Within five years, the goal is to remove or treat invasive species such as English ivy and clematis on at least 80% of infested trees adjacent to key natural areas, particularly where invasive cover threatens tree health and understory diversity. Maintaining healthy forest canopy is also essential, as it provides critical shade, stabilizes microclimates, and supports diverse wildlife habitats. To further promote habitat connectivity, restoration efforts will target the reestablishment of native vegetation across 50 acres of priority lands, strategically positioned to link core natural areas like Forest Park and Tryon Creek. Additionally, water quality improvements will be achieved through the implementation of green infrastructure and/or stormwater management projects at a minimum of three sites. These projects are designed to reduce runoff, filter pollutants, and provide cleaner water for both human and wildlife communities. Together, these efforts will build a more connected, healthy, and climate-resilient landscape.

Restoration Strategies

- Support habitat restoration projects across both public and private lands.
- Control invasive plant species, including English ivy and clematis, particularly on trees adjacent to key natural areas.
- Replant native vegetation within identified habitat areas and corridors to improve ecological function and understory diversity.
- Maintain a healthy forest canopy to stabilize microclimates and support wildlife habitats.
- Define and create a functional wildlife corridor linking core natural areas (e.g., Forest Park and Tryon Creek).
- Restore native vegetation across 50 acres of priority lands to enhance landscape connectivity.
- Protect and improve water resources through green infrastructure and stormwater management projects at key sites.
- Implement projects to reduce runoff, filter pollutants, and ensure clean water access for both people and wildlife.

Goal 2—Partner Engagement: Increase the partnership's capacity to achieve its mission. Expand the WWRP network (e.g., schools, businesses, nonprofits, agencies); clarify partner roles and share resources; maintain funding for coordination; raise WWRP's profile in regional initiatives; and collaborate on joint efforts (e.g., monitoring with programs like UWIN).

- To increase the partnership's capacity to achieve its mission, WWRP will focus on expanding and strengthening its network of collaborators, including schools, businesses, nonprofits, and government agencies. Efforts will include clarifying partner roles, facilitating resource sharing, and ensuring that each organization's contributions are aligned with collective priorities. Maintaining stable funding for coordination will be essential to sustain these efforts. Additionally, raising the partnership's profile in regional conservation initiatives will help attract new partners, increase visibility, and leverage broader support for shared goals. Collaborative projects, including coordinated vegetation and wildlife monitoring through programs like the Urban Wildlife Information Network (UWIN), will provide opportunities to work jointly on high-priority actions, strengthen relationships, and ensure that partnership activities are both effective and strategically aligned.

Partner Engagement Strategies

- Expand the WWRP network to include schools, businesses, nonprofits, and government agencies.
- Clarify partner roles and responsibilities to ensure alignment with collective priorities.
- Facilitate resource sharing among partners to increase efficiency and collaboration.

- Maintain stable funding for partnership coordination, including supporting a part-time coordinator position.
- Raise WWRP's profile in regional conservation and resilience initiatives to attract new partners and support.
- Collaborate on joint projects, such as coordinated vegetation and wildlife monitoring with programs like the Urban Wildlife Information Network (UWIN).
- Strengthen relationships among partners through regular communication, meetings, and shared planning.

Goal 3—Communications & Outreach: Increase community understanding and engagement in the corridor. Enable residents to identify as part of the corridor community and participate in its improvement; share habitat restoration and monitoring information with partners and the public; and promote understanding of the corridor's multiple benefits (wildlife habitat, recreation, community connections, and natural area protection).

- **Equity and Engagement Goals**

Build partnerships with culturally specific organizations and expand access to stewardship roles and nature education. Strategic tools and community-informed planning approaches will guide the implementation of restoration and connectivity efforts across the landscape. Lessons learned from the *2023 Green Workforce Project proposal* provide a strong foundation for developing equitable and practical strategies, including workforce development, community capacity-building, and place-based restoration. Community listening initiatives such as *"Take to the Trails"* and *"Connect SW PDX"* have played a key role in identifying spatial equity priorities by highlighting under-resourced neighborhoods and trail gaps that limit access to nature. These insights ensure that project efforts not only restore ecosystems but also address disparities in access to green space and the benefits it provides. A robust monitoring plan will support adaptive management and track progress toward ecological and social goals. This includes maintaining and expanding vegetation-monitoring plots, leveraging citizen science platforms such as iNaturalist, installing trail counters, and conducting surveys to assess public awareness and engagement. Monitoring will also track the spread of invasive species, the recovery of native plant communities, and the effectiveness of outreach efforts. All actions will be grounded in climate-smart strategies, prioritizing the use of riparian buffers to protect waterways, implementing diverse planting mixes to increase ecological resilience, and integrating wildfire fuel reduction practices to reduce risk and support long-term forest health.

Communications & Outreach Strategies

- Engage residents to identify as part of the Westside Wildlife Corridor community and participate in restoration and stewardship activities.
- Share habitat restoration and monitoring results with partners and the broader public.
- Promote understanding of the corridor's multiple benefits, including wildlife habitat, recreation, community connections, and natural area protection.
- Build partnerships with culturally specific organizations to expand equitable access to stewardship and nature education opportunities.
- Increase youth and BIPOC involvement in restoration and conservation projects.
- Increase the capacity of the coordinator position to support cross-partner collaboration and community engagement better.
- Implement workforce development and community capacity-building programs informed by past initiatives, such as the Green Workforce Project.
- Conduct community listening initiatives (e.g., "Take to the Trails" and "Connect SW PDX") to identify spatial equity priorities and gaps in access to green space.

- Maintain and expand vegetation and wildlife monitoring, leveraging citizen science platforms like iNaturalist.
- Install trail counters and conduct surveys to assess public awareness, engagement, and the effectiveness of outreach.
- Ground all activities in climate-smart strategies, including riparian buffer protection, diverse native plantings, and wildfire fuel reduction practices to enhance ecological resilience.

Monitoring and Evaluation Strategy

To track progress across WWRP’s three goals, the partnership will focus on a few practical, high-priority indicators that can be monitored with existing capacity.

- Ecological monitoring will be analyzed through vegetation and wildlife surveys, including citizen science platforms like iNaturalist and UWIN, to track restoration outcomes.
- Partner engagement will be tracked through participation in meetings, collaborative projects, and new partner connections, while community outreach will be monitored through surveys, event participation, and program involvement. Progress will be reviewed informally at quarterly meetings, and lessons learned will guide adjustments to strategies and priorities.

This approach allows WWRP to monitor outcomes, make adaptive decisions, and celebrate successes without creating an overly burdensome system.

Suggested Responsibilities for Monitoring:

- The Steering Committee will check in regularly to ensure each goal is being addressed and track overall partnership progress. To support this effort, a dedicated “Monitoring” Workgroup may be created. Individual subcommittees or project leads will be responsible for reporting on their assigned strategies, including ecological restoration, partner engagement, and outreach efforts.
- Updates and key outcomes will be shared at quarterly partnership meetings to facilitate collective discussion, coordination, and adaptive adjustments.

Role / Group	Primary Responsibilities	Reporting Frequency	Deliverables / Outputs	Data Source / Metrics
Steering Committee	Oversee SPAG implementation; review progress toward each goal; ensure partner alignment and adaptive management.	Quarterly and as needed based on new project development	Partnership progress summary; adaptive management recommendations.	SPAG performance indicators, partner reports, and meeting summaries.
Monitoring Workgroup	Coordinate data collection and performance tracking; maintain consistent monitoring protocols across projects.	Quarterly or as needed	Updated monitoring framework; dashboards; annual progress reports.	Restoration metrics (acres treated, native cover %); wildlife monitoring data; engagement tracking.

Subcommittees / Project Leads	Implement and report on assigned strategies (e.g., ecological restoration, partner engagement, outreach).	Quarterly	Brief written updates and dashboards summarizing activities and outcomes.	Site-level data; project logs; partner program reports.
Partnership (All Members)	Participate in data-sharing, peer learning, and adaptive coordination through quarterly meetings.	Quarterly	Shared learning summaries; collective next-step actions.	Partner feedback forms, meeting evaluations, collaborative action items.

Step 3: Implement – Execute Conservation Actions and Engagement

Purpose

Translating Strategy into Action

The purpose of this next phase is to prepare for the development of a **Strategic Action Plan (SAP)** that translates WWRP’s strategic goals into clear, implementable actions. The SAP will outline specific objectives, timelines, responsibilities, and resource needs to advance the partnership’s conservation priorities.

This step focuses on:

1. **Defining Priority Actions** – Identify key strategies, focus areas, and near-term priorities that will guide the SAP.
2. **Assessing Capacity and Resources** – Evaluate available staff time, funding, and partner roles to determine what is feasible.
3. **Developing Work Plans** – Draft actionable steps and milestones aligned with each partner’s policies, procedures, and decision-making processes.
4. **Building Partner Commitment** – Confirm alignment and approval from partners for work plans, budgets, and implementation roles.
5. **Finalizing the Strategic Action Plan** – Compile all information into a cohesive SAP that provides a clear roadmap for implementation.

By moving from strategic planning toward a detailed action plan, WWRP can begin implementing on-the-ground restoration, strengthening partnerships, and engaging communities in meaningful ways that contribute to a connected, resilient, and thriving Westside Wildlife Corridor (CMP Open Standards, 2020).

Roles and Responsibilities – Project Idea Generation and Accountability

To ensure WWRP partners actively contribute to the corridor’s restoration, engagement, and outreach goals, the following system outlines how project ideas are generated, prioritized, and implemented, with clear accountability structures.

1. Partner Idea Submission

- Partners are encouraged to develop project ideas or goals and submit them in advance of quarterly WWRP meetings.

- Submissions use a simple template capturing:
 - Project name and goal
 - Target location or habitat
 - Expected outcomes or ecological/social impact
 - Required resources (staff, volunteers, materials)
 - Proposed timeline or season
 - Potential collaborators
- Submissions are due 2–3 weeks prior to each quarterly meeting to allow sufficient review and discussion.

2. Coordinator as Task Driver

- The WWRP Coordinator serves as the central task driver, responsible for:
 - Collecting and organizing all partner-submitted ideas into a Project Prioritization Matrix.
 - Ensuring each idea has a designated lead partner responsible for moving the project forward.
 - Monitoring timelines, providing reminders, and tracking progress across all projects.
 - Identifying synergies between projects and potential partnerships to maximize efficiency and impact.
- The coordinator acts as the accountability hub, ensuring that submitted ideas are actively considered, assigned, and tracked through to implementation.

3. Idea Review and Prioritization

- During quarterly WWRP meetings, submitted project ideas are presented in a structured format.
- Ideas will be evaluated using a Project Prioritization Matrix, which considers:
 - Ecological or social impact
 - Alignment with WWRP strategic goals (Restoration, Partner Engagement, Communications & Outreach)
 - Resource requirements and feasibility
 - Urgency or time-sensitivity
 - Equity considerations (e.g., underserved communities or high-need areas)
- Projects will be ranked and approved based on matrix results, and leads are assigned for implementation.
- Approved projects are added to the WWRP action tracking system, with progress monitored by the coordinator and reported back at subsequent meetings.

4. Identify Project Leads and Investigate Funding Opportunities

- Assign Project Lead:
 - Each high-priority project is assigned a lead partner or committee responsible for drafting the Scope of Work (step 5).
 - The WWRP Coordinator supports all project leads, facilitating information gathering, reviewing drafts, and maintaining timelines.
- Project Leads will review the WWRP Grant Opportunities Rolling Notes Document to identify potential funding sources for priority projects.
- The WWRP coordinator will work with the WWRP fiscal agent and steering committee to identify additional funding opportunities.

5. Develop Draft Scopes of Work for Prioritized Projects

- **Gather Key Information:**
 - Define project objectives and expected outcomes.
 - Outline tasks and milestones required to achieve objectives.
 - Identify required resources, including staff, volunteers, funding, equipment, and materials.
 - Specify partners or collaborators involved in implementation.
 - Establish a timeline with short-term and long-term deliverables.
 - Include monitoring and evaluation metrics to track progress and measure success.
- **Draft the Scope of Work:**
 - Project lead prepares a first draft using a standardized template to ensure consistency across projects.
 - Coordinator reviews the draft for clarity, feasibility, and alignment with strategic goals.
- **Review, Refine, and Apply for Funding:**
 - Present the draft SOW to the Steering Committee or relevant partner group for feedback.
 - Adjust scope, tasks, or resources as needed based on partner input, feasibility, and available capacity.
 - Work with the WWRP coordinator to submit proposals for funding opportunities.

Step 4: Analyze & Adapt – Monitor Results, Evaluate Effectiveness, and Adjust

Purpose

The purpose of this step is to incorporate an adaptive management component within strategic planning. It ensures that WWRP actions remain effective over time by systematically monitoring outcomes, evaluating success, and adjusting strategies based on evidence. Without this step, the plan risks becoming static and failing to respond to ecological changes, community needs, or resource constraints.

Critical Elements for Success:

1. **Ecological Monitoring**
 - Continue using the Unified Monitoring Protocol plots to track vegetation, invasive species, and habitat quality.
 - Engage youth crews, volunteers, and student partnerships to collect ongoing data, building workforce capacity while ensuring long-term monitoring sustainability.
 - Metrics include invasive species cover, native plant establishment, canopy health, and habitat connectivity.
2. **Social Monitoring**
 - Collect data on community engagement, participation trends, and barriers to access through trail counters, surveys, and event feedback.
 - Include equity-focused indicators, such as involvement from BIPOC, youth, and underserved neighborhoods, to guide outreach and partnership strategies.
3. **Annual Review**
 - Schedule a structured annual review where partners assess progress toward ecological, social, and organizational goals.
 - Use open discussion with community members to refine priorities, identify gaps, and determine adjustments.
4. **Adaptation**
 - Based on monitoring data, adjust management tactics:

- Increase invasive species treatment frequency or test new restoration techniques.
- Modify outreach and engagement strategies if participation stalls or inequities persist.
- This ensures continuous improvement and responsiveness to emerging challenges (e.g., climate impacts, new invasive species).

Analysis and Adaptation Outcomes:

1. A clear understanding of progress toward ecological and social goals through consistent, data-driven monitoring.
2. An adaptive feedback loop that translates monitoring results into actionable changes in strategy, resource allocation, and on-the-ground practices.
3. An updated set of priorities and actions each year, ensuring the Strategic Plan remains responsive to evolving ecological conditions, community needs, and partner capacity.
4. A shared accountability framework where partners collectively review outcomes, celebrate successes, and identify areas for improvement.
5. Documented lessons learned and performance metrics that inform annual reporting, future planning cycles, and funding proposals.

Step 5: Share – Communicate Results and Lessons, Build Support, and Network

Purpose

The purpose of this step is to ensure that WWRP’s work is visible, transparent, and widely understood, both within the partnership and by the broader community. This phase captures and communicates the outcomes of restoration, engagement, and outreach efforts through public reporting, social media, newsletters, signage, and community events, highlighting successes and volunteer contributions.

Key Elements:

- **Public Reporting:** Maintain annual and 5-year summary reports. In 2023–24, the WWRP website received 205 unique visits and engaged hundreds of volunteers through events.
- **Outreach Channels:** Share results via website, social media, community meetings, and signage. Highlight success stories and individual volunteers.
- **External Sharing:** Present at city-wide and regional forums. Submit case studies to conservation and urban ecology networks, i.e., UERC Symposium.
- **Internal Learning:** Quarterly partnership meetings and shared online workspaces ensure transparency and adaptation. Document lessons learned and upload protocols and templates for shared use.
- **Continued Momentum:** Reinforce the corridor's identity and increase civic pride by unified WWC branding, recognizing community members, sharing wildlife observations, and celebrating progress through events like Corridor Days.

Internal Sharing & Learning: Within the WWRP partnership, foster a culture of open communication and learning:

- Hold partner debrief meetings after major project milestones or annually, where each partner can share their perspective on what is working and what could be improved. Use these sessions to strengthen relationships and renew collective commitment.
- Keep the WWRP website updated to include an internal knowledge base or library where all project documents, monitoring data, and lessons learned are accessible to partners. This might include a

compilation of best practices (e.g., effective invasive removal techniques, volunteer management tips) gleaned during the project.

- In internal communications, recognize and thank partners and volunteers for their contributions. Highlight individual or group achievements (e.g., a volunteer group that logged exceptional hours or a partner that provided critical resources).

Reporting to Stakeholders: Prepare regular public reports to communicate progress to funders, community members, and decision-makers:

- Publish a WWRP Annual Report or a bi-annual “State of the Westside Wildlife Corridor” report. Include key metrics (acres restored, species returning, volunteer participation, etc.), participant stories or testimonials, and high-quality photos of project activities. Use accessible language to reach a broad audience.
- Host community meetings or open houses in the corridor neighborhoods to present updates and gather feedback. These can be once-a-year events where the partnership shares maps of progress, monitoring results, and next year’s plans and invites community feedback. This transparency builds trust and local buy-in.
- If applicable, brief local government or agency leadership on the project’s achievements and needs. For instance, presenting to city councils or park boards about how WWRP efforts contribute to broader city goals (like watershed health or climate resilience) this can help garner continued institutional support or funding.

Outreach and Education: Share lessons and build awareness beyond the immediate project.

- Continue and expand outreach campaigns that celebrate successes, e.g., social media spotlights on a “Volunteer of the Month” or a restored site, “before-and-after comparison.” Engage local press with human-interest stories (like community groups coming together to save a local greenspace) to keep positive attention on WWRP.
- Create educational materials and interpretive signage as new information emerges. For example, if wildlife monitoring captures a rare species using the corridor, create a story or signage to excite the public about the conservation impact.
- Develop case studies or articles for the newsletters of partner organizations or networks. If a particular invasive species treatment was highly successful, write about it to inform other regional restoration groups.

Broad Collaboration & Network Sharing: Contribute WWRP’s experience to the wider conservation and community restoration community, and learn from others:

- Share results and lessons through regional forums or conferences. Present at relevant events (e.g., urban ecology conferences, invasive species councils, watershed councils) about the WWRP’s community-based corridor restoration model and its outcomes. Emphasize how adaptive management and community engagement led to improvements, providing evidence-based insights for others.
- Engage with the Conservation Measures Partnership (CMP) community or Conservation Coaches Network to share how the Open Standards framework was applied in WWRP’s context and what was learned. This could involve contributing a case study to the CMP website or participating in peer learning sessions.
- Cross-Visit and Peer Learning: Invite other community conservation groups to visit the corridor and exchange knowledge. Conversely, take WWRP partners or community leaders to visit other successful projects (nearby or even in other cities) to gain new ideas. Networking can spark innovation and new partnerships.

Maintaining Momentum & Funding through Communication: Use the sharing phase as an opportunity to sustain momentum:

- Publicly celebrate milestones (e.g., a “10th anniversary of WWRP” event or “Corridor Celebration Day” when a primary goal is met). Such celebrations can double as fundraisers or membership drives, helping ensure long-term support.
- Communicate the human benefits achieved. Share stories of improved well-being, safer neighborhoods due to reduced wildfire risk or fallen hazard trees, and strengthened community bonds. Demonstrating benefits to people alongside ecological gains helps justify continued investment.
- Keep funders and donors informed with success stories and data. A strong record of accomplishments backed by monitoring results will aid in securing ongoing funding from grants or donors who see their contributions have a measurable impact.
- Plan for the next iteration: Use what is shared and learned to start the next adaptive management cycle (feeding back into a new Assess/Plan phase for the subsequent 5–10 year plan). Embrace the Open Standards ethos that conservation is iterative and long-term, the sharing of today sets the stage for the improved actions of tomorrow.

Conclusion

The WWRP SPAG combines partner experience, community knowledge, and best practices in conservation planning to provide a comprehensive and actionable framework for the Westside Wildlife Corridor. With a long-term vision for a biodiverse, connected, and equitable corridor, this plan offers a roadmap for coordinated restoration, community engagement, and ecological monitoring. By integrating adaptive management, inclusive decision-making, and evidence-based strategies, the plan positions WWRP to respond effectively to climate, ecological, and social challenges over the next decade. It highlights priority actions for habitat restoration, partner collaboration, and outreach, while also emphasizing the importance of monitoring progress, learning from results, and adjusting strategies as conditions change. Ultimately, this plan is a tool for guiding collective efforts, ensuring that the partnership’s work strengthens both ecosystem resilience and community well-being.

Next Steps and Key Priorities

- Implement Year 1–2 actions across restoration, partner engagement, and communications/outreach.
- Maintain regular monitoring and evaluation of ecological, social, and partnership outcomes.
- Hold quarterly partnership meetings to review progress, share lessons learned, and adapt strategies.
- Secure and leverage resources to support coordination and project implementation.
- Engage communities and partners through inclusive outreach, volunteer opportunities, and workforce development programs.
- Document and share successes to raise the partnership’s profile and inform regional conservation efforts.