

The Piedmont Environmental Council 2023-2028 Strategic Plan Summary



Our Mission

Protect and restore the lands and waters of the Virginia Piedmont, while building stronger, more sustainable communities.

Our Vision

We envision a Virginia Piedmont where people act on a belief that conservation is essential to creating and maintaining vibrant, healthy communities. Our region is characterized by connected natural and cultural landscapes, thriving villages, towns and cities, clean rivers and streams, and working farms and forests. It's a beautiful place where residents across all walks of life participate in decisions about its future.

Our Values

- We value this region's people and lands, its history and culture, its beauty, and its future.
- We value a thoughtful and holistic approach to addressing the complex issues facing our lands and our communities.
- We value the broad experiences, opinions and motivations of the Virginia Piedmont's diverse communities.
- We value collaboration and partnership.
- We value the power of community engagement.
- We value public access to nature.
- We value a strong rural economy.
- We value smart growth that respects natural and cultural resources.

Key Focus Areas

Conserving and Restoring the Piedmont's Lands and Waters

- Accelerating land conservation
- Enhancing wildlife habitat
- Ensuring clean water
- Expanding public access

Creating Stronger, More Sustainable Communities

- Planning for now and the future
- Fighting bad projects and incompatible land uses
- Improving livability and strengthening communities

Shaping and Advancing Virginia's Clean Energy Future

- Supporting a smarter, cleaner, more distributed energy system
- Developing staff expertise and capacity to engage and collaborate

Setting an Example Through Land Ownership

- Protecting and enhancing natural, cultural and historic resources
- Showcasing sustainable land management practices

How We Do It

Depending on the issue at hand, PEC strives to take on one or more of the following roles: **servicing as a thought leader, shaping public policy, empowering people to participate, and encouraging direct action.** Critical to this work are strong partnerships with individuals, communities, and local, regional, and national organizations, as well as making all aspects of PEC's organization, programs, and communications more inclusive, equitable and representative of our diverse region.