



***The Process of
Developing A
Strategic Plan***

Formulating The Plan Through The Public Process

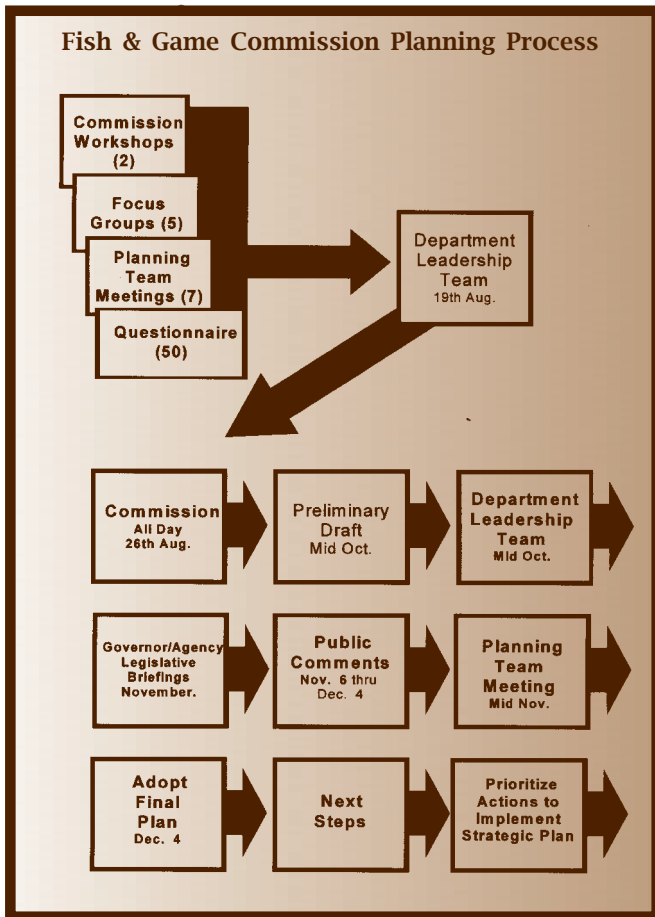
Public Meetings

The key emphasis of the Commission’s strategic planning and policy efforts is to more effectively reach out to all of our critical constituencies—you the citizens of California. It is critical to develop effective two-way, working relationships with existing and new interest groups, to address common resource concerns, to establish working partnerships and to better understand diverse resource needs.

During our strategic planning process, five focus group meetings were held across the state in Redding, Sacramento, Fresno, Monterey and Riverside. We invited a broad cross section of individuals and interest group representatives to share their opinions and expertise. While not everyone who was invited to the focus groups was able to attend the meetings, over 80 people did attend and actively participated. (Focus Group attendees are listed in the Appendix.)

Participants were asked for their views on the most important issues facing the Commission and what the future role of the Commission should be. Individual questionnaires were also used to obtain additional ideas and comments from Commission and Department staffs, focus group participants and those not able to attend a meeting. In addition to the five focus group meetings, two public workshops and seven work sessions were held on the strategic plan. The all day workshop in Sacramento, for example, drew over 100 participants who shared their comments and suggestions with us both verbally and in writing.

The Commission is greatly indebted to everyone who took the time to participate in this effort. Public comments and concerns helped shape and guide our thinking in developing our strategic plan and its priorities. In a real sense, this is a strategic plan and agenda for the public and its resources. We commit as a Commission to continue this important dialogue initiated between the public and Commission on fish and wildlife resource management and policy setting. This rethinking and reforming of approaches will long serve the public, the public’s resources and the Commission as it does its business.



Basic Needs Identified by the Public

From the public meetings, an important strategic agenda emerged. While many diverse interest groups and individual citizens participated, there was an overwhelming agreement on the most critical challenges facing the Commission. Four basic needs consistently surfaced:

- There is a need for the Commission to set effective management policies aimed at assuring a sustainable resource base.
- The Commission must be innovative in addressing the challenges presented by the many changes impacting fish and wildlife resources and their habitat.
- The Commission must become more effective through adequate staffing, adequate funding and a workable structure.
- The Commission must continue to build communication bridges to the public, particularly partnerships, to effectively manage resources.

