

THE TRUST *for* PUBLIC LAND

CONSERVING LAND FOR PEOPLE

How to Unlock Funding Resources and Increase Interest Among Local and Federal Lawmakers



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The Trust for Public Land**

Trends, Threats, and Opportunities

- New Congress
- Economy/Cut Spending
- Park Closings, budget cuts, and 3 year Budget freeze
- Administration that values parks and recreation
- Longer Election Cycle

Federal Urban Opportunities

- Obama Administration Initiatives
- Federal Policy and Funding



Obama Administration Initiatives

- America's Great Outdoors
- Sustainable Communities Partnership
- *Let's Move! Campaign*
- *Let's Move Outdoors!*
- *Let's Move Cities and Towns!*

America's Great Outdoors Initiative



Lead Federal Agencies:

Department of the Interior
(Secretary Ken Salazar)

Department of Agriculture
(Secretary Tom Vilsack)

Environmental Protection Agency
(Administrator Lisa Jackson)

Council on Environmental Quality
(Chair Nancy Sutley)

Army Corps of Engineers
(Assistant Secretary Jo-Ellen Darcy)

Recommendations in AGO

- Connecting Americans to the Great Outdoors
 - Enhancing Recreational Access and Opportunities
 - Engaging Young people in Conservation
- Conserving and Restoring America's Great Outdoors
 - Full Funding for LWCF
 - Establish Great Urban Parks
 - Protect and renew rivers and other waters
- Making the federal government a more effective conservation partner

Sustainable Communities Initiative

Announced March 2009





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BAYSIDE TRAIL, ME

Goals of Sustainable Communities Initiative

- More choices for affordable housing near employment
- More transportation options, to lower transportation costs, shorten travel times, and improve the environment
- The ability to combine several errands into one trip through better coordination of transportation and land uses



**SANTA FE RAILYARD,
NM**

First Lady Michelle Obama's *Let's Move!* Initiative

- *Let's Move Outside!*: Community-based solutions to expand access to and participation in outdoor activities. State and local governments, community leaders and nonprofit organizations will be involved.

- *Let's Move Cities and Towns!*: Work in partnership with local leaders to tackle the challenge of child obesity by helping parents make healthy choices, creating healthy schools, providing access to healthy and affordable food, and promoting physical activity.



**An ambitious but important goal:
to solve the epidemic of childhood obesity within a generation.**

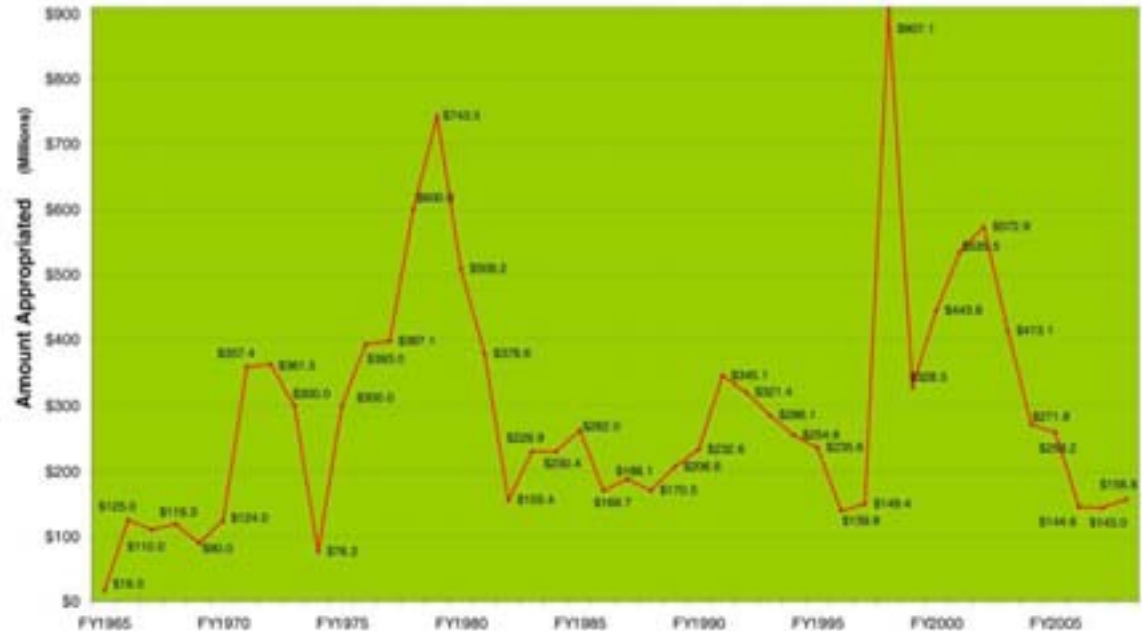
Federal legislation, policy and funding

- Full Funding of Land and Water Conservation Fund
- Transportation reauthorization bill
(ISTEA = TEA-21 = SAFETEA-LU = ?)
- H.R. 709, Urban Revitalization and Livable Communities Act
Rep. Sires (D-NJ)
- Moving Outdoors in Nature Act (MONA)
Rep. Kind (D-WI)
- Other Legislation and Policy Issues

Full and dedicated funding for the Land and Water Conservation Fund



Total LWCF Appropriations, FY1965-FY2008



The Wilderness Society

LWCF data is the sum of all statewide and federal land acquisitions (before supplementals/cessions) and does not include certain operations and management money.



MARTIN LUTHER KING

NHS, GA

Transportation Reauthorization

Gas tax revenue > Surface transportation needs

- The last reauthorization was SAFETEA-LU of 2005
- Law includes funding for transportation enhancements, recreational trails, safe routes to schools, scenic byways, etc.
- Current Extension of SAFETEA-LU expires September 30, 2011



A long and winding road: How will the reauthorization pass?

- SAFETEA-LU expired in 2009 and is currently operating under extensions
- Members of the House Transportation Committee and Senate EPW and Commerce Committees are working on the new bill
- Major concerns are the size of the bill and how to pay for programs

UPARR Funding



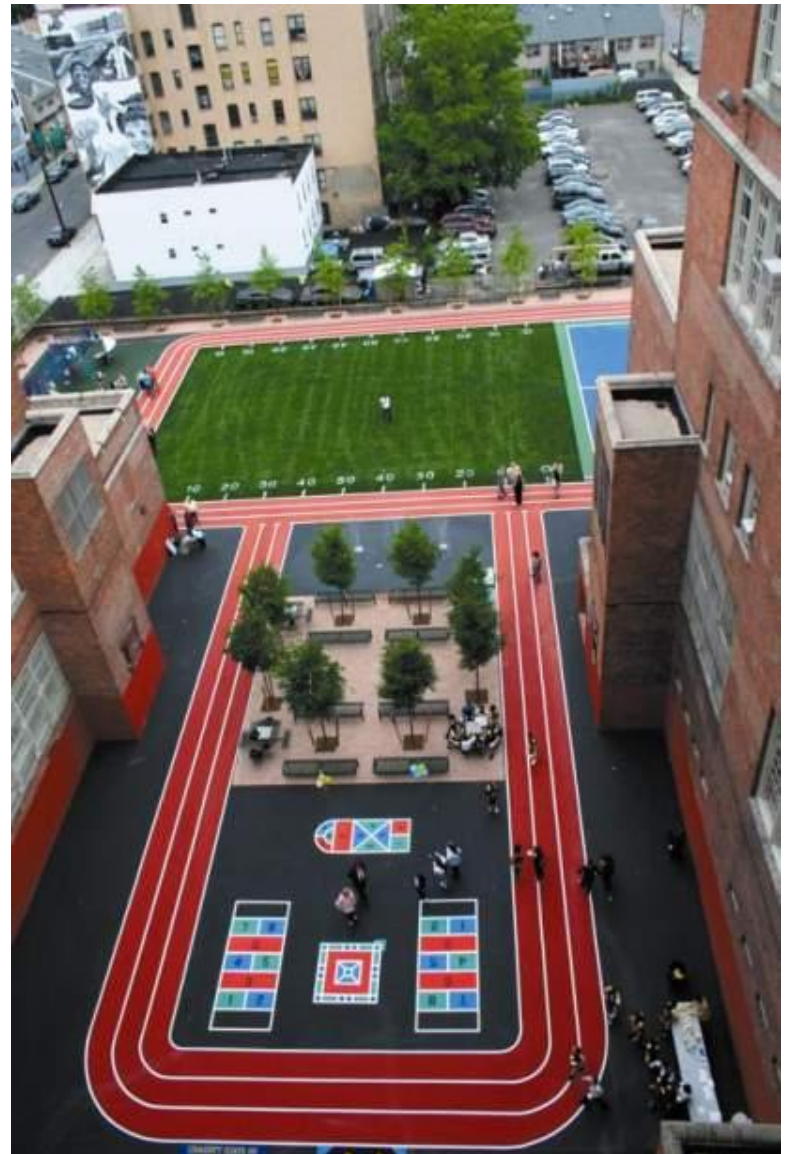
Urban Revitalization and Livable Communities Act, H.R. 709

Rep. Albio Sires (Jersey City/West New York)

- Senate companion bill champion: Sen. Sheldon Whitehouse (D-RI)
- Reconfiguration of the old Urban Park and Recreation Recovery Program (UPARR)
- Summary of key provisions:
 - Rehabilitation and Construction Grants, Innovation Grants, At-Risk Youth Recreation Grants and Recovery Action Program Grants for creating **new** and refurbishing existing urban parks and recreation facilities.

Moving Outdoors in Nature Act

- Will be introduced in 112th Congress by Rep. Kind
- Goal is to improve children's health, support economic development and strengthen future of conservation by connecting children and adults to the natural world.
- Objectives
 - Incentives for states to develop strategies for connecting with nature
 - Directs President to create similar strategy at the Federal level
 - Supports research of benefits



Does My Voice Matter?

- Public policy affects parks and conservation all across the nation. We address national trends locally.
- You are equipped with the knowledge to persuade lawmakers
- Advocates hold the key, but only if federal decision makers receive the message from their constituents

Overview of Capitol Hill

- 2 Chambers-House and Senate-Different Worlds
- 2nd session of the 111th Congress (Election Year)
- You will meet with staffers who work on various issues
- Congress will be in session-Be flexible

Roles of an Advocate

Lobbying: A Constitutional right to petition your government

- You are representing your agency/constituency and the conservation movement.
- Educate Member or Senator on our issues and how parks and conservation can address federal priorities.
- Persuade-Make the Case for why our programs should be funded-use examples and stats if possible.

Teamwork

- Create a plan/strategy before meeting
- Everyone has a role
- Designate one person responsible for follow-up

How to Advocate Effectively

Things to Consider:

- Tailor your message to your audience and provide specific examples
- Tell your story and give data if possible
- Position yourself to be a resource for your Member or Senator
- Invite Member and Staff to visit your Project/Site in District

Overview of a Hill Visit

- Make an Appointment
- Plan Your Visit in Advance and Be Prepared
- Be Prompt, Patient, and Polite
- Be Political: “All Politics are Local”
- Be Responsive

Challenges When Advocating Decision Makers

- Stay on message: Legislators might get sidetracked
- Time will be limited; hit your key points early
- Staff or legislator may not be knowledgeable about our issues
- Legislators might give kind words but not commitments



Conclusion

- Increased opportunities to make the case for your issues
- Be Prepared to discuss your issues with lawmakers at every government level
- Be Prepared, Prompt, and Positive!

Questions?

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