

### Goal 3

1. Use social media and creative hashtags to show the wide range of places in the community that citizens have identified as important to their history and culture, regardless of age or type of place or National Register status and integrity.
2. Use social media to reach out to individuals and informal groups interested in historic places and archaeology and inform them about the network of partners that are available to provide technical assistance and offer recommendations for local preservation initiatives.
3. Recruit staff with diverse interests/ backgrounds, including natural resources, recreation management, art, and environmental education. Recognize that succession of things from the past into the future is a natural process.
4. Broaden historic preservation of buildings to encompass the resources needed to operate the building, ensuring the building can continue to operate (cost effectively) many years into the future while preserving current finite resources for future generations.
5. Reinforce common goals shared by cultural conservation and environmental conservation groups that develop the relationship between century farm preservation, natural landscape conservation, and traditional historic preservation programs.
6. Educate conservationists, farmers and others who care about landscapes about the link between historic preservation and farmland protection and conservation of parks, trails, and other natural areas.
7. Highlight groups, projects, agencies, community leaders, elected officials, who may not identify as preservationists, as preservationists. For those doing preservation without knowing it, this recognition can give them a whole new perspective, understanding, and appreciation for preservation and its powers.
8. Engage with/Partner with Strong Towns, Smart Growth, and other planning orgs who often promote "historic preservation" but don't call it that. What do they do that we can embrace, promote? "Planning" is more palatable than "preservation" to some people.
9. Collaborate with the academic community to start building a GIS layer that draws on archaeological data, historic maps and aerials, and other historical documentation to reflect land uses and ground cover over time, especially in rural areas with few historic buildings or structures. Using this GIS data to create 3D historic viewsheds for use in research, presentations, and exhibits will help planners and the public visualize the evolution of their landscapes and recognize the potential for significant archaeological evidence.
10. Strengthen our partnerships with the Archaeological Conservancy.
11. Seek funding from the Appalachian Regional Commission to hire a preservation professional to serve one or more Local Development District (LDD) offices or establish an interagency agreement to share the costs of assigning a SHPO staff member to the LDD offices.
12. Tap in to networks and programs like Jumpstart, established by Ken Weinstein to mentor and fund small-scale and individual developers in Germantown where there is lots of historic stock that is neglected, abandoned, underutilized at <https://www.gojumpstart.org/>.
13. Be sensible and responsible when proposing or requesting costly studies or investigations. Using existing knowledge to promote history as a tool by which communities can better understand themselves and shape their decisions moving forward should generate better partnerships and more funding opportunities.
14. Start network-building at the local level and expand to the state level. Too often the local, rural groups get left out of this type of network and these are often the groups that need the most help.
15. Increase diversity in preservation practice and among preservation professionals to address the perception that historic preservation in Pennsylvania is elitist and wealthy and not inclusive of ethnic and economically-diverse communities. Partner with fair housing and neighborhood and community development sectors, like NeighborWorks, which are natural allies for preservation AND they could help the preservation sector diversity the populations that it serves and works with (younger Pennsylvanians, Pennsylvanians of color).

16. Integrate historic preservation considerations into those county hazard mitigation plans due for the next cycle of FEMA- and PEMA-mandated updates.
17. Assist county and regional planning organizations to integrate preservation priorities into plans for economic growth, revitalization, and natural resource conservation.
18. Rather than waiting for the next disaster, build relationships with the AIA, USGBC, ALA, APA, LEED/SITES, and other sustainable design fields to work on retro-fit for a changing climate, new historic community infill, environmentally sustainable adaptations, etc. ideas that can be embraced and approved (Standards, design guidelines) by the preservation field.
19. Work with county and municipal planning staff, Historic Architectural Review Boards, Main Street organizations, neighborhood associations, etc. to organize public meetings and workshops designed to educate property owners, identify appropriate elevation and floodproofing alternatives, and coordinate hazard mitigation activities for flood-prone historic districts.
20. Provide local governments with easy to understand guidance on FEMA and PEMA info and offer resource information for when local expertise is lacking.
21. Identify the ways in which historic preservation principles and tools can address demographic, social, and health issues in Pennsylvania, like obesity, gentrification, and food deserts. Partner with agencies that administer programs focused on these problems and find creative solutions that have positive outcomes for communities and preservation.
22. Partner with the PA Department of Health, or consult with the DOH, on health initiatives that naturally align with historic community design and heritage tourism, such as the WalkWorks program.
23. Host an annual educational program for municipal staff and elected officials that is straightforward, factual, and relevant to local historic and archaeological resources and community challenges.
24. Partner with local organizations that are respected and highly regarded to draw a crowd, and the attention of elected officials to make sure the info gets to their ears, and not some staffer they send to the event.
25. Coordinate with preservation partners to offer introductory presentations and/or to set up information tables at regularly-scheduled meetings and events for Councils of Government and other regional multi-municipal organizations.
26. "Deep Dive" classes for preservation professionals that focus on skill-sharpening.
27. Reach out to your counterparts in neighboring states to learn from their challenges and successes In New York City. For example, the collaboration between Historic Preservation and Passive House (most energy efficient buildings currently possible) has been groundbreaking.
28. Draft legislation to address the current shortcomings of public policy for burial grounds, state level undertakings, and tourism funding.
29. Create a rotating residency program allowing SHPO staff to work from sites throughout PA.
30. Develop a civic leadership training initiative required for elected and appointed municipal leaders and senior managers of government agencies, and open to emerging leaders from our growing population of New Americans, young professionals, neighborhood associations, etc. The initiative could be structured as an institute or academy in partnership with one or more local college or university, or as a fee-for-service program of a county planning department or a nonprofit organization with planning or leadership at the core of its mission. Curriculum should enhance the capacity of people to lead meaningful change and address land use, zoning regulations and code enforcement, understanding government finances and financial position, creating well-defined economic development ecosystems, revitalization strategies, effective citizen participation and the Freedom of Information Act, cross-sector partnerships, competitive bidding and grant writing, and best practices for multi-municipality collaboration.

31. Encourage communities to Identify and apply for hazard mitigation funding for projects that will reduce risk from natural hazards for privately and publicly owned historic resources.
32. Ensure that any actions or projects specific to historic resources in local hazard mitigation plans are consistent with goals, objectives, and actions in the State Standard All-Hazard Mitigation Plan, to ensure post-disaster funding eligibility.
33. Prioritize nominations of historically significant properties in particularly hazard-prone areas to be listed in the National Register of Historic Places in cooperation with the PA SHPO to make such properties eligible for a variety of federal and state grants that may facilitate rehabilitation and mitigation measures to reduce risk.
34. Explore dedicating a percentage of annual funding in the budget of the Keystone Historic Preservation Grant program, administered by the PA SHPO, to fund hazard mitigation projects that will enable communities to sensitively retrofit historic resources or develop hazard mitigation plans for their historic resources.
35. Find opportunities to provide training and education to non-traditional professional organizations and government agencies in addition to communities. For example, train PEMA and local emergency management staff in how to access and use CRGIS and reinforce the value of historic resources to communities.
36. Work with local officials to select locations for temporary housing, evacuation sites, utility and service staging areas, and debris removal and storage that do not impact historic or archaeological resources.
37. Attend various community group meetings and let the people tell us what properties or aspects of their history are most important to them and work outward from there. Even if there are no properties that meet the criteria for some sort of designation at this point, we at least understand the relationship the community has to its history.
38. Notify elected officials of Keystone grant-funded historic preservation projects in their districts.

