

SNOQUALMIE STRATEGY OVERVIEW

The Snoqualmie Valley is a very special place. Its expansive forests, vital rivers and critical farms provide clean air and water, healthy food, recreation opportunities, and a place for people to connect to the outdoors. These working lands improve regional quality of life and ensure a healthy place for living, working and visiting.

The forests, clean air and water, locally-produced food and extensive recreation opportunities are enjoyed by many. However, this appreciation does not protect these lands from the many pressures they currently face and will continue to face into the future. Population growth, high land prices, overuse, increases in development and climate change all threaten the natural areas we expect to be able to enjoy indefinitely. An increase in the awareness of and support for these working lands is critical for their preservation. A long term balance between the forests, rivers and farms and the people that live in and around the Valley is essential for its future.

A collaborative partnership among stakeholders is crucial for the fate of the Snoqualmie Valley. There are innumerable layers of connectivity between forests, farms, fish and wildlife, recreation, outdoor education and community engagement, and it is in the overlap and common ground that a sustainable future can be built.

A number of Snoqualmie Valley stakeholders have been called together, to a safe table where trust is built and personal connections are made; a place where community leaders are empowered to find synergetic solutions. The Snoqualmie Strategy is an effort to help support current and future work in the Valley, to help unify the Valley and connect leaders to inspire collaborative action.

The Snoqualmie Strategy strives to build connected and resilient communities in the Snoqualmie Valley. The Strategy is working in partnership with the Chambers of Commerce and Snoqualmie Valley Community Network to ensure long term sustainability for society, economy and environment.

SNOQUALMIE STRATEGY VISION

A united coalition of local and tribal government, community leaders, businesses, and non-profits across the Snoqualmie Valley, building broader awareness, support for and collaboration around forests, farms, fish, wildlife and waterways, striving towards a long term balance between the natural world and the people that live, work and play in the Snoqualmie Valley.

SNOQUALMIE STRATEGY GOALS

BUILDING COMMUNITY THROUGH INCREASED COMMUNICATION AND AWARENESS

BETWEEN SNOQUALMIE VALLEY STAKEHOLDERS: Increase communication and mutual understanding among leaders and stakeholders around forests, farms, fish and wildlife, recreation, outdoor education and community engagement.

INCREASE AND QUANTIFY COLLABORATIVE INTERACTIONS AND SUCCESSES: Ensure increased collaboration among Snoqualmie Valley leaders and stakeholders. Measure the successes around the targeted areas of forests, farms, fish and wildlife, recreation, outdoor education and community engagement.

INCREASE REGIONAL AWARENESS FOR THE SNOQUALMIE VALLEY: increase awareness and support for the many values the Snoqualmie Valley provides, including as ecosystem services, recreation, farms and food and connections to nature that the forests, farms and communities in the Snoqualmie Valley provide to the quality of life in the region.

Specific tactics for the above goals include:

- **SETTING A SAFE TABLE:**
 - **SNOQUALMIE VALLEY STAKEHOLDER GROUP:** members representing local, state, federal and tribal government, business, non-profit and community interests across the Snoqualmie Valley will meet twice a year to share collaborative successes, communicate about upcoming opportunities and discuss solutions for a variety of issues around forests, farms, fish and wildlife, recreation, outdoor education and community engagement.
 - **SIDE TABLES:** Side tables are stakeholder meeting break off groups brought together to discuss and specific topics/issues (i.e. Recreational overuse, green infrastructure, branding of the Valley, trail gaps, etc.) The strategy will introduce topics at stakeholder meetings, facilitate and coordinate break off group discussions and invite key stakeholders not already participating.
- **SNOQUALMIE VALLEY E-NEWSLETTER:** A quarterly e-newsletter will be sent out to the broad network of Snoqualmie Valley leaders and stakeholders, which will contain updates on projects as well as opportunities for education and upcoming events. The e-news will increase communication with Valley leaders in forests, farms, fish and wildlife, recreation, outdoor education and community engagement and help to support collaborative action.
- **OTHER COMMUNICATION TACTICS:** tours, Snoqualmie Strategy directory, presentations, etc.
- **SNOQUALMIE VALLEY REPORT CARD:** The Snoqualmie Valley Report Card will monitor collective impact across forests, farms, fish and wildlife, recreation, outdoor education and volunteer engagement. Metrics will establish both a baseline as well as measure changes over time. The report card will contain both quantity (i.e. # of acres of forest cover, % of land in food and fiber, trail miles) and quality (i.e. % of non-public forested acres with management plan, median farmer tenure, % of trails operating beyond capacity) metrics.
- **GOOD NEIGHBOR HANDBOOK:** Create a handbook for rural landowners to provide information on resources available to them and encourage best management practices for their property.
- **BRANDING OF THE VALLEY:** Work to create a strong brand of the Snoqualmie Valley to raise the visibility of the Valley and to market food, forest products, recreation and tourism throughout the Valley and the region.
- **OTHER TACTICS:** A number of other tactics will be identified and implemented to increase awareness of and support for the following resources in the Snoqualmie Valley:
 - ECOSYSTEM SERVICES
 - OUTDOOR RECREATION
 - FARMS AND FOOD SYSTEMS
 - OUTDOOR CLASSROOM