



STRATEGIC PLAN

2016-18

CENTRE FOR HUMAN-
WILDLIFE CONFLICT
SOLUTIONS

OUR MISSION

To work towards creating a safe, healthy environment for people and wildlife in the Yukon by reducing negative human-wildlife encounters.

OUR VALUES:

Respect for Wildlife

We believe all wildlife has intrinsic value. We strive to 'keep wildlife wild' by reducing negative encounters between wildlife and humans.

Collaboration

Strong working relationships with community managers and organizers, and with our partners, guides the work we do and helps to shape our priorities and programming. We respect and support information from a broad range of sources in support of reducing human-wildlife conflict.

Communication

Communication within our organization, with those we work with and with the general public, is respectful and non-violent, inclusive and engaging.

Accountability and Transparency in all that we do builds trust and a better understanding of our mandate and messaging.

Research

We are guided by the best available, sourced information and by research that is evidence-based, relevant and recent.

Education

We believe that providing opportunities for education is an effective way to engage individuals and promote personal and corporate responsibility for the 'wildwise' concept.

STRATEGIC GOALS	OBJECTIVES	ACTIVITIES	LEAD	TIMELINE	PRIORITY (H,M,L)
<p>Goal 1 Reduce the number of wildlife destroyed due to negative human-wildlife encounters.</p>	<p>Use research, outreach and education to appeal to a broad cross-section of Yukoners to:</p> <ul style="list-style-type: none"> ⇒ Increase awareness & appreciation for wildlife; ⇒ Identify and reduce causes of HWC; ⇒ Increase public awareness and use of attractant management techniques; ⇒ Influence policy & community development initiatives to ensure wildlife & human interactions are taken into consideration; ⇒ Promote practical and achievable solutions to address wildlife conflict. 	<ul style="list-style-type: none"> • Keep website and social media current & accessible; • Expand outreach through community association newsletters and other publications (EY, Active Trails, YCS, CPAWS, YC, YWP etc); • Explore partnerships with RRCs to identify local concerns in all communities; • Secure funding for a bear aware curriculum and partner with RRCs and other community based partners to develop locally relevant content; • Work with local store owners to stock and advertise certified wildlife resistant storage containers and locking devices; • Distribute electric fencing information through local retailers before arrival of livestock; • Develop resources for tourists to reduce habituation & highway mortalities in collaboration with C.O.s & distribute through tourism operators (Skagway); • Door to door outreach program; consider expanding to communities & other neighborhoods; • Participate in GBMP consultations and submit written recommendations if appropriate; • Advocate for renewal of WBWG; • Champion action on all BHA recommendations; <ul style="list-style-type: none"> ○ Trail sign project at YC; ○ Stay on top of City's commitments; ○ Maintain contact with Dept. of Education re. bear-proof garbage bins; • Support use of wildlife-resistant containers for curbside recycling, garbage and compost; <ul style="list-style-type: none"> ○ Follow up letter to Mayor & Council re. 2016 recycling letter; ○ Petition? • Attend farmer's markets, environment fair and other public venues with interactive display; 	<p>C C ED ED ED ED E/O GBMP ED ED ED ?</p>	<p>Ongoing Ongoing Fall/winter 2016 Winter 2016/17 Ongoing Winter/spring Winter 2016/17 2017 2016/17 Now Ongoing Ongoing Ongoing</p>	<p>H M M/H H M H H M H H H H M</p>

		<ul style="list-style-type: none"> Attend AYC meeting in December to advocate for wildlife safe waste management practice in all communities. Investigate Anchorage’s approach to human-bear conflict in Yukon and apply as appropriate; Work with Dan Keyi to develop materials re. roadside sheep; 	Board members E/O ED/E/O	December 2016 2016-17 Winter, 2017	M/H M/H M/H
<p>Goal 2 Promote an informed & engaged public by being a recognized source for evidence-based solutions to HWC</p>	<p>Communicate and collaborate to:</p> <ul style="list-style-type: none"> Make WildWise accessible & establish a greater presence Consider all available sources of information to keep current on effective HWC solutions; 	<ul style="list-style-type: none"> Maintain regular contact with radio, TV & other media; Use WildWise logo and brand liberally; Request regular updates from C.O.s re. their activities and include in monthly reports to the board; Research initiatives across Canada (e.g. Sudbury reporting system) and US; Network with other related organizations and maintain links to information on our website; Attend RRC meetings to gain local perspectives on HWC management; Consider a ‘practical solutions’ survey addressing the question, “what waste mgmt. solutions will Yukoners’ support?”; Seek partnership with RRCs on bear aware curriculum project; Explore partnership with YWP; Maintain partnership with Yukon College through ongoing projects (trail signs, bear proof lock inventory & maintenance, delivery of bear curriculum, other?) Collaborate with YSI on speaker series 	C All ED ED ED All ED ED/STEP ED All ED ED	Ongoing Ongoing Now Ongoing Ongoing Ongoing Whenever possible Summer 2017 Winter 2016/17 2016-17 Ongoing Winter 2017	M/H H M H M/H M M/H L/M H M H
<p>Goal 3 Build and maintain a sustainable organization</p>	<ul style="list-style-type: none"> Ensure financial and administrative accountability; Secure on-going core funding; Increase the likelihood of securing project specific funding; Build reserve funds; Increase membership & donations; Attract engaged board members; 	<ul style="list-style-type: none"> Complete excel accounting format; Keep up to date records of all project budgets and core funding expenses; Work with accountant at year end and book keeper as needed; Consider a 2016/17 financial audit; Submit year end report to EY by March 31st and all other final reports on time; Initiate discussion with C.O. services throughout the year re. progress and funding for following fiscal year; Request increased funding and consider increasing ED hours or creating PC position; Explore partnership/merge with YWP; Identify appropriate use of CDF funding for financial stability planning: <ul style="list-style-type: none"> Promotional material package for potential funders/donors; Annual fundraiser event planning; 	ED/treasurer ED/treasurer ED/treasurer Board ED ED ED ED Board	Winter 2016 Ongoing Ongoing Spring 2017 Feb/Mar Ongoing Winter/spring 2016/17 Nov. 2016	H H H M H H M/H M H

	<ul style="list-style-type: none"> Partner partner partner 	<ul style="list-style-type: none"> ○ Identification of fundraising strategy; • Develop an annual fundraising event (movie night, silent auction w/ one big prize..) or collaborate with another organization for a fundraiser and split proceeds – consider YSI, YCS, CPAWS, biodiversity forum...; • Make WildWise visible (see goal 2) • Maintain postings with volunteer bureau for new board members • Host an engaging AGM (consider tying to fundraising event) 	<p>Sub-committee?</p> <p>All</p>	<p>? Summer ?</p> <p>Ongoing</p>	<p>M/H</p> <p>H</p>
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SUBCOMMITTEES

Communications (C) – Website & social media

Heather, Lindsay

Grizzly Bear Management Planning (GBMP) – Represent WWY throughout consultations & offer ideas for mgmt. plan

Cass, Pam, Scott

Education & Outreach (EO) – Bear learning module & tourism education

Heather, Cass, Lindsay, Pam