



**Piedmont Environmental Council  
Annual Report**

**2010**





FRONT COVER: *View over Paris, Virginia, one of the best protected privately owned landscapes in America*  
PHOTO BY TOM LUSSIER

ABOVE: *Forest Lakes Farmers Market in Albemarle*  
PHOTO BY ROSE JENKINS

## *Dear Friends,*

**O**ften times at PEC we are asked the question, “Why bother?” Or, we’re told, “There’s no point, the bad guys always win in the end.” But the stories outlined in this year’s Annual Report make clear that destructive outcomes are not inevitable.

We can make choices about what we want the Piedmont to be, and it is possible to achieve a bold vision of our region as a place that balances growth, economic development, and the protection of natural, historic and community values.

In the last year, PEC and the citizens who stand with us won significant victories in campaigns that many people considered unwinnable. We helped stop a Walmart Supercenter at Wilderness Battlefield, in Orange, creating new opportunities for conservation, more reasonable economic development, and enhancement of the Route 3/Route 20 gateway to the Piedmont. We won a federal court case striking down transmission line corridors that impacted 100 million acres across the nation, including six of our nine counties. We saw our arguments on improved energy and transmission planning and modeling

prevail against the proposed two-billion dollar PATH transmission line. We mobilized citizen outcry to get several preposterous road proposals removed from VDOT’s plans for our region.

Because of your support, PEC and our partners are able to mount skilled, strategic campaigns, backed by an informed and active citizenry. This is how we counter the trends towards more sprawl, more fragmentation of habitat, more loss of farmland, more lanes of traffic, more strain on taxpayers, more transmission lines, and more air and water pollution.

The fact is that, because of our efforts, in many ways, the Piedmont is not only holding ground but getting better.

Think back. Ten years ago, how many options did you have for buying food from local farms? Did you have your choice of restaurants that took pride in

serving delicious local fare? Did you often hear of young people who were eager to start a farm business? Now, the number of farmers markets in our nine-county region has swelled to 26, and PEC's *Exploring the Small Farm Dream* courses are fully enrolled, time after time.

Do you remember the state of our region's historic downtowns twenty years ago—the empty storefronts, the boarded windows, the vacant sidewalks? As a result of revitalization efforts that PEC continues to support, these downtown areas have re-emerged as vibrant hubs of community life. As such, they draw growth toward the center, rather than the edges, of our towns and cities.

Can you remember when the sound of bobwhite quail was common throughout Virginia's countryside? Their namesake call—"bob-white!"—has gone missing, but now landowners are taking action to bring back quail and other species, by restoring the native warm-season grasses that they need to survive. In 2010, PEC launched an expanded Sustainable

Habitat program, and response was overwhelming. Now, people across our region are working to increase a wide variety of habitats—from meadows for pollinators to migration corridors along streams.

In 2010, the Piedmont also reached a conservation milestone, with 336,000 acres of land protected by conservation easements—a full 15% of the region

and one third of the way to our goal of the one million-acre Piedmont Reserve. These lands are protected forever, an enduring legacy that continues to grow. A generation ago, as sprawl was expanding rapidly outward, could you have assured a child that much of the beautiful land around us would be preserved?

So, how do we go forward, making the Piedmont even healthier, more sustainable, more beautiful, and more distinctive?

In 2010, PEC completed an update of our Strategic Plan, setting goals and establishing a plan of action for the next five years. This plan aims to build on PEC's strengths, which have served the region

well for nearly four decades—among them our connections with local communities, our skilled staff and dedicated Board, our ability to build partnerships, and our commitment to achieving our mission over the long term.

The plan also responds to change by identifying three key directions for growth. Going forward, we have decided:

- to expand our work as a full-service land trust, so we can create more opportunities for people to protect their land;
- to increase our initiatives to build strong rural and agricultural economies, so that rural landscapes will be more economically viable; and
- to broaden our communication and outreach, so we can involve more people in our work to keep the Piedmont a wonderful place.

Thank you for being a part of this vision, and making it possible.

Sincerely,



**Tony Vanderwarker**, Chair of the Board



**Chris Miller**, President

## We can make choices about what we want the Piedmont to be.



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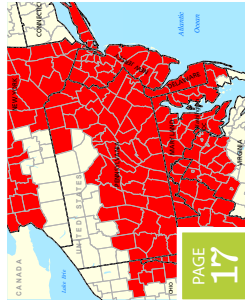
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# State of the Piedmont

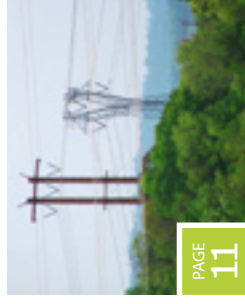
*and selected highlights from 2010*



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## Transmission Line Corridors

Win in federal court ends major advantage for utility companies.



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## PATH Line

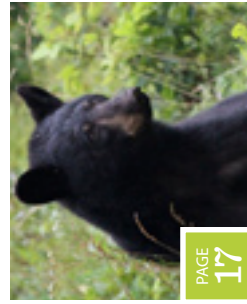
Dropping demand for electricity stops proposed transmission line.



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## Catlett

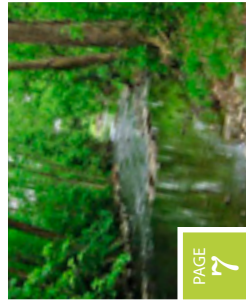
Speculative development would dwarf the existing village.



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## Wildlife Friendly Farms & Fields Tour

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## Culpeper Water and Sewer

One million gallons less effluent headed into local streams every day.







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## Scenic Byway Redesign

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## Uranium Mining

Show us where it's been done safely.



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## Livestock Fencing

Added incentives for farmers to fence livestock out of streams.



- Farmers Markets
- National Historic Landmarks
- Easements Recorded in 2010
- Conservation Easements
- Publicly Owned Lands
- Civil War Battlefield Study Area
- Historic Districts
- Rivers / Streams
- Appalachian Trail



## We can preserve the land that is the base of our well-being.

**S**teady losses of rural land to sprawl are not inevitable. The extraordinary achievements of people in the Piedmont, who have protected over 336,000 acres so far, stand as an example to communities across the nation of the great potential of voluntary, private land conservation to protect the places we love.

Private land conservation in the Piedmont now substantially protects resources that include productive farmland and forests, wildlife habitat, streams and rivers, historic sites and scenic views. PEC makes this level of success possible through our energetic outreach and one-on-one assistance to landowners, our expanding role as a full-service land trust, and our advocacy for strong local, state and federal land conservation programs.

Yet, land conservation is just part of our multi-dimensional effort to preserve the Piedmont's rural land. PEC also works with local communities to proactively plan for growth. We are helping to revitalize economic prospects for family farms, thus reducing the economic pressure to convert farmland to development. And we are connecting more people with the Piedmont's rural land, so this land will have more advocates.

*Bonny Brook Farm in Fauquier was protected in 2010.*  
PHOTO BY DOUG LARSON



## Highlights

■ With more than **336,000 acres permanently protected**, PEC has helped the Piedmont region continue as one of the greatest private land conservation success stories in America. 2010 marked a conservation milestone, as we are now over one third of the way toward PEC's ambitious goal of the one million acre Piedmont Reserve.

■ PEC successfully completed the process of applying for **land trust accreditation** through the Land Trust Accreditation Commission, which was awarded in early 2011. As an accredited land trust, PEC can ensure landowners the highest level of responsible stewardship.



■ During our Strategic Plan review in 2010, PEC decided to expand our role as a **full service land-trust**, in order to increase options for landowners. Going forward, we will hold and steward more easements, rather than concentrating on outreach, as in the past.

*Rob Weary raises organic produce on protected land in Albemarle, at Roundabout Farm.*  
PHOTO BY ROSE JENKINS

■ In 2010, PEC's conservation staff made contact with over **450 landowners** who are interested in protecting their land. They hosted or co-hosted over 80 informational gatherings about conservation options and gave over 180 presentations to local governments and civic groups.

■ PEC and our network of citizen activists helped to preserve the **Virginia Land Preservation Tax Credit**—a crucial conservation incentive—from further cuts during a tough budget year.

■ PEC was a strong advocate for extending the expanded **federal income tax incentive** for land conservation, which was extended through 2011.

■ The slumping real estate market meant a **second chance for Andrewsia**, a 268-acre farm near the Town of Orange. The land was slated for 319 houses, but instead the developers gifted it to PEC, and it will be protected in perpetuity.

■ PEC's **Cedar Run Fund**—one of nine funds supporting conservation in specific areas of priority (see p. 22)—worked with the Fauquier County Purchase of Development Rights Program to protect a 270-acre working cattle farm near Catlett.



*Best management practices at Jimmy Henshaw's farm in Greene County keep the land and the streams healthy.* PHOTO BY SARAH BREY

## 15% of the Piedmont is Protected

County	2010 Acres Protected by Conservation Easements	Total Land Protected by Conservation Easements	Percentage of Land Protected by Conservation Easements
Albemarle	2,253	83,600	17.5%
Clarke	474	20,000	17.5%
Culpeper	1,774	13,200	5.5%
Fauquier	1,646	91,300	22%
Greene	668	8,700	8.5%
Loudoun	2,033	48,200	14.5%
Madison	803	12,500	6%
Orange	626	29,900	13.5%
Rappahannock	297	28,600	17%
<b>PEC Region</b>	<b>10,574</b>	<b>336,000</b>	<b>15%</b>

# We can keep our water clean by keeping whole watersheds healthy.

**W**ater is perhaps our most vivid reminder that everything in our environment is connected—our forests, our farms, our air, our cities, our streams, our health. So, PEC focuses on whole watersheds as we work to preserve and restore the natural systems that give us clean water.

Forests provide an irreplaceable service, by filtering water as it flows toward streams and rivers. Plants and trees also stabilize stream banks, thus reducing erosion and sediment pollution. And they absorb precipitation so that droughts and floods are less severe. By contrast, hard surfaces,

like asphalt or rooftops, send polluted runoff rushing straight into our waterways. Studies show that in areas where more than 10% of a landscape is covered in hard surfaces, streams are likely to be impaired.

PEC works to protect the water we all depend on by preserving forest land, by promoting riparian buffers, by making it more affordable for farmers to fence livestock out of streams, by preventing sprawl, by finding ways to improve our urban watersheds, and by reducing air pollution, which becomes water pollution when it dissolves on surfaces and in rain.

*The Rivanna Reservoir, a public water source for Charlottesville and Albemarle, benefits from land conservation in the South Fork of the Rivanna watershed, where 47,400 acres—or 27% of the watershed—is protected.*

PHOTO BY PATRICIA TEMPLES





## Highlights

■ In 2010, over 1,400 acres were protected in the **Goose Creek watershed** in Loudoun and Fauquier, which provides public water supplies for communities in Loudoun and northern Virginia. The Goose Creek watershed is now 36% protected, with over 89,000 acres of public and private conservation land.

■ PEC's involvement over several years helped to stop a plan for oversized **water and sewer infrastructure in Culpeper**. The plan that is now moving forward fits into a far more reasonable approach to growth and reduces the local allocation for effluent going into local streams by one million gallons every day.

■ PEC took an independent stance on federal **Chesapeake Bay policy**, advocating that the federal government should reduce its own considerable development footprint; hold states accountable for achieving their goals; and provide more tools for farmers and landowners to take voluntary action.

■ PEC continues to play a leadership role in the **Choose Clean Water coalition**, bringing together over 160 organizations in the Chesapeake Bay region to work for clean water.

■ PEC led a public education campaign about **Loudoun's proposed stream ordinance**—an effort to protect the county's waterways, primarily by preserving existing natural filters along the edges of streams.

■ A PEC-sponsored study on how to improve **Leesburg's urban watershed** led to demonstration projects including rain gardens and tree-plantings.

■ PEC participated in **Family Stream Day** in Loudoun, an educational event for students and families.

■ PEC continues to partner with **Loudoun Valley High School** students to improve water quality through tree-plantings in riparian areas and stormwater ponds.

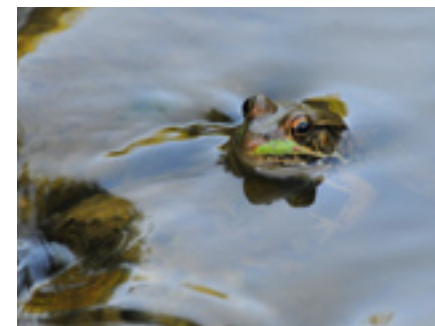
■ Nearly 800 acres were protected in the **Cedar Run watershed** in Fauquier, which is now 20% protected, with over 25,300 acres of private and public conservation land.

■ PEC coordinated the annual **Clarke County Conservation Fair** for all fourth graders, which focused on stewardship of water resources.

■ PEC is bringing conservation partners together to **clean up Spout Run** in Clarke, which is impaired by bacteria and sediment.



Goose Creek flowing through protected land in Loudoun PHOTO BY MIKE KANE



A frog at Jones Nature Preserve in Rappahannock  
PHOTO BY BRUCE JONES



John Janney protected the streams at Telegraph Springs Farm in Loudoun with 100-foot buffers.  
PHOTO BY SARAH BREY

■ PEC secured unique incentives to add to cost-share funds for farmers who voluntarily **fence livestock away from streams** in the Upper Hazel River Watershed in Rappahannock, Madison and Culpeper and in the Robinson River Watershed in Madison, as part of efforts to clean up bacteria and sediment in these rivers.

■ Nearly 800 acres adjacent to the **Rapidan River** were protected, adding to a total of more than 10,600 acres of conservation land along the river.

■ PEC helped to advance the **Albemarle and Charlottesville Community Water Supply Plan**, having helped to shape this plan for a local water supply over the last six years. This plan will provide adequate water for the community's future needs and restore natural stream flow to the Moorman's River.





## We can revitalize small farms and bring back thriving local food networks.

**A**lready, the number of farmers markets in Virginia has more than doubled, going from 88 to 185 between 2004 and 2010.\* PEC's nine-county region is now home to 26 markets, including six that started within the last four years—not to mention the robust markets in northern Virginia, D.C., and Richmond. Nationwide, the number of farms is growing for the first time in 125 years.\*\* And in the Piedmont, PEC's *Exploring the Small Farm Dream* courses consistently fill up with people interested in launching a new farm business.

PEC sees promise in the local food movement to keep more land in farming, to provide families with fresh, healthy options, and to strengthen Piedmont residents' connection with the land. In 2010, PEC decided that the time is ripe to expand our work building up sustainable rural economies. For agriculture, this could mean stronger initiatives to reintroduce local food infrastructure, to resolve regulatory obstacles, to promote agritourism, and to connect new farmers with the land they need to get started. We also plan to continue successful programs like our *Buy Fresh Buy Local* guides and *Exploring the Small Farm Dream* courses. As ever, PEC is working to preserve farmland so it will always be here to provide people with the necessities of life.

*Catherine Huff and her family raise heritage breeds of cattle at Gryffon's Aerie in Albemarle.*  
PHOTO BY SARAH CRAMER

\* Virginia Department of Agriculture and Consumer Services

\*\* 2007 USDA Census of Agriculture



## Highlights

- In 2010, over 5,000 acres of **prime agricultural soils** in the Piedmont were protected forever, adding to a total of nearly 158,000 acres.
- PEC produced new **Buy Fresh Buy Local food guides** for the Charlottesville Area, the Northern Piedmont and Loudoun County, and we contributed to the Northern Shenandoah Valley guide. We sent the guides to every home in our nine-county region—about 240,000 homes!
- PEC is helping new farm entrepreneurs get their start with our popular **Exploring the Small Farm Dream** course. The course guides participants through a decision-making process about starting a farm-related business. In 2010, we offered the course for the third time in Warrenton and for the second time in Charlottesville; in Charlottesville, we also offered a variation focused on “Starting with the Land.” The courses are consistently well-attended, with over fifty new participants in 2010. And, dreams are turning into realities for *Exploring the Small Farm Dream* alumni who are now running successful businesses. Some of these alumni returned to help teach the course in 2010.
- PEC produced *Buy Fresh Buy Local holiday guides* for the Charlottesville Area and the Northern Piedmont.
- PEC continued to manage the **Forest Lakes Farmers Market** near Charlottesville, which we helped launch three years earlier.
- PEC held a **Meet the Farmer Dinner** at Veritas Vineyards and Winery in Nelson County.
- PEC supported the second **Madison County Holiday Food and Craft Shows**.
- PEC helped the **Rappahannock County public schools** celebrate Local Foods Day, with a delicious local lunch served in all the cafeterias.
- Four years after PEC launched the first *Buy Fresh, Buy Local* chapter in Virginia, the movement has caught on, with **ten chapters throughout the state**. PEC maintains the statewide website, [www.buylocalvirginia.org](http://www.buylocalvirginia.org).
- PEC ran the *Buy Fresh Buy Local* tasting tent, with a cornucopia of unique tomatoes and melons, at the well-attended **Heritage Harvest Festival**, held on the West Lawn of Monticello.
- PEC supported a bill passed by the Virginia General Assembly, which designated **Virginia Farm to School Week**.



Kyndall, Ceaira and Makhayla Monroe took part in the *Eat Local Challenge* through the Madison Boys and Girls Club.  
PHOTO BY JAN RICHTER



*Meet the Farmer Dinner at Veritas in Nelson County*  
PHOTO BY MAGGI MACQUILLIAM



*Charlottesville City Market*  
PHOTO BY ROSE JENKINS



# We can lead the way toward efficiency, sustainability and self-reliance.

**I**n the Piedmont, we have a strong motivation to improve the way we use energy because the consequences of our energy system are impacting the land we love. We face a proposed new power plant just five miles from Shenandoah National Park, proposals for new and expanded transmission lines, and the prospect of potentially dangerous uranium mining.

Unfortunately, in 2010, TrAIL, the transmission line that PEC fought so strenuously, was built. But our long struggle over transmission lines also resulted in some major victories. Early in 2011, PEC won

a federal court case that put an end to National Interest Electric Transmission Corridor designations that gave a major advantage to utility companies. And the proposed PATH transmission line was withdrawn, thanks to up-to-date analysis proving that it wasn't needed.

From grassroots campaigns to Congressional hearings, PEC is working to advance a new paradigm. We advocate for efficiency first, for a smarter transmission grid, for increased use of renewables, and for power generation that is located close to demand, so people have more ability to take charge of decisions about energy.

*PEC Board Member George Ohrstrom installed this windmill to generate power for his farm in Clarke County.*

PHOTO BY GEM BINGOL



## Highlights

■ PEC and our partners successfully argued our case on **National Interest Electric Transmission Corridors** (NIETC) before the 9th Circuit Federal Court of Appeals. In February 2011, the court struck down the designation of two vast NIETCs spanning 100 million acres—including six of our nine counties. Before this decision, NIETC designation gave utility companies unprecedented access to federal eminent domain for transmission lines.

■ The proposed 765-kV **PATH transmission line** stumbled in 2010, as PEC and other opponents presented evidence that the line is unnecessary. Ultimately, after the State Corporation Commission ordered up-to-date analysis, the utilities had to agree that there is no need for the line at this time, and they dropped the proposal. The two-billion dollar PATH line would have crossed Clarke, Frederick and Loudoun Counties on its 275-mile route through three states.

■ PEC has been a leader on the issue of **uranium mining in Virginia**. We advocate maintaining Virginia's moratorium on uranium mining, unless it is proven that uranium can be mined here without serious health and environmental risks. As two state studies on the impacts of lifting the moratorium go forward, PEC has consulted with international experts and forwarded data, research, and advice to the study groups. Uranium deposits can be found in the Piedmont region, as well as in Southwest Virginia.

■ PEC helped citizens to address issues with a **transmission line expansion proposed through the Southwest-Mountains Rural Historic District** in Albemarle—including the line's height and design, potential for undergrounding, and ways to mitigate impacts on this historic landscape.

■ PEC was active in the permitting process for a proposed natural gas **power plant only five miles from Shenandoah National Park**, near Front Royal. The process resulted in significant emissions offsets—reducing pollution from other sites in Virginia at a greater than one to one ratio—which were sufficient to satisfy the National Park Service. However, concerns remain about the visual impacts of the plant's 200-foot smokestacks.

■ PEC sent our **Energy Guide**—which identifies the ten best do-it-yourself ways to cut home energy costs—to all homes in eight of our nine counties in 2010, and we are preparing to send an updated version to all homes in Loudoun. The guide is up online at [www.EnergySmartSolutions.org](http://www.EnergySmartSolutions.org), where it is linked to useful how-to videos.

■ PEC supported numerous positive **energy bills** in the Virginia General Assembly—to increase efficiency, improve handling of transmission line rights-of-way, and allow farms, individuals and businesses that generate renewable energy to sell it to the grid—although most of these initiatives were put off for another year.



PEC Fellows use an infrared camera to spot drafts during an energy audit. PHOTO BY LILA WARREN



The TrAIL line was built across Rick and Virginia Dorkey's farm near Bealeton, in Fauquier. PHOTO BY ROSE JENKINS





## **We can pass on an inheritance of great beauty for future generations.**

**P**eople love the beauty of the Piedmont, whether they make their homes here or come to visit, supporting the region's sizeable tourism industry. To protect the views that people cherish, PEC leads one of the most successful private land conservation movements in America, with over 336,000 acres in our nine counties protected forever. Already, in some areas, private conservation lands are adding up so that wide vistas of open countryside are substantially protected.

To ensure that the value people place on scenery is taken into account as a public benefit, PEC supports grassroots efforts to recognize Scenic Rivers and Scenic Roads in our region. We continue to participate in the Journey Through Hallowed Ground Partnership to enhance people's experience of this National Scenic Byway and National Heritage Area. Our GIS staff is skilled at viewshed analysis, so we can call attention to the scenic impacts of a proposal before it's too late. PEC is particularly active in working for solutions that can minimize the visual intrusion of tall structures like cell towers, smokestacks and transmission lines.

*View off of Lees Ridge Road near Warrenton*  
PHOTO BY RYAN WICK

## Highlights

■ The first annual **PEC Photo Contest** was a huge success, celebrating the visual splendor of the Piedmont. Over 125 photographers participated, submitting more than 800 images, many of which were truly stunning—and 1,277 people participated in an online vote to choose winners. PEC made a calendar of the finalists and we have used images from the Photo Contest to enhance numerous publications, including this Annual Report—increasing people’s appreciation for a beautiful and unique place.

■ Two rivers in the Piedmont were newly recognized as **Virginia Scenic Rivers**—the Hughes River on the border of Madison and Rappahannock, and the Jordan River in Rappahannock. PEC supported this designation, which adds to a total of over 225 miles of rivers in our region that have been honored as Virginia Scenic Rivers.

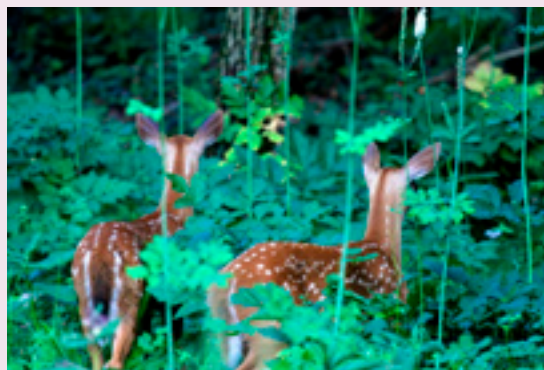
■ Approximately 3,200 acres along **Scenic Byways** were protected in 2010, for a total of approximately 94,400 acres. Our region includes over 700 miles of Virginia Scenic Byways—an honorary designation that can inspire and support the preservation of rural land.

■ PEC alerted citizens to the potential visual impact of **seven proposed cell towers in northern Fauquier**, following the railroad tracks on a course through protected lands, historic districts and Civil War battlefields.

■ PEC launched an outreach campaign to let citizens in Rappahannock know about alternative solutions to **199-foot cell towers**, using shorter towers to expand cell coverage. Although citizen input led to some improvements, unfortunately, the Board of Supervisors chose to approve the higher towers.



*Farms and Food category winner,  
“Gratitude” BY MOLLY M. PETERSON*

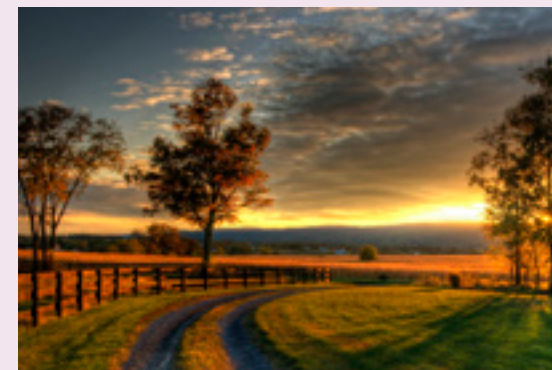


*Native Plants and Wildlife category winner,  
“Modest Deer Duo” BY EDWARD PAYNE*

■ PEC called attention to the scenic impacts of a proposed **power plant only five miles from Shenandoah National Park**—both from increased haze and from the proposed 200-foot smokestacks (see p. 11).



*Thriving Communities category winner,  
“Foggy Sunrise” BY JOHN McTARNAGHAN*



*Beautiful Landscapes category winner,  
“Virginia Country Lane Sunset” BY TOM LUSSIER*

■ PEC celebrated the withdrawal of the proposed **PATH transmission line**, even as devastating scenic impacts of the newly constructed TrAIL line strengthened our ongoing commitment to sensible, forward-thinking energy policies (see p. 11).



# We can preserve the Piedmont's abundance of history, a unique economic generator for our region.

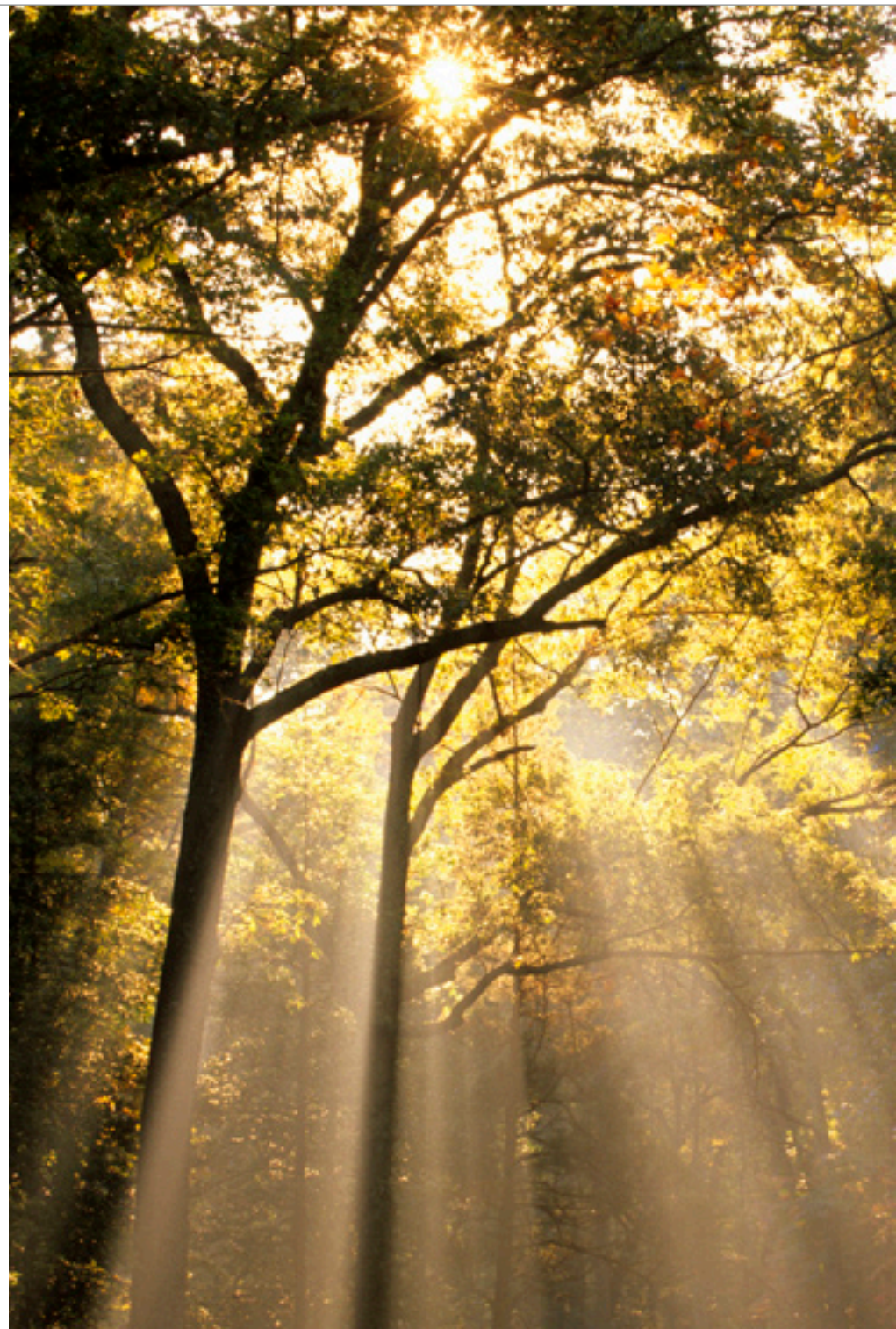
**P**EC's nine county region comprises about two thirds of the recently designated Journey Through Hallowed Ground National Heritage Area, a corridor of unrivalled historic resources that extends from Monticello to Gettysburg. This National Heritage Area, for which PEC helped to win recognition, includes the densest collection of Civil War battlefields in America, nine Presidential homes, and over 10,000 listings on the National Register of Historic Places.

The Piedmont's historic sites are a treasure for all Americans and an asset to our local economies. Annually, tourism accounts for expenditures of nearly \$2 billion in our nine counties,\* and there is great potential

to grow revenues from heritage tourism, especially at the advent of the 150th Anniversary of the Civil War. But, if we give up the integrity of our historic landscapes, we discard the Piedmont's unique advantage—a threat that was dramatically illustrated in the struggle over a proposed Walmart Supercenter on the edge of Wilderness Battlefield.

PEC helps to celebrate and protect major landmarks like The Wilderness, as well as the richly historic open landscapes that surround them and give the Piedmont its distinctive character.

*Light streams through the trees at The Wilderness in Orange County, site of a major Civil War battle in 1864.*  
PHOTO BY CHRIS HEISEY, COURTESY OF CIVIL WAR TRUST





## Highlights

■ PEC played a key role in the epic fight to save **Wilderness Battlefield** in Orange from a big box development including a Walmart Supercenter. PEC and our allies actively promoted alternative sites in Orange that would balance economic development with historic preservation. As part of the Wilderness Coalition, PEC was backing a lawsuit that contested Orange County's decision to approve the development. On the day the trial was to begin, Walmart made a dramatic announcement that it was dropping its plans for the battlefield site, that it would pursue an alternative site, and that it intended to buy the battlefield land and preserve it! Wilderness Battlefield deserves this respect. It is a major Civil War site, where Generals Lee and Grant first met in battle in 1864 and where nearly 30,000 soldiers were killed, wounded or captured. The battlefield is Orange's most visited tourist destination, drawing 170,000 visitors each year.



■ PEC helped to advance the proposed **Unison Battlefield Historic District** in Loudoun and Fauquier, which would recognize one of the nation's most pristine Civil War Battlefields, including a unique network of roads that remain largely unchanged since the nineteenth century.

■ Over 700 acres of Civil War battlefields were protected by conservation easements in 2010, including 349 acres of Brandy Station Battlefield in Culpeper. Altogether, conservation easements protect nearly **22,000 acres of battlefield land** in the Piedmont.

■ Nearly **89,000 acres of land in rural historic districts** are now protected by conservation easements, including over 1,700 acres protected in 2010. The Southwest Mountains Rural Historic District in Albemarle and the contiguous Madison-Barbour Rural Historic District in Orange are now more than 40% protected.

■ A PEC staff member chairs the **Fauquier Sesquicentennial Committee** which is drawing attention to local Civil War sites, using the 150th anniversary as a vehicle for economic development.

■ PEC is helping to plan for the interpretation and use of the **Rappahannock Station Battlefield** land in Remington, which we helped Fauquier County purchase for a local park.

■ Nearly 150 people came out to an event that PEC co-sponsored in Madison, marking the anniversary of the **Battle of Jack's Shop**—an 1863 clash involving tens of thousands of cavalry.

*Barn in the proposed  
Unison Battlefield Historic District*  
PHOTO BY ROSE JENKINS



*Cannonball lodged in a tree at Wilderness Battlefield.*  
PHOTO BY ROB SHENK, COURTESY OF CIVIL WAR TRUST



*James and Dolley Madison's Montpelier is the heart of  
the Madison-Barbour Rural Historic District in Orange.*  
PHOTO BY ROSE JENKINS





## We can make our part of nature better than we found it.

**T**he landowners who welcomed PEC's first Wildlife Friendly Farms and Fields Tour provided inspiring examples. These dedicated stewards of the land are actively creating places where nature can thrive. They are cultivating nectar-rich meadows for bees and other pollinators, which are essential for successful agriculture. They are maintaining wooded corridors along streams that keep the water cool for brook trout and provide migration corridors for many kinds of wildlife. They are growing fields of native warm-season grasses that are needed to bring back bobwhite quail and other vulnerable species of birds.

And they are not alone. PEC kicked off our expanded Sustainable Habitat Program in 2010, and the response has been overwhelming. Clearly, many people are ready to take their stewardship of their land—be it a farm or a backyard garden—to the next level.

PEC understands that people's commitment to good stewardship is inspired by their connection with nature. That's why we create more opportunities for people to experience the great outdoors—whether that means gardening for pollinators, catching bugs at nature camp, joining us on a wildflower walk, or discovering a new trail.

*At Sunnyside Farm in Rappahannock, during PEC's Wildlife Friendly Farms and Fields Tour, landowner Nick Lapham shows how a field of fescue was transformed into a wildflower meadow that draws pollinators, birds and other animals.*

PHOTO BY ROSE JENKINS

## Highlights

■ PEC launched our expanded **Sustainable Habitat Program** in 2010, with a full-time wildlife ecologist joining our staff. In her first six months on the job, our Sustainable Habitat Manager consulted with over 130 landowners about their goals for enhancing wildlife habitat on their land.

■ Our first **Wildlife Friendly Farms and Fields Tour**—visiting four places in Rappahannock where people are cultivating their land for the benefit of wildlife—drew so much interest that we had to visit the properties in two shifts! The tour included a 700-acre restored quail habitat; a farm with a mission to grow both organic produce and biodiversity; an ornamental garden full of native plants and appreciative birds; and a nature preserve full of bright-blooming native plants that support robust populations of butterflies, birds and bees.

■ PEC is providing a column on how to boost wildlife habitat each season in the regional magazine, *The Piedmont Virginian*.

■ PEC is coordinating the efforts of statewide partners to stop the spread of **wavyleaf basket grass**, an exotic plant that crowds out native plants on forest floors. A PEC-sponsored web-site, [www.StopThisPlant.org](http://www.StopThisPlant.org), explains how to identify, report and control this invasive species.

■ PEC staff and interns **removed invasive species** from 250 acres at Ovoka, a property in Paris, Virginia that PEC purchased for preservation.

■ PEC was the co-organizer of **EarthDay@ Loudoun**, a highly successful event that drew over 6,000 people!

■ PEC worked with landowners to protect habitat for **endangered aquatic species** that include the James spiny mussel, yellow lance mussel, and jewelwing damselfly.

■ In 2010 over 2,000 acres were protected within the **Culpeper Basin Important Bird Area**—a vital habitat for bobwhite quail and other rare, endangered or vulnerable birds.

■ PEC maintained our popular **Loudoun Outdoors Guide** online, with listings for 31 parks, trails and nature centers, and we are preparing to launch a more regional version.

■ PEC organized the fourth annual **Conservation Fair** for all fourth-graders in Clarke County, who spent a day outside learning about watersheds.

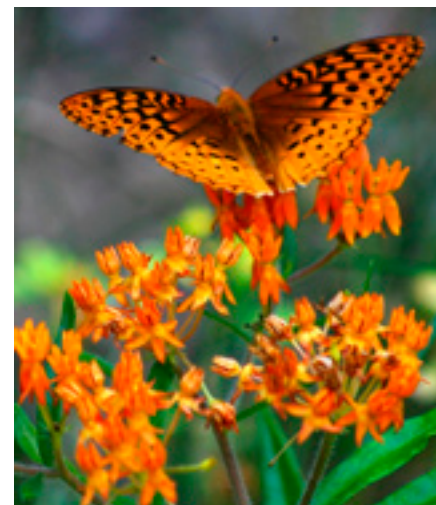


*This bobcat triggered a photograph during a camera capture project on protected land in Fauquier.*

■ PEC co-sponsors six **Natural History Day Camps** every summer, in Albemarle, Clarke, Fauquier, Loudoun, Orange and Rappahannock, expanding opportunities for kids to explore the natural world.

■ PEC led our annual **Bluebell Walk** along the banks of Cedar Run in Fauquier County—enjoying carpets of this native wildflower at Bonny Brook Farm, which was protected by a conservation easement in 2010.

■ PEC led a guided winter **wildlife and bird-watching hike** at Ovoka, near Sky Meadows State Park in Fauquier.



*Butterfly Weed in a butterfly garden in Middleburg lives up to its name, attracting a Great Spangled Fritillary.*  
PHOTO BY JOHN MAGEE



*Jack Gilliam found a toad at the Warrenton nature day camp.* PHOTO BY PATRICIA JOHNSON



# We can build our communities to be more distinctive, not less.

**W**e keep facing proposals for developments that would strip away what is special about our communities and replace it with the same kind of dysfunctional sprawl we can see in too many places already. PEC lets Piedmont residents know that we don't have to repeat prevailing trends. We don't have to accept models of development that erode our quality of life—and typically lead to higher taxes. Instead, PEC gets citizens involved in articulating and pursuing a positive vision for growth. We help

to build communities that are great places to live, work and play, with a healthy balance between city and country so people can enjoy both.

To build better communities, we need to build better transportation networks. Across our region, PEC has been pushing back against plans for extravagantly expensive road projects that would ultimately lead to more sprawl and more traffic. Our communities need better options—so PEC promotes cost-effective alternatives that support smart growth.

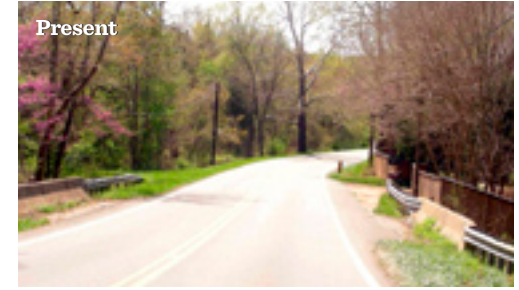
*Downtown Leesburg*  
PHOTO BY CINDY VASKO



## Highlights

- PEC mobilized citizen opposition to an over-sized and completely unnecessary development in **Catlett** in southern Fauquier. This proposal, which started out at 950 residences and currently stands at 450, would overwhelm the existing village of Catlett, which has less than 150 homes.
- PEC got the word out to citizens that VDOT was planning for a spree of needless and costly **road-widening** projects throughout our region. Pushback from citizens got two of these proposals off of VDOT's books, but two remain.
- VDOT is planning to make **Scenic Byway Rts. 22/231** through the Southwest Mountains Rural Historic District in Albemarle a four lane highway—but PEC has been working with the community toward an alternative plan. In 2010, we started a visioning process for a citizen-driven plan that would use traffic calming and design changes to improve traffic flow and safety, while enhancing the scenic and historic character of the road. This project builds on our success with the Rte. 50 Traffic Calming Project in Loudoun and Fauquier—which is now making the road safer and commutes smoother at far less expense than widening the road.
- PEC has been alerting citizens to another speculative development proposal at **Clevengers Corner** at the intersection of Rts. 522 and 211—with implications for traffic in Culpeper, Fauquier and Rappahannock. This 275-unit development would adjoin a 775-unit development that has been approved but not yet built.
- PEC helped the Town and County of Culpeper arrive at a plan for **water and sewer infrastructure** that fits into a more reasonable plan for growth, rather than a developer-driven proposal that would have required another building boom to fund it.
- PEC helped to stop a **Walmart at the edge of Wilderness Battlefield**—convincing Walmart to seek an alternate site that won't erode the integrity of this major Civil War site in Orange County (see p. 15).
- PEC analyzed Loudoun's shocking **\$1 billion of debt**—a direct result of growing too much, too fast and too scattered—and circulated this information throughout the region, so localities can avoid repeating these mistakes.
- PEC helps localities craft better **Comprehensive Plans**—blueprints for future growth—by providing information and analysis and by encouraging citizens to get involved. In 2010, PEC took part in Comprehensive Plan reviews for Culpeper, Greene and Madison Counties; the villages of Calverton, Catlett, Marshall and Midland in Fauquier; Rt. 29 North in Albemarle; and transportation in Loudoun.
- PEC actively supported **Places 29** and related local plans in Charlottesville and Albemarle, which have been adopted as local policy. These blueprints for transportation and land use planning will reduce traffic congestion on Rte. 29 and create better options for walking, biking and public transit.
- PEC brought a nationally known expert in **access management** to lead a workshop for Fauquier County staff and Supervisors, presenting cost-effective strategies to improve safety and traffic flow on Rt. 29, as alternatives to VDOT's plan for massive interchanges.

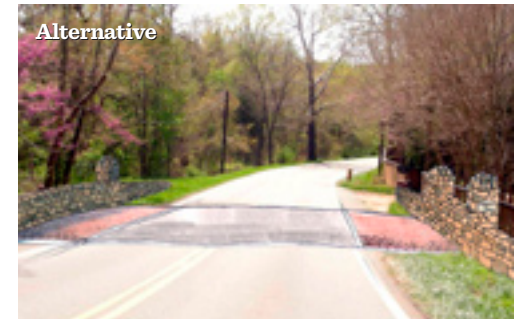
Present



Future?



Alternative



If VDOT's plan to four-lane Scenic Byway Rts. 22/231 in Albemarle moves forward, when it comes time to replace this bridge, it will be built extra-wide—paving the way for a four-lane highway. PEC is working with citizens on an alternative plan that would use traffic calming to improve the road instead. Starter ideas generated by transportation consultant Ian Lockwood include more distinctive bridges that would call attention to the area's natural resources and cue motorists to slow down and enjoy the drive.



# We can shape the national, state and regional decision-making that affects our local communities.

PEC mobilizes citizens, forms coalitions, and encourages like-minded groups in order to achieve positive outcomes for our local communities and beyond.

## National Leadership

■ PEC President Chris Miller participated in the **America's Great Outdoors Conference** at the White House and was one of five panelists selected for a Listening Session for the Mid-Atlantic region moderated by Secretary of Interior Salazar. The session gathered input from citizens about national conservation priorities and initiatives.

■ PEC provided faculty for 6 seminars at the national **Land Trust Alliance Rally**, with more than 1,200 land trusts represented.

■ PEC's director of Land Conservation, Heather Richards, is a Commissioner of the national **Land Trust Accreditation Commission**.

■ PEC is regularly consulted by leaders in the environmental community on **national goals and strategies**, on issues including energy and transmission lines, land conservation, land use planning, water quality and grassroots organizing.



## Statewide Leadership

■ During the **2010 Virginia General Assembly**, PEC and the 16,000 citizens in our online network helped to preserve vital funding for the land conservation tax credit; stop bills that would have loosened controls over alternative septic systems; keep state transportation funds from being diverted to private road builders; and prevent prioritization of a new beltway around D.C., among the many issues that PEC tracked and influenced.

■ In 2010 PEC's staff served on numerous **state boards and committees**, including the Virginia Rural Economic Task Force, Virginia Food System Council, State Advisory Board on Air Pollution, Regulatory Advisory Panels on wind and solar energy, and Sewage Handling and Disposal Regulation Advisory Committee.

■ PEC is an active participant in the **Virginia Conservation Network**, coordinating on legislative priorities with over 100 partner groups. PEC President Chris Miller serves on the Executive Committee of the Board of Trustees.

■ PEC's Director of Land Conservation chairs **Virginia United Land Trusts**—strengthening conservation statewide by coordinating the efforts of about 30 organizations.

■ PEC is a strong voice for public safety in the debate over potential **uranium mining** in Virginia (see p. 11).

## Regional Leadership

■ PEC serves as the fiscal agent for the **Coalition for Smarter Growth**, the Washington Metropolitan region's leading organization helping communities find solutions to the interconnected challenges of housing, transportation, energy and the environment.



■ PEC is an active participant in the **Journey through Hallowed Ground Partnership**, which recently succeeded in gaining National Heritage Area and National Scenic Byway designations for the landscape between Monticello and Gettysburg. PEC President Chris Miller is a Trustee of the Partnership.

■ PEC plays a leading role in the **Chesapeake Bay Coalition**, which grew from 60 groups to 160 groups in 2010. PEC President Chris Miller is a co-chair of the Steering Committee and PEC maintains the organization's website, [www.ChooseCleanWater.org](http://www.ChooseCleanWater.org).



■ PEC's **Buy Fresh, Buy Local** guides serve regional "foodsheds" with listings that include Nelson, Louisa, Fluvanna, Warren and Frederick Counties.

## THE PEC FELLOWSHIP PROGRAM

# Training a New Generation of Leaders

**T**he PEC Fellowship Program has become highly sought after as one of the premier educational experiences available to college and graduate students interested in environmental careers. This program equips promising young people for leadership by training them

in PEC's proven model for environmental advocacy—making connections between complex issues and mobilizing citizens to take care of the places they care about. Last year, 98 people applied for 12 spots in this unique, hands-on summer program.

The bright, energetic students who joined us in 2010 spent the first half of the seven-week program learning about environmental issues through an intensive schedule of lectures and field trips. They went on to produce a top-notch collection of practicum projects that advance the work of PEC and our partners—ranging from a series of interviews with farmers on their experience with cost-share programs, to analysis of state policy on solar energy, to exploring the potential impact of commuter rail through southern Fauquier.

As the program enters its fifth year, alumni of the Fellowship Program

*Presenting at a mock Board of Supervisors meeting*  
PHOTO BY LILA WARREN



*The 2010 class of the PEC Fellowship Program on top of Old Rag Mountain*  
PHOTO BY LILA WARREN

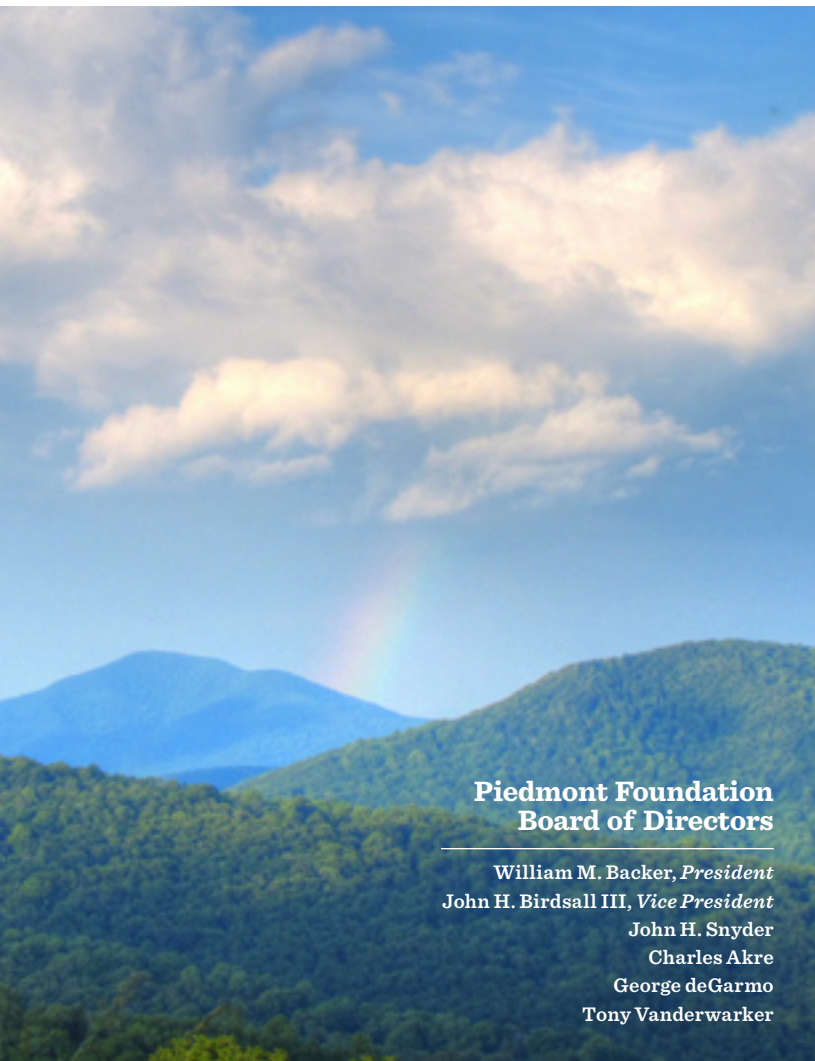
are going on to do important work in their communities and their careers. So far, several alumni have joined the staff of PEC; others have gone to work for the Coalition for Smarter Growth and the Environmental Protection Agency. One alumnus is now working as an energy auditor. Another won a major national fellowship, which he is using to pursue Masters-level research on the potential of food systems to revitalize urban communities. Many fellowship alumni are currently pursuing graduate degrees in fields that include Environmental Management, Environmental Law, Forestry, Biology and Urban Planning.

*Exploring the region by canoe*  
PHOTO BY LILA WARREN





# The Piedmont Foundation



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**E**stablished to hold and manage special funds in support of PEC, the Piedmont Foundation assures PEC's capacity to respond to key opportunities and challenges as they arise and to fulfill our core mission over the long term. A separate 501(c)(3) charitable organization governed by a six-member board, the Foundation accepts gifts of cash, securities, property and appreciated assets. The Foundation also offers opportunities for tax advantaged planned gifts including trusts, bequests and life income plans.

Currently, the Piedmont Foundation manages funds in the following categories:

- **Core Mission Endowment**
- **Conservation Stewardship Fund**
- **Legal Defense Fund**
- **Education and Outreach Fund**
- **Headquarters Expansion Fund**
- **Land Conservation Fund**

Within this fund, the following Regional Land Conservation Funds have been established:

*Albemarle County Land Conservation Fund*  
*Bull Run Mountains Land Conservation Fund*  
*Clarke County Land Conservation Fund*  
*Fauquier County Land Conservation Fund*  
*James M. Rowley Goose Creek Land Conservation Fund*  
*Julian W. Scheer Cedar Run Land Conservation Fund*  
*Krebsner Fund for Rappahannock County Conservation*  
*Madison County Land Conservation Fund*  
*Orange County Land Conservation Fund*

Opportunities remain to establish additional regional conservation funds.

*Rainbow over The Peak in Rappahannock*  
PHOTO BY EDWARD PAYNE

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Margrete Stevens with Rich and Susannah Gerhardt at PEC's annual Bluebell Walk  
PHOTO BY MATTHEW HUTCHISON

# Contributions

**W**ith much gratitude, PEC presents the names of individuals, families, foundations, businesses and organizations that supported the Piedmont Environmental Council during 2010. Although we do not have the space to honor everyone, we are extremely grateful for the generosity of each of our members. We offer sincere thanks for your ongoing commitment to promoting and protecting the Piedmont region.



PEC Fellowship Program at a stream restoration project in Fauquier  
PHOTO BY LILA WARREN

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“ In the decade we have lived in Orange County, **I have seen PEC time and again take stands on behalf of the people, not politicians.** Those of us who fought against the proposed Walmart supercenter on the Wilderness battlefield could not have been successful without the involvement of such organizations as PEC. Its staff provided invaluable knowledge of the area and local government, and its membership stood up, too.

— **Craig Rains**  
*Orange County resident, Wilderness Battlefield volunteer, and activist in the Walmart fight*

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*Noah Boston and her family grow pick-your-own fruit at Gold Hill Blueberry Farm in Unionville, in Orange County, on land that is protected by a conservation easement. PHOTO BY SUSAN BOSTON*



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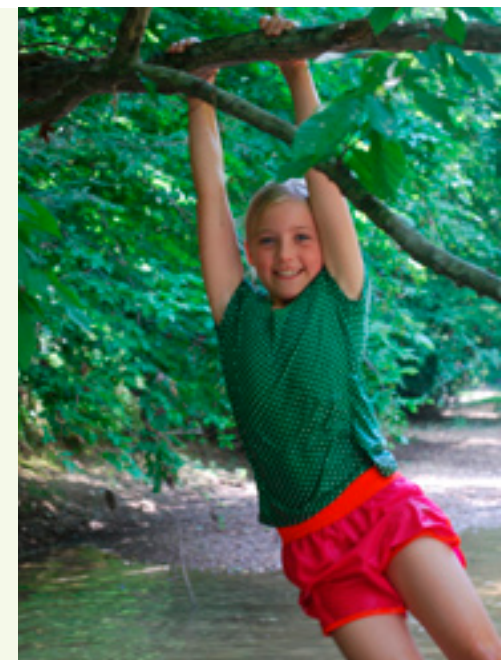
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*Ruby Wrigley at the Warrenton nature day camp*  
 PHOTO BY PATRICIA JOHNSON

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**“ YES!** This is why I give PEC more than any other organization. You push for analysis. You do analysis. You present broadly reasoned analysis. You encourage others to do the same.

— **Kit Johnston**

*Madison County resident, PEC member and active citizen, in an email responding to the news that the PATH transmission line was withdrawn*



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“ As a wildlife photographer and lifelong resident of Virginia’s Piedmont, I naturally gravitate towards the “idea” of the Piedmont Environmental Council. I believe in the PEC because they are more than an idea. They are a dedicated group of professionals working tirelessly to advance the cause of our region’s natural resources. **PEC trades idealism for achievable action items and succeeds in giving the next generations the best of what the natural world has given us.**”

— **Edward Payne**  
*Fauquier resident and a winner in the 2010 PEC Photo Contest*





*Jacinto Lucas, Jacob Kidwell, Ethan Clatterbuck and Jasmine Grimsley enjoy Local Foods Day in the Rappahannock schools. PHOTO BY ROSE JENKINS*

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“ All of these activities have really helped me to think through the realities of my own small farm dream as my siblings and I try to plan for use of the acreage that will, hopefully, come to us through our parents and grandparents. **The lessons I have learned...will also help us in making realistic decisions** about the parts of the farm that might be preserved.

— **Patricia Leonard Higgins**

*Gordonsville resident and alumni of a recent Exploring the Small Farm Dream course*

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*Amy Neale and Doug Hill protected Blue Hills Farm in Madison County. PHOTO BY BOB MILLER*





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“ Sometimes individuals think of things to do for their community, but they get discouraged because they don't have the resources. The EarthDay@Loudoun Family Festival would not have become as successful if it wasn't for the support we received from the Piedmont Environmental Council. **PEC was there for us when we needed help, and their professionalism and ability made volunteering for our community that much more desirable.** Thank you, PEC.

— **Oya Simpson**

*Loudoun County resident, co-chair of EarthDay@Loudoun, and recipient of a conservation leadership award from PEC*



Oya and Michael Simpson

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David Aldrich  
Leslie Cockburn  
David Massie  
Merrill Strange

## PEC Staff



FRONT ROW: Todd Benson, Julie Still, Gem Bingol, Watsun Randolph, Tiffany Randolph, Beth Burnam, Maggi MacQuilliam, Rob Marmet, Tippy

SECOND ROW: Chris Miller, Karen Hunsberger, Doug Larson, Laura Kennedy, Bri West, Mike Kane

THIRD ROW: Alison Rau, Heather Richards, Dawn Wilmot, Rose Jenkins, Lila Warren, Don Look

FOURTH ROW: John Marquisee, Sabrina Dohm, Tom Bolan, Dan Holmes, Don Look.

BACK ROW: Rex Linville, Ed Gorski, Jay Clevenson

NOT PICTURED: Tim Dunn, Diana Gebhart, Jeff Werner, Melissa Wiley, Kim Winter





## Statements of Financial Condition

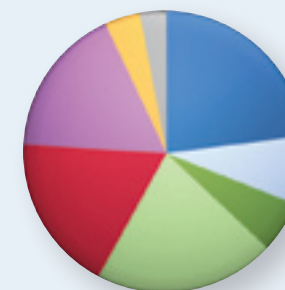
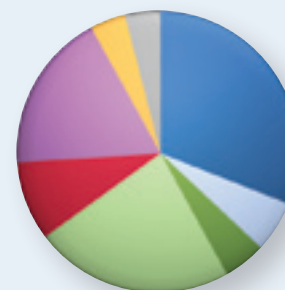
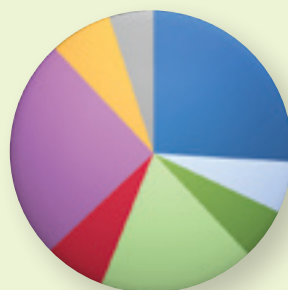
Financial information was derived from the organization's books with adjustments to eliminate the impact of individual land conservation projects of a non-recurring nature. Data related to entities that have become separately incorporated have also been excluded from this presentation.

For more information, please contact PEC's accounting office at 540.316.9974. Copies of our most recent audited financial statements, IRS Form 990, governing documents, conflict of interest policy and whistleblower policy are available by request.

### Support

	2010		2009		2008	
	Amount	%	Amount	%	Amount	%
Donations and Grants	\$ 4,213,000	96%	\$ 5,136,000	97%	\$ 5,877,000	93%
Special Events, Net	126,000	3%	77,000	2%	221,000	4%
Investments/Other	48,000	1%	64,000	1%	197,000	3%
Total Support	4,387,000	100%	5,277,000	100%	6,295,000	100%

### Uses of Funds



### Expenses

County Issues	\$ 1,084,000	26%	\$ 1,633,000	31%	\$ 1,495,000	23%
Growth Management	260,000	6%	318,000	6%	501,000	8%
Transportation	263,000	6%	283,000	5%	369,000	6%
Land Conservation	746,000	18%	1,226,000	23%	1,312,000	21%
Land Use	297,000	7%	446,000	9%	1,179,000	18%
Outreach and Education	1,036,000	25%	968,000	18%	1,082,000	17%
Development	292,000	7%	177,000	4%	231,000	4%
Administration	191,000	5%	186,000	4%	196,000	3%
Total Expenses	4,169,000	100%	5,237,000	100%	6,365,000	100%
Change in Net Assets	\$ 218,000		\$ 40,000		(\$ 70,000)	







## Piedmont Environmental Council

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*Jean Scott protected her land on  
the Hazel River in Culpeper in 2010.*  
PHOTO BY KATHERINE VANCE

### ***Headquarters Office***

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Find contact information for PEC staff throughout our region at [www.pecva.org](http://www.pecva.org)



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