

## E. WHAT YOU CAN DO:

These crowdsourced examples show the different types of activities that can be undertaken to implement the actions of each goal. These items are in addition to those presented in the Action Agenda section. This is not a comprehensive and will hopefully inspire Pennsylvanians to implement the plan!

### Goal 1

1. Every planning partner needs to own this plan. Whether an annual “check in” is done via regional meetings or during the statewide heritage conference, it’s important that the conversation be ANNUAL.
2. Create a mechanism for an organization or citizen who is not one of the Planning Partners to offer feedback and suggestions. Often these types of constituents have vastly different issues with and ways of looking at preservation planning.
3. Support partner organizations’ efforts to advocate for the importance and impact of the Keystone Recreation, Park & Conservation Fund to historic resources throughout the Commonwealth.
4. Highlight communities and projects that may not have used federal or state historic preservation programs and funding, but where PA SHPO staff played a role in facilitating preservation planning discussions. Begin to compile and introduce potential community/project partners.
5. Being opportunistic means linking preservation and this plan to topical subjects. Pitch ‘think pieces’ to local media outlets about on preservation and affordable housing, preservation and places for civil discourse, preservation and beating loneliness, preservation and healthy communities, preservation and healthy food, preservation and infrastructure?
6. Encourage State Historical Marker and National Register nominations for resources that reinforce, promote, and publicize the goals of this Plan.
7. Find opportunities to include other organizations’ priorities to encourage reciprocity and develop relationships.
8. As a representative of Pennsylvania’s preservation community, PA SHPO can participate in the Department of Conservation and Natural Resources Ecosystem Management Advisory Committee. The committee meets semiannually to discuss ecosystem management issues.
9. Combine efforts with one or more partners to highlight a successful preservation project for each day of Preservation Month.
10. Promote successful leadership; leading by example only works if people see or hear about the example.
11. Regularly add to the PA SHPO’s library of video testimonials, through which real people attest to the benefits of historic preservation programs and activities.
12. Create an interactive StoryMap of preservation outcomes and other successes.
13. Establish a collaboration between PA SHPO, PEMA, and FEMA, to prioritize cross-training and education on hazard mitigation and historic preservation to historic preservation and emergency management professionals, agencies, and organizations.
14. Assess existing written materials used for communicating with the public and non-preservationists.. Revise for general interest audiences. Find creative ways, like with a comic book, to talk about the plan, historic preservation, and Pennsylvania.
15. Embrace other national initiatives like Small Business Saturday (Main Street, legacy businesses, shop local mentality), Small Business Revolution, #museumselfie, etc. to feature preservation success stories -- their frame, with preservation subject matter.