

## Goal 2

1. Educate communities, organizations, and agencies about why survey is important and provide the necessary tools. Education can be in-person at meetings, via social media, or through on-demand virtual learning.
2. Target survey efforts in places to meet human needs, like affordable housing.
3. Ensure that the CRGIS inventory is compatible with county-level parcel data so that up-to-date and accurate information on historic resource ownership can be identified and outreach to property owners by municipal officials can be facilitated.
4. Provide information to groups on what surveys already exist. Work with local groups on what types of surveys would be the most helpful.
5. Many heritage areas have never done a complete survey to identify resources associated with their major theme. Offer technical assistance and grants to match local and DCNR funding to conduct the mapping and survey work.
6. Work with local agencies and planning groups to develop reciprocity agreements that allow incorporation of preservation surveying into non-preservation-specific efforts (and vice-versa).
7. Collect survey that has been carried out at the local level (Delaware County Post War survey, City of Philadelphia) and integrate into CRGIS.
8. Share PA SHPO and other survey tools, like Survey 123, with communities to inventory local historic resources. Make the survey process straightforward and replicable.
9. Improve electronic data sharing between local communities and to ensure that statewide data remains current.
10. Prioritize inventory updates and survey funding by vulnerability to the types of hazards that tend to affect Pennsylvania communities.
11. Take the time and make the investment to assess past plans on their process, data, format, success, and failure. Identify what worked and what did not, as well as why they did or didn't work.
12. Identify sources of funding for survey work such as the National Park Service's Underrepresented Communities grants, Certified Local Government grants, hazard mitigation projects, Community Development Block Grant (CDBG) funding, among others.
13. PA SHPO and Department of Conservation and Natural Resources – Bureau of State Parks (DCNR BSP) can partner to conduct historic and archaeological resource inventories in the state parks or to better document the historical significance of known historic structures and archaeological sites.
14. Look at Preservation Alliance for Greater Philadelphia efforts at citizen engagement and workshops to teach people how to fill out the local nomination form. Apply model to survey.
15. Create a contest to engage your community. Ask people to pick their favorite/most extraordinary places and submit photos and information. Compile data into an informal map of extraordinary places to be further explored as a follow-up activity.
16. Collaborate with Preservation PA on Love Letters from PA project, which is an engagement program that invites people to share their story of a building or place they love.
17. Encourage historic site partners to evaluate visitor/tourist attractions, programming, or interest and identify ways to modify programming to meet public interests to ensure sustainability of historic sites.
18. Create a medium through which people can offer expertise and significance. For example: A local tech group has an online google spreadsheet showing names of volunteers willing to offer assistance and lists their area of expertise. You write your name and handle in a box on the spreadsheet and they reach out to you via social media channels.

19. Provide opportunities through cultural institutions, like a library, for people to identify what values and cultural significance they attach to places in their communities, and don't limit the conversation to only buildings.
20. Embrace other cultural traditions to start preservation conversations. Food and local food traditions are a great way to get people talking about what they love their community (and where they love to eat!).
21. Think about the cultural events and activities that make your place fun, unique, or memorable. How did they develop? Are they connected to certain people, companies, landscapes, buildings, or ways of life that are or were part of your place? The preservation of the intangible cultural heritage related to festivals, events, competitions, activities, gatherings, etc. can often be connected to historic preservation. Are they connected to a certain history? Identify the ways in which you can interact with that history, integrate stories from the past into the event, and consult the PA SHPO for advice on the best method to formally recognize your stories. Historic preservation has done a good job capturing the culture/intangible cultural heritage related to certain events and areas, and this is an avenue through which so many people who aren't preservationists can find a passion.
22. Develop an assessment template for communities to identify local preservation-related needs, issues, and concerns.
23. Develop or update the historic preservation component of the municipality's comprehensive plan, which is required by the Municipalities Planning Code, to be meaningful and accurate.
24. Collaborate with state agencies to coordinate funding sources and contract with consultants to prepare preservation and/or reuse plans for high-priority, publicly owned complexes of historic resources (e.g. hospitals, prisons, state parks, university campuses).
25. Maintain vigilance in the constant search for opportunities to incorporate preservation into planning processes where it has not been previously incorporated.
26. Prepare issue- or audience-specific planning toolkits as a starting point to help municipalities and citizen advocates understand the how of protecting their resources.
27. Build relationships with county planning departments as avenues to give and receive information.
28. Coordinate with Department of Conservation and Natural Resources -- Bureau of Forestry (DCNR – BF) interpretive plans and land management use plans.
29. Coordinate with (DCNR BSP) to create Cultural Resource Management Plans for state parks.
30. Involve outside agencies and interested stakeholders in proactive planning and discussions around the significance and importance of older and historic places. Context and buy-in are important for all parties.
31. Understand the roles and responsibilities of the agencies and organizations involved in preservation and the built environment and have realistic expectations about what these groups can and cannot do.
32. Clearly define terms like "significant", "important," and others that are seen as value judgements and communicate how these are used in decision making.
33. Clearly define success in the context of historic preservation in a way that is measurable and realistic. Communicate the way you or your group measures success.
34. Establish metrics to measure resources in an intercomparable way. Use these metrics to focus on what is most important given the extremely limited resources that are available. Having explicit metrics for measuring the importance of any particular resource and measuring the value of that resource is critical to focused planning. This does not mean that this measure be one-dimensional, or be limited to monetary considerations to the exclusion of other value systems.

35. Celebrate creative thinking and not just saying yes to any development proposal that comes along. Demonstrate the challenges and process involved.
36. Ensure historic preservation plans include goals for improving the energy performance of buildings to improve the resilience and energy independence of these valuable buildings.
37. Seek to create, maintain, and improve a sensible and transparent regulatory environment for historic and archaeological resources. At the local level, that means greater and more inclusive formal recognition of historic properties and expanded demolition review. At the state level, this may mean increased education about the benefits of National Register listing, eligibility of Keystone grants, and/or increased education about other lesser known but relevant state programs that may sometimes allude our attention. We'd further invite any effort to bridge the gap between state and local oversight, and do what we can to share SHPO messages and priorities with local agencies (this latter point, easier said than done we realize). Continue coordination of existing PA SHPO program databases and electronic files for efficient business and transparency.
38. Identify the people, programs, and policies that are applicable and available from traditional and non-traditional resources like the PA SHPO, Preservation Pennsylvania, state and county agencies, resource-focused and heritage organizations, economic development groups, the PA Downtown Center, Main St organizations, etc.
39. Preservation PA can collaborate with the PA Land Trust Association to incorporate historic preservation case studies into their Conservation Tools website.
40. Look to colleges and universities for expertise and assistance for planning, whether it is at the local, state, or national level.
41. Develop programs and advocate for policies with organizations involved in local planning and design like AIA chapters and regional planning associations.
42. Compile a database of all state and federal agency programs, policies, and funding streams related to historic and archaeological resource management in Pennsylvania.
43. Prioritize historic resources for mitigation from natural or man-made hazards based on a variety of factors, including severity of vulnerability to various hazards, historical significance/designation type, and community sentiment.
44. Encourage local regulatory review bodies to adopt rules and procedures for post-disaster review and permitting, including a post-disaster demolition permitting process that encourages a preservation ethic and allows for the evaluation of damaged resources by historic preservation experts. Explore requiring Certified Local Governments to adopt such processes as a condition to maintaining their certification.
45. Participate in community and municipal meetings to learn of community development projects being considered. Work to make sure historic and archaeological resources are considered in the planning stages. Reusing solid historic structures and help build a community's self-esteem and sense of place.
46. DCNR – BF historic and archaeological features as part of routine landscape exams. In the future, the bureau will work with forest districts to produce a list of outstanding historic and archaeological features and incorporate them into planning.
47. Better define what survey is and isn't. Prepare common-sense materials that identify the different types of survey, ways to conduct surveys, different uses of survey data and use clear and consistent terminology.
48. Help municipalities and others understand it is okay to say no to a project. Create/gather easily scan able/digestible data/info from sources like the National Trust for Historic Preservation, Strong Towns, Smart Growth, Small Business Revolution, etc. on the value of character/preservation, walkability, climate change, development, place-making, etc. for local government. Teach them how to say no, or how to ask for a better plan. Give them the data they need to support a "no" decision. Make available online and curate the series into a collection of flash cards, color-coded by topic.
49. Relevance changes as people and communities change. It is important to educate people about a community's past, but also be open to how the current community can utilize the resources that are remaining.