

# Action Plan 2021-2024



**FRIENDS OF  
THE FELS**

Promoting the conservation, appreciation, and sustainable enjoyment of the Middlesex Fells Reservation

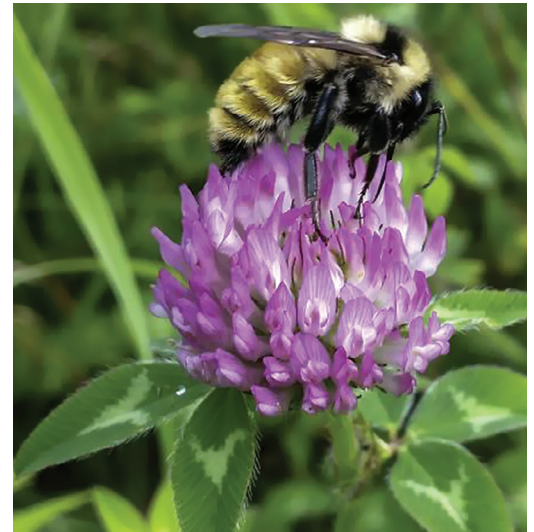
## Vision

We envision a Middlesex Fells Reservation where nature and people thrive in harmony, supported by a diverse and caring community conserving it for future generations.

## Key Strategies

**Build a community that shares an appreciation for the Fells and comes together to enjoy, protect, and advocate for it.**

- Develop the Fells Caucus, elected officials with an interest in our mission and vision.
- Nurture the Fells Alliance, our connection to groups whose mission aligns with ours.
- Develop a cadre of volunteers and leaders.
- Develop a Diversity, Equity, and Inclusion plan and expand our reach into under-resourced communities.



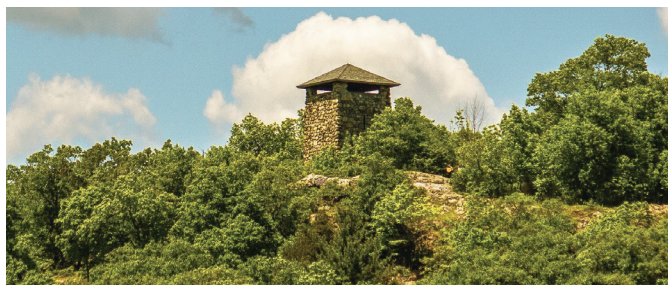
Golden Northern Bumble Bee, a vulnerable species.

**Develop initiatives to protect and enhance the ecology of the Fells.**

- Advocate for policies and practices to protect the Fells and promote sustainable enjoyment.
- Implement invasive species management initiative.
- Implement rogue trails management initiative.



Invasive plants such as Oriental bittersweet crowd out and kill native plants.



Fells is a popular place, attracting visitors often unaware of their impact on sensitive habitats.



Lions Foot, endangered plant in the Fells.



Babes in the Woods and Hike N Seek programs are back on the calendar after a pandemic hiatus.



Fells Forest Camp provided valuable time-in-nature for more than 700 children this summer.

## **Provide opportunities for people to learn, enjoy, and care for the Fells.**

- Continue the Babes in the Woods and Hike N Seek programs.
- Continue to run Fells Forest Camp.
- Organize events, such as hikes, trips, lectures, and guided walks.
- Engage schools and clubs.
- Develop and run an after-school program.

## **Support DCR in the sustainable management of the Fells.**

- Update and expand our Trail Adopters program.
- Implement Inspiring Stewardship in the Fells Initiative.
- Advocate for additional DCR resources.
- Implement graffiti removal project.
- Collaborate with DCR on special projects.

## **Grow our capacity to fulfill our mission.**

- Build staffing capacity.
- Build a volunteer management structure to support growth of volunteer leadership and volunteerism.
- Revamp website.
- Develop and implement a fundraising/membership plan.
- Build and maintain information systems.
- Strengthen board effectiveness.
- Create and implement a communications strategy.



Sunset at Spot Pond.

# ***Imperative***

Plan and execute our work through the lens of diversity, equity, and inclusion.