



# WMA Strategic Planning

*Statewide WMA Meeting 2025*

*Matt Major (he)  
Orange County Parks Natural Resources Program Coordinator*

# Santa Ana River – Orange County Weed Management Area

- **Riverside-Corona RCD** is the coordinating and fiscal lead
- Currently the WMA is mainly a coordination group
- Activity has waxed and waned over the years; the last CDFA grant opportunity in 2019 was missed because we weren't prepared
- Switched (informally) to a **steering committee** model about 5 years ago

How can the WMA coordinate better, be more consistent, and effectively implement cross-jurisdictional projects on the ground?

→ **Strategic Planning**



# Meeting Cadence

- Steering Committee leadership - meets virtually as needed
- General WMA meetings: 3x/year (winter season start; late spring field meeting; fall symposium)





Santa A

## Santa Ana River and Orange County, and Los Angeles Weed Management Areas



### 2024 Fall Symposium

Join us for our third annual Fall Symposium: *Shared problems, shared solutions.*  
DPR credits available for in-person attendees (registration required).

September 30<sup>th</sup>

Cal Poly Pomona, Bronco Center

3801 West Temple Avenue, Pomona, CA 91768

8:30am – 5:30pm

Please carpool as Parking on campus is limited and \$8 per vehicle.  
Virtual attendance possible without DPR credit. See details below.

Topics

- Early
- Herb
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Topics covering local invasive plant management:

- Updates from local WMAs
- Overview of WMAs and statewide collaboration
- Local EDRR targets
- Sharing data with Calflora
- Working under a Glyphosate ban
- Management and wildfire
- Pesticide Law Updates

DPR CE Credits pending: 2.5 Other, 1 Laws

[Register for free here](#) by September 15<sup>th</sup>

For Virtual Attendance

[Join Zoom meeting here](#)

Meeting ID: 849 3978 1478

Passcode: 729197

Coffee and snacks provided by SAROCWMA and LAWMA members.

Attendees are welcome to bring a lunch or purchase one from nearby campus facilities.

## Santa Ana River and Orange County, and Los Angeles Weed Management Areas



### 2025 Fall Symposium

Join us for our fourth annual Fall Symposium: *Cooking With Fire!*

DPR credits pending for in-person attendees (registration required).

September 22<sup>nd</sup>

Quail Hill Community Center

39 Shady Canyon Dr., Irvine, CA 92603

8:30am – 3:45pm.

Virtual attendance possible without DPR credit. See details below.

Topics covering local invasive plant management:

- Preventing weed spread after fire suppression activities
- Post fire botany
- Controlling weeds to reduce fires
- Using post fire conditions to increase weed control efficiency
- Restoring habitat post fire and increasing fire resiliency
- Pesticide Law Updates

DPR CE Credits are pending

[Register for free here](#) by September 19<sup>th</sup>

For Virtual Attendance

[Join Zoom meeting here](#)

Meeting ID: 856 9277 9787

Passcode: 847570

Coffee and snacks provided by SAROCWMA and LAWMA members.

Please bring a sack lunch

# Project Prioritization

Over the past five years, the SAROC WMA Steering Committee has **prioritized potential projects** by generating project ideas and then voting on them.

Challenge: we are all volunteers!

This is how we developed a **project plan** for the current CDFA grant funds:

- Orange County
  - Coastal Subregion (CDFA-rated weed control)
  - Southern Subregion (CDFA-rated weed control)
- San Bernardino and Riverside Counties
  - Shani's working group of orgs (CDFA-rated weed surveys & control)
- Hire a consultant to write a strategic plan for the WMA

# Expected Benefits of a Strategic Plan

- Organizational Continuity and Resilience
  - Clear baseline recurring annual gameplan, decouple “institutional knowledge” from individuals
- Clear Goals and Prioritization of Time and Funding
  - Coordination, education, EDRR species, projects, etc.

MOU (in progress)	Strategic Plan
Generalist language	More specific direction
Low commitment threshold	Describes how collaboration happens
Establish steering committee	Describes goals and workplan to meet them; enshrines a priority species list

# But Strategic Plans are Annoying...

Abstract and Aspirational

Ok, so let's make one that is specific and actionable.

Turns out there are other **strategic plans** and **white papers** to reference:

- San Mateo County WMA
- Sacramento WMA
- San Francisco WMA
- Eastern Sierra WMA
- Yolo County WMA
- Napa County WMA





# Review of Existing WMA Strategic Plans

## Typical Strategic Plan

- Education and outreach
- Prevention and early detection
- Weed control projects
- Admin and funding

## Common Theme #1: Cross-Jurisdictional Collaboration

- Regular meetings and coordinated regional events
- Data sharing
- Joint projects

## Common Theme #2: Capacity Gaps

- Consistent baseline funding for dedicated coordinator staff
- More grant funding for projects
- More coordination and collaboration from member orgs (in-kind contributions)
- Shared data infrastructure

## Common Theme #3: Prioritization Frameworks

- Species prioritization using CDFA rankings and other factors
- Other forms of project prioritization

## Step 1: Build the Network

## Step 2: Species Prioritization

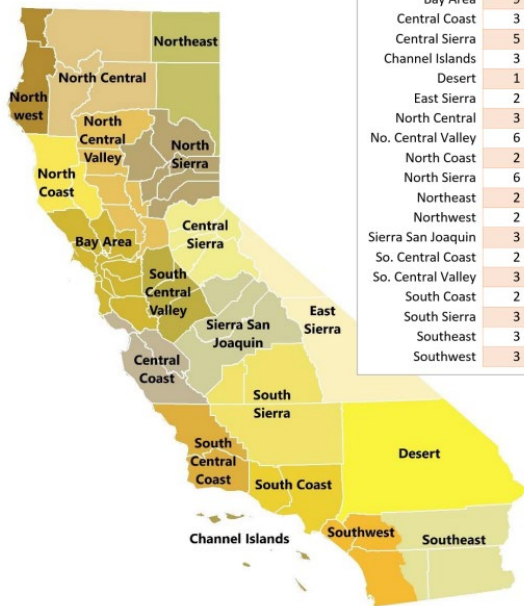
- Landscape level early detection & rapid response
- EDRR species everyone agrees to pursue consistently over time

Cal-IPC has prepared regional baseline **EDRR target lists** for WMAs to utilize.

Cal-IPC has also developed the newly updated **CalWeedMapper timeline tool** to track change over time.

## Regional Invasive Plant EDRR Targets

October 2021



Region (alphabetically)	No. Counties	Area (sq. miles)	No. EDRR Targets
Bay Area	9	6,907	17
Central Coast	3	5,114	8
Central Sierra	5	6,282	7
Channel Islands	3	351	37
Desert	1	20,057	-
East Sierra	2	13,230	12
North Central	3	13,233	18
No. Central Valley	6	7,996	18
North Coast	2	4,763	11
North Sierra	6	8,139	14
Northeast	2	8,459	5
Northwest	2	4,574	8
Sierra San Joaquin	3	9,544	3
So. Central Coast	2	6,034	7
So. Central Valley	3	4,821	7
South Coast	2	5,901	10
South Sierra	3	14,346	6
Southeast	3	15,590	5
Southwest	3	12,204	22



**Southwest:** Orange, western Riverside, and western San Diego Counties

CAC Regional Target	WMA Regional Target	Species	Common Name	CDFA Rating	Cal IPC Rating
Containment	Control	<i>Volutaria tubuliflora</i>	desert knapweed	A	Limited
Containment		<i>Carrichtera annua</i>	Ward's weed	A	Moderate
Containment		<i>Hypericum canariense</i>	Canary Island St. Johnswort	B	Moderate
Containment		<i>Hypericum perforatum</i>	St. John's wort	C-W	Limited
Containment		<i>Centaurea maculosa</i>	spotted knapweed	W	High
Containment		<i>Euphorbia terracina</i>	carnation spurge	W	Limited
Control	Partial Control	<i>Parthenium hysterophorus</i>	Santa Maria feverfew	A	Watch
Control		<i>Cenchrus echinatus</i>	Southern sandbur	B	Watch
Control		<i>Tamarix aphylla</i>	athel	B	Limited
Control		<i>Senecio linearifolius</i>	fireweed groundsel	W	Watch
Control		<i>Sesbania punicea</i>	scarlet wisteria	W	High
Control		<i>Aegilops triuncialis</i>	barb goatgrass	W	High
Control		<i>Araujia sericifera</i>	bladderflower	W	Watch
	Containment	<i>Arctotheca calendula</i>	fertile capeweed	A	Moderate
	Containment	<i>Genista monosperma</i>	bridal veil broom	W	Moderate
	Containment	<i>Elymus caput-medusae</i>	medusahead	W	High
	Control	<i>Euphorbia virgata</i>	leafy spurge	W	High
	Partial Control	<i>Acacia baileyana</i>	cootamundra wattle	-	Watch
	Partial Control	<i>Eucalyptus cladocalyx</i>	sugargum	-	Watch
	Partial Control	<i>Kochia scoparia</i>	kochia	-	Limited
	New	<i>Saponaria officinalis</i>	bouncing-bet	-	Limited
	New	<i>Briza maxima</i>	big quakinggrass	-	Limited

**Containment:** We do not allow any net spread of this plant.

**Control:** We control this plant, but not enough for region-wide containment.

**Partial Control:** A few populations in the region are being controlled but there is no focused control effort.

**New:** Beginning control of this plant.

<https://www.cal-ipc.org/solutions/wmas/>

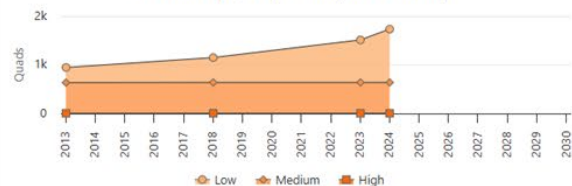
## *Dittrichia graveolens* Map and Trend

[Open in CWM ↗](#)

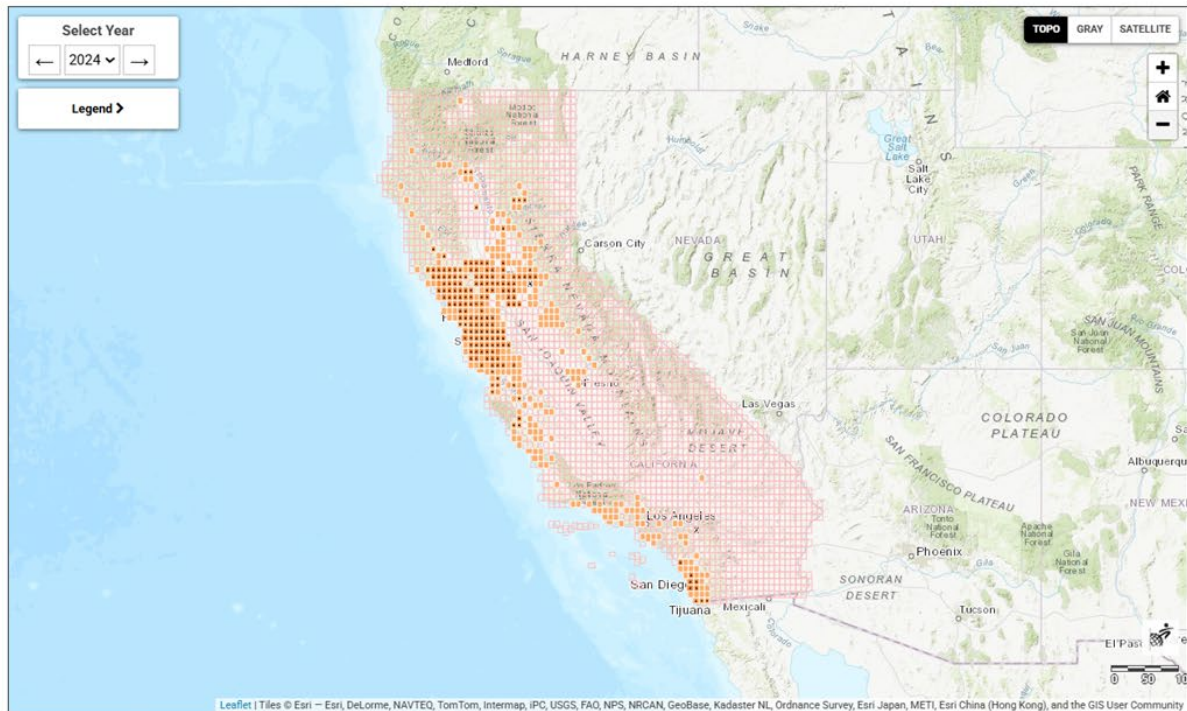
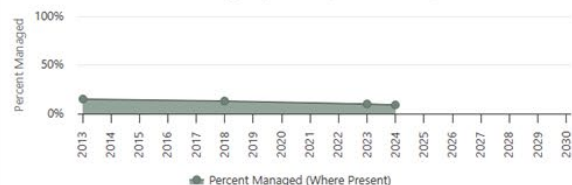
Select a region to show charts for your chosen subregion. That selection will be highlighted on the map and table.

Select a Region ▼

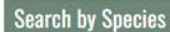
Abundance by Quad (Statewide, Where Present)



Percent Managed (Statewide, Where Present)







stinking Roger

- Indicates species with suitable range map available
- Indicates species with statewide expert knowledge

*Osteospermum calendulaceum*

stinking Roger

Get report for species:



*Photo courtesy of Ron Vanderhoff*

Cal-IPC Rating: CDFA Rating: 

Suitable Range Model: 

Statewide Expert Knowledge: 

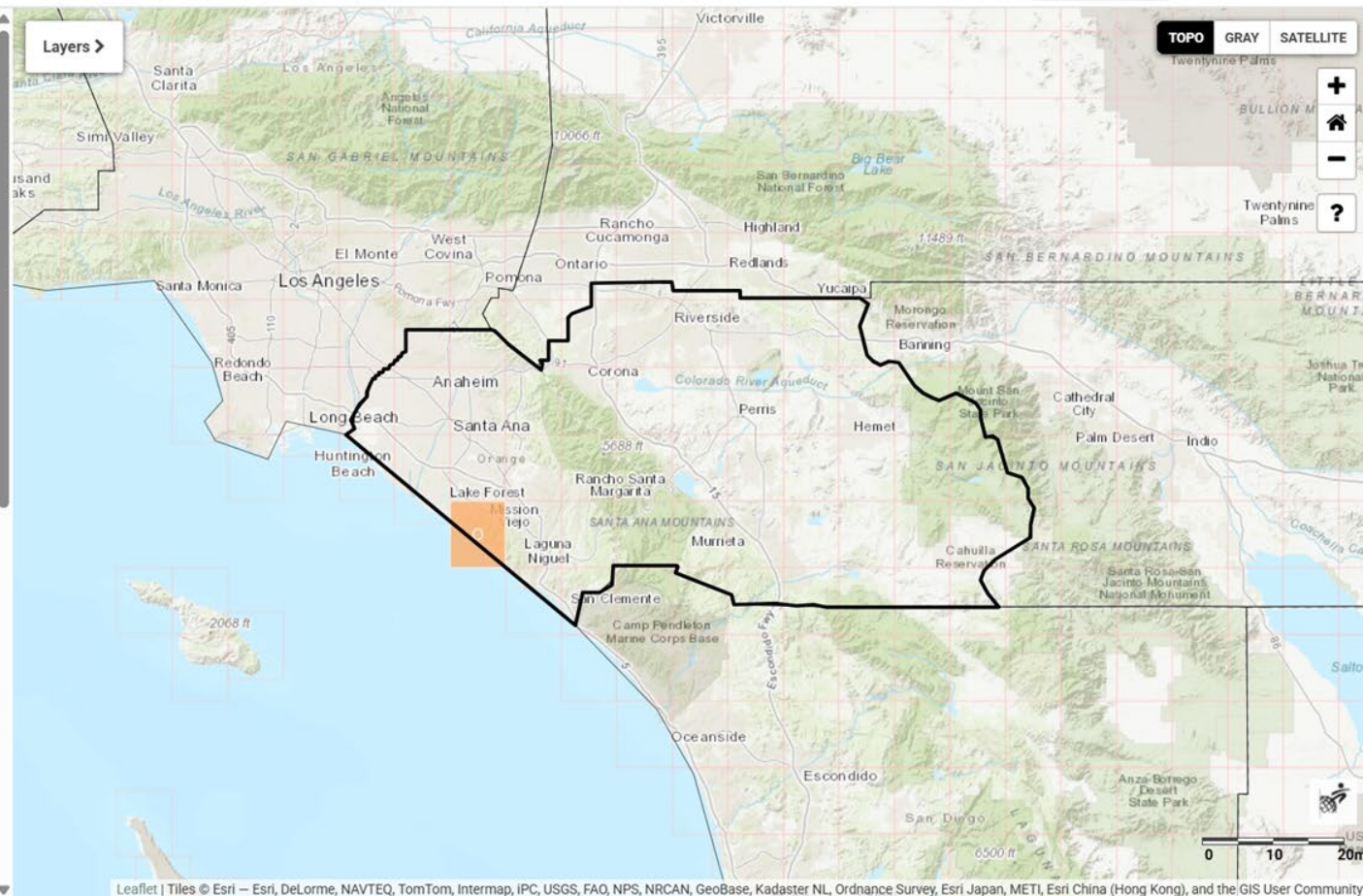
## Watch

**A**

No

No

+ Show Species Description



# SAROC WMA's Scope of Work for a Consultant

- Conduct research including review of existing strategic plans, literature, and outreach to other SoCal WMAs and stakeholders (e.g., CDFA, CNRA, Cal-IPC)
- Convene key WMA members and stakeholders, facilitate discussion during, and generate notes from collaborative meetings
- Write a strategic plan for the SAROC WMA, including a refined list of EDRR targets
- Conduct multiple rounds of document review to incorporate feedback

## Next Steps:

Updated MOU	CEQA	Strategic Plan
In progress (RCRCD, OCPW)	In progress (RCRCD, UCANR)	Finalize SOW (Steering Cmte)
		Develop survey questions & interview list (Steering Cmte)

# Thank You

- Steering Committee
  - Shani McCullough, Riverside-Corona RCD
  - Brian Glenn, OC Public Works
  - Matt Major, OC Parks
  - Chris McDonald, UCANR
  - Lauren Quon, USFS
  - Kat Rosencrance, The Nature Conservancy
  - Isaac Ostmann, Irvine Ranch Conservancy

