

Friends of Casco Bay

Strategic Plan 2018-2022

Improving and Protecting the Environmental Health of Casco Bay

Overview of the Plan

Clean marine water is essential habitat and is fundamental to the quality of life in the Casco Bay region. We protect the health of Casco Bay by advocating for improvements in water quality. The biggest threats to the health of the Bay are the effects of climate change, acidification, sea level rise, stormwater, marine debris, nitrogen and other pollutants.

In pursuit of our mission, we

- Focus locally on improving water quality in Casco Bay
- Monitor the health of the Bay, collecting data and observations
- Collaborate, working with our community to reduce pollution and address threats to the health of the Bay

We are

- Strong advocates for protecting the health of the Bay
- Science based, taking positions based in part on data we collect
- Proactive and pragmatic, striving for positive outcomes

We value

- Clean marine water
- A healthy Casco Bay
- Community engagement, in order to
 - create greater awareness of the Bay and its connection to our climate, health, and economy
 - foster a sense of shared ownership of the Bay
 - better understand the impacts of climate change, acidification, pollution, and other threats
 - reduce pollution and address threats to the health of the Bay
 - Conducting our work ethically, with credibility, honesty, and integrity

Our strategic targets

- Communications with our community. We continue to:
 - Raise awareness and instill the value and importance of the Bay to our region
 - Help people understand the Bay is changing
 - Engage using events and online, social, and print media, to provide
 - Substantive information
 - Calls to action
 - Opportunities to get involved, including collecting data and observations
- Increasing our technological capacity to collect high frequency data to help us track how climate change and other factors are impacting water chemistry in Casco Bay.
- Fundraising campaign to support our science work in Casco Bay.
- Strengthening our organization by focusing on
 - Incremental increases in our operating capacity
 - Addressing leadership succession needs at the board and staff levels
 - Preparing for an office move
 - Pursuing collaborative partnerships to help us improve and protect the health of Casco Bay

