




Metro Blooms

Strategic Plan

Adopted November 2025



Introduction

When we began revisiting our Strategic Plan in 2024, we needed time to deeply examine our work together, explore the tensions we perceive and experience, and recommit to a shared understanding of who we are. Metro Blooms, at its heart, cares for community by caring for land, water and life. This belief has always been central to the ways we carry out our work, and now we have the shared language to speak boldly about how our values guide our actions.

Metro Blooms encompasses two organizations and three brands, creating space for many priorities. Working with staff and Board members through a consensus-based process, we were able to connect our strategies as an organization to a core set of values, rooted in a mission and vision that center environmental justice.

We are boldly passionate about this work. And now, the words that we use to describe Metro Blooms, our values, our vision and mission, match the heart of who we are.

In this clarity, we are confident in our collective work towards cultural change. A sustainable change, held by people and not just institutions. As we continue our work alongside community members and allow space for care and justice to take hold, we sow the seeds for a brighter future together. That work is detailed in this Strategic Plan. As always, we invite all of you to walk alongside us as we pursue this beautiful vision for the future.

— Laura Scholl, Executive Director



Mission

Metro Blooms partners with communities to nurture and support thriving ecosystems, land, and water. We practice shared leadership and care, moving towards environmental justice.



Vision

Metro Blooms envisions a just future of thriving communities where all people connect with and care for the land, water, and diverse life around them.

Values



Environmental Justice

We advocate alongside communities impacted by injustice, recognizing everyone's rights to clean air, land and water.

Care for Water, Land, and Wildlife

We are in kinship with the natural world, acknowledging that people and the environment are tied together. We care for clean water, healthy soil, and wildlife.

Collaborative Learning and Shared Knowledge

We all benefit from diverse ways of knowing, listening, teaching, and learning with each other. We learn from Indigenous peoples on whose lands we live and work.



Values

Shared Leadership

We share power with each other and the communities we partner with, including creating leadership opportunities for young adults.

Care for Community

We respond to community needs, and build long-term relationships based on compassion and collaboration.

Repair of Social, Economic, and Environmental Harm

We acknowledge past and present harms, taking caring action for the people and ecosystems experiencing those harms to move towards systems change.





Theory of Change

Metro Blooms exists in order to:

Protect and support the inherent value of wildlife, clean water, air and soil.



Work with impacted communities towards their own power, goals and solutions.



Deepen connections to each other and to nature.



Theory of Change

Metro Blooms exists in order to:



Share our expertise
and inspire
environmental action.



Connect environmental and
justice issues, recognizing the
relationships between
environmental, social, and
economic experiences.



Facilitate access to clean air,
clean water, healthy landscapes
and just living environments.



Theory of Change

We accomplish this core purpose by:

Prioritizing and supporting opportunities for silenced voices most impacted by injustices to be meaningfully involved in environmental projects.

Challenging unsustainable landscaping norms through teachings and practices that support ecosystem health and honor all life, land and water.

Designing, creating, and restoring native habitat, sustainable landscapes and green stormwater infrastructure.

Grounding our work in equity, racial, environmental and social justice.





Listening and advocating alongside community members to reduce barriers to environmental engagement.

Connecting people & organizations to each other, uplifting community knowledge, and sharing accessible resources.

Building relationships and partnerships across constituencies.

Supporting and inspiring others, especially young people, to lead environmental work and grow in environmental career pathways.

Pursuing financial sustainability.



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