Masonville Cove Strategic Plan 2026-2030

Masonville Cove is a one-of-a-kind urban nature site on Baltimore's industrial waterfront. As the nation's first Urban Wildlife Refuge Partnership and a Chesapeake Gateways site, it brings together nature, community, and stewardship.

This Strategic Plan outlines how we'll grow over the next five years, with a strong focus on equity, youth leadership, and community voice. Our goal is to make sure Masonville Cove continues to be a national model for inclusive conservation and environmental learning.

VISION

Masonville Cove is a welcoming urban refuge where people across Baltimore connect with nature, one another, and their shared environment. As a model for community-rooted conservation, it fosters hands-on learning, local stewardship, and a lasting sense of care and belonging.



MISSION

We connect people with nature through hands-on experiences that inspire care and stewardship of the environment.



OUR 5-YEAR GOALS

GOAL 1: COMMUNITY CONNECTION & BELONGING

Build stronger relationships with nearby communities by co-creating programs that reflect local cultures and reduce barriers to participation.

STRATEGIES:

1. Partner with trusted community leaders and groups to design programs
2. Use multilingual and culturally relevant outreach
3. Create more welcoming, accessible experiences onsite

GOAL 2: YOUTH PATHWAYS & ENVIRONMENTAL LEARNING

Expand opportunities for young people to learn, lead, and explore future careers in environmental fields.

STRATEGIES:

1. Offer paid internships and career pathways
2. Co-design education programs with youth and youth-serving partners
3. Strengthen infrastructure to support inclusive learning

GOAL 3: COLLABORATIVE LEADERSHIP & PARTNERSHIP INFRASTRUCTURE

Improve how partners work together to lead, plan, and communicate.

STRATEGIES:

1. Build clear systems for shared decision-making
2. Grow the capacity of the Friends of Masonville Cove
3. Create consistent structures for collaboration and communication

GOAL 4: REGIONAL INNOVATION & SCALABLE IMPACT

Pilot creative ideas at Masonville that can inform other nature sites and urban environmental work.

STRATEGIES:

1. Partner with regional organizations to grow our reach
2. Share tools and programs that others can adapt
3. Center community voice in how we tell our story
4. Demonstrate community-led restoration and ecological care

For more information, visit: masonvillecove.org