

## WETLANDS CAMPAIGN

Overarching Goal	Type	Performance Measure
Viable Populations	Outcome	Focal Species abundance (or relative abundance) is maintained or increased
	Output	Implement monitoring for Focal Species and SGCN that are not currently monitored at statewide or finer spatial scales (natural division)
	Outcome	SGCN abundance is maintained or increased Statewide.
	Output	Conservation or Recovery Plans developed for T&E species (annual number)
Habitat Management	Outcome	SGCN distribution and populations are maintained or increased (resiliency) through habitat management and protection.
	Outcome	Net gain in acres of important habitat types within important natural divisions
	Output	Increased acres of specific habitat types (e.g., moist-soil) and quality achieved through management
	Output	Increased water quality through habitat management
	Output	Reduced sediment delivery to wetlands and streams through upland management
	Output	Reduce acres of wetlands degraded by invasive plant species
	Output	Increase wetland abundance to increase water storage capacity and reduce flooding
Habitat resiliency and connectedness	Output	Establish high quality examples of all wetland communities (INAI) within natural divisions within which they occur
	Outcome	Increase ecological connectivity among habitat patches to support distribution of less mobile species (e.g., herpetofauna)
Public Awareness, Appreciation, Connection	Output	Targeted wetland education to increase support for wetlands and wetland management that benefit wildlife and society
	Output	Support state and national wetland conservation legislation
	Output	Facilitate communication among agencies to provide consistent positive messaging for wetland conservation