

Action Plan

for Friends of Marsh Creek Watershed



June 2010

Prepared by

Friends of Marsh Creek Watershed

Introduction

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

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>1. Raise awareness through a variety of projects and activities.</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 |
|--|--|-----------------------------------|------------------------------|
| 1. Create and participate in habitat restoration. | 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 |
|--|--|--|----------------|
| 1. Increase membership and volunteer participation. | 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 | |
| 2. Fundraising | 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 | |

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| 3. Raise Public Awareness | 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 | |
| 4. Maintain transparency and accessibility for all members to participate in the leadership of FOMCW | 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 | |
| 5. Provide support to Committees | 1) Acquire and provide tools, equipment and supplies needed for FOMCW projects and programs | Admin, Fundraising | |

Acronyms

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| 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 |