

Stewardship Council Meeting



David J. O'Neill
3/11/21

Our Mission

*To protect the nature of
Massachusetts for people
and for wildlife.*

A vision shared in 1896 by our founders.





Our Impact

We are Massachusetts' largest nature conservation nonprofit and a nationally recognized environmental education leader.

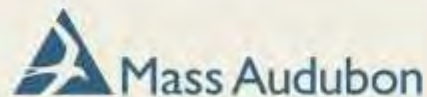
We are proud to:

- Share our mission and passion with our 135,000+ members and supporters
- Welcome a half million visitors a year
- Provide environmental education to more than a quarter-million people annually
- Permanently protected nearly 40,000 acres
- Advocate for sound environmental policy
- Conduct on-the-ground restoration and conservation research

Our Wildlife Sanctuaries



Mass Audubon
Wildlife Sanctuaries,
Nature Centers, & Museums



Our Community

135,000

MEMBERS

From Cape Cod to the Berkshires, and beyond.

225,000

PARTICIPANTS

Attend our programs for children, adults, and families each year.

14,000

VOLUNTEERS

Helped us to achieve our mission annually.

9,000+

CAMPERS

Attend our summer camp locations each year.

500,000

VISITORS

Come to our statewide network of wildlife sanctuaries, annually.

6

LICENSED
PRESCHOOLS

Serve communities across the state.



Mass Audubon Action Agenda

2021-2025



Our Vision

Profoundly engage the residents of Massachusetts in the importance of protecting nature for the benefit of people and wildlife.

Call to Action

Urgent threats to the environment compel us to take bold steps.

Our **Action Agenda** addresses these three challenges:

- Loss of animals, plants, and biodiversity
- Inequitable access to nature for low-income communities and for people of color
- Increased threats from climate change

We are **ALL IN** to address these issues.



Action Agenda Goals

Resilient Landscapes



Protect + Steward

Ensure **30%** of Massachusetts is protected by 2025.

Inclusive and Equitable Access



Listen + Engage

Protect and provide access to **20** new urban greenspaces.

Double participation of low-income communities and communities of color in our programs.

Climate Policy



Mobilize + Advocate

Achieve full implementation of the state's 2050 net zero carbon emissions goal by mobilizing our **135,000** members to drive for climate policies.



Goal 1: Protect and Steward Resilient Landscapes

Protect

Lead a public-private coalition to protect **30%** of Massachusetts by 2025 (vs. 27% now).

- To accomplish this goal, Mass Audubon will propel the conservation of an additional **150,000** acres in partnership with government agencies, land trusts, and private landowners.
- Mass Audubon will protect **10,000** acres by 2025 as part of that total.

Steward

Restore and enhance the management of **200,000** acres of public and privately-owned forestland by applying wildlife-friendly and climate-smart forest management standards on those lands.

Restore and manage **2,500** acres of coastal ecosystems.





4 Strategies

1. Focus our land protection actions where it matters most.

- Map, prioritize, and preserve forests and coastal watershed ecosystems.
- Prioritize natural habitats for wildlife, carbon sequestration, clean air and water.

2. Accelerate the pace of land conservation.

- Catalyze a statewide coalition of public and private partners to protect more land.
- Execute land transactions in partnership with federal and state agencies.

3. Amplify our actions through advocacy.

- Advocate for and advance policies and funding to support land conservation and restoration.

4. Strengthen management and stewardship of key habitats.

- Expand Foresters for the Birds and Climate Smart Forestry programs.
- Restore and manage coastal watershed ecosystems vulnerable to climate change.

Our commitment to inclusive and equitable access

Diversity, Equity, Inclusion, and Justice (DEIJ) are central to our mission and we will apply these principles in all of our work.

- Listen to diverse populations and work together to create inclusive access to our sanctuaries and programs.
- Build an internal culture of inclusivity and equity.
- Increase diversity of our board of directors and our staff .
- Include the stories of indigenous people and people of color in our programming.





Goal 2: Advance Inclusive and Equitable Access to Nature

Listen and Engage

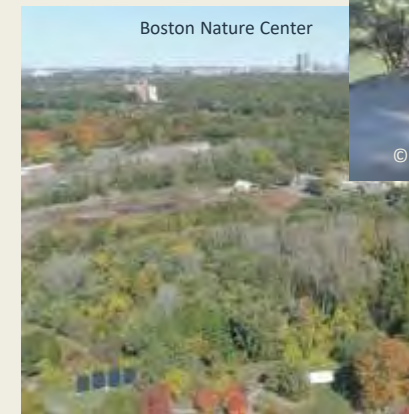
- Protect and increase access to **20** urban greenspaces.
 - Of these, create **3** new Mass Audubon urban sanctuaries.
- Increase nature-based educational programming in low-income communities and communities of color.
 - Grow engagement of children from low-income communities and communities of color from **35,000 to 90,000**.
- Double the total number of children impacted by Mass Audubon's programs from **150,000 to 300,000**.
- Establish **\$2 million** in scholarships for low-income families.

What does an urban greenspace look like?



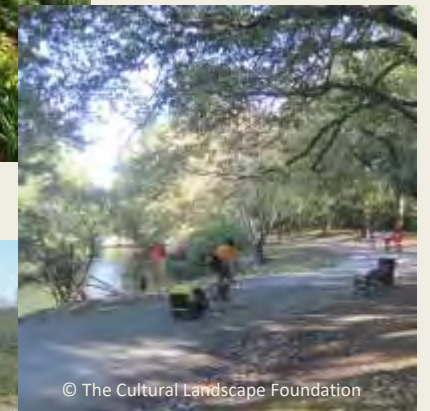
Pocket park in Boston

Pocket park



Boston Nature Center

Large protected acreage



© The Cultural Landscape Foundation

Urban river corridor



4 Strategies

- 1. Listen and build partnerships to identify urban greenspaces for protection, restoration, and access.**
 - Prioritize partnerships and green spaces that meet the needs of low-income communities and communities of color.
- 2. Create catalytic partnerships to green urban communities.**
 - Lead a statewide effort to listen to diverse constituents, local governments, and community partners, to create and implement a new urban greening initiative.
- 3. Expand and Deepen Environmental Education and Career Programs.**
 - Strengthen and expand statewide education programs.
 - Launch the Environmental Fellows Program to provide early career opportunities for people of color at Mass Audubon.
- 4. Use the values of DEIJ to strengthen our organization**
 - Use DEIJ strategies to attract, retain, and engage our staff and Board members.
 - Increase the diversity of our staff and Board.
 - Continue to increase access at our sanctuaries, including building more All Persons Trails.



Mass Audubon is a national and international leader in creating All Persons Trails, which provide access to nature for all people, regardless of ability.



Goal 3: Mobilize to Fight Climate Change

Mobilize

- Educate and mobilize our **135,000** members to advance climate policies.
- Inspire and engage **1,000** adults, college students, and youth to become trained champions for climate and conservation policy.

Advocate

- Achieve full implementation of the state's net zero carbon emissions goal by 2050 with partners.
- Drive policies for nature-based climate solutions.
- Advance climate policies that reverse the negative health impacts of climate change for low-income communities and communities of color.



4 Strategies

- 1. Mobilize our members to become effective climate and conservation advocates.**
 - Establish climate champion programs to engage high school, college, and adult populations to lead and advocate on behalf of climate policy.
- 2. Take the lead on advancing nature-based climate policy and solutions.**
 - Advance policies to grow funding and expand markets to enhance forests, farms, and coastal ecosystems.
- 3. Support our partners in efforts to reduce emissions in the transportation sector and expand well-sited renewable energy.**
- 4. Lead by example with carbon-reducing practices at our sanctuaries and facilities.**



Youth from across the state participate in annual Youth Climate Summits hosted by Mass Audubon as part of the Youth Climate Leadership Program.

Our Partnership

Long history of working with the Department of Conservation and Recreation to advance our shared goals.

- General Support
 - Advocate for DCR Budget
 - Champion of DCR's Forest Management Policies
- Operations
 - Blue Hills Trailside Museum
 - Bristol Blake State Reservation and Stony Brook Wildlife Sanctuary
- Land Protection
 - Bear Hole Conservation Area
 - Lower Spectacle Pond



Our Partnership

- Land Stewardship and Wildlife Conservation
 - Climate-smart and Wildlife-friendly Forestry
 - Coastal Waterbird Program
- DCR Councils and Committees
 - Stewardship Council
 - Wachusett Mountain, Quabbin and Ware River Watersheds
- Further Collaboration
 - Resilient Lands and Land Protection
 - Urban Conservation
 - Powder Magazine Beach
 - A Voice for Public Lands



QUESTIONS?