

We believe that when we are connected with nature, our lives are better.

We are healthier and happier, and our communities are stronger, more equitable, and more economically competitive. Enhancing people's connections to nature drives our mission.



## Mountains to Sound Greenway Trust STRATEGIC PLAN 2016-2020

**MISSION:** The Mountains to Sound Greenway Trust leads and inspires action to conserve and enhance the landscape from Seattle across the Cascade Mountains to Ellensburg, ensuring a long-term balance between people and nature.

**VISION:** The Mountains to Sound Greenway is an iconic 1.5 million-acre landscape that conserves a healthy and sustainable relationship between land and people by holistically balancing built and natural environments. A landscape providing places for nature and wildlife, for outdoor recreation and education, for working forests and local agricultural production, while embracing vibrant urban areas with strong economies. A landscape supported by a broad cross-section of society, working together as an effective coalition to preserve this heritage for future generations.

## GOALS AND OBJECTIVES

Faced with dramatic regional growth and the consequences of a changing climate, the Greenway Trust is committed to achieving overarching goals for the Greenway landscape, the people who live here, and the connections between them. In pursuing these goals, we put special emphasis on a number of specific objectives that are the focus of our work across the Greenway.

### LANDSCAPE

**Greenway lands, waters and wildlife are ecologically healthy and resilient.**

- Conserve natural lands, open spaces, and historic sites.
- Restore and reconnect critical wildlife habitat.
- Build resilience of forests, farms, waterways, and cities.

### CONNECTIONS

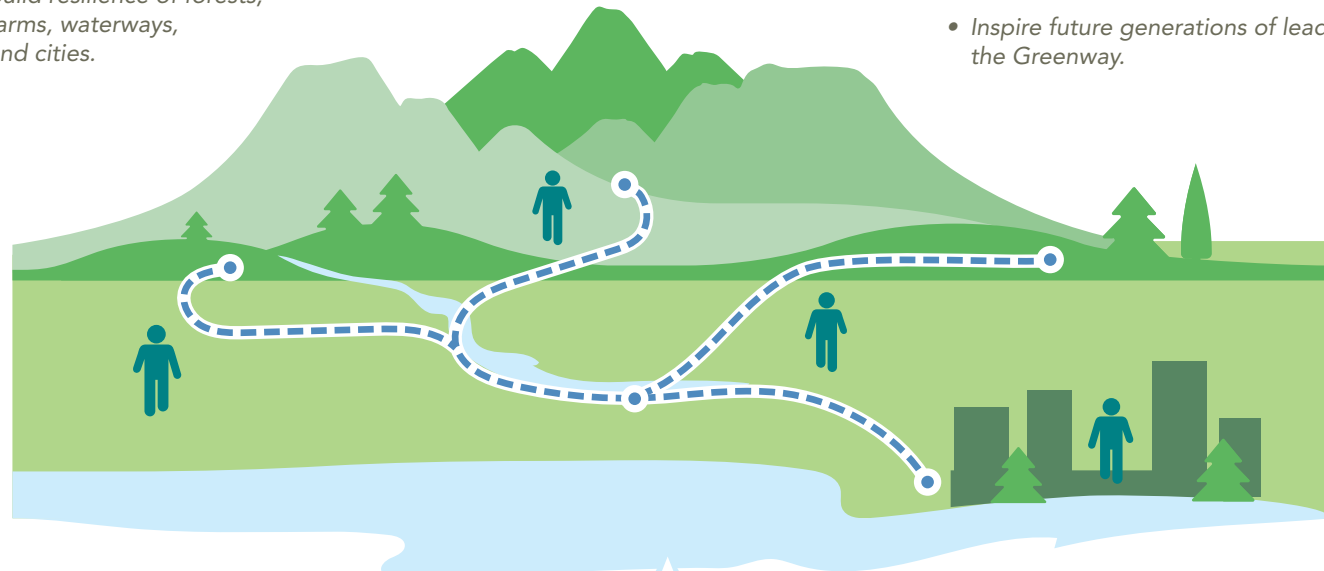
**Nature and outdoor experiences are accessible for all people across the Greenway.**

- Link urban, rural, and wildland trail systems for recreation and transportation.
- Enhance community parks and natural areas.
- Increase outdoor recreation access for all.

### PEOPLE

**The region's diverse communities value and benefit from the Greenway landscape.**

- Achieve National Heritage Area designation.
- Engage communities as stewards of their public lands and trails.
- Inspire future generations of leaders in the Greenway.



### STRATEGIES

We will achieve our goals and objectives by employing six strategies that reflect the Greenway Trust's core competencies as an organization.

- Promote a relevant, holistic vision that raises public awareness and motivates others to act.
- Lead inclusive coalitions for collective action.
- Implement key habitat restoration, trail, and recreation access projects.
- Engage people of all ages and all backgrounds in outdoor environmental education and volunteer stewardship.
- Creatively assemble, secure, and leverage resources that support action.
- Engage with agencies and property owners in planning for the future.

## PRIORITY INITIATIVES

The Greenway Trust pursues these goals and objectives by engaging in a wide variety of projects and partnerships across the 1.5 million-acre Greenway landscape. Among our many engagements, we have five priority initiatives where we will focus strategies and extra efforts in order to make significant progress toward our goals and objectives in the next 3-5 years.



While these priority initiatives give focus to the Greenway Trust's work, we will remain nimble and adaptive in pursuing initiatives, projects and opportunities that play to our organizational strengths and advance our goals and objectives as capacity allows.

# VALUES

Who we are and how we interact with others are as important as what we do.

*We engage, listen to, and learn from people with diverse perspectives and experiences. We challenge ourselves to reflect our diverse and changing communities.*

*We are creative problem-solvers who focus on achieving tangible results. We take a holistic view that considers how parts fit together.*

*We seek actionable solutions that steadily advance our long-term vision and achieve greater good.*



*We accomplish more when we work in partnership with others. We celebrate the accomplishments of our partners.*

*We demonstrate integrity through our actions and build long-term relationships based on mutual respect. We deliver on what we promise and strive to do more.*

*We seek common ground. We stay focused on the promise of our long-term vision for the Greenway, even when challenges are great. We search for the "yes." We enjoy each other's company.*

