

Skagit County Marine Resources Committee

Five Year Strategic Plan (2026 – 2031)

Mission: *Act as a catalyst for protection and restoration of the marine waters, habitats, and species of Skagit County to achieve ecosystem health and sustainable resource use*

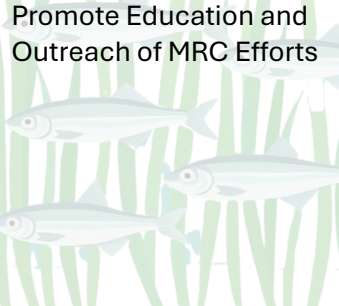
Key Focus Areas: ENGAGEMENT, MRC PARTICIPATION, SCIENCE, PROJECTS, OPERATIONS

ENGAGEMENT		
Goals	Actions	Results
Work closely with and support tribes	- Identify shared ideas and opportunities for collaboration and achieving mutual goals - Seek knowledge about their interests and priorities	Strong tribal partnerships
Increase community awareness of the MRC and involvement in marine conservation	- More proactively educate the community about what the MRC does - Develop a communication plan to identify and reach broader and more diversified audiences - More proactively promote volunteerism and environmental stewardship of MRC projects	- Skagit residents are aware of the value and importance of coastal resources - Community continuously learning about our marine environment - Community endorsement and support of MRC
Engage new and diverse audiences and partners	- Identify new voices and perspectives in the community and solicit feedback on our work - Represent and incorporate local perspectives in our work	Broad collection of voices and people representing Skagit are “at the table”
Provide advisory support and recommendations	- Present MRC achievements regularly to Skagit County Commissioners - Develop a plan to use MRC resources and expertise to give voice and action to all aspects of our community - Engage in feedback and recommendations on local policies affecting the marine environment - Engage with Commissioners to provide visibility of MRC work and solicit feedback on how we can provide value to the county and Commissioners work	- County leadership are aware and supportive of the MRC - Community is aware of MRC mission, strategies and goals - The MRC is aware and has knowledge of local policies and processes that affect the marine environment

MRC PARTICIPATION

Goals	Actions	Results
Recruit and maintain enthusiastic and proactive members	• Develop list of desired attributes and needs for ideal MRC members and update on regular basis (annual) • Develop and post promotional materials for soliciting interest and recruit new members across multiple media platforms on MRC website and other social media as able • Develop and implement a regular recruiting campaign to attract new members, including engaging directly with local organizations for membership	• An effective, ongoing MRC member recruitment plan and associated activities is in place
Engage youth in caring about the marine environment and its value	• Develop a youth membership / internship program that aligns with MRC strategies and local academic needs • Connect with local educational institutions for support and assistance in youth selection • Host 1-2 youth per year to join MRC	• Youth are represented on the MRC
Attract effective MRC Project Leads	• Develop an interview template for vetting new prospective members • Develop a new Member / Project Lead “onboarding package” • Provide project planning support and advisory support as needed	• Education and support program for new MRC members as project leads and leadership roles on MRC and NWSC
Ensure broad community perspectives are addressed	• Review, utilize and enhance membership representation per MRC Bylaws • Identify new and diverse sources for recruiting new members (including youth Strategy)	• A diverse community representation is evident on the MRC

SCIENCE		
Goals	Actions	Results
Collaborate with science community	- Identify and develop collaborative partnerships with technical communities that support MRC values and work - Host scientific briefings at MRC meetings for latest research updates	Partners for best available science and technical advice
Support and advance marine-based research	- Identify where and which organizations MRC work can be utilized in current and emerging research - Leverage NWSC technical networks for advancing MRC research support	MRC work supports, enables and advances ongoing research efforts
Educate community about resilient habitats linked to the marine environment	Identify / establish forums where MRC can engage with community about resilient marine habitats	Community is provided education about resilient habitats linked to the marine environment

PROJECTS		
Goals	Actions	Results
Protect Marine Life	- Continue to advance MRC priorities for Native Olympia Oyster and Pinto Northern Abalone restoration - Continue to support and share forage fish surveys and data collection that enable long-term research and analysis - Support monitoring and removal of invasive species where possible	MRC is recognized in the community as a leader in the protection of declining and endangered marine species populations
Conserve and restore Marine Habitats	- Continue to promote and fund MRC work for shoreline restoration and conservation - Continue to support floating bull kelp surveys and data collection by kayak that enable long-term research and analysis - Sponsor projects to remove derelict structures and gear from marine waters	Local nearshore and marine habitat restoration and protection activities
Ensure healthy Water Quality 	- Support efforts to monitor and collect data on water quality concerns - Support efforts to address ocean acidification	Preserved and/or improved water quality
Promote Education and Outreach of MRC Efforts 	- Continue to support community science training and promote marine-based volunteerism - Continue to sponsor community outreach events that promote MRC and our partners work	Public awareness and value of the marine environment and contributing to environmental stewardship

OPERATIONS		
Goals	Actions	Results
Establish a robust operating infrastructure to achieve MRC project goals	• Maintain regular MRC reviews to share MRC progress and partner updates • Present regular and emerging funding opportunities for MRC members • Conduct regular reviews of sustainable organizational capacity • Establish sub-committees as needed to achieve MRC goals • Establish a shared drive for improved access to MRC documentation	Efficient coordination and communication of MRC information, funding opportunities and program requirements
Establish robust processes for efficient and focused work	• Maintain regular MRC project reviews to share accomplishments, achievements of milestones and quality / schedule requirements • Hold annual review meetings concurrent with funding cycles, for effective and collaborative project selection, prioritization and approval processes for new projects • Maintain an annual MRC Calendar of major milestones and events • Utilize the Project Lead Checklist for coordination responsibilities • Leverage NWSC project guidelines, including RFP submittals	MRC Members have the resources needed to successfully complete MRC Projects
Communicate MRC successes	• Maintain updates to the MRC Website of current events and accomplishments • Identify and develop new media sources and audiences for MRC information sharing • Update MRC logo for improved clarity and consistency with strategy and values	Multiple methods and audiences for sharing MRC stories are in utilized