

VISION and WORK PLAN
SOUTH MOUNTAIN CONSERVATION LANDSCAPE COLLABORATIVE

Last updated November 2018

About

This summary of the draft working plan represents the Collaborative's shared vision, goals, and strategies for the South Mountain landscape. When possible, the Collaborative defined resources, roles, partners and next steps. This work plan will continue to be a "work-in-progress" as the membership and the number of partners grows and diversifies and regional conservation and land use needs change.

Vision

The South Mountain region will offer residents a healthy, sustainable economy and a clean environment for them to enjoy ample career and recreational opportunities. Building on local assets and in harmony with the local environment, the region will engender pride of place among locals and visitors alike.

Goals & Strategies of the South Mountain Collaborative (partners of the South Mountain Partnership)

A. Provide strategic direction to the South Mountain Partnership (finished September 2018)

- ✓ 1. Leadership Committee reviews CBI goals and strategies and provides input on SMP's vision and goals.
- ✓ 2. Identify formal relationship between CBI group and Leadership Committee, communications structure, reporting, etc.
- 3. Identify a space for CBI group to interact with Partnership as a whole. Communicate via newsletter and other existing
- ✓ forums, and get input via polling and other avenues.
- ✓ 4. Hire a consultant to explore and recommend a business plan, organizational structure, etc.
- ✓ 5. Speak with similar organizations.

B. Further sustainable economic health in the South Mountain region.

- 1. Convene economic development professionals and conservationists to discuss holistic "economic health of communities."
- 2. Develop regional economic development strategy / overlay that is applied to South Mountain and is aligned with SMP themes; tied into landscape, health themes, agricultural, etc.
- 3. Facilitate discussion amongst tourism organizations for broad awareness of the South Mountain region.
- 4. Develop a regional tourism promotion strategy that incorporate SMP themes and fund the deployment of that regional tourism strategy.
- 5. Develop South Mountain gateway towns. (similar to trail towns)
- 6. Explore how to grow our regional economy with the least amount of physical growth.
 - connect with local planners to explore / educate the relationship between zoning and economic growth
- 7. Focus on agriculture and forestry as an economic driver and benefit to the community.
- 8. Create a sense of place out of the economic strengths of the region.

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C. Further public health to ensure wellbeing of individuals and the South Mountain landscape.

1. Increase incentives and awareness for low-income families to purchase healthy foods.
2. Increase access to local gleaning system to regional level.
3. Increase the appeal of eating healthy foods through public awareness and training.
4. Identify and educate about the existing food deserts.
5. Provide healthcare providers with resources to engage their patients.
6. Public awareness campaign to increase activity levels.
7. Create regional, integrated healthy moving, healthy eating events.
8. Connect to trail movement. Explore other healthy moving connections.
9. Integrate the broader built environment / healthy community design (e.g. sidewalks, etc.)

D. Further environmental health in the South Mountain region. → Improve water quality

1. Train the trainer / work with groups that can provide water quality trainings.
2. Expand on the SMP speaker series with more hands-on events to communicate the value of water quality.
3. Municipal outreach to work with municipalities on opportunities to implement water quality BMPs.
 - SMP helps municipalities become leaders around water quality. Identify ways to support them in taking more substantial actions to protect water resources.
4. Promote environmental advisory councils (EACs)
5. Target homeowners to create backyard habitat.
6. Connect people with funding opportunities around stormwater management.
7. Parks and other municipal areas could serve as models and demonstration areas for best management practices.
8. Pull in Conservation District offices and Farm Bureaus as partners.

Vision & Work Plan Core Group:

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Amy Weidens	Audubon Pennsylvania	Mike Eshenmann	DCNR Internal SMP Lead
Susan Richard	Capitol Resource & Conservation Development	Elizabeth Grant	Franklin County Planning
Claire Jantz	Center for Land Use & Sustainability, Shippensburg University	Janet Pollard	Franklin County Visitors Bureau
Shireen Farr	Cumberland Area Visitors Bureau/Cumberland Area Economic Dev. Corp.	Gail Witwer	Partnership for Better Health
		Anne Walko	York County Planning