

# Trust for Public Land

## The Mission Matrix

v 7.6, June 2007

### What is the Mission Matrix?

The Mission Matrix is an analytic tool designed to help TPL quantify the “intrinsic” value of our project and program work. It seeks to offer a contrasting perspective to traditional financial measures of project outcomes, helping us strike a balanced “dual bottom line” assessment of our work’s impact.

### How is the Matrix structured?

The Matrix identifies 34 potential benefits from TPL’s project and program work. These benefits are grouped into nine categories, such as “Strengthening the connection between land and people” and “Ensuring healthy ecosystems.” These categories and benefits, which have evolved through the input of many TPL staff, are laid out on the "Matrix Scoresheet" tab.

Each benefit contains three descriptors, for positive, exemplary or negative results on that dimension. In most cases these are accompanied by one or more example to help clarify the intent of the measure.

A scoring system allows the evaluator to assign a numeric score to each benefit, which is then automatically transferred to a tally sheet at the end of the document. The tally translates the numeric scores into a graph format, providing a unique profile for each project.

### Who will use the Matrix?

*Project and program staff* will use the Matrix to weigh relative “mission value” of projects in their portfolio, helping to set priorities on which projects are most important to pursue.

*Program directors and other managers* will use the Matrix, along with more traditional tools, to help make go/no go decisions on projects and programs.

*Marketing and development staff* will use the Matrix to help craft the project and program story to realize maximum exposure of our work to donors and to the public.

*All TPL staff and volunteers* will use the Matrix to be more informed about the value of TPL’s work, and to talk more effectively about it.

### Why we are developing the Matrix? What do we hope to gain from this?

*Greater awareness of project and program impact*

The Matrix allows staff to more thoughtfully consider all the potential impacts—positive and negative—of a particular project, leading to the selection of “better” (i.e., more impactful) projects.

### *More robust portfolios*

More careful analysis of project benefits helps project staff and managers craft more portfolios that are more balanced overall.

### *Better ability to tell stories*

Much of the value of TPL's work is communicated by stories about people's relation to place and the act of conservation. Use of the Matrix helps identify story elements and articulate them better. Indeed, the final category is "promoting conservation through stories."

### *Ability to reach more people*

Effective stories help us create greater awareness of TPL's work, and of conservation in general, leading us to the ability to accomplish more work on the ground—greater mission impact.

## **How do I use the Matrix?**

### *Start at the top level*

Review all nine categories. Start working with ones that most clearly relate to your project or program.

### *For each benefit, read the positive descriptor first*

This will help orient you to the intent of the measure.

### *Decide which descriptor fits best*

This is intended to be an approximate tool, so there is no need to split hairs. Go with what seems to be generally accurate.

### *N/A is okay*

TPL is involved in an impressive range of projects and programs. We have identified the 34 benefits included in the Matrix from many different areas and types of work. Not every project produces every benefit—nor would we expect it to. If one or more of the benefits in the Matrix do not seem to apply, then just skip it.

### *This is best as a group exercise*

One of the points of using the Matrix is to stimulate discussion of what TPL's work on the ground actually accomplishes—how it affects the communities we work in. Therefore it makes sense to work through the Matrix as a group, or perhaps after individual assessment of the project or program.

## History

The first version of the Mission Matrix was developed in 2002. Now on Version 7, a lot of work has gone into refining this into a useful and practical tool. Part of a larger movement in the non-profit community, tools like the Matrix have been developed by hundreds of organizations to measure impact and effectiveness. Scorecard tools like the Matrix are now common for demonstrating organizational capacity to foundations and other donors.

## Caveats and tips

Creating a way to accurately and fairly assess the relative value of TPL’s projects and programs—to “measure the immeasurable”—has been a long and difficult task. We expect the Matrix will always be an approximation, and suggest approaching it with an open mind. That said, we do think there is value in continuing to improve this, and look forward to your contribution to that effort.

While we all love numbers, it is essential to point out that the numeric ranking is the *least* important part of the Matrix. The real point here is the process of thinking through project and program benefits, and crafting stories to express them.

So have fun with this—see where it will take you in your own thinking about your work.

## Mechanics of using the Mission Matrix v 7.6

Read the Matrix Introduction for a general overview of the tool

Use the "save as" command to create a version of the Matrix named for the project or program being evaluated.

On the "Matrix Scoresheet" tab, read the descriptor for each of the 34 Mission Benefits

Enter scores for each of the Mission Benefits that apply to the program or project being assessed

If one or more benefit does not appear relevant to the project or program being evaluated, skip over it

You can hide or show detail by using the "+" and "-" buttons that group benefits into 9 categories

To see only the total scores for the category, click on the "1" in the gray area in the upper left corner and all groups will collapse

Click on the "2" in the upper left corner to expand all groups

Values entered on the Scoresheet will automatically appear on the Summary and Analysis tabs

To print the Scoresheet, set printer for legal sized paper, landscape mode. (Some printers might have different settings.)

# The Trust for Public Land - Mission Matrix v 7.6

Region and Activity # 111-12345 Test

Date

Benefit/Impact	Negative	Positive	Exemplary	N, P, E
<b>1 - Strengthening the connection between land and people</b>				
Enhancing public access to land	<p><b>Reduces public access to land where it previously existed.</b></p> <p>--Eliminates a trail connection or other prior access</p>	<p><b>Protects, increases or improves access to existing public land resource.</b></p> <p>--Creates a new trail connection to existing resource</p> <p>--Creates a new parking lot or access to existing resource</p>	<p><b>Makes available for public use land that has previously been private and inaccessible to the public.</b></p> <p>--Establishes a new park, garden, or natural area that will be open to the public</p> <p>--Provides a significant new addition to existing park, garden, or natural area that creates new opportunity for people to experience the land</p> <p>--Provides new access for mobility-challenged users</p>	E
Promoting place-based education	<p><b>Reduces opportunity to gain knowledge of the natural world and natural processes</b></p> <p>--Removes nature center from a property</p> <p>--Makes it necessary to reduce or cancel existing environmental education classes</p>	<p><b>Adds capacity or otherwise benefits an existing nature center or environmental education program</b></p> <p>--Increases number of people who can be instructed</p> <p>--Increases courses and programs that can be offered</p> <p>--Adds new support for interpretive displays</p>	<p><b>Creates significant capacity for natural and environmental education where none existed</b></p> <p>--Establishes a new nature center, camp, visitor center, or environmental education program</p> <p>--Creates an on-going partnership with a provider of outdoor/environmental education</p>	E
Supporting land-based livelihoods	<p><b>Directly reduces ability of property to support environmentally sound land-based livelihoods</b></p> <p>--Farm or ranch removed from agriculture</p> <p>--Working forest lost to development or unsustainable forestry practice</p>	<p><b>Supports retention of pre-existing, environmentally sound, land-based livelihoods</b></p> <p>--Easement supports continued availability of land to farming, ranching, and sustainable forestry</p> <p>--Overall project results in no net loss of working lands</p>	<p><b>Creates significant opportunity for the pursuit of environmentally sound land-based livelihoods where no opportunity existed before</b></p> <p>--Brings new land into sustainable cultivation or use, or leads to adoption of more sustainable practices</p> <p>--Broadens and diversifies ownership of working lands, increasing their ability to support environmentally sound land-based livelihoods</p>	E
Providing inspiration	<p><b>Reduces protection of a landscape thought to be inspirational because of its history or beauty</b></p> <p>--Damages landscape features widely cited as inspiring</p> <p>--Encourages inappropriate access that threatens to damage the inspirational quality of a landscape</p> <p>--Increases the chance of future or continuing damage to an inspirational landscape</p>	<p><b>Protects a landscape thought to be inspirational because of its history or beauty; impact is local or regional</b></p> <p>--Protects a local or regional landscape whose history or beauty is widely thought to inspire people</p> <p>--Provides a visual "buffer" to a local or regional landscape of inspiration</p>	<p><b>Protects a landscape thought to be inspirational because of its history or beauty; impact is national</b></p> <p>--Removes a building, road or other landscape feature that may hinder appreciation of a beautiful or inspirational landscape</p> <p>--Inspirational or iconic landscape of national impact achieves greater protection</p> <p>--Provides a visual "buffer" to a national landscape of inspiration</p>	E

click on "+" to see detail. Click on "-" to see less

# The Trust for Public Land - Mission Matrix v 7.6

Region and Activity # 111-12345 Test

Date

Benefit/Impact	Negative	Positive	Exemplary	N, P, E
<b>2 - Enhancing Human Health</b>				
Promoting exercise	<p><b>Reduces the opportunity for active recreation and exercise.</b></p> <p>--Eliminates an existing trail, playground or recreation area</p> <p>--Converts land used for active recreation to passive recreation where there are inadequate accessible alternatives for exercise</p>	<p><b>A new or reconstructed park offers opportunity for exercise and active recreation.</b></p> <p>--Trailhead, trail or trail segment will offer opportunity for recreational hiking, running, biking, and other exercise.</p>	<p><b>New or reconstructed park offers a program of active recreation specifically targeted at increasing exercise and health, or provides outdoor exercise opportunities where none exist</b></p> <p>--A new or reconstructed playground offers a program of active recreation, specifically targeted at increasing exercise and health.</p> <p>--The trail or trail segment also promotes the integration of exercise into daily activities, such as travel and commuting.</p>	E
Enhancing the safety of public places	<p><b>The result of TPL's work increases people's exposure to safety risks</b></p> <p>--A TPL project leads to an unsafe public condition by either creating or perpetuating a safety hazard</p> <p>--TPL's work does not address known or likely contamination problems in a way that eliminates the hazard</p>	<p><b>TPL's work increases public safety</b></p> <p>--New trails and walkways create safer alternatives for travel and commuting</p> <p>--New park or playground offers safer play space</p> <p>--Redevelopment of a park or playground increases user safety through improved lighting and recreational equipment</p> <p>--Project reduces potential exposure to contaminated property</p>	<p><b>TPL's work eliminates existing hazards, replacing them with safe alternatives</b></p> <p>--Trail or walkway is part of a deliberate effort to create alternative transportation for large population</p> <p>--New park or playground improves previously dangerous or crime-ridden area</p> <p>--Park or playground programming and supervision guarantee significant increases in safety in new park and attract users to safer environment</p> <p>--Project transforms contaminated property into an uncontaminated park or playground</p>	E
Ensuring excellent nutrition	<p><b>TPL project diminishes or eliminates a source of healthy food</b></p> <p>--Project eliminates a local farm, food-producing garden, or farmers market</p>	<p><b>TPL's work leads to a new or preserved resource that provides a source of healthy food</b></p> <p>--Preservation of a working farm or ranch ensures continued access by a community to healthy food</p> <p>--Project leads to the protection of, or the opportunity for, a food producing community garden or farmer's market</p>	<p><b>Project creates a source of healthy food for a population with limited access to healthy food</b></p> <p>--Preservation of a working farm or ranch</p> <p>--Project ensures reasonable likelihood that production of healthy food will continue indefinitely</p> <p>--TPL's work actively encourages and helps create a farmer's market or food producing community garden</p>	E
Safeguarding drinking water supplies	<p><b>TPL's work diminishes the quality or quantity of clean drinking water</b></p> <p>--TPL's work pollutes or otherwise damages access to an existing source of clean drinking water</p>	<p><b>TPL's work protects the quality and/or quantity of an existing source of clean drinking water</b></p> <p>--TPL's work prevents contamination of an existing drinking water source.</p> <p>--TPL's work prevents contamination of a likely future drinking water source</p>	<p><b>TPL's work leads to new sources of clean drinking water; significant scale of program impacts broad population</b></p> <p>--TPL's work is part of a continuing watershed-level program to protect the quality and/or the quantity of current or future drinking water sources</p> <p>--TPL's work will reverse existing conditions to improve the quality of a water source</p>	E

click on "+" to see detail. Click on "-" to see less

# The Trust for Public Land - Mission Matrix v 7.6

Region and Activity # 111-12345 Test

Date

Benefit/Impact	Negative	Positive	Exemplary	N, P, E
<b>3 - Ensuring Healthy Ecosystems</b>				
Preserving wildlife habitat	<b>Diminishes the ability of wildlife to thrive</b> --TPL's work results in the destruction of recognized wildlife habitat	<b>Fosters the ability of wildlife to thrive</b> --TPL's work results in the protection and or preservation of lands selected by federal or state wildlife agencies for its habitat value	<b>Significantly fosters the ability of wildlife to live and reproduce</b> --Primary goal is protection of important wildlife habitat as recognized by federal or state wildlife agencies --TPL's work protects a significant wildlife corridor, connecting areas of critical habitat	E
Safeguarding endangered species	<b>TPL's work results in the destruction of recognized endangered species habitat.</b>	<b>TPL's work results in the creation or preservation of habitat for one to three federally recognized threatened or endangered species.</b>	<b>TPL's work results in the creation or preservation of habitat for more than three federally recognized threatened or endangered species.</b>	E
Promoting water quality (including watershed and wetland protection)	<b>TPL's work leads to degradation of surface water or aquatic habitat</b> --TPL's work results in significant degradation of a surface water resource.	<b>TPL's work results in greater/healthier surface water resources (watersheds and wetlands)</b> --TPL's work results in net increase in health of surface water resource. --Prevents inappropriate forestry, development, or other erosion- or pollution-producing activity on lakes, rivers or streams.	<b>TPL's work has a major impact on the health of surface water either through protection or restoration</b> --TPL's work significantly protects health of important surface water resource. --Primary goal of TPL's work is the restoration of important surface water resource	E
Ensuring riparian, coastal and shoreline protection	<b>TPL's work degrades or leads to loss of riparian, coastal or lake shoreline environment/resource</b> --TPL's work results in significant degradation or loss of coastal/shoreline environment.	<b>TPL's work increases amount or health of preserved riparian, coastal or shoreline environment</b> --TPL's work results in net increase in the health of coastal/shoreline environments --TPL's work protects threatened riparian, coastal or shoreline lands	<b>TPL's work results in significant increase in health or amount of preserved riparian, costal or shoreline environment.</b> --TPL's work is part of large and important programmatic coastal/shoreline commitment --Primary goal of TPL's work is coastal/shoreline protection or restoration	E
Promoting sustainable forestry	<b>TPL's work results in destruction of historically forested land, with no plan for long-term sustainable management.</b>	<b>TPL's work results in preservation of forests or the establishment of sustainable timber management</b>	<b>Primary goal of TPL's work is protection of sustainable forest resources.</b>	E
Mitigating impact of potential climate change	<b>TPL's work contributes to increasing CO2 emissions and possible climate change</b> --TPL's work leads to deforestation or development of facilities that will increase CO2 emissions	<b>TPL's work helps mitigate climate change effects</b> --TPL's work prevents deforestation that would otherwise likely happen --TPL's work creates a wildlife corridor that could help species respond to climate change	<b>TPL's work has a significant impact on mitigating climate change</b> --Primary goal of TPL's work is certified impact on CO2 emissions through reforestation or restoration activity --TPL's work opens new carbon market or demonstrates a new and replicable way to secure a financial return for carbon sequestration	E

click on "+" to see detail. Click on "-" to see less

# The Trust for Public Land - Mission Matrix v 7.6

Region and Activity # 111-12345 Test

Date

Benefit/Impact	Negative	Positive	Exemplary	N, P, E
<b>4 - Enhancing the connection to cultural and historical resources</b>				
<b>Building access to cultural heritage</b>	<b>TPL's work degrades an existing cultural connection</b> <i>--TPL's work impairs or disrupts existing access to a building, landscape, or other resource of importance to a particular cultural community</i> <i>--TPL's work promotes destruction of cultural resource.</i>	<b>TPL's work facilitates or enhances cultural connections</b> <i>--TPL's work creates or enhances access to a building, landscape, or other resource of importance to a particular cultural community or population.</i> <i>--TPL's work protects or enhances protection of a resource significant to a cultural group (i.e. Tribal Lands)</i>	<b>TPL's work ensures active ongoing cultural connection</b> <i>--TPL's work supports and strengthens cultural connection to a building, landscape, or other resource of importance to a particular cultural community</i> <i>--TPL's work fosters/supports culture-specific educational classes, programs or exhibits</i>	<b>E</b>
<b>Ensuring connection to historical understanding</b>	<b>TPL's work inhibits historical understanding</b> <i>--TPL's work diminishes the ability of a community to understand its history.</i> <i>--TPL's work destroys, damages or decreases access to a historic building, landscape, or other resource</i>	<b>TPL's work creates opportunity to enhance historical understanding</b> <i>--TPL's work enhances the ability of the nation, a community, or a population to understand its history.</i> <i>--TPL's work protects, enhances protection of, or access to, a historic building, landscape or other resource</i>	<b>TPL's work includes funding or other support to ensure commitment to historical understanding</b> <i>--TPL's work includes funding or other support for an ongoing commitment to historical education classes, programs or exhibits</i>	<b>E</b>

click on "+" to see detail. Click on "-" to see less

# The Trust for Public Land - Mission Matrix v 7.6

Region and Activity # 111-12345 Test

Date

Benefit/Impact	Negative	Positive	Exemplary	N, P, E
<b>5 - Building Community</b>				
Preserving community identity	Damages a land resource that is emblematic of a community and its history, or is crucial to activities that form community --TPL's work leads to the loss of a landscape that is significant to a community	Protects a land resource or landscape that is emblematic of a community --Protects land used as a de facto commons --Protects a community gathering place --Protects an important community view or viewshed --Protects a well known historic building or landscape	Creates a significant land resource or landscape that is emblematic of a community --Creating a new community commons or gateway landscape from previously developed or degraded land	E
Increasing community participation	TPL's work discourages community participation --TPL's work discourages community to participate in conservation process --Community feels like TPL project is being forced upon them	TPL's work leads to community involvement --TPL's work formally engages community in preservation process --TPL's work offers elements of a community a meaningful role in shaping the conservation outcome	Project includes formal plan for community participation in planning, design, and stewardship --TPL's work formally includes children/school classes in site design activities --TPL's work sets a higher standard or creates new and replicable techniques for community involvement	E
Building community empowerment	TPL's work leaves a community less able to shape its own destiny --TPL's work undermines existing relationships that provide community influence with government agencies or sources of funds	TPL's work leads to a community's having greater control of its own destiny --TPL's work models skills, tools and techniques required to accomplish community goals and affect change --TPL's work builds relationships with influential leaders and decision makers inside and outside community	TPL's work significantly enhances a community's ability to control its destiny --TPL's work includes funding and/or formal plan for training in skills required to accomplish community goals, affect change, and control community destiny --TPL's work institutionalizes formal relationships and partnerships that will lead to greater empowerment	E
Uniting the community	TPL's work damages community cohesion --TPL's work splits community members or groups	TPL's work leads to greater community cohesion --TPL's work brings together diverse community members and groups in a productive manner	TPL's work has an intentional, lasting and significant impact in bringing together a disparate and divided community --TPL's work includes a formal process to bring diverse community members and stakeholders together around the project --TPL's work develops new and replicable tools to create community unity	E

click on "+" to see detail. Click on "-" to see less

# The Trust for Public Land - Mission Matrix v 7.6

Region and Activity # 111-12345 Test

Date

Benefit/Impact	Negative	Positive	Exemplary	N, P, E
<b>6 - Serving the whole community</b>				
Promoting equal access to parks and other public lands	TPL's work further deprives already underserved population of connection with land <i>--TPL's work primarily benefits a community that already has ample parks and park access by diverting resources from underserved community</i>	TPL's work creates new connections with land (new park, greenway, trail, playground, garden, etc) for underserved community or population	TPL's work is part of a formal program to bring new land resources to underserved populations <i>--TPL's work is exemplary in bringing new parks opportunities to communities in need</i>	E
Minimizing pollution	TPL's work ignores existing contamination or pollution issues associated with a property	TPL's work eliminates a brownfield or other contaminated site through clean up and re-use	TPL's work involves the clean up and re-use of a serious (superfund-level) contaminated site	E
Encouraging alternative transportation	TPL's work eliminates a trail or other alternate form of transportation for access to jobs, school, shopping, etc	TPL's work leads to additional transportation options, such as trails, within low income communities <i>--Chattanooga's "Safewalk"</i>	TPL's work leads to the creation of a trail or alternate transportation in communities that generates significant use	E
Promoting affordable housing	TPL's work diminishes or undermines affordable housing opportunities within a community	TPL's work actively engages with and demonstrates importance of affordable housing/ transportation <i>--Project is co-venture with a CDC or housing partner</i> <i>--Land is made available for a public transit stop or line</i>	As a result of TPL's work a long term partnership is established between the community and housing advocates <i>--Community organizations adopt parks and open space as a key part of their agenda</i>	E
Emphasizing economic development	TPL's work detracts from economic growth by diverting resources from communities most in need <i>--ignores or damages existing conservation partnerships or organizations</i>	TPL's involvement leads to parks and conservation becoming an element of a community or regional redevelopment plan	Because of TPL's involvement, a major urban or regional redevelopment plan and/or investment will feature parks, trails or other conservation assets as primary elements <i>--Atlanta Beltline</i>	E
Minimizing flood and fire damage	Our work exacerbates existing fire or flooding problems, or creates new ones.	Project reduces potential for fire or flooding	Project significantly reduces flood and fire potential	E

click on "+" to see detail. Click on "-" to see less

# The Trust for Public Land - Mission Matrix v 7.6

Region and Activity # 111-12345 Test

Date

Benefit/Impact	Negative	Positive	Exemplary	N, P, E
<b>7 - Promoting stewardship</b>				
<p><b>Ensuring maintenance of public resources</b></p>	<p><b>TPL's work could directly or indirectly lead to stewardship failure</b>  <i>--TPL's work ignores stewardship issues that will likely cause stewardship failure and limit project benefits</i></p>	<p><b>TPL takes an active role in ensuring stewardship</b>  <i>--TPL ensures that there is a stewardship or management plan in advance of transferring the property</i>  <i>--TPL helps negotiate shared management agreement/ responsibility among several parties where that will enhance stewardship and accountability</i></p>	<p><b>TPL's work ensures ongoing stewardship and project benefits</b>  <i>--TPL creates a management plan and ensures adequate resources to ensure ongoing stewardship</i>  <i>--TPL's work involves creating and/or training a new stewarding group</i></p>	<p><b>E</b></p>

click on "+" to see detail. Click on "-" to see less

# The Trust for Public Land - Mission Matrix v 7.6

Region and Activity # 111-12345 Test

Date

Benefit/Impact	Negative	Positive	Exemplary	N, P, E
<b>8 - Advancing a broad conservation agenda</b>				
Supporting broad conservation goals	TPL's work diverts resources and energy from more strategic conservation goals.	TPL's work promotes or advances systematic, community-wide or ecosystem-wide conservation effort	TPL's work establishes and creates long-term plan and funding for systematic, community-wide or ecosystem-wide conservation effort	E
Building conservation partnerships	TPL's work ignores or damages existing conservation partnerships or organizations	TPL's work nurtures existing conservation partnerships and establishes new ones that will advance subsequent conservation projects.	TPL's work includes a formal effort to create conservation partnerships that will live beyond the project to meet long-term programmatic goals. <i>--Establishment of a new steering committee, advisory group, or land trust.</i>	E
Modeling leading conservation techniques	TPL's work prevents or frustrates community acquisition of conservation techniques.	TPL's work promotes conservation techniques the community is unfamiliar with that could be applied to subsequent conservation efforts	TPL's work establishes new models or paradigms for furthering conservation efforts	E
Promoting "smart growth" strategies	TPL's work ignores or interferes with a community "smart growth" or other broad based and balanced land use plan	TPL's work engages the community in a thoughtful discussion of growth and land use <i>--TPL's work explicitly furthers or builds momentum for an existing smart growth plan that includes a systematic, community-wide or ecosystem-wide conservation effort</i>	Through TPL's leadership, a community or region creates a model plan that balances growth and the relationship between economic development and conservation	E

click on "+" to see detail. Click on "-" to see less

# The Trust for Public Land - Mission Matrix v 7.6

Region and Activity # 111-12345 Test

Date

Benefit/Impact	Negative	Positive	Exemplary	N, P, E
<b>9 - Promoting conservation through stories</b>				
Promoting a land and people focus	The story associated with TPL's work is negative and somehow undermines the connection between land and people	The story associated with TPL's work features people committed to the land's protection, and/or demonstrates the project's importance to people and community.	The story associated with TPL's work exemplifies a land and people element that is both central and inspirational	E
Promoting a conservation ethic	Story paints a generally unsympathetic picture of land conservation and conservationists.	Story paints a positive picture of land conservation and conservationists, making the case for the importance of both	Story describes benefits of conservation strongly enough to motivate others to conserve land	E
Promoting TPL's work	The story reflects negatively on TPL's work and abilities as a conservation organization.	The story reflects positively on TPL's work, abilities and partnership qualities as a conservation organization	Story makes clear that if not for TPL's unique abilities, capacity, and qualities as a partner, the project could not have been completed	E

click on "+" to see detail. Click on "-" to see less

# The Trust for Public Land - Mission Matrix v 7.6

## Summary

111-12345 Test

1/0/00

Core Mission Goals	Areas	
1 - Strengthening the connection between land and people <i>Enhancing public access; Promoting place-based education; Supporting land-based livelihoods; Ensuring inspiration</i>	4	E E E E
2 - Enhancing Human Health <i>Promoting exercise; Enhancing safety of public places; Ensuring excellent nutrition; Safeguarding drinking water supplies</i>	4	E E E E
3 - Ensuring Healthy Ecosystems <i>Preserving wildlife habitat; Safeguarding endangered species; Promoting water quality; Ensuring riparian, coastal and shoreline protection; Promoting sustainable forestry; Mitigating impact of potential climate change</i>	6	E E E E E E
4 - Enhancing the connection to cultural and historical resources <i>Building access to cultural heritage; Ensuring connection to historical understanding</i>	2	E E
5 - Building Community <i>Preserving community identity; Increasing community participation; Building community empowerment; Uniting the community</i>	4	E E E E
6 - Serving the whole community <i>Promoting equal access to parks and other public lands; Minimizing pollution; Encouraging alternative transportation; Promoting affordable housing; Emphasizing economic development; Minimizing flood and fire damage</i>	6	E E E E E E
7 - Promoting stewardship <i>Ensuring maintenance of public resources</i>	1	E
8 - Advancing a broad conservation agenda <i>Supporting broad conservation goals; Building conservation partnerships; Modeling leading conservation techniques; Promoting "smart growth" strategies</i>	4	E E E E
9 - Promoting conservation through stories <i>Promoting a land and people focus; Promoting a conservation ethic; Promoting TPL's work</i>	3	E E E

# The Trust for Public Land - Mission Matrix v 7.6

## Summary

111-12345 Test

1/0/00

