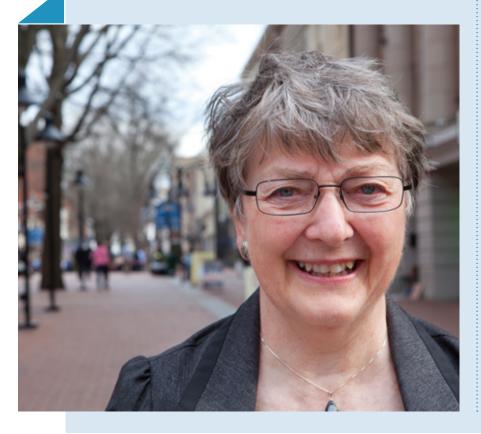


"I'm sure there are a lot of communities where the meeting rooms are empty, and the decisions get made without much citizen understanding or participation. But, then, they get what they get. There are just hundreds of things in this community that wouldn't have happened if PEC wasn't there to promote the citizen participation, to provide the information that citizens need—to do some pushing, from time to time, of the elected officials, to be present at all of the meetings.

### With PEC, people take action."

**SALLY THOMAS**, former member of the Albemarle County Board of Supervisors



Photos by Katherine Vance

## Celebrating PEC at 40



"The discussions that took place during the **Exploring the Small Farm Dream course** opened my mind to the local food scene—to the possibilities for small farmers.

At first it seemed almost impossible to make a living and be successful at this, but during the class, it gave me hope that we can be successful in the local food movement." — **Amir** 

"It's hard being a farmer! It's hard work! Having an organization like PEC instantly gives us access to like-minded people who are there to network with us, support us, point us to the resources—giving us a sense of home and a community. The class was filled. It was standing room only. So, we felt like, 'OK, we're not the only crazy ones here. We can make this happen.'"—**Diana** 

#### DIANA BOEKE AND AMIR ABDELMALEK.

Owners of Glean Acres, LLC, and alumni of PEC's Exploring the Small Farm Dream Course, Madison County.

## Founded in 1972

"What we try to do at nature camp is just get children outside —get them to wake up and pay attention to what's happening around them. Get them to come to an understanding of how the natural systems work, and to come to an appreciation and a respect for our fellow earth-dwelling creatures. That is our hope. That they will look more closely at butterflies and moths, and learn how a honey bee hive works inside, and really take a close look at flowers and birds.

What we're trying to do is get them to come to a direct relationship with the living things in their natural habitat."

LYT WOOD, director of the PEC-sponsored Rappahannock Nature Camp





"In our view, the PEC has become the single **most significant regional conservation organization** over the past 25, 30 years. And we're grateful for that.

The Piedmont Environmental Council gave Mary Lynn and me the opportunity to participate as citizens in two great fights to protect the landscape, and to protect its history. One of these was the fight to keep the Disney Corporation from building a sprawling city on the edge of the Manassas battlefield. PEC also helped us create a 4,000 acre National Rural Historic District here at Thoroughfare Gap."

NICK AND MARY LYNNE KOTZ, Fauquier County residents and founders of Protect Historic America



AN INTERN TENDS SEEDLINGS AT WATERPENNY FARM IN RAPPAHANNOCK COUNTY. Photo by Katherine Vance

Now, one of our key challenges is to engage a new generation of Piedmont residents in the work—and the joy—of good stewardship for this amazing place that we call home.

## Dear **Friends**,

PEC got its start 40 years ago this year, when a small group of active citizens recognized that our region was poised for dramatic growth. They knew that with a thoughtful and proactive approach, Piedmont communities could grow without losing the qualities that make this region truly special—its beautiful scenery, historic landscapes, productive farmland, and abundant nature. So, in 1972, they founded PEC, to act on that vision.

Their efforts—and those of the many people who worked with PEC over the years—have been strikingly successful. The population in our region has doubled in the last 20 years alone, a faster rate than either the state average or the national average. Our economy has grown substantially, as well, creating a robust job market that remained comparatively stable, even through hard times. Four decades of intense growth might have come at a devastating cost to the landscape—but, instead, most of the Piedmont region remains beautiful, open land. In some places, we do see the impacts of sprawling growth, and we are working to address the challenges, including strain on the transportation network, that result. But there is a great deal to celebrate.

Thanks to proactive local planning efforts, most development has taken place in towns, cities and designated growth areas, and historic downtowns have been revitalized throughout the region. Private land conservation efforts have been extraordinarily successful, with nearly 350,000 acres now protected by conservation easements. In many cases, people are not just preserving land—they're making it better, by

restoring wildlife habitat or improving water quality. The local food movement here is one of the strongest in the nation—and it's still growing. Reversing decades of trends, many young people now find farming to be an appealing and viable career, and they are starting new farms in the Piedmont.

All of these good things have happened thanks to people who take action. Citizens help to shape local plans. They give their input on proposed developments. Support local farmers. Donate conservation easements. Plant trees beside streams. Learn more about native flora and fauna. Remove invasive species. Volunteer to monitor water quality. Run nature day camps. Plant pollinator gardens. Add insulation to their houses—and later, solar panels. And so on. PEC acts as a resource, providing citizens with the information and assistance they need to make a positive difference.

Now, one of our key challenges is to engage a new generation of Piedmont residents in the work—and the joy—of good stewardship for this amazing place that we call home.

Because the population has grown rapidly, many current residents of the Piedmont don't have a long personal or family history with this land. But the potential for them to form a connection is strong (after all, they chose to live here for a reason). The fact that 75% of Piedmont residents today live in urban or suburban communities challenges us to think about environmental conservation in new ways—so that these constituents will find it relevant to their lives and take part. Of course, many of the Piedmont's new residents are children, in a generation where children's access to nature is often

restricted. Whether children or adults, when people are cut off from nature, they cannot learn to love it, and they will not act to protect it.

So, PEC is reaching out in new ways to engage people in the work that we do—and our membership is growing. We have expanded our communications and outreach capacity. We are holding more outdoor events. We have directly helped to create four new public parks and trails in recent years. Our *Buy Fresh Buy Local* program connects about 240,000 households with local farms. And PEC's popular sustainable habitat program, now in its third year, shows people how they can improve the natural world where they live, whether that's a large farm or a city lot.

PEC, at 40, is vital and dynamic, growing and changing—while staying strong in our core mission to protect the land. When we preserve land we preserve the potential for people to use and enjoy it in many ways—from growing food to exploring wild places. We are happy that people in the Piedmont today can enjoy these opportunities, and our goal is to offer this same abundance of potential for people in the Piedmont tomorrow.

Sincerely,

Chris Miller, President

Tony Vanderwarker, Chair of the Board



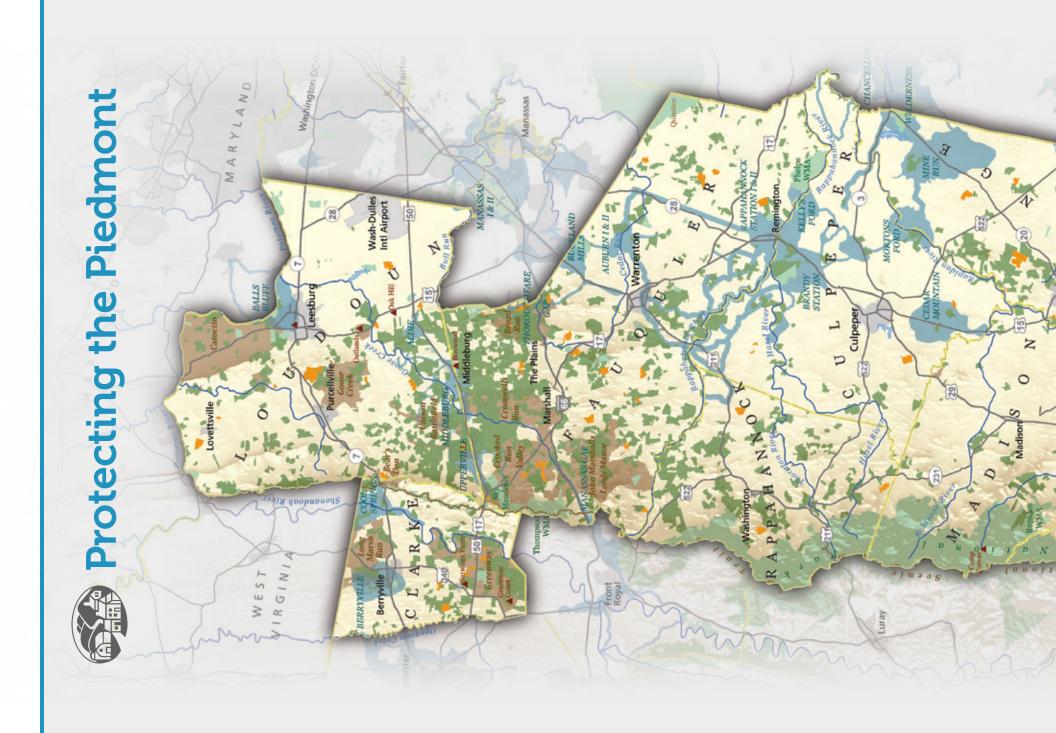


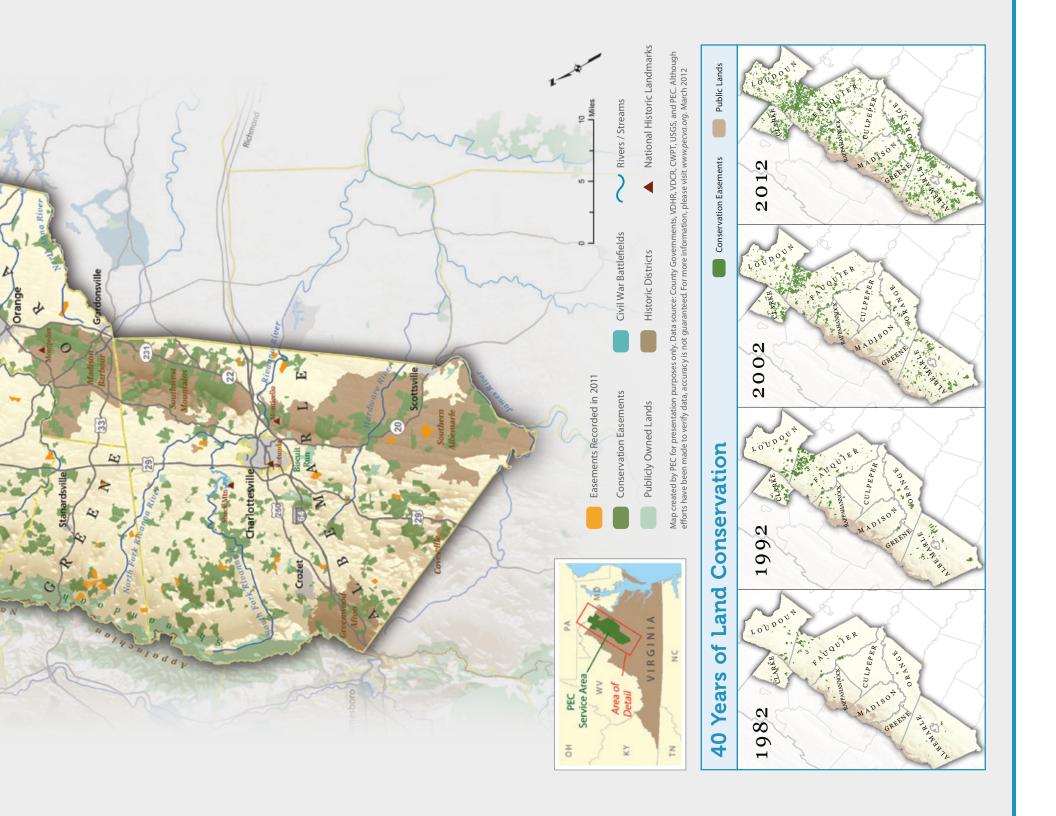
AYLIN AND OYA SIMPSON FIND A BIRD'S NEST IN THE POLLINATOR GARDEN NEAR THEIR HOME IN BROADLANDS. Photo by Rose Jenkins.



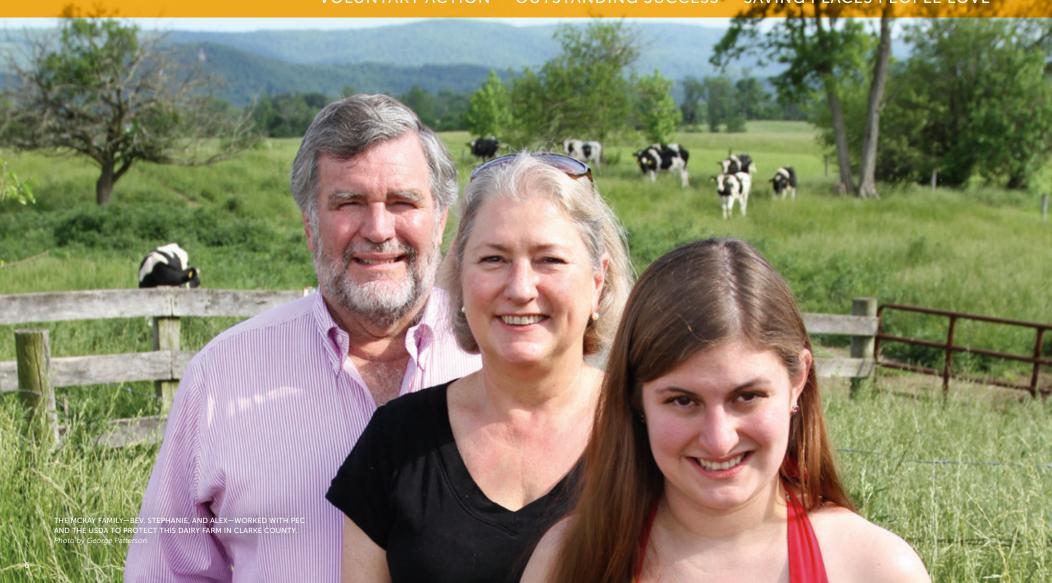
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## PEC as a **Land Trust**

PEC is expanding our role as a full-service land trust—one of the key goals of our 2010 Strategic Plan. Historically, PEC has concentrated on policy advocacy and landowner outreach, and partnered with other land trusts (largely state agencies) as easement holders. Going forward, we are holding more easements ourselves. This adds to landowners' options and makes more conservation projects possible. In 2011, PEC accepted four easements, so that we now hold easements on a total of nearly 6,000 acres. Altogether, PEC currently holds easements on nearly 6,000 acres. PEC was in the vanguard of land trusts nationwide when, in early 2011, we achieved accreditation through the Land Trust Accreditation Commission, ensuring easement donors the highest level of responsible stewardship.

### 12,000+ Acres Protected

County	<b>2011 Acres</b> Protected by Conservation Easements	<b>Total Land</b> Protected by Conservation Easements	Percentage of Land Protected by Conservation Easements
Albemarle	2,300	85,700	18%
Clarke	700	20,750	18%
Culpeper	400	13,600	5.5%
Fauquier	3,200	94,500	22.5%
Greene	1,300	10,000	10%
Loudoun	2,050	50,250	15%
Madison	300	13,400	6%
Orange	1,300	31,200	14%
Rappahannock	650	29,300	17%
PEC Region	12,200	348,700	15%

▶ PEC conducted extensive **outreach to landowners**, including a targeted mailing that reached 5,700 homes, successful media outreach, and numerous presentations. PEC's staff made personal contact with approximately 375 interested landowners about their conservation options.



1,850 ACRES OF PRIVATE LAND ALONG THE CONWAY RIVER IN MADISON AND GREENE ARE PROTECTED. Photo by Frank Crocker.

FAWNBOROUGH, A 218-ACRE FARM IN FAUQUIER, WAS PROTECTED LAST YEAR, PRESERVING RURAL SCENERY DIRECTLY ACROSS FROM GREAT MEADOWS. Photo by Heather Richards.

- PEC held a well-attended workshop for landowners in Culpeper, covering topics from conservation easements to riparian buffers to habitat restoration.
- PEC strengthens local Purchase of Development Rights (PDR) programs by building citizen support, collaborating on projects, and providing matching funds from donations or grants. In 2011, PDR programs in Clarke, Fauquier and Rappahannock protected nine working farms, totaling approximately 1,450 acres.
- ▶ Through the Piedmont Foundation, PEC manages ten land conservation funds focused on specific priority areas (see p. 24). In 2011, our Clarke County Land Conservation Fund helped the local PDR program to purchase an easement on 103 acres of a working dairy farm within a rural historic district (pictured on facing page).
- With the help of generous donors, PEC established the new Greene County Land Conservation Fund, a revolving fund that assists landowners with the up-front costs of donating a conservation easement.





# Building fences for cleaner streams

Farmers have used a unique incentive program coordinated by PEC to fence over 1,000 cattle out of streams. These incentives have resulted in livestock exclusion fencing along 13 miles of streams, including eight miles in Rappahannock, where the program began. It has since expanded to include Culpeper, Greene, Madison and Orange. Funds are provided through a National Fish and Wildlife Foundation grant. In combination with government cost-share programs, they cover the total costs of stream fencing in most cases.

# Radioactive risk from uranium mining

PEC has been a powerful fighter in the face of a major corporate push to open Virginia to uranium mining. Nowhere in the United States has uranium been mined in a rainy, volatile climate like Virginia's, and the risk of releasing toxic and radioactive contaminants. including numerous carcinogens, into water supplies is very high. Uranium deposits exist throughout Virginia, including the Piedmont region. PEC and our partners succeeded in preventing a bill to lift Virginia's ban on uranium mining in 2012, although mining interests are moving toward a renewed push in 2013.



NAOMI HODGE-MUSE, A LEADER IN THE STATEWIDE EFFORT TO KEEP VIRGINIA'S BAN ON URANIUM MINING, SAYS, "WE HAVE AN OBLIGATION TO THE FUTURE CITIZENS OF VIRGINIA." Photo by Katherine Vance.

- Almost 50 miles of streams were protected by conservation easements in 2011, bringing the total to more than 1,400 miles.
- Over 275 acres of wetlands were protected with conservation easements in 2011, for a total of nearly 8,200 acres.



EXAMINING A LARGEMOUTH BASS AT PEC'S POND MANAGEMENT WORKSHOP. Photo by Katherine Vance.

- ▶ PEC hosted a free **pond management workshop** near
  Warrenton, for people interested in
  improving water quality and wildlife
  habitat.
- ▶ PEC built support for local measures to **protect Loudoun's streams**, with partial success, resulting in stronger rules to prevent leaking septic systems and erosion from construction sites, expanded incentives for riparian buffers, and funding for suburban tree-planting projects.

- PEC is working with the Town of Leesburg to encourage low impact development that will leave intact more of the natural systems that filter water.
- ▶ PEC partnered with high school students in Purcellville on a multiyear project that expanded riparian buffers on the banks of Catoctin Creek, saved their outdoor lab, and created a new public trail (see p. 23).
- PEC co-organized the 10th Annual Loudoun Family Stream Day, an educational event for students and families.
- PEC worked with students to create a rain garden at Eastern View High School in Culpeper, to absorb and filter stormwater runoff.
- Due in part to PEC's long-running community outreach, Culpeper moved forward on a plan for water and sewer infrastructure that supports reasonable growth and reduces the allocation for effluent going into local streams by one million gallons per day.
- Albemarle and Charlottesville gave final approval to a community water supply plan long advocated by PEC—providing a reliable, locally sourced water supply.
- ▶ PEC co-chairs the **Choose Clean Water coalition**, which brings nearly
  200 groups in the Chesapeake Bay
  watershed together to work for
  clean streams and a healthy Bay.





HISTORICAL DRAWING OF THE BATTLE OF THE WILDERNESS.

# Saving Wilderness Battlefield—the bigger picture

In a dramatic win for Civil War historic preservation, PEC and our partners stopped Walmart from building a Supercenter at Wilderness Battlefield in Orange County. Last year, Walmart withdrew their plans for the battlefield site and chose an alternative location. But this fight underscores the need for a better plan for the Rt. 3 corridor—one that balances economic growth with historic preservation, and optimizes potential for tourism. As Orange revises its Comprehensive Plan, PEC is working toward a positive vision for this exceptionally historic area.

- ▶ PEC scored two major victories in keeping **giant transmission lines** from scarring our scenic and historic landscapes—ending designation of our region as a priority transmission line corridor and getting the PATH line application withdrawn (see p. 17).
- ▶ The second annual PEC Photo Contest brought in another outpouring of stunning images—a great celebration of this beautiful and unique place.
- Over 3,700 acres of land visible from the Appalachian Trail were protected last year, for a total of nearly 103,000 acres.
- Over 2,500 acres along Scenic Byways were protected last year, for a total of nearly 97,000 acres.



UNISON BATTLEFIELD HISTORIC DISTRICT. Photo by Rose Jenkins.

- ▶ The 8,000-acre Unison Battlefield Historic District in Loudoun County, including some of the nation's most pristine Civil War historic sites, became official in 2011, thanks to a grassroots effort supported by PEC.
- PEC helped to keep a bridge over Scenic Byway Rt. 231 in Madison in keeping with the area's rural character (see p. 15).



WINNER OF THE BEAUTIFUL LANDSCAPES CATEGORY IN THE 201 PEC PHOTO CONTEST. Photo by Tom Lussier.

- PEC's staff spent a summer Saturday greeting visitors on overlooks in Shenandoah National Park, increasing awareness of how private land conservation protects cherished views.
- Over 90,000 acres of land in rural historic districts are now protected by conservation easements, including nearly 1,700 acres protected in 2011.
- Over 400 acres of Civil War battlefields were protected by conservation easements in 2011, including portions of Thoroughfare Gap and Buckland Mills in Fauquier and Upperville in Loudoun. Altogether, conservation easements permanently protect over 22,000 acres of battlefields in the Piedmont.
- PEC contributed to efforts to highlight local Civil War history throughout our region, as part of the Sesquicentennial Anniversary of the Civil War.
- ▶ PEC is coordinating a workshop on minimizing the impact of infrastructure—like roads, cell towers, or transmission lines—on Thoroughfare Gap Battlefield in Fauquier.
- ▶ PEC is helping to plan a network of **trails linking** historic sites and tourist destinations in Orange.



# Reasonable growth in Fauquier

In spite of weak demand in the housing market, Fauquier keeps seeing one oversized development proposal after another. PEC successfully advocated against the proposed Village of Catlett, which would have more than doubled the size of the existing village. We continue to work for reasonable growth in Fauquier by opposing the 500-unit Mintbook proposal in Bealeton, supporting the County's move toward a more comprehensive fiscal impact model, and encouraging efforts to promote green development design.

SUE SCHEER AND HOPE PORTER HAVE BEEN FIGHTING FOR SENSIBLE GROWTH IN FAUQUIER FOR DECADES. Photo by Rose Jenkins.





NEW DEVELOPMENT NEAR METRO STOPS, INCLUDING THE PLANNED SILVER LINE TO DULLES AIRPORT, WILL MEAN SMART GROWTH INSTEAD OF SPRAWL IN THE D.C. AREA.

## D.C. goes for smart growth

PEC works closely with our partner in the D.C. area, the Coalition for Smarter Growth, which made major strides last year in advancing transit-oriented development—a model that would channel much of the region's growth into vibrant neighborhoods within walking distance of Metro stops. This goal gained traction in Prince George's, Fairfax, Montgomery, Arlington and D.C., and at the regional planning level. The federal government added significant momentum, announcing a plan to locate its large-scale agencies near Metro stops.

- ▶ PEC advocated for maintaining the current size of the Albemarle County Growth Area, helping to defeat numerous proposals for unnecessary expansions including one that would have eliminated community open space in the Redfields neighborhood.
- ▶ PEC has long advocated for Albemarle's Places 29 plan, a smart-growth blueprint for land use and transportation in the Route 29 corridor, which was adopted in 2011.
- PEC helped to rally overwhelming citizen support for Albemarle's sustainability initiatives, although the County responded by proceeding with one program and cancelling others.
- ▶ PEC mobilized citizen opposition to a rezoning that would swell Creekside, in Greene, to almost 1,200 units, increasing strain on local schools and roads.

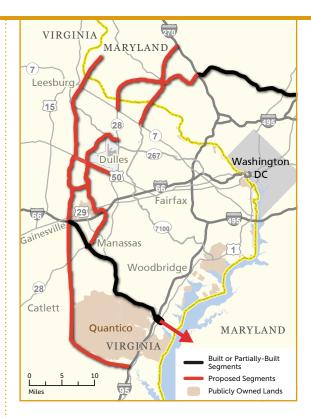
- ▶ PEC helped to stop a flawed cluster zoning ordinance in Culpeper, which would have allowed many years of development to go up at once, without permanent protection for open space.
- ▶ PEC joined with historic preservation partners to provide earthquake aid in Culpeper, to assist with stabilization of historic buildings in the revitalized downtown area.
- PEC is taking part in the ongoing review of the Madison County Comprehensive Plan, advocating for rural preservation and a proactive plan for growth along Rt. 29.
- PEC is working with the Town of Leesburg on incorporating low impact development standards into the zoning ordinance.
- ▶ PEC co-organized

  EarthDay@Loudoun, an
  outdoor festival in suburban
  Loudoun that drew over 6,000
  people! Numerous exhibitors,
  educational activities, and a
  Green Marketplace all focused
  on celebrating nature and
  learning how to be more
  environmentally friendly.



EARTHDAY@LOUDOUN.
Photo by Oya Simpson.





## **Zombie** attack

Plans for an Outer Beltway around D.C. have come back so many times that it's called the "zombie" beltway. In 2011, the Commonwealth Transportation Board resurrected this long-cherished dream road for developers by declaring this route to be a statewide transportation priority—with no public input or expert review, and over the objections of impacted localities, including Loudoun and Clarke. This vast new ring road around Northern Virginia would cost taxpayers billions of dollars, fail to address Northern Virginia's real traffic problems, and push sprawl dramatically further out into Virginia's countryside, so stopping it—again—is a priority for PEC.

# The right bridge for a Scenic Byway

When a family in Madison learned about VDOT's high-impact plans for a bridge on Rt. 231 near their farm—doubling its width while also straightening and widening the road, removing trees and blasting a rock outcropping-they got in touch with PEC. We agreed that these plans were more suited to a fast-paced highway than this rural Scenic Byway. The project would cost more than necessary, take away from the scenery, and encourage drivers to go at dangerous speeds. We launched a grassroots advocacy campaign that succeeded in changing VDOT's plan, so the new bridge will be a better fit for its surroundings.

THIS BRIDGE, ON RT. 231 IN MADISON, DOESN'T NEED TO BE TWICE AS BIG. Photo by Beth Burnam.



▶ PEC has been leading efforts to stop the Charlottesville Western Bypass since plans for this exorbitantly expensive, ineffective road project were suddenly reintroduced. The bypass competes for funding with smart-growth alternatives that would address the real source of congestion on Route 29—local traffic—by improving the local street grid.





MEGAN LIDDLE GUDE, A
CITIZEN WHO SUPPORTS
THE PLACES29 PLAN
RATHER THAN THE
CHARLOTTESVILLE
WESTERN BYPASS, SAYS
"PLACE MATTERS, AND
ADAPTING ANY IDEA
TO THE PLACE IS VERY
IMPORTANT."

- ▶ PEC sponsored much-needed **investigative journalism** by the online political magazine *Bacon's Rebellion*, including an exposé of the questionable politics behind the revival of the Charlottesville Western Bypass.
- ▶ PEC led an online advocacy campaign on **statewide transportation priorities** that resulted in over 500 messages to the Governor, asking him to direct the state's limited transportation funds to existing cities, towns and neighborhoods instead of new roads that lead to sprawl.

## healthy air

CLEAN ENERGY · GOOD HEALTH · CLEAR VIEWS



# Transmission line victory—and a paradigm shift

Early in 2011, PEC won a federal case that overturned two National Interest Electric Transmission Corridor (NIETC) designations spanning 100 million acres in 10 states, including most of our region. Before this case, the NIETC designations gave utility companies access to federal eminent domain to seize land for transmission lines—many of which would reinforce Americans' reliance on dirty coal power plants. Subsequently, the U.S. Department of Energy has improved its criteria for designating NIETCs, to include non-transmission alternatives such as demand management and distributed power generation—a shift that PEC has advocated for years.





- ▶ In a surprising partnership that got good results, PEC joined with Dominion Virginia Power to pass a bill **expanding solar power** in Virginia, through small scale, distributed generation projects.
- ▶ PEC helped to stop the proposed 275-mile long, 765-kV **PATH transmission line**, which would have cut through Frederick, Clarke and Loudoun Counties, by demonstrating that the line is unnecessary. The proposal was withdrawn, although the utilities may reapply.
- ▶ PEC stayed active in the permitting process for a proposed natural gas power plant near Front Royal, only five miles from Shenandoah National Park. While significant emissions offsets from other sites in Virginia will result in a net pollution reduction, concerns remain about the scenic impacts of the plant's smokestacks.

- ▶ PEC is a leader in the fight to keep Virginia's ban on uranium mining and milling, which could release radioactive and toxic particles into both air and water (see p. 9).
- ▶ PEC advocates for **transportation solutions** that decrease people's reliance on automobiles—and so reduce air pollution. PEC promotes well-planned communities, with homes near job centers so people can spend less time driving. PEC also promotes transit-oriented development and improved bicycle and pedestrian networks (see pp. 14-15).



AYLIN SIMPSON IN LOUDOUN COUNTY. Photo by Rose Jenkins.



## Protected and prosperous

If we want to keep our region's healthy, beautiful rural landscapes, even outstanding conservation efforts aren't enough. We need to make sure that rural land uses are economically viable—and so ease the constant pressure to convert farms and forests into developments. Building on our popular *Buy Fresh Buy Local* campaign, PEC has launched a new Agriculture and Rural Economy program—one of the key goals identified in our 2010 Strategic Plan.

Already, PEC has contributed to a local food movement that is strong enough to encourage

people to start or expand businesses. Sales at farmers markets are setting records, and more restaurants are seeking out delicious local ingredients. Aspiring farmers fill



PEC's Exploring the Small Farm Dream courses. And the number of businesses listed in our Buy Fresh Buy Local guides has nearly doubled—to approximately 600—since we began sending them a few years ago. Now, PEC aims to take this movement to the next level, with a focus on reintroducing food-processing infrastructure and facilitating purchases of local food by institutions.



JUSTIN GARRISON PREPARES GOURMET MEALS FROM LOCAL INGREDIENTS AT THE WINE KITCHEN, IN LEESBURG. Photo by Katherine Vance.

- ▶ In 2011, nearly 5,700 acres of prime farmland were protected by conservation easements, for a total of over 163,000 acres. Over 5,900 acres of forests were protected, for a total of over 159,000 acres. These and other **protected resources** assure that the necessary base for strong rural economies will be available in the long term.
- ▶ PEC produced updated *Buy Fresh Buy Local* **food guides** for communities throughout our region, listing nearly 600 farms, markets, restaurants and other businesses. We sent the guides to every home in our nine-county area—about 240,000 homes.
- ▶ PEC produced *Buy Fresh Buy Local* **holiday guides** for the Charlottesville Area and the Northern Piedmont, listing sources for seasonal, locally grown foods and decorations.
- PEC updated our Farm to Chef directory, which creates a direct link between local restaurants and local growers that can provide fresh, delicious ingredients.

- ▶ PEC organized two Meet the Farmer Dinners, one hosted by Robert and Luciana Duvall at their home in The Plains and one at Bluemont Vineyard in Loudoun.
- ▶ PEC co-sponsored the popular **Heritage Harvest Festival**, held on the West Lawn of Monticello.
- ▶ PEC helped the Rappahannock County public schools celebrate Local Foods Day, with delicious local burgers, salad and apple crisp served in all the cafeterias.
- ▶ PEC held our seventh Exploring the Small Farm Dream course. The course guides participants through a decision-making process about starting a farm-related business. Now, alumni who are running successful businesses come back to help guide the course.
- ▶ PEC celebrated the Living Local art exhibit—a series of paintings of animals at sustainable, local farms. The paintings, by Nancy Bass, were displayed in downtown Charlottesville, following a reception at the artist's home on newly protected land in Albemarle

TALL COTTON FARM BY NANCY BASS. Photo by Murray Whitehill.





## Habitat how-to

PEC led a tour of habitat restoration projects in Clarke County, giving participants examples of how they can build wildlife habitat where they live. The tour featured gardens that attract an abundance of pollinators; native grasslands that support quail and other bird populations; natural areas along streams that provide habitat for many species; and a presentation of rehabilitated raptors by the Blue Ridge Wildlife Center.

DR. BELINDA BURWELL PRESENTS A REDTAIL HAWK AT PEC'S HABITAT TOUR IN CLARKE COUNTY. Photo by Rose Jenkins.



## Virginia Pollinator Week

Virginia celebrated its first ever pollinator week, after Gov. McDonnell accepted PEC's request for the designation. Over 350 people signed PEC's petition, and partners throughout the state supported this effort to recognize pollinators—essential contributors to our agriculture and our natural systems. At a time when some bee populations are at risk, Virginia Pollinator Week helped build awareness of what pollinators do for us and what we can do for them.



YOUNG BLACK BEAR.
Photo by Edward Payne.

- PEC launched a new habitat section on our website, with resources to help people start building habitat at home: www.pecva.org/habitat
- PEC provided a seasonal column for the Piedmont Virginian magazine on how to enhance wildlife habitat.
- PEC's sustainable habitat staff consulted with about 115 families about potential habitat projects where they live.
- ▶ PEC organized a **native plants walk**, led by four renowned naturalists, at the Jones Nature Preserve in Rappahannock.
- At a free pond management workshop that PEC hosted near Warrenton, experts discussed ways to improve pond and riparian habitats for fish and other animals.

- PEC is partnering with landowners to study wildlife populations with camera traps on protected properties around the Environmental Studies on the Piedmont center, near Warrenton.
- Approximately 1,150 acres were protected in the Culpeper Basin Important Bird Area—a vital habitat for bobwhite quail and other grassland bird species.
- PEC worked with volunteers to prevent the spread of wavyleaf basketgrass, a damaging invasive plant, from PEC's property at Ovoka, near Sky Meadows State Park and the Appalachian Trail.
- ▶ PEC is working with a Culpeper landowner and state agencies to remove a dam on the Hazel River— the last impediment to fish movement between the river's headwaters and the Chesapeake Bay.





SIERRA CARTER HELPED CREATE THIS TRAIL NEAR HER HIGH SCHOOL IN PURCELLVILLE. Photo by Rose Jenkins.

## Students save their outdoor lab

Years ago, PEC started working with the Environmental Explorations classes at Loudoun Valley High School in Purcellville, planting trees along Catoctin Creek. As the project grew, the students set a goal of saving the woods along the creek that connect their school with a nearby nature preserve. And they did. The landowner agreed to protect the forest and assure public access, if the students would build and maintain a trail. Now the woods are protected forever, preserving the school's outdoor lab and providing a nature trail for the whole community.

## PEC Fellowship Program

2011 marked the fifth year of the PEC Fellowship Program—a premier educational experience for students with an interest in environmental work. Twelve college students, graduate students, and recent graduates spend seven weeks with PEC each summer, gaining hands on experience in a wide range of fields and learning strategies that get results. As alumni grow in their careers, the PEC Fellowship Program is creating an expanding network of young professionals and activists who are working for positive change across the country.

PEC FELLOWS KAITLIN MEESE AND LIZA STONER LEARN ABOUT LOCAL, SUSTAINABLE AGRICULTURE. Photo by Katherine Vance.



- Every summer, PEC sponsors Natural History Day Camps throughout our region—opening doors for children to connect with the natural world.
- ▶ PEC publicized local efforts to **reconnect children with nature**—a project that was inspired by Richard Louv's best-selling book *Last Child in the Woods* and that led PEC to arrange for Louv to give two talks in the Piedmont in the spring of 2012.
- PEC successfully advocated for improved public access on the Hazel River in Culpeper, resulting in two new access points for swimmers and boaters.
- ▶ PEC led our annual **Bluebell Walk**, along the banks of Cedar Run in Fauqiuer, enjoying the carpets of spring blossoms on land that is protected forever.
- PEC held numerous outdoor walks and workshops, including a pond management workshop in Fauquier, a tour of habitat projects in Clarke and a native plants walk in Rappahannock.
- PEC organized the fifth annual Clarke Conservation Fair for all fourth-graders in the county, this year on the theme "The Riches of Nature."
- ▶ PEC co-organized **EarthDay@Loudoun**, a celebration that drew over 6,000 people!
- ▶ PEC sends action alerts to an online network of more than 15,000 citizens, who use information and advocacy tools from PEC to change the course of local, state and federal decisions.

Piedmont Environmental Council · Annual Report · 2011

# The Piedmont Foundation

Established 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
Krebser Fund for Rappahannock County Conservation
Madison County Land Conservation Fund
Orange County Land Conservation Fund

 $Opportunities\ remain\ to\ establish\ additional\ regional\ conservation\ funds.$ 



## Contributions

With much gratitude, PEC presents the names of individuals, families, foundations, businesses and organizations that suppported The Piedmont Environmental Council during 2011. 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.

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\$10,000 +

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"As a native of the Piedmont—the red clay under my feet runs in my blood. So, for me, it's just a part of life. I appreciate and love it, and I try to convey that to people. For me, PEC is a support. It's like your backbone, you know. You know you've got somebody there that's on your side. You know you've got somebody there that's supporting how you choose to farm. You know you've got somebody there that's outreaching into the community. So, for me, it gives me strength to know that there are others out there who appreciate what I do.

Honor the things that make your heart sing, and if the Piedmont makes your heart sing, definitely get involved with PEC."

> **TERRY INGRAM**, organic dairy farmer and conservation easement donor, Culpeper County

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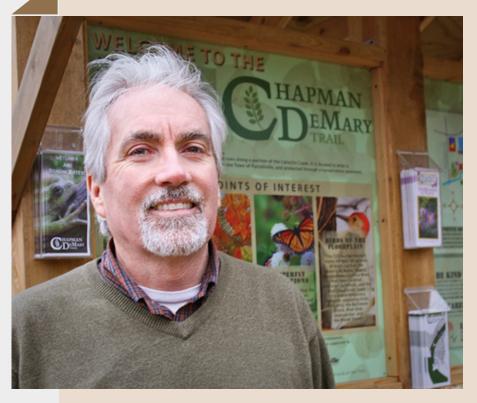
Mrs. Harold R. Spencer

Dana Squire

"It was the students who wanted to have a trail down here, and who brought it to the Town Council. They're the ones who actually made it come to fruition. Once you get the students outside, and you show them what's here, they become very involved. We wouldn't have gotten the trail started without the PEC. This project got started because PEC worked with us on the Suzanne Kane Nature Preserve, and, because of that partnership with PEC, we were able then to build the Chapman DeMary Trail.

## PEC's been with us all along."

**LIAM MCGRANAGHAN**, environmental science teacher at Loudoun Valley High School



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"As a suburban mother, I was getting involved in our community, and wanted to do some positive things for our environment. So, we founded EarthDay@Loudoun. The event was meant to reach out to the community—to educate them and inspire them to protect our resources and our environment.

## The only way I could accomplish this was because of PEC's support.

Their support allowed us to make the event as successful as it is today. It was called one of the most successful family festivals in Loudoun County! So, we're very thankful that PEC enabled us to do this."

**OYA SIMPSON**, founder of EarthDay@Loudoun



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"You look at the three biggest economic drivers in Virginia: agriculture, forestry, and tourism. What common denominator do all three of those things have in common? They need open space to be successful. You know, our forests are important for a lot of different reasons. From an economic standpoint, they contribute \$24 billion to the state's economy. But think about the clean air, the clean water, the wildlife habitat—just the sense of place that our forest lands give us.

For all of those reasons, it's important to protect them, and **PEC's on the front lines** helping protect those areas."

> MIKE SANTUCCI, Madison County resident and forester with the Virginia Department of Forestry

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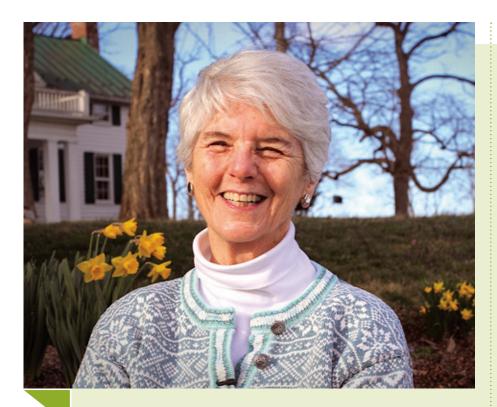
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"The Piedmont Environmental Council does extraordinary work. They have a tremendous staff that is very supportive of all kinds of protection and conservation in these counties. The counties differ, somewhat, in their needs and in their resources. But, the PEC is ready all of the time to help with whatever needs doing.

The work is never done, and I'm hoping that PEC will continue to be as effective and have as much outreach as it does today. I hope that, in the future, twice as much land will be protected as is protected today."

WINKIE MACKAY-SMITH,

conservation easement donor, Clarke County

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NOT PICTURED: Tim Dunn, Diana Gebhart, Doug Larson, Dawn Wilmot



<sup>\*</sup> Denotes Executive Committee member



## Statements of Financial Condition

2011 2010 2009 Support Amount % **Amount** % **Amount** % 97% **Donations and Grants** \$ 4,003,000 92% \$ 4,213,000 96% \$ 5,136,000 126,000 Special Events, Net 249,000 6% 3% 77,000 2% 99,000 Investments/Other 2% 48,000 1% 64,000 1% **Total Support** 4,351,000 100% 4,387,000 100% 5,277,000 100% **Uses of Funds Expenses** County Issues \$ 1.120.000 25% \$1.084.000 26% \$ 1.633.000 31% Growth Management 476.000 260.000 6% 318,000 6% 11% Transportation 2% 6% 5% 69,000 263,000 283,000 Land Conservation 1,093,000 25% 746,000 18% 1,226,000 23% Land Use 334,000 7% 297.000 7% 446,000 9% Outreach and Education. 885,000 20% 25% 968,000 18% 1,036,000 Development 306,000 7% 292,000 7% 177,000 4% Administration 155.000 3% 191.000 5% 186.000 4% Total Expenses 4,438,000 100% 4,169,000 100% 5,237,000 100% Change in Net Assets (\$87,000) \$ 218,000 \$ 40,000

Financial information was derived from the organization' books and agrees with the audited financial statements and IRS Forms 990, except for the 2009 presentation—where adjustments have been recorded to eliminate the impact of non-recurring transactions in order to facilitate comparison with subsequent year's data.

For more information, please contact PEC's accounting office at 540-341-0175, extension 4. Copies of our most recent financial statements and IRS Form 990 are available by request. They can also be found on PEC's website, www.pecva.org/donate



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