

Land Trust Alliance Rally 2023

Session D10: Advancing Programming to Connect Communities to Conservation

Presenter: Shirley Heinze Land Trust

Breakout Session

Scenario: Facilitating Conservation-Focused Community Planning

Your organization has been asked by the local municipality to be involved in giving input to and facilitating conversations around conservation and land use topics for their next comprehensive plan. In addition to your staff, members of your board and advisory council, who are local to the municipality, are also participating in the community input sessions. Some residents and environmental groups who are giving input are advocating for the plan to include bolder goals and actionable steps to address climate change and habitat loss. Staff and consultants for the local municipality are hesitant to include these goals and language because of pushback from some residents as well as elected officials that will be adopting the final iteration of this plan. How would you design a strategy to engage residents, environmental groups, and municipal staff around these topics while balancing the different viewpoints and interests?

Questions/Prompts

- What are the tactics and goals you would set in the first year?
- What partners do you need around the table to inform your planning?
- In what ways would you build trust in the community? How will you ensure that community needs are being taken into account?
- What resources will you need to develop and implement this program?
- What measures you will put in place to track progress and ensure longevity?
- What will be your plan to gather and incorporate community feedback into your programming?