

Land Trust Alliance Rally 2023

Session D10: Advancing Programming to Connect Communities to Conservation

Presenter: Shirley Heinze Land Trust

### **Breakout Session**

#### **Scenario: *Industry & Stakeholders***

- The city where one of your land trust holdings that has trails and programs is located recently approved the building of the ABC manufacturing plant. This plant will provide hundreds of jobs to the area. Residents are worried about the impact the factory will have on the community. Some of their concerns include increased environmental health risks and loss of green spaces. However, the ABC corporation has offered funding to local organizations working with the environment, including your land trust, which would advance projects that would increase access to the preserve. How would you proceed, keeping in mind project goals, partner relationships, and community 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?