



MEMORANDUM

DATE: April 23, 2012

TO: Governor Edmund G. Brown Jr.
California State Legislature

FROM: John Laird, Secretary for Natural Resources

SUBJECT: **California Fish and Wildlife Strategic Vision (AB 2376, Huffman 2010)**

On behalf of the Natural Resources Agency, I am providing you with the [California Fish and Wildlife Strategic Vision](#) for your review and consideration.

In accordance with AB 2376 (Huffman, 2010), the California Fish and Wildlife Strategic Vision (CFWSV) aims to improve the ability of the California Department of Fish and Game (DFG) and the California Fish and Game Commission (F&GC) to successfully tackle the challenges of the 21st century.

The CFWSV Executive Committee appointed a Blue Ribbon Citizen Commission (BRCC) and a Stakeholder Advisory Group (SAG) to assist in developing the strategic vision through working groups and joint meetings. The SAG represented a wide range of interests and perspectives affected by policies related to protecting and managing fish and wildlife. DFG employees were also closely involved in the process and provided clarity where needed during the discussions.

The public was actively engaged in the vision process. Public meetings were held around the state, online resources were made available, stakeholders acted as conduits for their constituencies, and direct email access gave citizens multiple opportunities to weigh-in on the process and ideas being discussed.

In developing the strategic vision, we began with the existing vision and mission statements, and then worked to suggest core values, foundational strategies, overarching goals and objectives, and recommendations for helping achieve the goals and objectives. We also recognized the importance of understanding why past efforts to implement recommendations related to DFG and F&GC were unsuccessful or incomplete, and therefore conducted a study of barriers to implementation.

Three products developed through the strategic vision process:

1. **California Fish and Wildlife Strategic Vision** – This document offers a vision and specific recommendations that are intended to improve the ability of DFG and F&GC to fulfill their public trust responsibilities.
2. **CFWSV Background Information** – This document provides background materials to help readers understand the reasons for, and provides a brief history of, the project. This document also serves as a reference document, allowing readers to research various aspects of the project.
3. **Barriers to Implementation Report** – This report contains two studies related to what prevents or impedes recommendations from being implemented. The first study is an assessment examining past evaluations of DFG and F&GC and the degree to which recommendations from those evaluations were implemented. The second study is a literature review designed to determine if barriers encountered in California have been experienced by other, similar organizations. The goal of both report studies is to contribute to the likelihood of addressing such barriers in order to successfully implement the CFWSV and accompanying recommendations.

Please [click here](#) to view the strategic vision and accompanying documents.

If you have any questions about the project, or documents, please contact CFWSV Project Director Melissa Miller-Henson at (916) 654-2506, melissa@resources.ca.gov or Clark Blanchard in my office at (916) 651-7585, clark.blanchard@resources.ca.gov.