

Friends of Casco Bay Strategic Plan Vision 2028

- We have a holistic view of the health of Casco Bay and its connection to the watershed and the Gulf of Maine.
- Casco Bay is familiar to a larger, more diverse audience both near shore and in the watershed.
- We monitor changing conditions and track the health of the Bay.
- We collaborate with many partners. Respect for the quality of our science allows us to effectively advocate to reduce pollution and protect the Casco Bay estuary.
- We are imaginative and nimble, having the funding, staffing, and support needed to meet our mission.
- We have new offices.

Friends of Casco Bay Strategic Plan Goals 2023-2028

- **Track changing conditions and respond to climate change** to maintain the health and resiliency of Casco Bay and its watershed
- **Reduce pollution to the Bay** from stormwater, excess nitrogen, sewage outflows, and other emerging threats
- **Improve how we collect data** and how we measure the health of Casco Bay
- **Expand our outreach and community engagement efforts** and become more representative of the watershed
- **Evolve and grow** by expanding our budget, increasing the diversity of the board, staff, and membership, and moving to a new office space