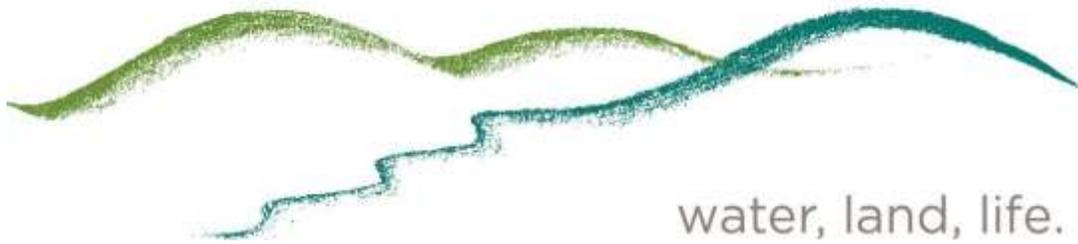


# Western Pennsylvania Conservancy



water, land, life.

## **Western Pennsylvania Conservancy 2015-2017 Strategic Initiatives and Goals**

## **Our Mission**

**The Western Pennsylvania Conservancy protects and restores exceptional places to provide our region with clean waters and healthy forests, wildlife and natural areas for the benefit of present and future generations. The Conservancy creates green spaces and gardens, contributing to the vitality of our cities and towns, and preserves Fallingwater, a symbol of people living in harmony with nature.**

## Our Core Values

**Visionary leadership**

**Mission-focused work**

**Science-based decisions**

**Partnerships as key to accomplishing our work**

**Innovation and agility**

**Integrity, accountability and openness**

**Employees and volunteers valued for their knowledge,  
commitment and diversity**

**Results-driven work for long-term regional impact and value**

**Sustainable practices**

**Collaboration across areas of expertise**

## Protecting Land

We will protect the exceptional places of Western Pennsylvania for future generations focusing on ecologically significant areas and important forested landscapes, watersheds and agricultural, scenic and recreational lands.

- Permanently protect ecologically significant areas, and important forested landscapes, watersheds, and agricultural, scenic and recreational lands
- Acquire oil, gas and mineral rights, or surface restrictions, for certain existing WPC properties and add new protected lands at strategic locations that are protected fully from surface impacts from energy and other development
- Acquire lands in priority locations for ecological restoration
- Use best conservation science to inform selection of properties
- Implement work to the highest land protection standard

## Caring for Protected Lands

We will provide exemplary stewardship of our properties and conservation easements in Western Pennsylvania for their protection in perpetuity. We will manage our properties to protect native plants and wildlife, and for public enjoyment, recreation, and education.

- Provide exemplary management of properties owned by WPC
- Provide opportunities for a variety of enriching outdoor experiences at our properties
- Enhance outreach to easement landowners to keep relationships strong, especially as easement properties change ownership
- Employ the best conservation science and expertise across WPC to improve the ecological health and function of our natural areas and reserves, such as by controlling invasive species, restoring important habitats, and considering the long-term effects of climate change
- Uphold the highest land trust stewardship standards

## Preserving and Presenting Fallingwater

We will preserve Frank Lloyd Wright's Fallingwater and conserve the site for which it was designed, interpreting the historic, aesthetic, experiential, and social values they represent for present and future generations of the world community.

- Preserve Fallingwater, its collections and its natural setting to the highest standards
- Enhance visitor experience for all audiences
- Expand innovative educational programming
- Increase Fallingwater's national and international visibility (includes World Heritage designation)

## Conserving Watersheds

We will conserve and restore priority watersheds of Western Pennsylvania, resulting in improved water quality, in-stream habitats, riparian corridors, and aquatic life.

- Implement holistic, natural stream restoration projects that address aquatic and riparian habitat restoration
- Improve aquatic diversity by removing barriers to species passage
- Implement projects that reduce non-point source pollution and stormwater impacts
- Monitor the long-term effectiveness of our projects
- Utilize conservation partnerships to further our work and promote environmental education

## Greening Our Communities

We will enhance Western Pennsylvania's cities and towns by implementing high-impact greening projects to promote attractive and healthy environments and livable places, thereby helping to revitalize communities and reduce impact on undeveloped lands and natural resources.

- With partners and volunteers, sustain community flower and vegetable gardens, extend urban tree planting and adding storm water capture wherever feasible
- Implement additional greening projects in downtown Pittsburgh
- Equip communities to implement greener landscapes by providing detailed analysis and technical assistance
- Combine community and watershed conservation approaches to address community needs through a range of green technologies

## Guiding Conservation with Science

WPC will provide the highest quality science, data and analysis to guide conservation of Pennsylvania's natural resources.

- Research and address critical conservation issues affecting species and their habitats across Pennsylvania
- Gather and maintain information about the status of rare, threatened and endangered species and their habitats across Pennsylvania
- Capture the changing health of PA's natural environment over time, including impacts from energy development, invasive species, and climate change
- Manage and share information and expertise to inform and guide decisions for WPC, policy makers, resource managers, conservation partners and the public

## Engaging Every Generation

We will communicate the mission and work of WPC to inspire engagement and support across generations.

- Implement dynamic communication strategies to engage and inspire the public, our members, and other supporters using the most up-to-date and effective delivery tools for each audience
- Nurture the donor relationships that were created and deepened during the Our Shared Legacy campaign through timely and thoughtful interaction
- Expand initiatives to increase the membership of WPC to help advance its mission now and into the future, with special emphasis on engaging the next generation
- Expand, enhance and coordinate volunteer opportunities across programs

## Cultivating Our Youth

Recognizing that a sustainable future depends on an engaged and informed youth, we will provide educational activities across program areas using our properties, projects, and staff expertise.

- Integrate and coordinate educational programs across all of WPC to optimize effectiveness
- Assess community needs for educational programming that WPC can provide on our own or through partnerships
- Use WPC properties, staff, and projects to connect students to nature and our work

## Embracing Our Community

We are committed to being a diverse and inclusive organization through focused initiatives and partnerships to engage a broad community.

- Through WPC's work, engage communities and partners across the region
- Reach out to students of all backgrounds to cultivate their interest in WPC and its fields of expertise
- Continue to embrace diversity and foster a welcoming and inclusive environment in all things we do

## Informing Public Policy

We will take a leadership role in fostering and promoting sound and responsible public policies by building awareness and engagement of public officials to advance and support conservation and restoration of Western Pennsylvania's exceptional places.

- Promote responsible science-based policies with public agencies to reduce natural resource impacts, particularly on lands conveyed by WPC and in the most ecologically significant areas
- Using science-based information, influence public policy decision-making regarding impacts from shale gas and pipeline development
- Support initiatives to increase or protect public funding sources for conservation

## Addressing Energy Impacts

WPC will work to avoid and minimize impacts from energy development to Pennsylvania's land, water and ecological resources through scientific study, public policy and conservation actions.

- Monitor and assess energy development impacts to land and water resources, particularly in high value ecological areas
- Communicate and educate on the results of research on energy impacts to increase public awareness and guide conservation activities
- Make public policy recommendations regarding impacts from energy development
- Increase focus on forest fragmentation from all development activities and specifically from shale gas, pipeline and wind energy infrastructure