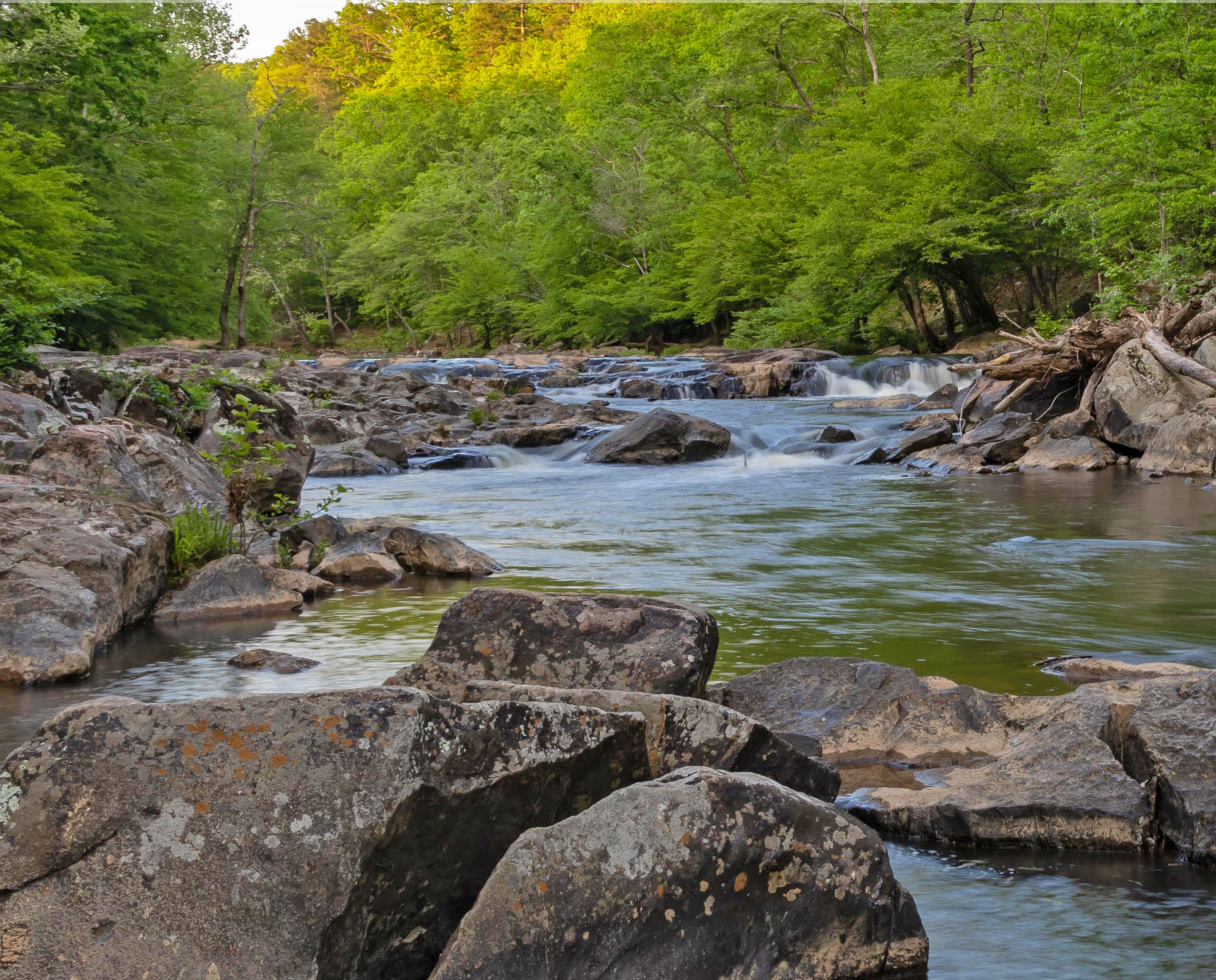




STRATEGIC VISION

2023-2027



Since 1966, the Eno River Association has worked to:

PROTECT THE PLACES YOU LOVE

7,500+ acres of forests, farms, and historic sites

25 miles of river and stream protection

1,100+ acres of conservation easements

426 acres of working farm easements

Clean drinking water for 600,000 residents in Durham, Orange, and Wake Counties

AND ENSURE ACCESS FOR EVERYONE

Nearly 75% of protected lands are publicly accessible

7 parks and public natural areas

55 miles of trails

Over 1.5 million visitors annually

Education programs serving 3,000 people a year

Today our work must evolve as we respond to a fast-growing Triangle, longstanding systemic inequities, and climate change.

photo by John Bachmann

HAVE GENERATIONAL IMPACT



We want our work over the next five years to make the Eno River more accessible, cleaner, and more resilient for the next generation. Natural green spaces offer respite, recreation, and social spaces for residents, and support community health by mitigating urban heat islands and reducing air pollution. Populations in three counties and downstream rely on the Eno for drinking water.

STRATEGIC PRIORITIES FOR 2023-27

Protect the Ecology

Create a network of critical habitat, increasing the pace of land protection by 20% in Orange and Durham counties.

Steward the Protected Lands

Maintain and improve ecological, cultural, and historical conservation values.

Restore the Natural Function

Improve the resilience and adaptability of the watershed to climate change, urbanization, and other threats.

Build Advocacy Power

Engage with our neighbors to advocate for the protection of the river and the communities that depend on it.

Future Action: A Strategic Conservation Plan For The Entire Watershed

Over the past 55+ years, the Eno River Association has created a robust conservation corridor directly adjacent to the river and its major tributaries. With development pressure moving deeper into our watershed, we must proactively expand this conservation footprint and address the overall resilience of the Eno River basin.

Drawing from scientific data, community input, existing resources, and long-range needs, a Strategic Conservation Plan will identify our priorities for ecological, cultural, and historical protection. It will include priorities to help us evaluate our projects and guide our advocacy efforts. It will help us evaluate our goals for conservation and restoration of the watershed over the next ten years.

The impact of creating an effective, adaptable, comprehensive strategic conservation plan will be generational. The priorities we target will improve climate resilience, environmental justice, historical and cultural preservation, and environmental health now and into the future.

photo by Fred Meyers

FOSTER CONNECTIONS AND HONOR CULTURAL DIVERSITY

We want to tell the stories of the people, plants, and animals that call the Eno River home. The river runs through diverse areas, including farming communities, historic sites, and cities. 50% of our population identify as people of color, and native Spanish speakers account for over 11% of the population. Our community thrives thanks to this diversity and our rich cultural history; yet, not all experiences are equal. Poverty rates are higher than the national average, and 15 of the 22 public schools receive federal funding for their higher-than-average populations of low-income families.

STRATEGIC PRIORITIES FOR 2023-27

Share Power by Equitably Building Partnerships

Strengthen and expand partnerships with communities along the Eno, as we come together to advocate for and celebrate the river.

Create Educational Opportunities

Provide inclusive, welcoming, and meaningful experiences for people to deepen their connection to our natural, cultural, and historical resources.

Preserve and Embrace Cultures and Histories

Emphasize the non-dominant regional cultures while embracing and uplifting new ideas and cultural differences.

Future Action: Festival for the Eno

For more than 40 years we have gathered together on the Fourth of July, celebrating the Eno River's diverse cultures through live music, a juried craft show, food and fun. Festival for the Eno is our largest community event, uplifting the stories of all peoples in the watershed. Future Festivals will provide new, immersive programs to highlight the Eno's natural, cultural, and historical resources. Thousands of festival goers will witness climate change and urbanization impacts through hands-on activities and presentations, learn about Eno watershed protection priorities, practice stewardship skills, and join their voices together as we advocate for a resilient watershed.

photo by Natasha Waters

BOLSTER ORGANIZATION INCLUSIVITY AND RESILIENCY

Our volunteers and staff are the key to our success. As the second-oldest land trust in the State of North Carolina, our grassroots organization thrived for many decades thanks to the hard work of a small group of committed volunteers. Over the years, our leadership has transformed into a professionally-staffed, nationally-accredited land trust that can respond to our growing community needs. We must continue to evolve and support these ambitious goals through a strong infrastructure with increased resources.

STRATEGIC PRIORITIES FOR 2023-27

Operate Sustainably and Equitably

Advance internal practices that support inclusivity, efficiency, adaptability, and ensure organizational and financial sustainability.

Engage Exceptional Staff and Volunteers

Foster a positive and inclusive workplace culture that is desirable for exceptional staff and volunteers, and allows them to excel.

Future Action: Environmental Justice on the Eno

Land conservation and land ownership is intertwined with racial injustice. The land that we protect today is the traditional and ancestral homelands of Indigenous peoples, and the accumulated wealth from this land was built on the backs of Black, Indigenous, and Peoples of Color. Government-sanctioned racism in housing practices and lending mean economic disparities continue today.

Environmental justice is made possible when all communities have access to information and are engaged as decision-makers in these issues. Our strategic plan includes goals to advance diversity, equity, inclusion, and access for our full community, including:

- Ensure the demographics of our watershed are represented in our board, staff, and volunteers
- Create partnerships and develop shared solutions with neighbors who want to combat environmental injustice or inequities in access to natural space
- Ensure at least 15% of our community programs are fully accessible to the public regardless of physical ability and language skills

These are just a few examples of how we will hold ourselves accountable as an anti-racist and inclusive organization. We believe that all people have the right to environmental protection that creates safe, healthy communities.

photo by Kyle Foreman

Your Support Ensures

a thriving, resilient Eno River.

We rely on deep, longstanding partnerships with government agencies, local businesses, neighboring land trusts and watershed organizations – **and people like you!**

Connect

Become a Friend of the Eno by joining our email list, attending our events and education programs, and bringing a friend with you when you visit our parks.

Volunteer

From stewardship, to education, to the Festival for the Eno, there are hundreds of ways to give your time while enjoying all we've helped protect.

Advocate

Share your voice to protect the Eno as increased development and climate change threaten water quality.

Sustain

Provide a steady stream of support by becoming a Sustaining Member with a monthly donation.

Donate

Make a critical investment in expanding our green corridor and growing community engagement in conservation with a philanthropic gift.

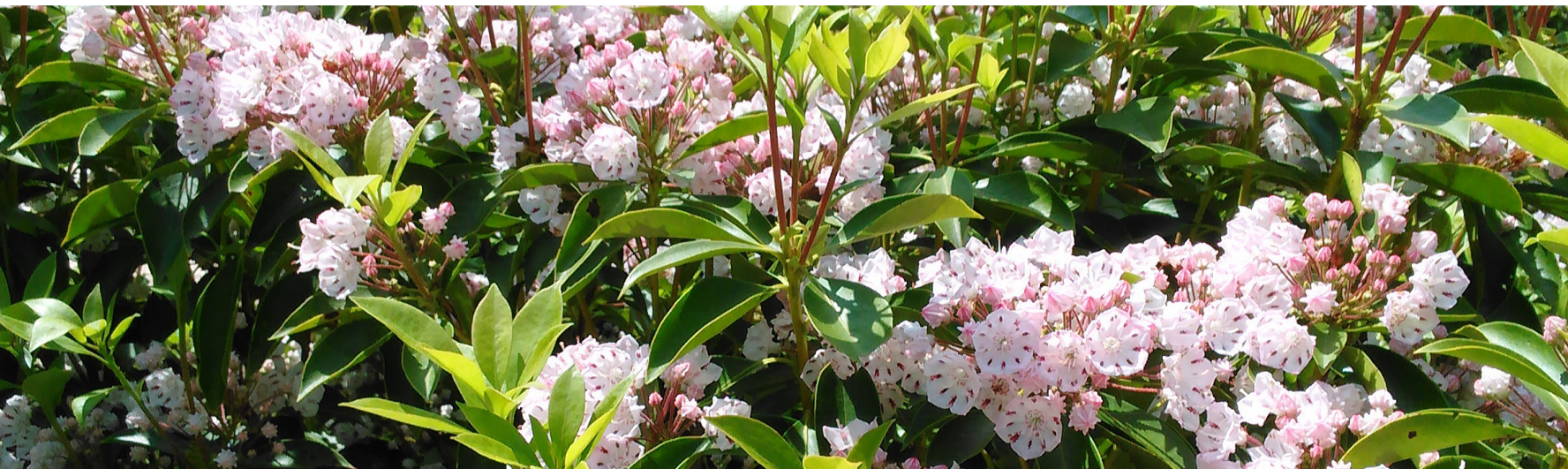
Visit www.enoriver.org to learn more.

photo by Fred Meyers





cover photo by Todd Nance, back photos by Fred Meyers, Linda Yao, Christina Schubert, and Robert Zimmerman.



4404 Guess Rd
Durham, NC 27712
919-620-9099
www.enoriver.org

