



SUSQUEHANNA RIVERLANDS

STRATEGIC PLAN 2025 – 2030

Susquehanna Riverlands Conservation Landscape

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Background

The Susquehanna Riverlands Conservation Landscape (SRCL) exists to protect, preserve, and steward the natural lands along the Lower Susquehanna River while strengthening connections between people, places, and communities. Since adopting its first Strategic Plan in 2019, SRCL has accelerated land protection, expanded trails and river access, and attracted significant new investments to the region, including the establishment of a State Park. As with any collaborative initiative, the strength of SRCL lies in its diverse partnerships—and so do its challenges. The 2019 plan provided direction and momentum, but partners identified the need for greater clarity around roles, responsibilities, and decision-making. Municipal engagement, committee structure, and a unified public identity also emerged as areas requiring renewed focus to ensure that collaboration consistently delivers value at both the community and regional levels.

This 2025–2030 Strategic Plan builds on past successes while addressing these realities. Developed through a strategic plan audit and informed by leadership surveys, panel discussions, and community feedback, it refines SRCL’s direction for the next five years. The goals and tactics presented here outline actionable priorities that will guide implementation.

VISION

The natural lands along the Lower Susquehanna River remain protected, stewarded, and connected to each other and the surrounding communities.

MISSION

To protect, preserve, and steward the natural lands along the Lower Susquehanna River, emphasizing connectivity, ecosystem health, and sustainable public access.

- Protecting land is related to policy and zoning.
- Preserving land is through land acquisition and easements.
- Stewarding land is caring for and maintaining land.

CORE VALUES

- *Community and Habitat*
- *Collaboration and Perseverance*
- *Preservation, Protection, and Stewardship*
- *Connectivity and Accessibility*

STRATEGIC INITIATIVE 1

Deepen Collaboration + Stakeholder Engagement

Strengthen collaboration and year-round action that link conservation with community and economic vitality.

Goal 1: Clarify Purpose, Roles, and Structure

Goal 2: Deepen and Diversify Partner and Stakeholder Engagement

Goal 3: Build Regional Capacity and Sustainable Collaboration

STRATEGIC INITIATIVE 2

Advance Land Stewardship, Access, and Regional Impact

Protect, connect, restore, and actively manage land and water resources under the SRCL model.

Goal 1: Strengthen Holistic Land and Water Stewardship

Goal 2: Maintain, Improve, and Expand Public Access and Recreation

Goal 3: Foster Innovative, Cross-Sector Projects

STRATEGIC INITIATIVE 3

Build Regional Identity and Public Visibility

Position SRCL as a recognized, unifying brand for the Susquehanna Riverlands, which includes the roles that each partner within the SRCL plays.

Goal 1: Establish a Clear and Unified Brand

Goal 2: Elevate SRCL as an Economic and Community Asset

Goal 3: Improve Awareness of the SRCL Network Amongst Stakeholders