

URBAN MATTERS WEBCHAT

New Approaches in Collaboration

*US Fish and Wildlife Service Urban Staff
& National Park Service Urban Fellows
share their stories of collaboration in 4 US cities.*



Urban Agenda
Call to Action Initiative

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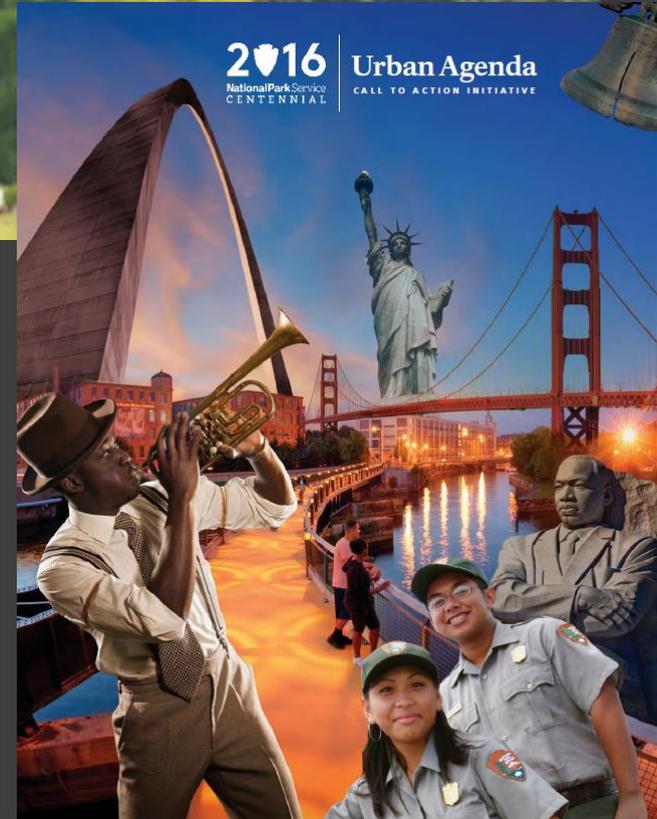
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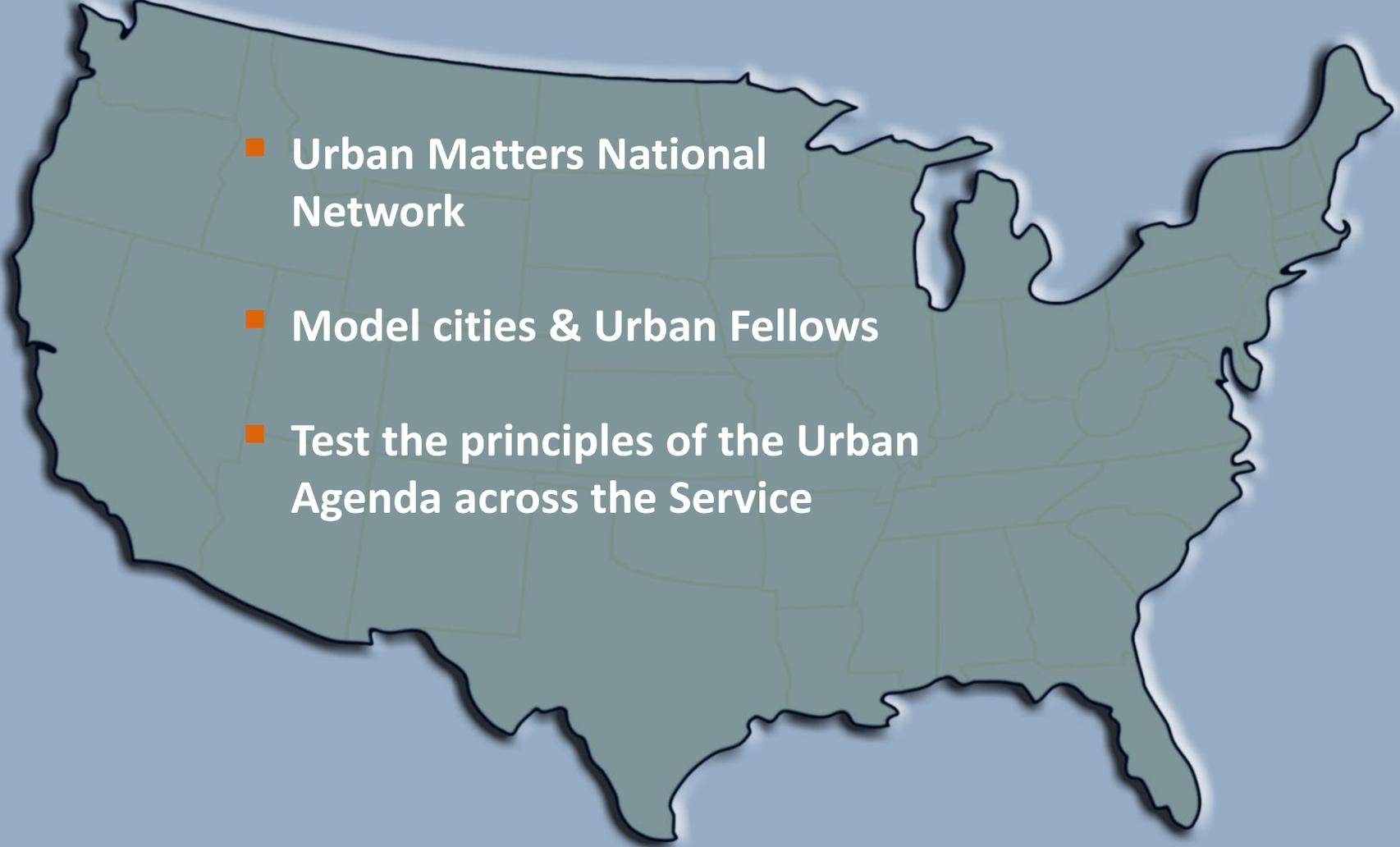


The 3 Principles

- 1 Be Relevant to All Americans
- 2 Activate “ONE NPS”
- 3 Nurture a Culture of Collaboration



Implementing the Urban Agenda

- 
- **Urban Matters National Network**
 - **Model cities & Urban Fellows**
 - **Test the principles of the Urban Agenda across the Service**



Urban Wildlife Conservation Program



USFWS Expands Urban Wildlife Conservation Program

\$2.35 million for innovative partnerships to engage local communities, advance wildlife conservation, reach the next generation of conservation leaders »

Urban Wildlife Conservation Program

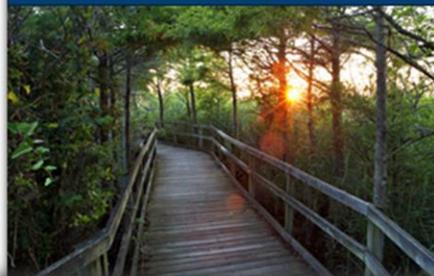
Goal: To create a connected conservation community

To garner broad support for conservation, the U.S. Fish & Wildlife Service must provide a reason, and opportunities, for urban residents to find, appreciate, and care for nature in their cities and beyond. Therefore, engaging our urban neighbors, and fostering a sense of stewardship, reflects the heart of the Urban Wildlife Conservation Program.

STANDARDS OF EXCELLENCE



WHERE WE ARE



KNOW YOUR COMMUNITY



www.fws.gov/urban

Standards of Excellence

1. Know and Relate to the Community
2. Connect Urban People with Nature via Stepping Stones of Engagement
3. Build Partnerships
4. Be a Community Asset
5. Ensure Adequate Long-Term Resources
6. Provide Equitable Access
7. Ensure Visitors Feel Safe and Welcome
8. Model Sustainability





Seattle

Portland



Salt Lake City



Denver



Minneapolis



San Francisco



San Diego



Albuquerque



Detroit



Philadelphia

Baltimore/D.C.



New Orleans



South Texas



Miami



Seattle, WA

Providence, RI
Springfield, MA
New Haven, CT
Yonkers, NY
Philadelphia, PA

Chicago, IL

Denver, CO

Baltimore, MD

San Francisco, CA

Los Angeles, CA

Albuquerque, NM

Atlanta, GA

Anchorage, AK

Pharr/San
Juan/Alamo,
TX

Houston, TX

New Orleans, LA



Southern California Urban Wildlife Refuge Project



**Chantel
Jimenez**

*Fish & Wildlife
Service*

*Environmental
Education
Specialist*

San Diego



Looking beyond boundaries

The numbers.....

San Diego, Carlsbad MSA – 3 million

Los Angeles, Long Beach, Anaheim MSA – 13 million

Oxnard, Thousand Oaks, Ventura – 840k

The diversity.....

San Diego – 46% Hispanic, 32% White

Los Angeles – 57% Hispanic, 21% White

Oxnard, Thousand Oaks, Ventura – 50% Hispanic 43%
White

The opportunity.....

San Diego NWR Complex total visitation FY 13 < 70,000

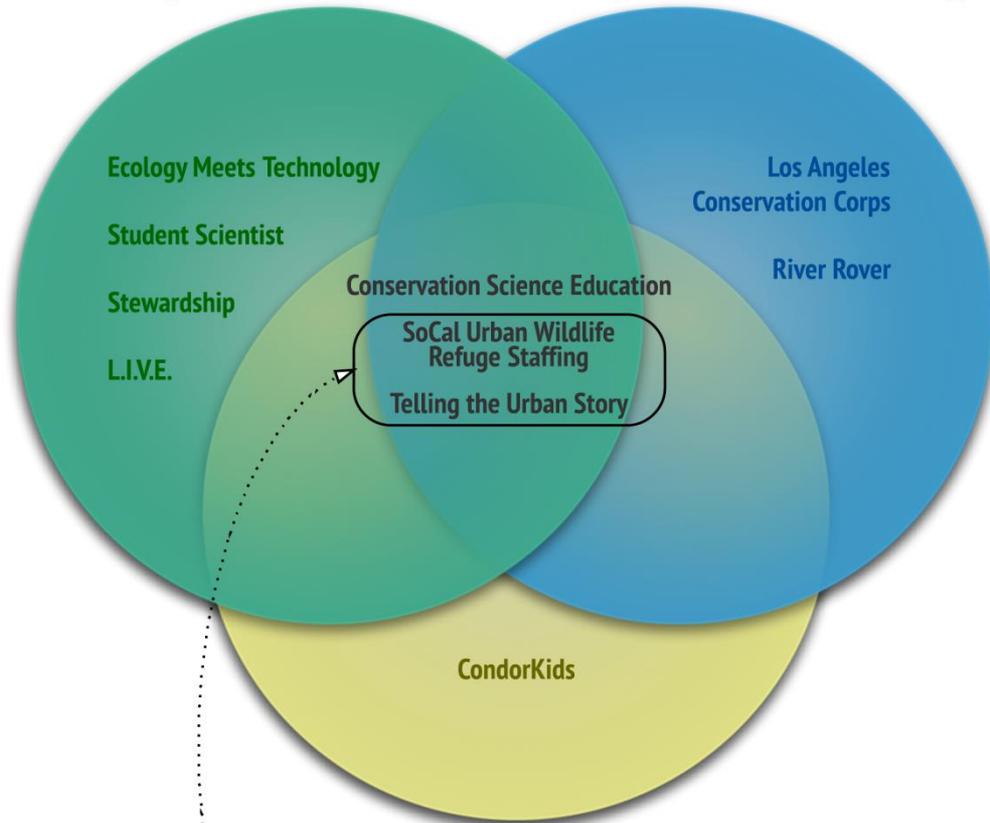
Los Angeles – no presence

Hopper Mountain NWR – limited public access



San Diego NWR Complex

Los Angeles Urban Partnership



Hopper Mountain NWR Complex



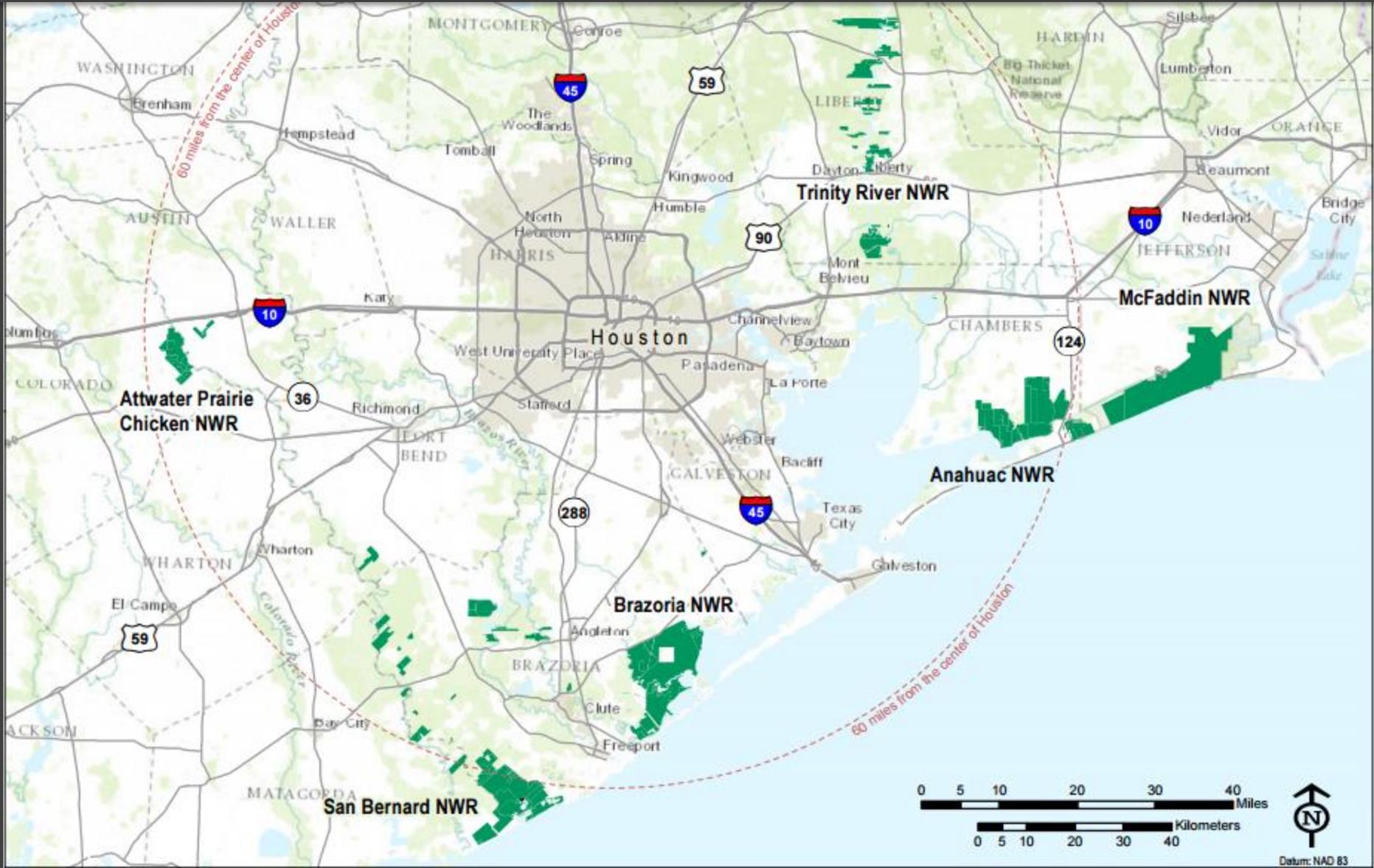


Nancy Brown

*Fish & Wildlife Service
Houston, TX*



National Wildlife Refuges in the Greater Houston Area









Ruth Raphael

*National Park Service
Urban Fellow
Boston*



Urban Agenda
Call to Action Initiative

National Parks of Boston

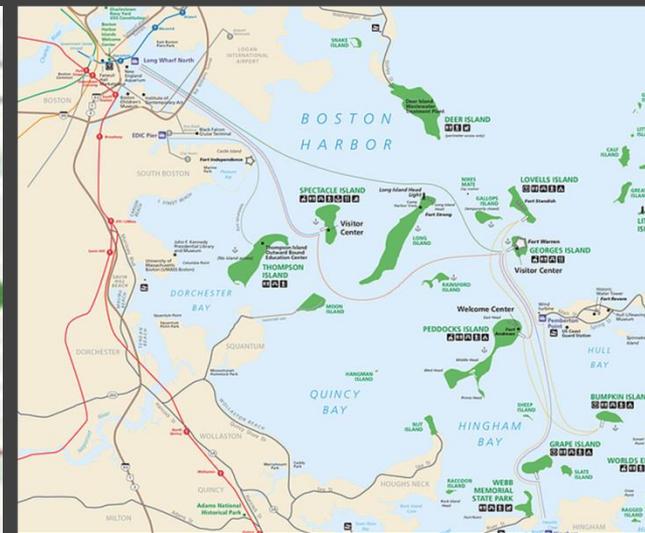
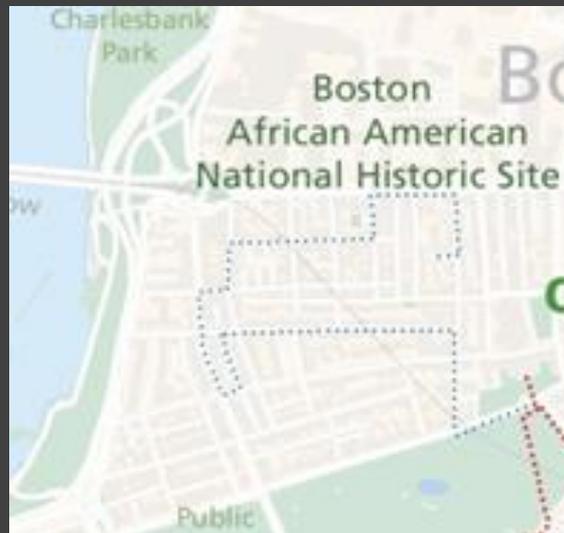
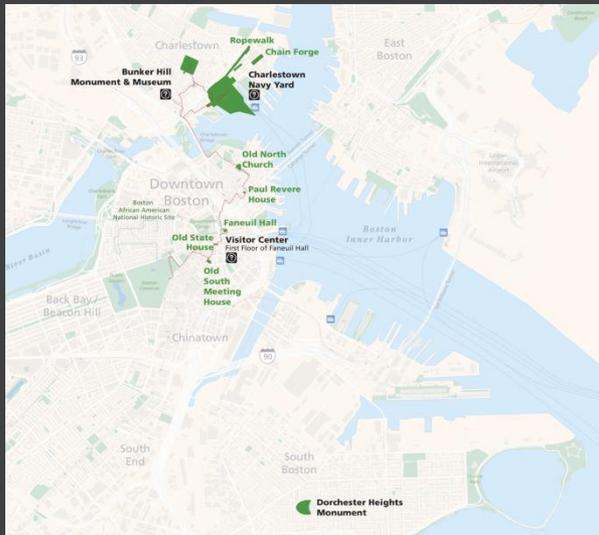
Boston National Historical Park



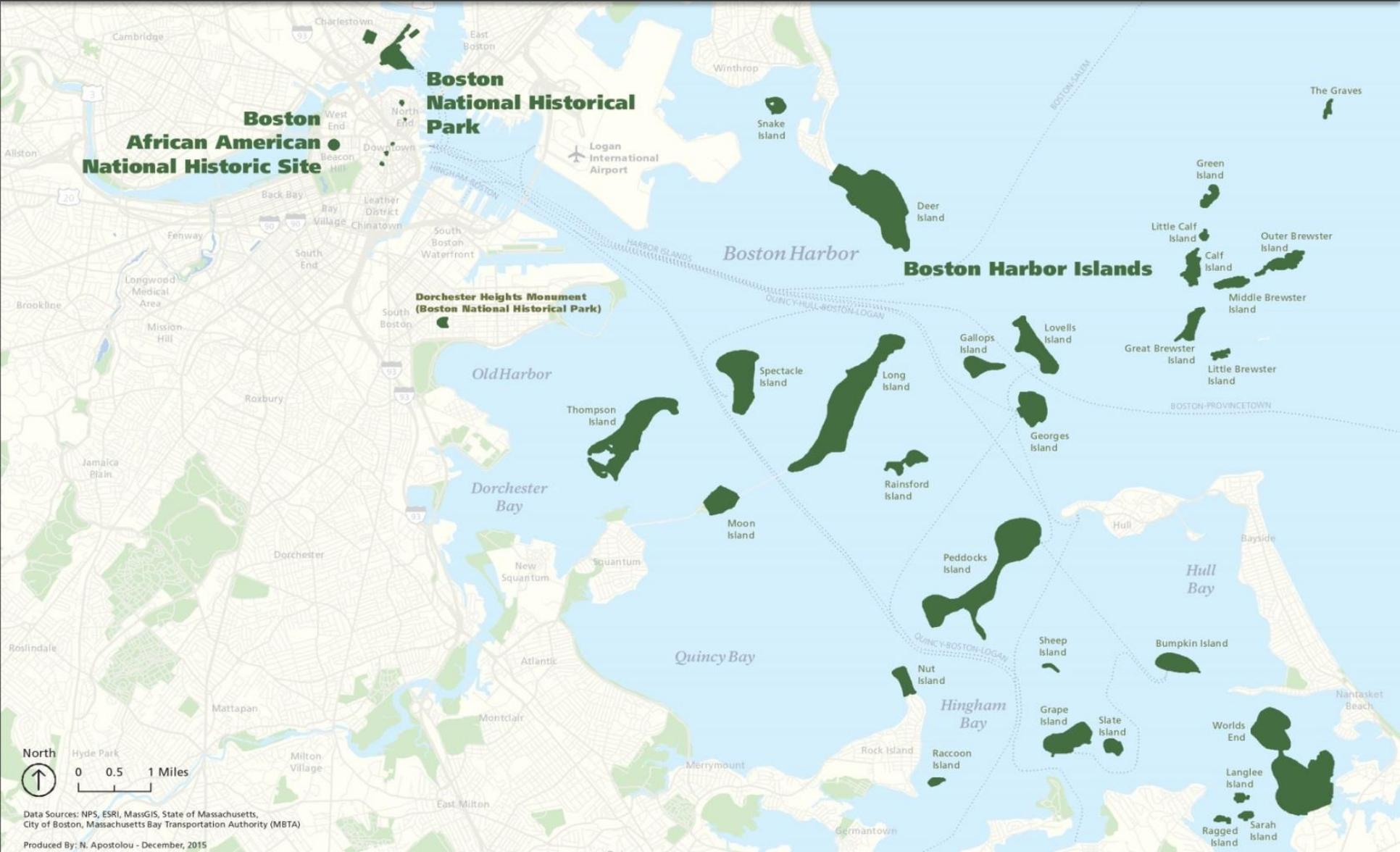
Boston African American National Historic Site



Boston Harbor Islands

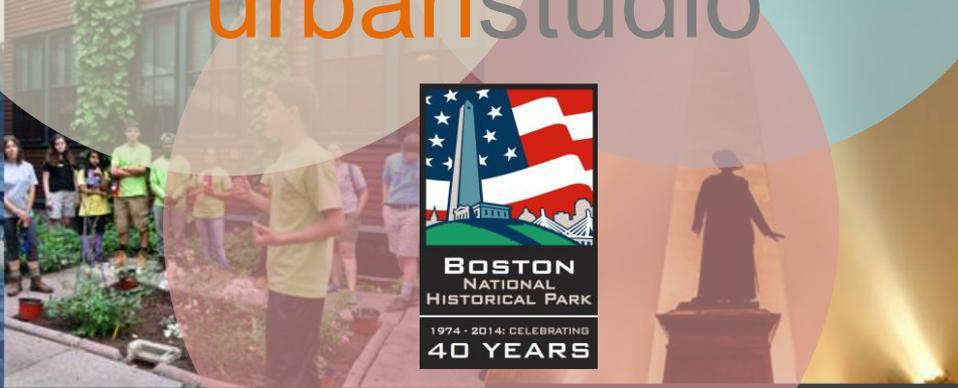
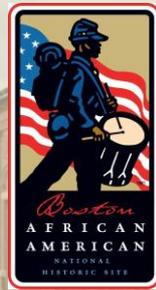


National Parks of Boston



ONE NPS: Collaborative Leadership

National Parks & Programs of Boston



urbanstudio



Diana Rhoades

National Park Service

Urban Fellow

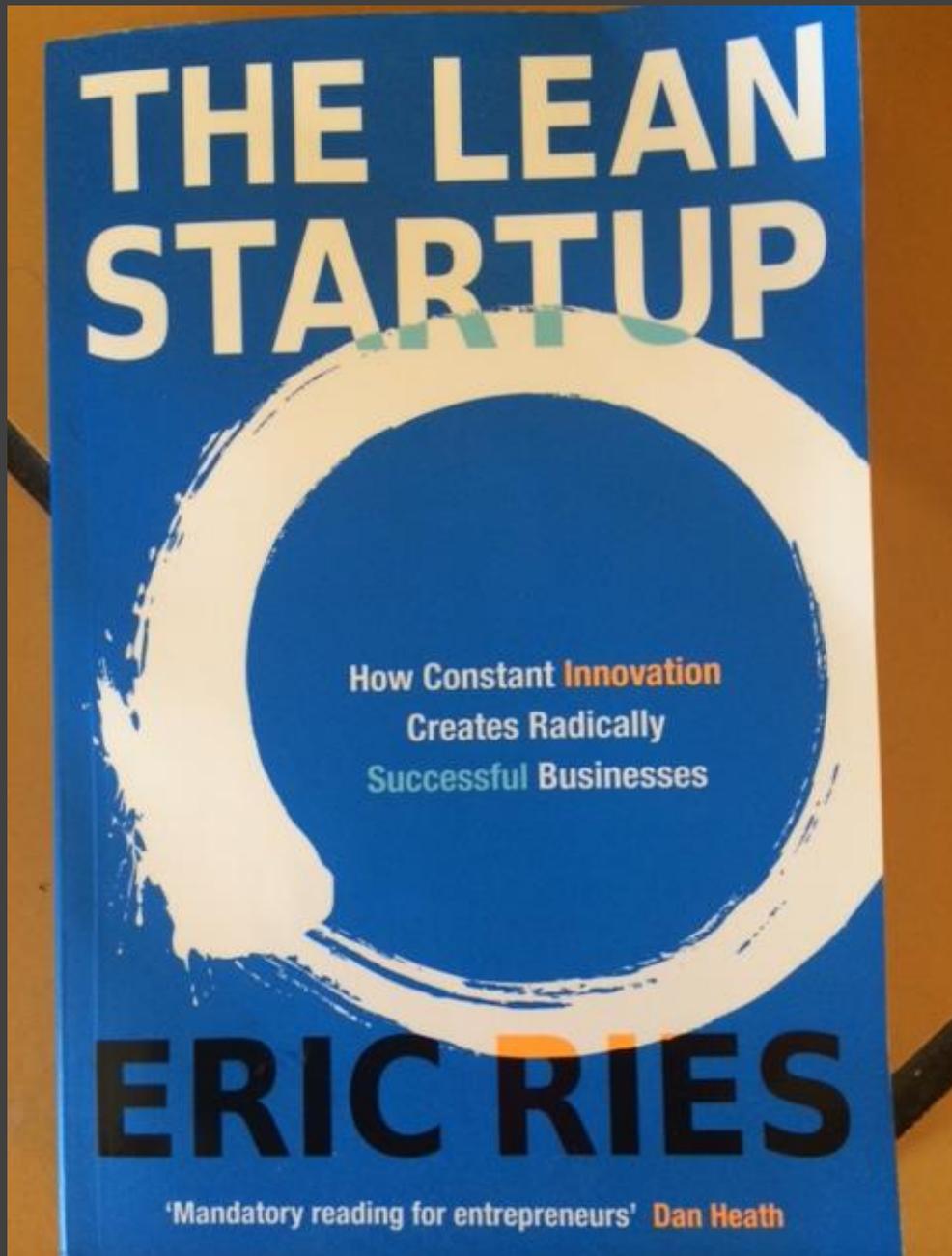
Tucson



2016
National Park Service
CENTENNIAL

Urban Agenda

Call to Action Initiative



2-year Experiment in
10 Model Cities

Borrows lessons from
Inside and Outside Park
Service

Entrepreneurs in Cities

Customers are No. 1 –
listen, learn quickly and
react

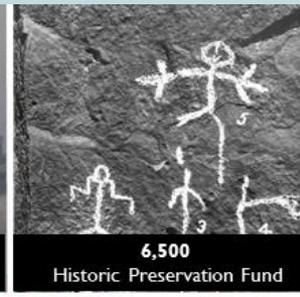
National Parks Tell the Stories of All?

409 National Park Units

43 NPS Programs



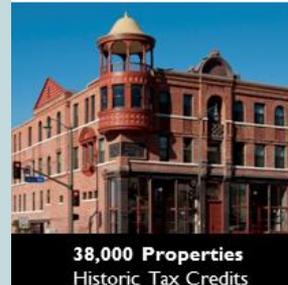
2,309
National Historic Landmarks



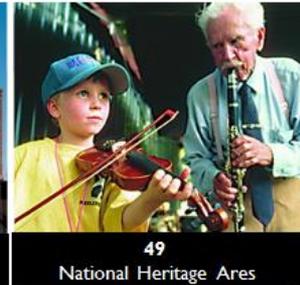
6,500
Historic Preservation Fund



37,400
HABS/HAER/HALS Surveys



38,000 Properties
Historic Tax Credits



49
National Heritage Areas



72,400
Nat. Register Historic Sites



3,400 Projects
Rivers & Trails Assistance



42,000 Projects
Land & Conservation Fund



1,300 Projects
Urban Park Recovery

Cesar E. Chavez

1927-1993

Born in Yuma, Arizona in 1927, Cesar Chavez spent his childhood as a migrant worker and eventually founded the United Farm Worker's Movement

National Park Service created a National Monument in his honor in 2012

City of Tucson passed a paid holiday in his honor in 2014 and celebrated it with a Day of Service in 2015





Cesar E. Chavez Birthday Education in Schools

Next Generation Ranger Corps– Training new federal employees – 17 positions - \$170,000 investment



THE ONLINE COMMUNITY

www.fws.gov/urban

www.nps.gov/urban

Twitter: @NPSUrban

U.S. Fish & Wildlife Service
Urban Wildlife Conservation Program

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Urban Wildlife Conservation Program

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STANDARDS OF EXCELLENCE | WHERE WE ARE | KNOW YOUR COMMUNITY

Welcome To Your National Wildlife Refuge System

NPSUrban
@NPSUrbanAgenda

National Park Service

Find a Park | Discover History | Explore Nature | Get Involved | Working with Communities | Teachers | Kids

Urban Parks and Programs

The Urban Agenda

With more than 80% of Americans living in urban areas, urban parks are becoming more important than ever.

In an effort to reimagine the Park Service's role in urban areas and beyond, NPS is looking to align its resources to better serve communities both urban & rural.

To do this, the Urban Agenda offers three unifying principles: *Relevancy*—One NPS—*Culture of Collaboration* that propose a new way of working that is more intentional, collaborative, and ultimately more sustainable.

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