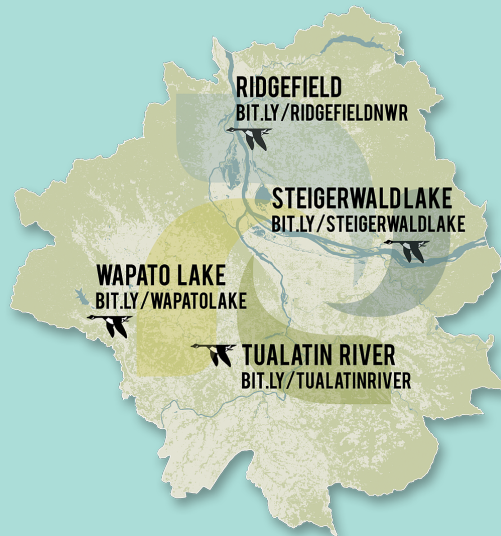


OUR COMMON GROUND

Portland-Vancouver National Wildlife Refuges



**LEARN MORE:
BIT.LY/PVURBAN**



WHAT IS THE U.S. FISH & WILDLIFE SERVICE'S URBAN WILDLIFE CONSERVATION PROGRAM?

To garner broad support for conservation, the U.S. Fish & Wildlife Service must provide a reason, and opportunities, for urban residents to find, appreciate, and care for nature in their cities and beyond. Therefore, engaging our urban neighbors, and fostering a sense of stewardship, reflects the heart of the Urban Wildlife Conservation Program.

WHY IS THE U.S. FISH & WILDLIFE SERVICE FOCUSING ON URBAN?

With 80% of our population now living in large cities, we are refocusing our efforts to go where the people are. There, we can have the greatest impact in meeting our Urban Standards of Excellence.

WHAT ARE THE URBAN STANDARDS OF EXCELLENCE?

- Knowing and being an asset to our community
- Provide stepping stones for people of all comfort levels to engage with nature
- Build partnerships
- Ensure safe, welcoming and equitable access to nature
- Build a lasting, trustworthy presence throughout the community
- Model sustainability

WHY DID FWS CHOOSE TO INVEST IN PORTLAND-VANCOUVER AS PRIORITY URBAN REFUGES?

The U.S. Fish & Wildlife Service has selected the Portland-Vancouver National Wildlife Refuges to receive an additional \$1 million in annual funding starting in 2015. The refuges clearly highlight the type of innovation and public involvement the Service is looking for to make this investment go even further. The Service is confident that this community will be an exceptional model for other cities in tackling the conservation challenges of the 21st Century. The Urban Wildlife Conservation Program is not the answer to the issues facing our community; it is a message that we are ready to do our part to make big change. We have accepted the urban challenge, and ask all of you to join us.

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Portland-Vancouver National Wildlife Refuges

WHAT IS THE PORTLAND-VANCOUVER URBAN WILDLIFE CONSERVATION PROGRAM?

The Program is a long-term investment of effort, passion, people and dollars in the Portland-Vancouver metropolitan area to ensure that the sustainable treatment of our shared natural resources, for the benefit of people and wildlife, becomes an intrinsic value across the entire community. The funding is allocated to the national wildlife refuges in the Portland-Vancouver region. Although this is not a grant program, the funds associated with the Urban Wildlife Conservation Program will be used to build capacity in the community:

PROGRAM OBJECTIVES

- **YOUTH ENGAGEMENT**
- **PUBLIC ENGAGEMENT**
- **COMMUNITY HEALTH**
- **EQUALITY/DIVERSITY**

- By supporting the Intertwine Alliance in fulfilling its promise to convene the strongest coalitions our community has to offer for the purpose of significantly advancing nature's role in solving our community's most challenging issues.
- By ensuring that we and our partners get the training and facilitation needed to tackle these core issues and engage our whole community.
- By affording the U.S. Fish & Wildlife Service the capacity we need to increase our direct participation to reach our shared goals and outcomes.
- By ensuring that the national wildlife refuges found on The Intertwine are shining examples of natural places and wildlife are an asset to an urban community.
- By helping to deliver high-quality, engaging public programs at key venues throughout the region.

WHAT IS THE ROLE OF THE INTERTWINE ALLIANCE STAFF?

The partners of The Intertwine Alliance created The Alliance to convene, facilitate collaboration, and help attract new resources that support the work of its partners. The Alliance has agreed to fill this role for the Urban Program. The Service will work alongside the community, including the 140 partners of The Intertwine Alliance, on a Collective Impact approach to these issues.

WHAT'S NEXT?

- Learn about our Standards of Excellence for engaging urban audiences at www.fws.gov/urban
- Join us in Intertwine Alliance forums, projects, and collaborative efforts
- Help us spread the word about our fantastic wildlife and natural spaces on Facebook. Find us at: "Portland-Vancouver National Wildlife Refuges"
- Follow the program as it develops. You'll find updates, next steps, and opportunities to engage at: bit.ly/PVUrban



LEARN MORE AT WWW.FWS.GOV/URBAN