

Land Trust Alliance Rally 2023

Session D10: Advancing Programming to Connect Communities to Conservation

Presenter: Shirley Heinze Land Trust

### **Breakout Session**

#### **Scenario: Public Access Improvements**

One of your newest land trust holdings is in a rural residential area where there are very low traffic volumes. Your organization has set accessibility as one of your values and is in the process of planning public access improvements to this property to showcase the habitat and accommodate people of all abilities. Local residents are worried about how these improvements would increase the traffic on the road, as well as create a nuisance of having more people visit this area. Some supporters have also raised concerns about the impact of the construction and higher number of visitors could have to the ecosystem. How would you design a strategy that balances the goals of public access improvements and increasing visibility, with nature of the neighborhood and protecting the natural resources at this site?

#### **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?