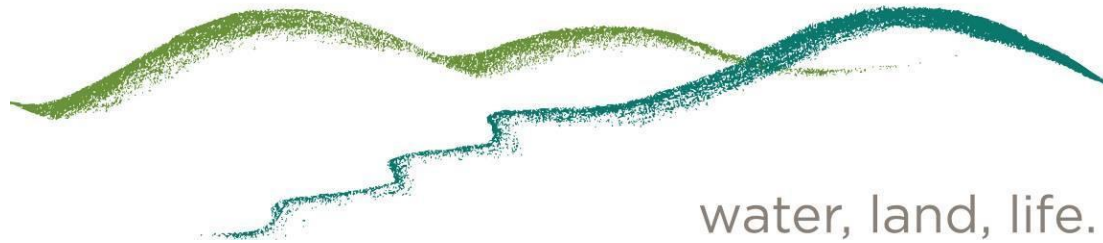


Western Pennsylvania
Conservancy



2018-2020 Strategic Plan

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

Our Core Values, continued

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

Work performed to the highest professional standards

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, restoration, scenic and recreational lands.

- Permanently protect ecologically significant areas, and important forested landscapes, watersheds, and agricultural, restoration, scenic and recreational lands**
- Strategically acquire oil, gas and mineral rights, or surface restrictions, for certain existing WPC properties and as part of new land protection projects, and add new protected lands at strategic locations that are protected fully from surface impacts from energy and other development**
- Use best conservation science to inform selection of properties, including those best suited to respond to the threat of climate change**
- Acquire agricultural lands to provide farmland access to local farmers and to provide communities with sustainable, locally grown food.**

Caring for Protected Lands

We will manage our properties to protect native plants and wildlife, and for people to enjoy. We will provide exemplary stewardship of our properties and conservation easements for their permanent protection.

- **Provide opportunities on our properties for people of different ages and backgrounds to learn, enjoy and be inspired**
- **Provide exemplary management of properties owned by WPC**
- **Be a resource to easement landowners to keep relationships strong and to support their management of their properties**
- **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**
- **Advance sustainability of WPC's properties and operations.**

Conserving Watersheds

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

- **Implement holistic, innovative natural stream restoration projects that address aquatic and riparian habitat restoration**
- **Remove barriers to aquatic species passage to improve aquatic diversity and mitigate for climate change impacts**
- **Implement projects that reduce non-point source pollution and stormwater impacts**
- **Monitor and assess the long-term effectiveness of our projects**
- **Utilize conservation partnerships to further our work and promote environmental education.**

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 through the Fallingwater Institute**
- **Welcome the local community with enhanced programming**
- **Increase Fallingwater's national and international visibility.**

Greening Our Communities

We will enhance our region's cities and towns by implementing high-impact greening projects to promote attractive and healthy environments and livable places and help revitalize communities.

- **With partners and a robust volunteer force, sustain community flower and vegetable gardens and assist in greening schools and other public spaces**
- **Expand community tree planting, and influence local policies to advance a healthy urban forest**
- **Sustain existing greening projects in downtown Pittsburgh and explore opportunities to implement additional projects**
- **Provide communities and partners with ecological assessments and recommendations**
- **Collaborate with communities and partners to implement and monitor green infrastructure approaches to urban environmental needs.**

Guiding Conservation with Science

To guide the conservation of Pennsylvania's natural resources, WPC will provide the highest quality science and analysis to policy makers, resource managers, conservation partners and the public.

- Gather, maintain, interpret and share information about the status of rare, threatened and endangered species and their habitats across Pennsylvania
- Identify and research critical conservation issues affecting native species, particularly species and their habitats most at risk across Pennsylvania to inform conservation actions
- Track, document, inform and raise awareness of the changes in PA's landscape and natural environment from climate change, energy development, invasive species and other factors
- Inform land and water conservation efforts at WPC
- Share WPC's information and expertise to inform and guide decisions of 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 inform, engage and inspire the public, our members, and other supporters using the most up-to-date and effective delivery tools for each audience**
- **Nurture donor relationships to inspire philanthropy through thoughtful interaction, communicating our shared vision and mission-driven results**
- **Expand initiatives to increase membership to help advance WPC's mission now and into the future, including strategic approaches to engage the next generation**
- **Expand, enhance and coordinate volunteer opportunities across programs.**

Educating 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.**
- Use WPC properties, staff, and projects to connect students to nature and our work.**
- Advance the planning, programming and sustainability of the Fallingwater Institute.**

Embracing Our Community

We are committed to diversity and inclusion through focused initiatives and partnerships with our community.

- **Through WPC's work, engage individuals and community partners across the region**
- **Reach out to people of all backgrounds to cultivate their interest in WPC and our fields of expertise**
- **Continue embracing diversity and fostering a welcoming and inclusive environment in all aspects of our work**
- **Engage communities and partners across our region to create opportunities for all people to have access to outdoor experiences.**

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, greener communities and preservation of Fallingwater.

- In coordination with partners, promote public policies that align with WPC's current work and protect our historical investments**
- Strategically share information and expertise with elected officials and agency leadership to influence sound policy decision making**
- Support initiatives to increase or protect public funding sources to advance WPC's goals.**

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.

- **Conduct ecological assessment activities to monitor energy development impacts to land and water resources, particularly forest and habitat fragmentation in high value ecological areas**
- **Track emerging energy development activities, such as shale gas expansion, pipelines, and wind development to determine threats to land and water resources**
- **Communicate the results of WPC's energy impacts research, and that of its partners, to increase public awareness and guide conservation activities that minimize impacts of energy development**
- **Prioritize conservation actions and make public policy recommendations regarding impacts from energy development.**