



## Draft CNPS Strategic Plan, 2022-2026 For Chapter Council Review

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**Mission:** To protect California's native plants and their natural habitats, today and into the future, through science, education, stewardship, gardening, and advocacy.

**Vision:** Our vision is a California in which native plant diversity flourishes, where all people have access to native plants in both the built environment and the wild, and where people of all backgrounds play a vital role in the conservation of our native plant heritage.

### Goals and Strategies

#### Goal 1: Know.

Develop, share, and apply the best available science-based information as the basis for the protection of native plants, vegetation, and the landscapes that support them.

##### Strategies:

- **Understand the flora.** We will work with partner organizations and universities to improve science-based understanding of California plants, including taxonomy, floristics, vegetation, ecology, life history, and phenology.
- **Map and inventory.** We will develop more complete and better curated information on the distribution and abundance of plant taxa and vegetation types, including mapping, specimen collection, and other actions that support their assessment and prioritization for conservation.
- **Assess and prioritize.** We will analyze and interpret the best available data to identify rare taxa and important plant areas and to prioritize their protection from all threats, including development, invasive species, climate change, and inappropriate management.

#### Goal 2: Save.

Protect native plants and vegetation through effective and coordinated conservation action.

##### Strategies:

- **Strengthen legal protection.** We will increase capacity to build, strengthen, and maintain robust legal and regulatory tools used by CNPS and its partners for native plant conservation.
- **Advocate for conservation.** We will proactively engage in land use planning, and increase capacity for strong and rapid response to harmful project proposals.
- **Share quality science-based information.** We will provide and promote high-quality information to improve land management, project planning, and conservation actions.

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#### **Goal 3: Enhance and Restore.**

Promote, conserve, and expand space for native plants in public and private lands through education, horticulture, and stewardship in an environmentally changing world.

##### Strategies:

- **Connect and nurture supply with demand.** We encourage and support native plant horticulture by advocating for the production of high-quality, locally sourced native plants, and by playing an influential role in allying producers, sellers, and consumers.
- **Build expertise and provide educational opportunities.** We will share our experience and knowledge on the creation, restoration, and conservation of native plant landscapes.
- **Restore.** We will promote, support, and execute sound, ecologically-based land stewardship activities and practices while adapting to change.

#### **Goal 4: Connect and Collaborate.**

Increase enthusiasm and support for California's native plants by engaging in accessible and collaborative initiatives with partners from all segments of society.

##### Strategies:

- **Connect and collaborate with people of diverse backgrounds.** We will create an inclusive environment safe for all to engage in the CNPS mission.
- **Celebrate and appreciate what we have!** Together, we will exchange stories and ideas, and defend the beauty and integrity of native plants and wild places.
- **Promote learning.** Create educational opportunities and foster reciprocal learning environments for all ages to share the importance of native plants and the value of biodiversity.
- **Complement and promote good work by others.** We will systematize and expand our collaborations with a diverse set of partner organizations and natural resource professionals for mutual benefit and to advance our shared mission.