

Department of Fish and Game
July 2006 Strategic Plan Final Update & Addendum
Per the October 2005 Five Year Review of Strategic Goals and Strategies

Note: The following new goals (1) and strategies (24) in **RED** were received from management during the 2005 five year review of the DFG Strategic Plan (SP) and are to be incorporated within the SP under the appropriate Theme as an addendum.

<p>THEME I SUMMARY: Public Service, Outreach, and Education – 1 New Goal, 12 New Strategies</p> <p>The Department must work to improve communication with the public to find out what people think and want; inform them about the fish and wildlife and their values to the State; and provide better service by streamlining permitting and licensing processes, informing them of recreational opportunities, and making fishing and hunting regulations easier to understand.</p>
<p>Theme I New Proposed Goal 11: The Department will utilize available technologies to streamline administrative processes and improve communications.</p>
<p>Theme I New Proposed Goal 11 Strategy a: The Department will implement the Automated License Data System (ALDS) to streamline and automate the issuance of licensing entitlements, collection and accounting of revenues, and maintenance of license and customer data.</p>
<p>Theme I New Proposed Goal 11 Strategy b: The Department will maintain current, useful information on our website that is easy for the public to access.</p>
<p>Theme I GOAL 1. The Department will provide excellent public service.</p>
<p>Theme I GOAL 1 New proposed Strategy h: The Department will make licensing entitlements more readily available to the public by implementing the ALDS and by more strategically selecting and recruiting license agents where they are most needed.</p>
<p>Theme I GOAL 1 New proposed Strategy i: The Department will be present at public events such as sport expos and fairs, to provide information to the public and opportunities to purchase licensing entitlements.</p>
<p>Theme I GOAL 1 New proposed Strategy j: The Department will work in partnership with our license agents to provide recreational licenses and related information to the public.</p>
<p>Theme I GOAL 1 New proposed Strategy k: Make buying sport and commercial licenses easier by implementing online or vending machine opportunities.</p>
<p>Theme I GOAL 2. The Department will involve external stakeholders in program development, will keep them informed, and will develop programs to meet their needs consistent with the maintenance of sustainable wildlife populations.</p>
<p>Theme I GOAL 2 New Proposed Strategy f: The Department will utilize data obtained by the ALDS to conduct biological surveys to assist in the management of fish and wildlife populations</p>
<p>Theme I GOAL 3. The Department will understand how the public perceives us and our responsibilities in managing and protecting wildlife and the environment.</p>
<p>Theme I GOAL 3 New Proposed Strategy f: The Department will utilize customer data collected by the ALDS to conduct customer surveys.</p>
<p>Theme I GOAL 4. The Department will increase the public awareness of the ecological, economic, and aesthetic values of maintaining and enhancing wildlife populations and habitats.</p>

Theme I GOAL 4 New Proposed Strategy d: The Department should invest in more robust use of the internet to share information with the public.
Theme I GOAL 5. The Department will develop an integrated program that addresses identified needs and opportunities in education and communication.
Theme I GOAL 5 New Proposed Strategy: NO UPDATES
Theme I GOAL 6. The Department will increase communication with the public (and encourage their participation in the decision-making process) when developing hunting and sport and commercial fishing regulations. We must recognize that public values, attitudes, and perceptions are critical to the effective implementation of regulations.
Theme I GOAL 6 New Proposed Strategy d: The Department will use customer data obtained by the ALDS to communicate regulatory proposals to our customers who may be affected and solicit their input.
Theme I GOAL 6 New Proposed Strategy e: Develop resource management partnerships with users that selectively employ property or quasi-property rights to users or user groups to provide incentives regulation self-enforcement and resource preservation, and technological progress.
Theme I GOAL 7. The Department will reduce losses of wildlife due to illegal activities.
Theme I GOAL 7 New Proposed Strategy i: The ALDS will provide enforcement staff with immediate access to current, accurate license and customer data.
Theme I GOAL 8. The Department will deal effectively with emergencies that threaten wildlife.
Theme I GOAL 8 New Proposed Strategy: NO UPDATES
Theme I GOAL 9. The Department will seek recovery of natural resource damage from parties responsible for accidental or purposeful acts.
Theme I GOAL 9 New Proposed Strategy: NO UPDATES
Theme I GOAL 10. The Department will respond to public safety issues and conflicts involving wildlife in accordance with the best interest of the public. We will invite public participation in determining how to balance our response considering the ecological and aesthetic value of wildlife, the value of crops damaged by some wildlife, and threats to public safety.
Theme I GOAL 10 New Proposed Strategy: NO UPDATES

THEME II SUMMARY: Cooperative Approaches to Resource Stewardship & Use - 2 New Strategies The Department cannot be effective in providing for the continued existence and use fish and wildlife resources without the help of the public and other agencies. We must move away from a late-stage project-by-project review of development proposals to early consultation with project proponents and local land use agencies. We must take advantage of volunteer assistance in managing our lands, and we must work cooperatively with private landowners to make it attractive for them to manage their lands with fish and wildlife in mind. Further, we must collaborate with other agencies to share limited resources and information
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Theme II New Proposed Goal: NO UPDATES
Theme II New Proposed Strategy: NO UPDATES
Theme II GOAL1. The Department will develop collaborative approaches and create partnerships to restore, enhance, manage, and protect wildlife and their habitats.
Theme II GOAL 1 New proposed Strategy: : NO UPDATES
Theme II GOAL 2. The Department will concentrate its efforts reviewing development and other land and water use changes that pose the greatest threat to wildlife resources or that provide the best opportunity to conserve important habitats.
Theme II GOAL 2 New Proposed Strategy: NO UPDATES
Theme II GOAL 3. The Department will seek incentives for private landowners and nongovernmental organizations to conserve and enhance wildlife.

Theme II GOAL 3 New Proposed Strategy: NO UPDATES
Theme II GOAL 4. The Department will promote coordinated gathering and sharing of natural resource information to avoid duplication of effort and take advantage of common goals.
Theme II GOAL 4 New Proposed Strategy d: Encourage direct research collaborations between Department Biologists and University researchers
Theme II GOAL 4 New Proposed Strategy e: Encourage biological data base development and sharing of information.

THEME III SUMMARY: Manage Wildlife From a Broad Habitat Perspective – 1 New Strategy
 We must protect large ecosystems to shift (where appropriate) the focus from a species-by-species approach. Only in this way can we ensure the future existence of viable habitats for a variety of species.

Theme III New Proposed Goal: NO UPDATES
Theme III New Proposed Strategy: NO UPDATES
Theme III GOAL1. The Department will emphasize multi-species planning, analysis, and management for large aquatic and terrestrial ecosystems.
Theme III GOAL 1 New proposed Strategy g: Encourage the advancement and use of rigorous scientific information to drive resource management planning and implementation.
Theme III GOAL 2. The Department will direct activities toward maintaining, enhancing, and restoring wildlife communities on lands managed by the Department for wildlife benefit.
Theme III GOAL 2 New Proposed Strategy: NO UPDATES
Theme III GOAL 3. The Department will work to ensure that there is sufficient water (quantity and quality) for wildlife.
Theme III GOAL 3 New Proposed Strategy: NO UPDATES
Theme III GOAL 4. The Department will focus inventories, research, and resource assessment efforts on high priority habitats, species at risk, and key recreational and commercial species.
Theme III GOAL 4 New Proposed Strategy: NO UPDATES
Theme III GOAL 5. The Department will manage and control the impacts of prohibited/detrimental species on natural ecosystems in California.
Theme III GOAL 5 New Proposed Strategy: NO UPDATES

THEME IV SUMMARY: Organizational Vitality – 9 New Strategies
 In "A Vision for the Future," we identified our employees as our most important asset. This theme includes identified goals and strategies to support that conclusion. Specifically, we will examine our organizational structure to determine the most effective way to implement the strategic plan, improve understanding among employees about how we operate and make decisions, and give employees the support and freedom to meet challenges without stifling initiative.

Theme IV New Proposed Goal: NO UPDATES
Theme IV New Proposed Strategy: NO UPDATES
Theme IV GOAL1. The Department will align its organizational structure and resources with the priorities of the strategic plan and will use the Comprehensive Management System to plan, conduct, and evaluate its actions.
Theme IV GOAL 1 New proposed Strategy: NO UPDATES
Theme IV GOAL 2. The Department will increase employee understanding of and participation in the resource decision-making process.
Theme IV GOAL 2 New Proposed Strategy: NO UPDATES
Theme IV GOAL 3. The Department will make the best use of available funds.

<p>Theme IV GOAL 3 New Proposed Strategy d: Develop or adopt an accounting system that provides timelier reporting of expenditure information.</p>
<p>Theme IV GOAL 3 New Proposed Strategy e: Develop or adopt a more responsive system for changing the budget structure and revising budget allotments to reflect changes in organizational structure and funding.</p>
<p>Theme IV GOAL 4. The Department will strive to secure adequate funding from appropriate sources to achieve its mission.</p>
<p>Theme IV GOAL 4 New Proposed Strategy c: Seek to establish resource rents (fees and taxes) from resource users that are proportional to the value of resources used and the costs to manage the resources for those purposes.</p>
<p>Theme IV GOAL 4 New Proposed Strategy d: Prioritize Department activities based on the availability of appropriate funding.</p>
<p>Theme IV GOAL 5. The Department will recognize the value and reward the contributions of employees and teams.</p>
<p>Theme IV GOAL 5 New Proposed Strategy c: The Department is committed to participate annually in the Sustained/Superior Accomplishment Award Programs by soliciting nominations from manager/supervisors of those employees/teams that made a significant contribution to the economy or efficiency of State government in order to recognize those employees for this contribution.</p>
<p>Theme IV GOAL 6. The Department will provide employees with the knowledge, skills, equipment, and information to be consistent, safe, and effective in their jobs, and also provide them effective leadership and guidance.</p>
<p>Theme IV GOAL 6 New Proposed Strategy k: The Department will continue to provide excellent training and development opportunities to employees to enhance their personal and professional growth and increase their skills and knowledge base while gaining a broader understanding of the Department's mission, programs, and goals.</p>
<p>Theme IV GOAL 7. The Department will provide problem solving and administrative support and services to its employees.</p>
<p>Theme IV GOAL 7 New Proposed Strategy d: The Department will improve the productive business culture through clear, thorough, and timely communication of decisions; working relationships based on a foundation of mutual respect, trust, and commitment to excellent service to one another; and continuous administrative process improvements that undergo review and streamlining by employees who are the most knowledgeable about the process.</p>
<p>Theme IV GOAL 8. The Department will develop short, mid, and long-term recruitment programs to maintain a diverse, high quality work force.</p>
<p>Theme IV GOAL 8 New Proposed Strategy i: The Department will continue to promote open examination opportunities to the public and to keep current employees informed of all promotional opportunities to recruit the most qualified candidates, internally and externally, for vacancies; to provide recruitment information to Department staff so they may disseminate the information to interested individuals; to keep examination eligibility lists current and use continuous testing when feasible so managers/supervisors have a qualified candidate pool to fill vacancies.</p>
<p>Theme IV GOAL 8 New Proposed Strategy j: Establish pay differentials between supervisor classifications and appropriate rank and file classifications to appropriately reflect the obligations and expectations of unit supervision and management.</p>