



Strategic Plan Executive Summary

MISSION

Friends of the Mississippi River (FMR) engages citizens to protect, restore and enhance the Mississippi River and its watershed in the Twin Cities region.

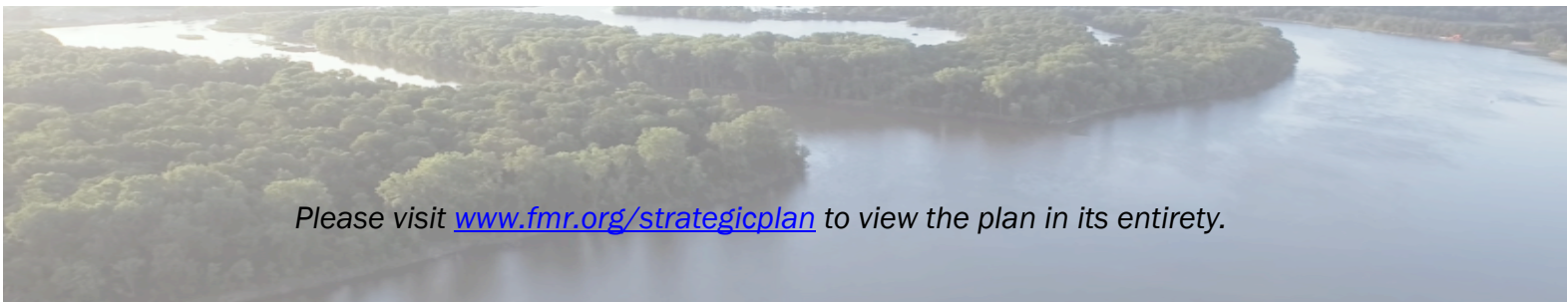
VISION

Friends of the Mississippi River envisions a river that is recognized and celebrated for its intrinsic values. Imagine with us a river where the water is clear and clean and safe to swim in, where fish and wildlife are healthy and abundant, and where scenic bluffs and cultural treasures are protected.

This is a river where residents and visitors can escape the rush of daily life to find solitude in a hidden backwater, mystery beside ancient mounds, and the wonder of paddling past towering bluffs.

Here you can catch fish that are healthy to eat. You can stroll through oak savannas and sand prairies alive with the diversity of our natural heritage. Here historic sites speak to the timeless connection between people and the river.

Envision a river accessible to all and a community that actively embraces this river ethic and welcomes its role as the Mississippi River's steward for current and future generations.



Please visit www.fmr.org/strategicplan to view the plan in its entirety.



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River Corridor

Program Vision: The natural, scenic, cultural, historical, recreational and public values of the Mississippi River corridor are understood, protected, enhanced and celebrated by local communities working in partnership with FMR.

Goals:

- 1) Mississippi River Corridor Critical Area (MRRCA) rules, plans and ordinances are clear, consistent and enforced.
- 2) Economic and park development in the corridor is sensitive to the river's unique natural and cultural resources, and the decision process recognizes community input.
- 3) The Above the Falls vision for continuous parks and trails along the river north of downtown Minneapolis is realized, creating improved and equitable river access from surrounding neighborhoods and economic development that enhances the public realm.
- 4) The ecological impact of invasive carp is minimized within the Mississippi National River & Recreation Area (MNRRA).

Land Conservation

Program Vision: An ecologically functioning corridor of natural habitat exists along the Mississippi River and important tributaries.

Goals:

- 1) Land that is important to the river's ecosystem is protected in perpetuity.
- 2) Critical ecological functions of the land managed by FMR are restored.
- 3) FMR's restoration work is rooted in science and designed to have the greatest possible ecological impact.
- 4) The Mississippi River benefits from and serves as a strong pollinator corridor.



PROGRAM GOALS



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Water

Program Vision: The Mississippi River meets all water quality standards and fully supports a healthy aquatic ecosystem.

Goals:

- 1) State level Clean Water Act administration is strong.
- 2) State legislative outcomes reflect FMR's priorities.
- 3) FMR's water quality education and outreach programs effectively raise awareness of water quality issues and activate citizen engagement.
- 4) FMR implements projects that demonstrate the potential for meeting water quality standards at the watershed scale.



Stewardship & Education

Program Vision: Individuals and communities feel a connection to the Mississippi River and its watershed that inspires an ethic of active participation in stewardship and conservation.

Goals:

- 1) FMR annually engages 4,000-5,000 people in stewardship events and outings to learn about the river and meaningfully contribute to protecting and enhancing river resources.
- 2) Participants and volunteers are prepared and eager to participate in more events and activities, share their experiences with others, and make river-positive behavior changes in their personal lives, homes and yards.
- 3) Stewardship events and activities support other FMR programs and efforts, including membership, fundraising, land conservation, advocacy and communications.



PROGRAM GOALS



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Building Influence & Power

FMR strives to positively influence decisions that are being made that affect the Mississippi River by bringing to bear good information and a strong, diverse and well-informed network of activists.

Communications & Outreach

FMR strives to ensure people in Minnesota, especially the Twin Cities metropolitan area, value and respect the Mississippi River. They are well informed about FMR's work and about the ways they can protect, restore and enhance the river.

Diversity & Inclusion

FMR strives to ensure a wide range of people reflective of our increasingly diverse community, is engaged with the river and active with FMR as Board, staff and volunteers.

Youth Engagement

FMR strives to ensure a new generation of river stewards is inspired and prepared to protect and restore the health of the Mississippi River.

Development

FMR strives to maintain a sustainable, diverse and flexible resource base to fuel the creativity, pace and agility with which we pursue our mission.

Our People

FMR strives to be a great place to work – we hire extraordinary talent, cultivate a supportive and flexible working environment, value individual and organizational ambitions, and achieve excellence.



ORGANIZATIONAL GOALS