

CNPS Strategic Plan

2022 – 2026



CALIFORNIA
NATIVE PLANT
SOCIETY



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.

On the Cover: Canyon liveforever (*Dudleya cymosa*) growing among
lupines, California poppies and oaks in Amador County.
Photo: Jeff Bisbee



Enjoying the flora at Joshua Tree National Park.
Photo: Elizabeth Kubey

Rooted in Hope, Committed to Action

The CNPS Strategic Plan

During the last five years, the world has changed dramatically. Faced with a worldwide pandemic, an accelerating extinction crisis, and the real-time effects of climate change, people across the globe are rushing to adapt and respond under pressure.

In California – one of Earth's 36 biodiversity hotspots – the stakes are high. More than 1,000 types of native plants are now threatened or endangered, while the confluence of extreme wildfire, persistent drought, and an urgent housing crisis reminds us that business as usual won't suffice.

We also must learn from the mistakes of the past as we implement tomorrow's solutions. A new generation of voices is challenging us to re-examine our assumptions about conservation, as we evolve our approaches to protecting this natural world – and each other.

These are the 21st century challenges and opportunities that lay before us, the California Native Plant Society: How will we conserve imperiled natural communities in the coming years? How will we advance conservation through the values of diversity, equity, inclusion, and justice? Most importantly, how can CNPS fulfill the promise that every person living in California deserves: to have a direct and joyful relationship with California native plants.

The following five-year strategic plan aims to answer those questions. But a plan is only that. We look forward to moving these strategies off paper and into the real world with high-impact work that helps California protect its extraordinary biodiversity for generations to come.

Special thanks to the CNPS Strategic Plan Committee listed on the back page.



CNPS Interim
Executive
Director
Vince Scheidt



CNPS Board
President
John Hunter

Goals and Strategies



Grassland relevé on the Panoche Preserve
Photo: Kelsey Guest

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.



Western juniper (*Juniperus occidentalis*) cloaks a hillside bordering Eagle Lake on the Modoc Plateau.
Photo: Julie Evens

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.



Bloom! California partners Eric Cardenas and Alyssa Pace of LOACOM celebrate the launch of the campaign in nurseries across the state.
Photo: Alyssa Pace

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.



Amy Patten, Jose Esparza, and Jennifer Aguilar enjoying a break while documenting fire-following plants.
Photo: Amy Patten

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.



CALIFORNIA
NATIVE PLANT SOCIETY



**Thank you to the CNPS
Strategic Plan Committee!**

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Chia (*Salvia columbariae*).
Photo: Nick Jensen

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