



# Shasta Environmental Alliance

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A Coalition of Individuals and Organizations  
Advocating for the Northern California Environment

# STRATEGIC PLAN 2020-2025



Hikers reflecting on the beauty of Mt. Shasta from Castle Crags State Park near Dunsmuir, CA.

# SHASTA ENVIRONMENTAL ALLIANCE STRATEGIC PLAN

**Introduction:** Shasta Environmental Alliance (SEA) is a non-profit organization incorporated in 2017 to fill the need for a strong, united, and organized voice to advocate for the environmental integrity of the Sacramento River Watershed. Based in Redding, California, SEA is composed of various local individuals with many supporting groups united in their goal to educate the public, policy makers, and elected government officials on the importance of environmental conservation in Tehama, Shasta, and Siskiyou Counties.



Mt. Shasta and the headwaters of the Sacramento River

# MISSION STATEMENT

*"Our mission is to protect and preserve the flora, fauna, land, air and water of the Sacramento River Watershed through advocacy and education."*



**Dead Fall Lake near Mt. Eddy**

# VISION STATEMENT

*"The vision is to bring together the various groups and individuals in the area who are concerned about the environment, in order to develop a stronger, united, and organized voice to create a sustainable ecosystem. We educate the public, policy makers, and elected officials so that they may better understand the importance and wide-ranging benefits of protecting and preserving the environment, and have a greater appreciation of the natural world."*



**Oregon Gulch in Redding, CA**

# CORE VALUES

*The fundamental beliefs of our organization and the guiding principles that dictate behavior for every action at every level.*

## **Emphasis Areas:**

The areas of focus and our vision for change.

## **Goals:**

The more specific outcomes or changes we wish to achieve.

## **Key Moves:**

Initial actions that set a course toward each goal.

## **Stewardship**

### **Initiatives:**

Opportunities to demonstrate progress through our work on the ground.



**David Ledger and Bill Kuntz discuss open space preservation measures in Redding, CA.**

# CORE VALUES OF SHASTA ENVIRONMENTAL ALLIANCE

- **Environmental Protection**

Protect the environment and the ecosystem of the Sacramento Watershed, including the air, water, wildlife, vegetation, and quality of life for its inhabitants.

- **Education**

We believe in using local issues to educate the public to make them aware of concerns, their connection, and how they can make positive change.

- **Collaboration with Other Groups**


We engage in partnerships, collaboration, and open communication with others in order to achieve shared goals.

- **Integrity & Trust**

We value and respect our colleagues as individuals and champion personal and professional growth

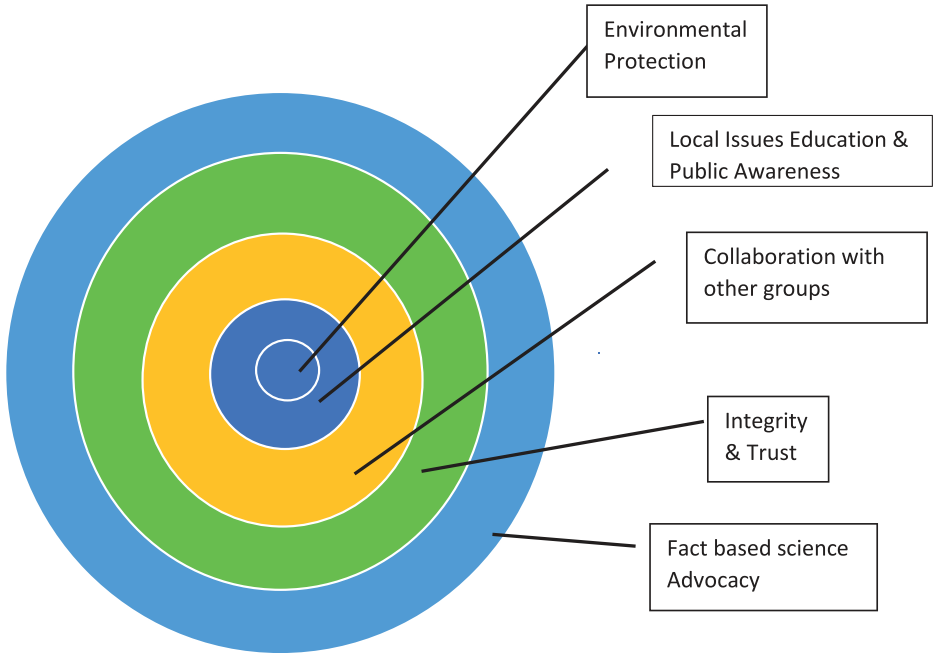
- **Fact Based Science Advocacy**

We value facts based on scientific research from professional peer-reviewed publications for developing policy decisions that impact our community and North State environment.



The Northern California landscape is visually diverse, supporting both the needs of society and the preservation of nature


# THE BULL'S-EYE MODEL EXPLAINS THE CORE VALUES OF THE SHASTA ENVIRONMENTAL ALLIANCE



SEA booth providing educational material at the Jackson Browne Concert in 2019 at Redding's Civic Auditorium

# EMPHASIS AREAS

- 1. Conservation Awareness**
- 2. Tree Ordinance**
- 3. Planning Awareness and Comment**
- 4. Special Events**



**SEA is working to protect Redding's remaining native forest and landmark trees and strives to increase the city's tree canopy**

# GOALS (2021-2025)

1. Pass Redding's Tree Ordinance to SEA's standards
2. Develop and encourage the Redding City Council to adopt a plan that would steadily increase Redding's tree canopy by 40%
3. Continue to comment on planning issues and act as a catalyst for action by harnessing the power of the public and our supporting organizations
4. Present the Annual "Environmental Champions Awards," and sponsor other annual and monthly events
5. Continue to develop the Board of Directors



Thoughtful and planned development is one of the best means to protect the North State's quality of life and to protect the area's environmental bio-diversity



# KEY MOVES

1. Encourage Redding City Council to pass a progressive Tree Ordinance for the city to SEA's standards
2. Host Annual Environmental Champions Awards Dinner
3. Host special events related to environmental awareness and education
4. Maintain positive image for SEA



John Livingston, Peggy Rebol, Kim Niemer, and David Ledger  
at the annual SEA Awards Ceremony

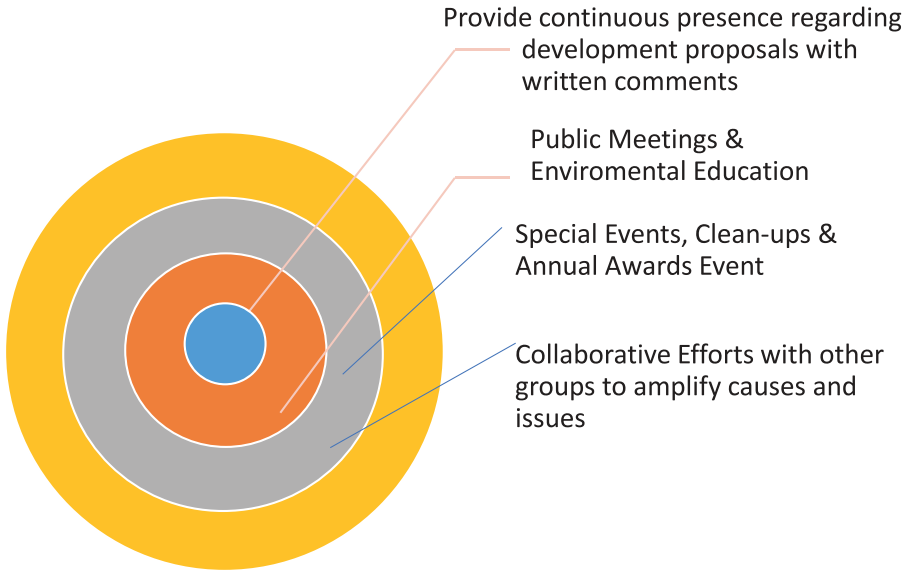
# STEWARDSHIP INITIATIVES:

1. **Tree Ordinance:** Encourage the City of Redding to approve a progressive Tree Ordinance that will increase the tree canopy of Redding by 40%.
2. **Service community action for environmental issues:** Work with our (17) partners to educate the public, policy makers, and elected officials regarding environmental issues.
3. **Comment:** Letters, Planning Commission meetings, and public forums on how proposed development projects might impact our environment and what can be built in to mitigate them.
4. **Presence and Education:** SEA will be a consistent voice for environmental advocacy and promotion of events that support environmental protection and enhancement.
5. **Cultural Change:** Work toward changing the culture of the North State to one where environmental enhancement and protection is a source of pride, an integral part of our love of living in this beautiful part of the world.



Whiskeytown Lake and the Klamath Mountains

# OVERALL SEA STRATEGY



**Churn Creek Market Place construction site following removal of approximately 15 acres of native oak woodland forest (photo by John Livingston)**

# ISSUES TO BE ADDRESSED BY SEA BOARD OF DIRECTORS:

- Advocate for a new Redding Tree Ordinance
- Advocate for the protection of riparian areas and urban tree canopy
- Advocate for stream & river protection
- Analyze the impacts of the proposed construction of the Delta Conveyance Project (formerly Twin Tunnels Project)
- Promote groundwater monitoring and sustainable management
- Oppose the proposed raising of Shasta Dam
- Study Forestry issues:
  - Fuels reduction
  - Logging issues/forest health issues
  - Wildland fire management
  - Prescribed Fire
- Encourage public discussion regarding local transportation issues
- Promote solar subsidies to fight Climate Change
- Promote plastics recycling to stop pollution
- Promote the protection of songbirds from feral cat predation
- Promote the reduction of herbicide use to protect wildlife from harmful chemicals
- Encourage a cultural shift in the North State to value environmental awareness throughout the Sacramento River Watershed

# Keeping Cats Indoors Saves Songbirds!



Cats are natural-born hunters.



The lives of feral cats can be quite hard, especially if they were not a domesticated cat. If you're considering getting a cat, adopt one from an animal shelter.

## Hunters at Heart

Songbirds are in steep decline all over the globe. Their habitat has been shrinking because of agriculture, spreading cities, climate change, and the predation of feral and outdoor cats.

In North America, cats kill 2.4 billion birds every year - a whopping 15% of the songbird population. Each outdoor cat - even if well fed - kills over 150 robins, martins, and birds per year, on average. Cats kill more songbirds than pesticides, vehicles, windows, and wind turbine collisions combined.

Still think cats need to be outside? We live in a wild and rural area. Your domesticated cats are potential prey for larger cats, like bobcats and cougars, as well as coyote.

## Be a Responsible Cat Lover!

Do your part to keep cats from killing birds while also keeping them safe. Spay/neuter your cats, keep cats indoors or in enclosed areas, and never release or dump cats into the environment.

Our shared goal is to have zero feral cats. A community volunteer has neutered and vaccinated the feral cats you may see here. New cats that appear are trapped and removed.



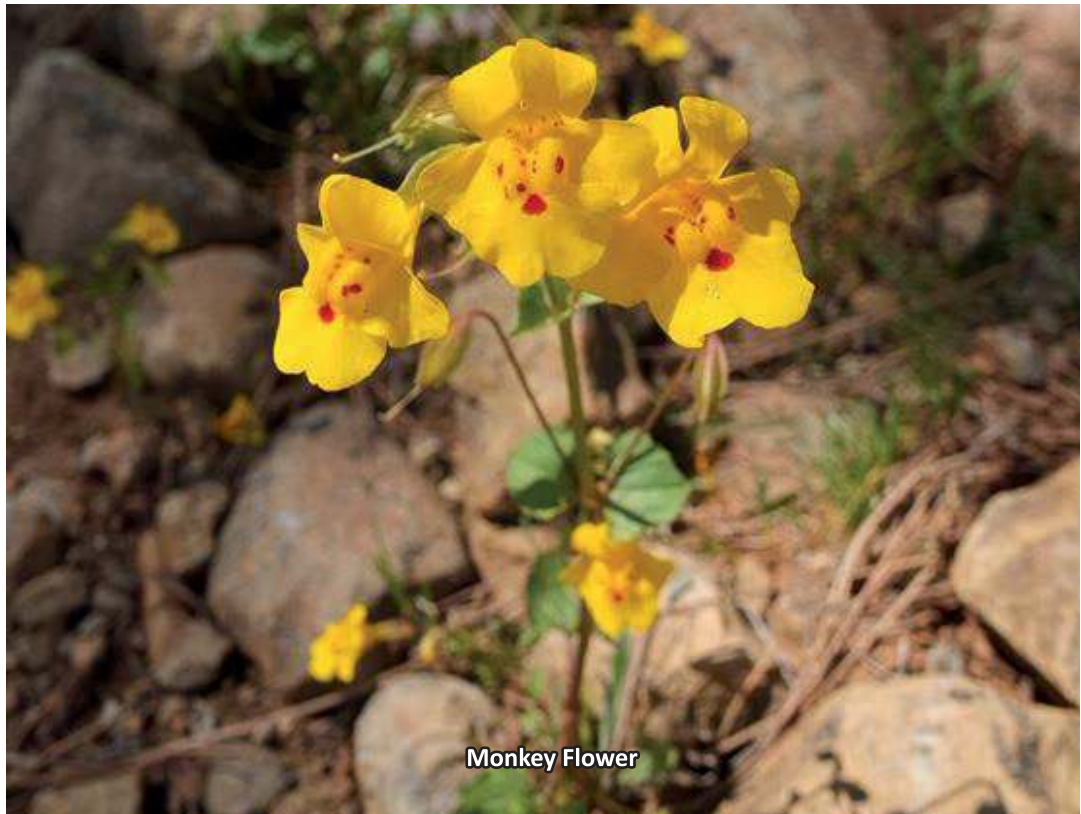
SEA's wayside exhibit along the Sacramento River Trail near Turtle Bay Exploration Park

Shasta County's mountain streams are noted for their biological diversity and natural beauty

# DONATIONS

Shasta Environmental Alliance accepts donations to sponsor events and cover costs associated with educational information distributed to the public to meet the goals and objectives of Shasta Environmental Alliance.

- a. Dedicated funds (specific donations for a specific project) will be spent only on projects for which the funds were intended or will be returned to the donor.
- b. The Board will approve spending of funds only for projects that fall within the scope of SEA's Mission Statement.
- c. All funds donated and all expenses for projects approved by the Board of Directors will be itemized and documented in the Treasury Report and financial reports (Tax information for annual IRS tax submissions).



Monkey Flower

# BOARD OF DIRECTORS 2020

**David Ledger, President:** David learned to love and appreciate nature growing up on a ranch in San Luis Obispo County. He is a co-founder of SEA and also serves on the Executive Committee of the Shasta Group of Sierra Club. He hopes to see Shasta Environmental Alliance become a stronger and united group for the environmental movement in Shasta County.

**Melinda Brown, Treasurer:** Melinda is a co-founder of SEA and co-founder of KFOI 90.9 North State Community Radio. She is the recipient of both the Planning and Conservation League and Friends of the River Volunteer of the Year awards. She is a poet, writer, artist and dreams of peace where humans co-exist gracefully with the natural world.

**Stacey Alexander, Secretary:** is a fish biologist and is working on her Master's Degree at Chico State University. In her spare time, she enjoys the great outdoors northern California has to offer.

**Gary Lauben** earned a Bachelor of Science in Geological Sciences from Virginia Tech and has worked for the U.S. Geological Survey, the Bureau of Reclamation, the Western Shasta Resource Conservation District, and Friends of the Shenandoah River. He's had a lifelong passion for ecological issues and loves the variety of recreation in Shasta County.

**Jennifer Foy** is a lifelong environmental advocate, she has served on the board of the High Desert Keepers working on the fight against the Cadiz Water Project. Jennifer continues to advocate for the environment through her photography and writing and enjoys hiking, kayaking, photography, nature writing, snowshoeing and traveling.

**Aleta Carpenter** is a North State native and has a background in governmental and public relations, journalism, and editing. As a lobbyist, she represented several environmental organizations pro bono and facilitated the acquisition by the California State Park system of properties held in private ownership. A lifelong environmentalist, Aleta hopes to someday see Redding rival Sacramento as a true "city of trees."

**Jim Milestone** worked for the National Park Service for many years in California, Oregon, Washington, and Utah. Jim spent 17 years as Superintendent of Whiskeytown National Recreation Area. Jim earned a M.A. in Physical Geography and has an extensive background in field application of natural and cultural resources management and community engagement.

# SEA IS SEEKING NEW BOARD MEMBERS AND VOLUNTEERS!

Shasta Environmental Alliance is looking to increase its board membership and volunteer support. SEA is looking for persons concerned about our local environment. Meetings are once a month and board members and volunteers must have a willingness to spend a few hours a month to contribute to the organization's goals and meetings. We can use your enthusiasm and new ideas! SEA's contact email is at [ecoshasta@gmail.com](mailto:ecoshasta@gmail.com).



**Shasta Environmental Alliance**

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