Masonville Cove Partnership Strategic Plan Report Card YEAR 2 (2022)

The strategic plan guides Masonville Cove Partnership operations for five years (2020-2025) to achieve the shared mission purposefully. Progress on the plan is evaluated annually, and this report details what the partners accomplished together in 2022 to achieve the shared mission for the ultimate success of the Masonville Cove Partnership.

Strategic Goals As we look to a successful and impactful future, the Partnership is aligned and focused on expanding the projects and programs that add value to the Masonville Cove campus and the surrounding community. Five overall goals are supported in the plan, with varying tactics to achieve them.

Key Achievements The Partnership has made significant progress towards its goals:

- The Masonville Cove Campus is a refuge and gateway to reconnect communities to the water by providing public access to the shoreline, piers, and trails, serving as a green oasis for wildlife and people in Baltimore.
- Operating at a near-zero net energy efficiency, the environmental education center serves as a hub for educational programs for area schools and community members.
- The Partnership drives collective impact through its commitment to the community via intentional engagement and a partnership-centered approach.
- The Partnership's fundraising efforts have doubled MDOT MPA's initial seed funding, resulting in over $4M in grants and donations since 2006 and over $1M from new, more diverse funders in 2021-2022.
- Robust partner-led programming, including debris cleanups, community science projects, and pollinator garden plantings has driven a strong increase in visitorship and is driving increased interest among federal, state, and local agencies, nonprofits, and individuals wanting to connect with and support Masonville Cove.

	2022 Progress At-A-Glance			
	Status of Goal	No. of Tactics	Tactics with 2022 Accomplishments	Tactics to be initiated beginning in 2023
Goal 1 Create Meaningful Connections	On track	22	20	2
Goal 2 Foster Stewardship and Respect for Nature	On track	3	3	0
Goal 3 Grow Greener Schools	On track	5	5	0
Goal 4 Be a Good Neighbor and Grow Greener Neighborhoods	On track	10	8	2
Goal 5 Operate Efficiently as a well-run, fiscally responsible, well-resourced organization supported by long-term sources of revenue	Area of Focus	14	8	6
Total		54	44	10

On Track: Most tactics initiated and significant progress made toward goal

Area of Focus: Focus on initiating these tactics will yield progress toward goals

Goal 1
Create Meaningful Connections

- Fostered and maintained relationships with Enoch Pratt Library (Brooklyn Branch), Boys and Girls Club, Curtis Bay and Farring Baybrook Recreation Centers, Nature WoRx, Greater Baybrook Alliance, and Defensores De La Cuenca to promote community involvement
- Partnered with Nature WoRx for community programs
- Expanded Baltimore Environmental Education Summer Math and Reading Trailblazers (BEESMART) program into the Westport Academy, Lakeland Elementary School, and Marree G. Faring Elementary School reaching XX new students in the community
- Hired a bilingual staff member to assist in the deployment of educational programming
- Implemented the 9th Grade Meaningful Watershed Educational Experiences (MWEEs) for Baltimore City high schools
- Partnered with Filbert Street Community Garden to plant 200 native perennials to attract pollinators
- Explored a greater connection to the Chesapeake Bay Gateway Network via meetings and a site tour, and received funding to support MC
- Held the first Youth Birding Week with the port and sponsored by Chesapeake Bay Trust, a program to educate urban youth as a pathway to career opportunities, including those in Science, Technology, Engineering, and Math (STEM) and maritime-related industries while increasing access to DMMP sites
- Planted 60 bags of oyster spat on shell at Fort Carroll with students from St. Ignatius. with support from Horn Point Oyster Hatchery and the Chesapeake Oyster Alliance
- Hosted 1,818 visitors on campus. More than 300 of the visits were from neighboring residents, and, 45% of whom were first-time visitors. This was the second highest visitation rate on record
- Co-hosted the 2nd Annual Cache In/Trash Out event in partnership with the Maryland Geocaching Society. Attracted 17 visitors that worked together to remove 231 lbs of trash from the campus.
- Provided fishing training and family fishing days with bus transportation for the Junior Ranger Angler event
- Facilitated neighborhood and shoreline cleanups in South Baltimore
- Hosted over 100 participants in the annual BioBlitz and Urban Wildlife Conservation Day celebrating connections to the outdoors and indentifying 289 species
- Hosted one free kayak event

Goal 2
Foster Stewardship and Respect for Nature

- Continued implementation of the Wildlife Management Plan, including trail camera surveys, bi-annual mammal surveys, infrared deer monitoring, monarch tagging, and eagle nest monitoring
- Added bat acoustic surveys and bird banding to the Wildlife Management Plan and additional support for the partnership's community outreach and engagement efforts.
- Repaired the osprey camera, which will be repurposed as a winter waterfowl cove cam

Goal 2 Foster Stewardship and Respect for Nature (Continued)	• Masonville was approved as a migratory bird banding station in partnership with Birds of Urban Baltimore • Supported MES in working to maintain and preserve the on-site habitat mitigation and enhancement projects • MDOT MPA worked with Maryland Environmental Trust and Baltimore Green Space to secure a conservation easement on the entirety of the waterfront property covering 46.8 acres of restored wetlands, uplands, and nature trails, ensuring that the land must be used for conservation purposes in perpetuity. • Per the official wildlife censuses, documented 160 bird species observed on site, with 26 species confirmed as breeding in 2022 • Led a community science program and outdoor skills center that allows participants to assist with wildlife management data gathering, engaging 7 people and providing skills in field data collection, trail surveys and deer surveys. • Opened the greenhouse and propagated over 300 plants to support conservation of the Frosted Elfin Butterfly, an at-risk species. Surviving plants will be relocated to an offsite nature preserve in the near future
Goal 3 Grow Greener Schools	• Submitted the application to renew Masonville's Green Center status as a participant in the Maryland Green School Program • Supported the "Green Healthy Smart Challenge" with local schools to provide projects and programs that support sustainability in schools and communities • Provided high-quality professional development to Monarch Academy staff and Baltimore City Public Schools 9th grade science teachers, allowing teachers to gain experience in providing environmental training • Provided 47 classroom programs in schools that are in the MAEOE Green School program
Goal 4 Be a Good Neighbor and Grow Greener Neighborhoods	• The MCP was present in the adjacent communities and maintained positive relationships by attending Back to School Nights at Maree G. Farring Elementary and Ben Franklin High School and Community Meetings for Action Baybrook and the Curtis Bay Community Association and Curtis Bay Festival • Hosted an Urban Conservation and Education Internship for five college students from HBCUs. Through this interdisciplinary program, the interns learned about the Masonville Cove partner organizations, their roles in conservation and education efforts throughout the Chesapeake Bay watershed, and how they work together to promote conservation at Masonville Cove and within the city of Baltimore • Engaged the Harbor City Links as volunteer greeters during events on campus to build a diverse volunteer base that best represents and relates to the communities the Partnership serves • Hosted the second annual Literacy Celebration at the Boys and Girls Club in May • Hosted bilingual community programs with new bilingual staff and summer parent liaisons • Strived to serve as a pioneer for other Urban Wildlife Refuges, modeling work that can be replicated and shared success via high profile visits with DOI and FWS high level staff including Deb Haaland, Martha Williams, Angelina Yost, and Wendi Webber

Goal 4
Be a Good Neighbor and Grow Greener Neighborhoods (Continued)

- Masonville was a site visit as part of Northeast Refuge Managers annual conference and was represented and discussed during FWS Urban session panel at annual Northeast Association of Fish and Wildlife Agencies meeting
- Masonville was highlighted during the Summer Association of Zoos & Aquariums (AZA) annual Conference in Baltimore
- Created a multifaceted and innovative approach to helping reduce trash in Baltimore neighborhoods and surrounding waters by:
  - > Funding 19 solar compacting trash cans that have collected almost 200,000 gallons of trash in partnership with Baltimore City
  - > Hosting Masonville Cove shoreline cleanups with volunteers who removed almost 4 tons of debris
  - > Funding an Adopt-a-Highway program that supports monthly cleaning of five one-mile stretches of roadway that has removed 390 bags of trash
  - > Providing funding toward the four world-renowned trash wheels that have removed 2,422 tons of debris; one of which, Captain Trash Wheel, is located at Masonville Cove
- Consistent with its promise to restore access to the waterfront for the communities surrounding the Masonville DMCF, MDOT MPA and other partners have secured $1.5M in funding from the Federal Highways Administration (FHWA) Federal Lands Access Program (FLAP) and USFWS to design and construct a shared use path connecting Masonville Cove to the Gwynns Falls Trail and adjacent communities, improving and increasing safe, equitable access to the site.
- Provided summer camp and afterschool programming for local recreation centers
- Engaged with community churches to make them aware of Masonville Cove as a place of respite and retreat
- Partnered with Patuxent Research Refuge to host an intern focused on the engagement of South Baltimore's Hispanic audience and provided professional development and opportunities for a recent college graduate seeking to join the environmental field

Goal 5
Operate efficiently as a Well-run, Fiscally Responsible, Well-Resourced Organization Supported by Long-Term Sources of Revenue

- Standardized tracking external Partnership interactions via a shared online tool
- Worked to improve communication between/among stakeholders with a more robust monthly meeting schedule led by MPA staff with breakout meetings as needed
- Began partnering with the Greater Baybrook Alliance (GBA) planning for the creation of a Friends of Masonville Group and integration of GBA into the Masonville Partnership as a community partner
- Prepared for the renewal of the 10-year term lease of the Masonville Campus from MDOT MPA to align access and facilitate partner needs
- Set measurable impact goals for 2022 for the Sustainable Development Team, and exceeded the target amount to raise of $500K by 10% and exceeded amount raised in 2021
- Retained 57% of donors from 2021, exceeding goal of 50% donor retention
- Raised over $1M in 2021-2022 alone by expanding to new and more diverse funders
- Cost efficiencies were found by bundling services via MPA direct funding for services such as phone, internet, AED