Napa Weed Management Area (NWMA)
Strategic Plan • Adopted 9/8/2026

MISSION

The Napa Weed Management Area (NWMA) is a voluntary coalition of government agencies, organizations, businesses, and individuals concerned with the invasion of public and private lands by noxious and exotic weeds, and is formed by a memorandum of understanding between participant interest holders and the County of Napa.

The NWMA mission is for Napa County to 1) support proactive management of invasive or problem weeds to reduce harmful impacts to the viability of agricultural, horticultural, and native ecosystems, 2) educate members, interest holders, and the general public about the value of reducing the harmful impacts of weeds, 3) optimize the effectiveness of existing and planned weed control efforts of local interest holders and resource managers, and 4) conduct weed control projects.

GOALS

The goals of the NWMA are to significantly reduce the harmful impacts of weeds and invasive plant species, resulting in:

1. Maintained rangeland and cropland values
2. Decreased agricultural production costs
3. Maintained or increased health of native plant communities
4. Increased aesthetic and recreational value of park land and natural areas
5. Increased roadway weed management efforts
6. Decreased park, garden, and watershed maintenance costs
7. Reduced fire hazard and fire control costs
8. Reduced flood hazard
9. Reduced soil erosion
10. An educated public and interest holders about the negative impacts of invasive weeds on all of the above.
11. Coordinated sharing of resources across multiple agencies, organizations, and individuals, including but not limited to funding.

GUIDING PRINCIPLES

1. Integrated Weed Management: The NWMA will advocate for use of integrated pest management (IPM) principals as defined by UC Agricultural and Natural Resources, CDFA Integrated Pest Control Program resources, and the Cal-IPC resources including Early Detection and Rapid Response methodology.
2. Consensus: The organizational structure and the activities of the NWMA will be governed, as much as feasible, by consensus of its membership. A steering committee made up of 3-5 members will help coordinate NWMA activities.

STRATEGIES TO ACHIEVE THE MISSION AND GOALS

1. **Building and maintaining WMA institutional capacity to implement strategies**
    a. Utilize a steering committee to coordinate WMA efforts. Develop systems for membership guidance of WMA priorities and activities.

b. Provide part-time staff support to WMA as needed.
c. Develop a process for acquiring grant funding for projects and for acquiring ongoing external funding for WMA administration.

2. Education

a. Subjects: invasive plant issues, identification, prevention, exclusion, control methods, countywide tracking methods, funding opportunities.
b. Methods: workshops, brochures, public/WMA meetings, speakers, social media, website.
c. Audiences: public, volunteers, landowner/managers, agriculture managers, road managers, wildland managers, government agency staff.

3. Inventorying/Mapping

a. Priorities: species that are rapidly spreading; species where knowledge of current extent is needed to plan control efforts.
b. Techniques: GIS spatial mapping, documenting the rate of spread, early detection, and accomplishment tracking.

4. Monitoring

a. Specific weed populations will be monitored to track changes in extent over time and to measure control success.

5. Control Methods

a. Following IPM guidance, control methods will seek to prioritize weed threats in order of priority, prevention, eradication, suppression, and containment. Methods may include physical/mechanical, biological, chemical, and cultural controls.

6. Prioritizing Target Weeds

a. The NWMA shall develop and maintain a Target Weed List of weeds that are found to be of local concern. Potential informational resources can include lists from agencies such as the USDA NRCS Introduced, Invasive, and Noxious Plants list, the CDFA List of California Noxious Weeds, and the Cal-IPC Inventory, and local lists and experts.

7. Prioritizing and Implementing Projects

a. Weed control project priorities will be determined using input from the WMA participants, the steering committee, regulatory agencies, and advocacy groups.
b. Priority criteria will include member needs, outside guidance, and funding availability/requirements.
c. The NWMA may choose to prioritize certain areas or properties for control efforts based on high recreational value, high fire risk, highly valued plant or animal communities, lack of infestation, geographic or political isolation, or land that serves as a soil or seed source. This prioritization may be helpful where an exotic weed is widespread, but a particular habitat or geographic area may be deserving of protection. In such cases, a control project may be designed to protect a specific habitat or geographic area.
d. The NWMA will work to determine appropriate targets for measuring accomplishments related to the goals listed in section II. GOALS of this Strategic Plan document.