

# Action Plan

for Friends of Marsh Creek Watershed



**June 2010**

*Prepared by*

Friends of Marsh Creek Watershed

## Introduction

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### About Friends of Marsh Creek Watershed

The Friends of Marsh Creek Watershed (FOMCW) is a community group whose mission is to protect, conserve, and restore Marsh Creek and its tributaries, and to inspire appreciation and conservation of the Marsh Creek Watershed. FOMCW was established in 2004 as a forum for addressing watershed protection and restoration issues through education and stewardship activities. In 2010 FOMCW incorporated and became a public charity and a tax exempt organization under section 501(c)(3) of the Code.

The Marsh Creek Watershed drains the east side of Mt. Diablo. It covers about 128 square miles of rangeland, farmland, protected parkland, and urban land. The creek flows approximately 30 river miles from its headwaters in Morgan Territory Preserve through Brentwood and Oakley to empty into the Delta at Big Break. One of its longer tributaries, Sand Creek, flows from Black Diamond Mines Preserve, through southern Antioch then joins into Marsh Creek. Some other major tributaries of interest are: Dry Creek, Deer Creek, Briones Creek, Kellog Creek, Curry Creek and Round Valley Creek.

### Action Plan Purpose and Use

Friends of Marsh Creek Watershed have identified the need to prioritize organizational goals and create a road map for accomplishing common goals over the next two years.

This Action Plan summarized the goals of the organization in terms of project priorities and provides direction and timing of actions to accomplish these projects.



## Action Plan

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### OBJECTIVE #1: Improve, protect and restore the health of the Marsh Creek watershed.

Goals	Action	Responsible Party	Partner Agency
1. Improve fish and wildlife habitat	1) Work with appropriate agencies and scientists to conduct various types of monitoring that follows industry protocol and is scientifically recognized	Monitoring	NHI, DFG, CVRWQCB, County, DSC
	2) Identify water quality and stormwater runoff issues and develop steps to improve and restore conditions	Monitoring, Development, Special Projects	NHI, CVRWQCB, Cities, County
	3) Support the completion of restoration projects lead by other agencies in the watershed. (Fish Ladder, Mercury Mine Clean Up, Great Delta Trail, John Marsh Home, Delta Science Center, Dutch Slough Project, etc.)	Coordinating Committee	NHI, Various Agencies & Organizations, Cities
	4) Encourage residents and farmers to reduce pollution and support habitat restoration by engaging them in monitoring, planting, development and outreach activities	Monitoring, Planting, Development, Outreach and Education	DIG, MG, County, BALT, ECC, DIG, Cities
2. Minimize development impacts	1) Raise the level of awareness of development impacts on sensitive creek corridors. (Public outreach, participation in public meetings, letters)	Development, Outreach and Education	NHI
	2) Actively monitor and participate in considerations and implementation of development in cities and county	Development	NHI, SMD, Cities and Counties
	3) Encourage local cities to seek widening, and restoration of the Marsh Creek corridor when and where possible	Development, Special Projects	NHI, Flood Control, Cities
	4) Promote creek-wise development standards for new developments along the creeks. (master plan and General Plan updates)	Development	NHI, Cities, County

**OBJECTIVE #2: Increase public awareness and appreciation of the Marsh Creek Watershed.**

Goal	Action	Responsible Party	Partner Agency
<p><b>1. Raise awareness through a variety of projects and activities.</b></p>	1) Create engaging monthly meetings	Admin Outreach and Education	Various
	2) Participate in local fairs, festivals and farmers market and community events	Outreach and Education	DIG, Cities, EBRPD
	3) Conduct annual Creek Clean Up, MLK Day and Earth Day Events	Outreach and Education	County, Cities, Coastal Commission
	4) Continued support of Liberty ROP Propagation program.	Planting	NHI, DIG, LUHSD
	5) Develop high school internship program	Monitoring	School Districts, County, DSC
	6) Provide guided creek/ watershed tours, hikes and activities	Outreach and Education	RCD, NHI
	7) Increase media coverage of FOMCW outreach and education efforts	Admin	
	8) Create and disseminate educational brochures	Admin Outreach and Education	
	9) Increase number of demonstration gardens and plan garden tour	Planting	Cities, Water Districts
	10) Increase recruitment and volunteer training for specialized projects	Monitoring, Planting, Development, Outreach and Education	
	11) Partner with groups and agencies that support FOMCW's outreach and education goals	Monitoring, Planting, Development, Outreach and Education	Various
	12) Create art related activities and projects to engage the community.	Outreach & Education, Admin, Fundraising	School Districts, Art Community

**OBJECTIVE 3: Identify and participate in land acquisition and habitat restoration projects through partnerships with organizations and agencies that help restore and improve Marsh Creek.**

Goal	Action	Responsible Party	Partner Agency
<b>1. Create and participate in habitat restoration.</b>	1) Identify preferred restoration sites, organize partnerships, seek funding	Special Projects Ad Hoc Committee	Various
	2) Plant trees and native plants along Marsh Creek to provide shade	Planting, Special	Flood Control, EBRPD, Cities

**OBJECTIVE #4: Increase membership and awareness of FOMCW and improve sustainability of the organization by focusing on organizational development.**

Goal	Action	Responsible Party	Partner Agency
<b>1. Increase membership and volunteer participation.</b>	1) Increase FOMCW profile in community through presentations, partnerships and participation in activities and events	Admin, Outreach and Education, Coordinating Committee, Development	
	2) Expand mail list through activities interests	Admin	
	3) Expand volunteer accessibility through social media and volunteer recruitment websites	Admin, All Committees	
	4) Promote membership with FOMCW	Admin, Fundraising	
<b>2. Fundraising</b>	1) Develop and implement sustainable fundraising plan including the identification of potential grant funding sources	Admin, Fundraising	
	2) Create opportunities for businesses to support FOMCW through memberships, sponsorships, donations and fundraising opportunities	Fundraising	
	3) Increase paid memberships	Fundraising	

<b>3. Raise Public Awareness</b>	1) Create and disseminate organizational brochures and other FOMCW outreach material	Admin, Outreach and Education	
	2) Promote FOMCW through website, newsletter, monthly meetings and community events	Admin, Outreach and Education	
	3) Participate in local fairs, festivals and farmer's market.	Outreach and Education	
	4) Coordinate Press Releases with events and activities	Admin	
<b>4. Maintain transparency and accessibility for all members to participate in the leadership of FOMCW</b>	1) Create new opportunities for members to take on leadership roles	All Committees	
	2) Communicate Coordinating Committee Activities through website, newsletters, announcements at monthly meetings and community events	Admin, Outreach and Education	
<b>5. Provide support to Committees</b>	1) Acquire and provide tools, equipment and supplies needed for FOMCW projects and programs	Admin, Fundraising	

### Acronyms

County	Contra Costa County, Clean Water Program
CVRWQCB	Central Valley Regional Water Quality Control Board
DFG	California Department of Fish and Game
DSC	Delta Science Center
EBRPD	East Bay Regional Park District
ECCHCP	East Contra Costa Habitat Conservation Plan
ECCID	East Contra Costa Irrigation District
Flood Control	Contra Costa County Flood Control and Water Conservation District
LUHS	Liberty High School Community Based Instruction and Transition Program
Local cities	Brentwood, Oakley and Antioch
MG	Master Gardeners
NHI	Natural Heritage Institute
RCD	Contra Costa Resource Conservation District
SMD	Save Mount Diablo