A CONNECTED CONSERVATION CONSTITUENCY

https://www.youtube.com/watch?v=PTGiVCoGnNo&feature=youtu.be
Conserving the Future

- Landscape-scale conservation and science-based decisions
- Creating a connected conservation constituency
- Developing our conservation leaders of today and tomorrow
Recommendation 13

“Create an urban refuge initiative that **defines excellence** in our existing urban refuges, establishes the framework for creating new **urban refuge partnerships** and implements a **refuge presence** in ten demographically and geographically varied cities across America by 2015.”
Homework First:
- Mapping
- Urban Audience Analysis

Where we are: Urban Refuges
- Standards of Excellence

Where we aren’t:
- Urban Wildlife Refuge Partnerships

Institutionalize:
- Urban Academy
- Policy
Where We Are: Urban Refuges
Urban National Wildlife Refuges

Legend:
- Urban Bird Treaty Cities
- Urban Wildlife Refuge Partnership Cities
- Regional Priority Urban Wildlife Refuges
- Urban National Wildlife Refuges
- Other National Wildlife Refuges (no labels)

Map of urban national wildlife refuges across the United States, including major cities and specific refuges.

Notices:
- Pacific Wells and Marine National Monuments shown at 1/4 scale of other lands described.
- Alaska shown at 1/4 scale of other lands described.

Scale:
- 0 250 500 Miles
- 0 250 500 Kilometers

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Standards of Excellence

- Know your Community
- Stepping Stones of Engagement
- Mutually Beneficial Partnerships
- Sustainable Resources
- Equitable Access
- Asset to the Community
- Sense of Safety
- Sustainability
No Refuge? No problem

- Engage communities where we aren’t
- Nurture appreciation for wildlife conservation
- Other Programs Key Leads
Institutionalize!

Moving from Initiative to Program

Director’s Order #208 to Policy

Urban Hub (www.fws.gov/urban)
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Urban Audience Analysis

- State of Science?
- What’s working on ground?
- What does community think?
- Understand Barriers
- Engagement Strategies
Understanding the relationship between people and natural resources through sound social science promotes more successful conservation efforts.
What did we learn?

• Outdoor recreation means different things to different people, *including us*

• Urban residents recreate for health, fun, and escape

• Barriers are physical and cultural

• We need shifts in our thinking

• We can’t do it alone