



Forest Legacy: Are We Telling the Same Story? (And Does it Matter?)

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Forest Legacy Program National Meeting



- Lobbying vs. Information Sharing
- LWCF History & Status of Reauthorization
- Advocacy Tools
- Practicing our Story



Federal Prohibition on Lobbying

Prohibited activities include:

- Participate in events, campaigns or programs designed to promote public support of pending legislation.
- Initiate meetings between the public and Congress members or their staff to discuss proposed legislation.
- “Ghostwrite” letters, speeches or other materials dealing with proposed legislation for anyone in a non-federal position.





What we can do: Share Information



- Discuss legislative issues or make public remarks explaining proposed legislation and the Administration's position.
- Send information about proposed legislation to individuals or groups that have asked for this information or regularly receive information from the Agency.
- Tell the public how to obtain additional information regarding proposed legislation.
- Provide general or specific data or technical information in response to questions.



Land and Water Conservation Fund (LWCF)



Enacted by Congress in 1964 to support conservation, recreation and historic preservation across America.

50th Anniversary

*The Land and Water Conservation Fund Act
signed on September 3, 1964*





Purposes of LWCF



“The purposes of this Act are to assist in preserving, developing, and assuring accessibility to all citizens of the United States of America of present and future generations and visitors...such quantity and quality of outdoor recreation resources as are available and may be necessary and desirable for individual active participation in such recreation and to strengthen the health and vitality of the citizens of the United States....”



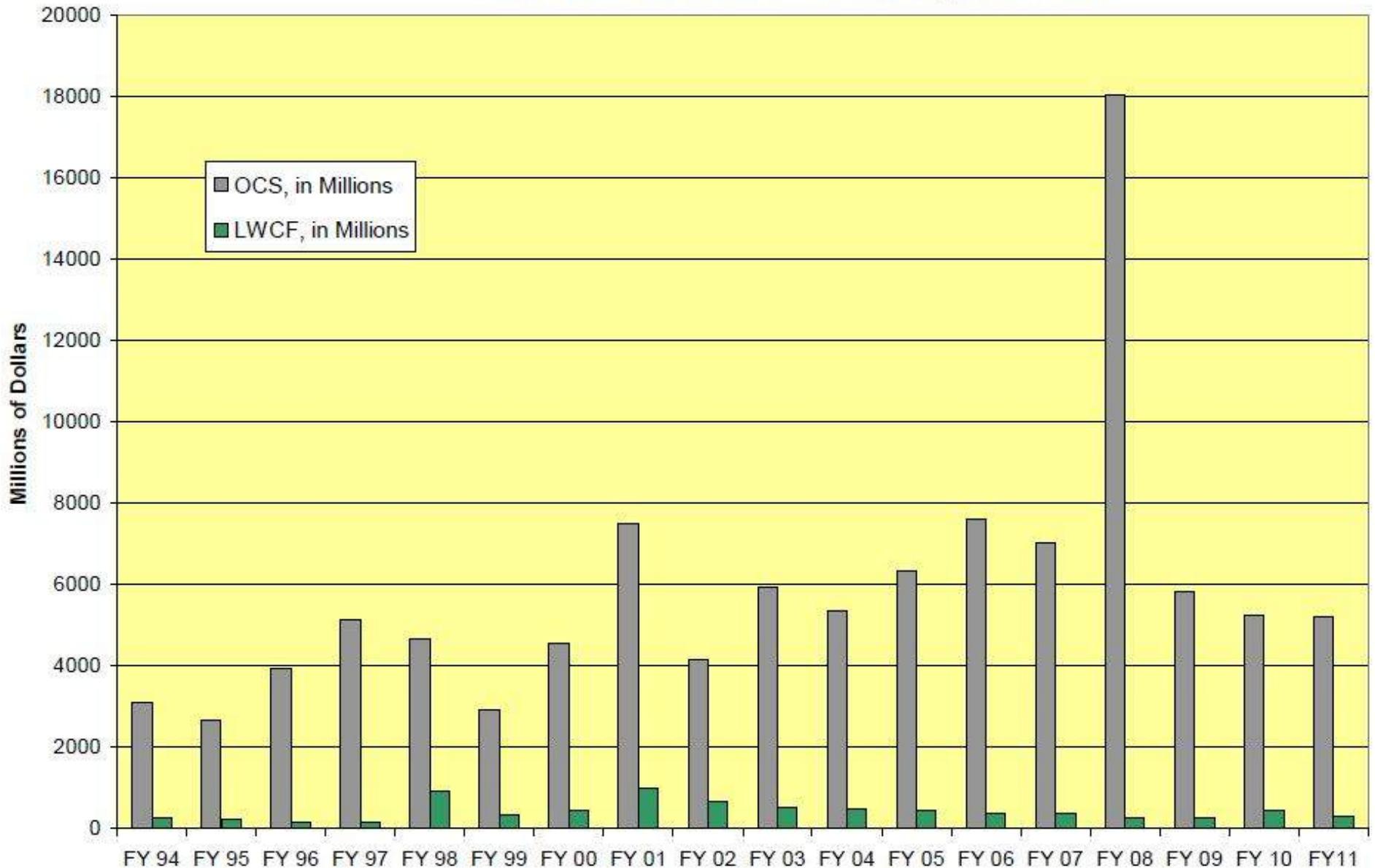
The story of LWCF



- Simple idea: use revenues from the depletion of one natural resource -- offshore oil and gas -- to support the conservation of another precious resource -- our land and water.
- Reauthorization stated, “Income of the fund not less than \$900 million for FY 1978, and each year thereafter”
- Between 1978 and 2014, \$900 million in LWCF has been appropriated twice

Not Taxpayer Dollars

LWCF Funds and Offshore Revenues, FY1994-2011





Programs Supported by LWCF



- **Federal Land Acquisition** – LWCF is the principle source of funding for National Parks, National Forests, National Wildlife Refuges, BLM, etc
- Since 1965, over \$13 Billion has been invested in federal acquisitions across the country
- NPS, FWS, FS, BLM report combined \$30 Billion backlog of federal land acquisitions



Programs Supported by LWCF



- **Stateside Assistance Program** – provides 50/50 matching grants enabling states, counties and communities to acquire land and build recreational facilities
- 98% of US counties have participated, totaling 41,000 projects
- \$3 Billion in LWCF investments have been matched with \$7 Billion match
- States estimate backlog of \$27 Billion in projects



Programs Supported by LWCF



- **Fish & Wildlife Service Cooperative Endangered Species Conservation Fund (Section 6 of the Endangered Species Act)**
- Up to 75% federal contribution to project cost
- If 2 or more states collaborate through joint agreement, federal contribution can go up to 90%
- Approximately \$32 million awarded in FY2013



LWCF and Forest Legacy



- Market based solution for conservation
- Part of the business model for healthy forests and healthy communities
- Keeping jobs in the woods



Advocacy Tools: Building Support at Home



- **Tours** of funded or proposed LWCF project with members
- **Celebrations** of project completion
- **Media** – quotes, op-eds or LTEs, pitch a story
- Encourage local partners to **engage** with their representatives



Tours



- Invite Members of Congress to see projects & community partnerships
- Can involve media or not according to participants' wishes
- Work with partners in state/local gov't, industry and conservation to provide education from diverse perspectives



Mountains to Sound Greenway Trust joint event with Washington Wildlife and Recreation Coalition thanking Rep Dave Reichert for his leadership. Reichert presented awards to three Republican State Senators and spoke about building bipartisan support for conservation at all levels of government.



Senator Patty Murray was invited to speak at the opening ceremony for Fallen Leaf Lake Park in Camas Washington, an LWCF funded project. Media attended and wrote about Senator Murray's remarks on the importance of LWCF funding.



Media



- Provide stories of past success, current partnerships and future needs to those who can disseminate
- Business and conservation community partners are happy to help drafting and placing pieces
- The LWCF Coalition is a resource to help with this process



Media



"The Land and Water Conservation Fund is critically important to the American economy and our way of life. I support legislation that will guarantee full funding for this program. The livelihoods of many Americans and the health of our land and water depend on it."

Jon Fosgitt, forester, Cold Springs Forestry, Michigan



"Merrill & Ring has managed the Pysht Tree Farm for over 125 years, providing a sustainable harvest of timber, productive fish and wildlife habitat and hundreds of family wage jobs. Funding from LWCF helps to ensure that these lands remain working forests."

Norm Schaaf, VP Timberlands with Merrill & Ring and the manager of the Pysht Tree Farm.



Media



Portland Press Herald

Federal help critical for Maine's forests

— *Hunters, trappers, foresters, snowmobilers, hikers and birdwatchers all know that Mainers benefit from federal open space programs like the Forest Legacy Program and the Land and Water Conservation Fund.*

Thankfully, important forestlands throughout the Pine Tree State -- from the northern reaches of the St. John to Down East -- are conserved for the use and enjoyment of future generations of Mainers due to the efforts of Rep. Tom Allen and the Maine delegation.

The Forest Legacy Program helps land owners keep their forests as forests. Forest Legacy provides matching grants to states and communities to purchase land and/or conservation easements from willing sellers.

It protects recreational access, managed timberlands, water resources

For eight years, Allen has led a bipartisan effort in the House to secure funding under these two programs for land conservation critical to keeping Maine's forests intact.

Maine's forests provide wood and fiber, habitat for wildlife, recreational opportunities, clean water, and the sense of place that Mainers cherish. In so many ways, these forests define Maine.

Each year, Allen has reached across party lines to spearhead an effort to secure funding for the commonsense conservation programs that have proven



Meetings



- Encourage partners to work with you to educate Members of Congress:
 - About your projects
 - About FLP's track record of success
 - About the source of FLP's funding, LWCF, and the need for its reauthorization in Congress this year
 - About specific FY15 budget needs
 - About what could be accomplished if LWCF were funded at its authorized level of \$900M annually



It's easy to help



- You are in the best position to make your projects come alive for those who control their future
- If site visits aren't possible, photos, maps, quotes and stories are powerful tools— tools that only you and your partners can provide to those advocating for LWCF in DC



LWCF Coalition



- Over 1,000 groups have joined the effort to educate the public and members of Congress on the importance of LWCF, including:
 - National Association of Forest Owners
 - Outdoor Industry Association
 - Theodore Roosevelt Conservation Partnership
 - Rocky Mountain Elk Foundation
 - Trust for Public Land
 - The Nature Conservancy
 - The Wilderness Society
 - Northern Forest Alliance
 - The Conservation Fund
 - Land Trust Alliance
 - City Parks Alliance
 - And many more business, conservation, hunting and fishing and land owner partners



Practicing Our Forest Legacy Story



- A partner organization has organized a tour, attended by Congressional staffers, local elected officials, and the landowner
- You have two minutes to describe the Forest Legacy Program
- What do you say?