

NM WNRC Presentation



Conor Hall – Conservation Finance Director, Trust for Public Land

What is the Trust for Public Land's Conservation Finance Program?

We create and protect new public funding for land conservation, parks, and restoration through the research, design, and passage of ballot measures and legislation and serve as thought leaders in the field.

Conservation Finance -- Two Primary Roles

- 1. Field Services – “Political Consulting Firm”**
 - #1 provider of technical assistance to state and local government leaders and conservation partners
- 2. Applied Research – “Think Tank”**
 - Leading source of research, education, and policy information

Our Track Record: 601 wins, 82% Yes, \$82 billion created, over 100 million Yes Votes



Letter requesting technical assistance

Conor Hall, Director of Conservation Finance—Intermountain West
The Trust for Public Land
1410 Grant St., Suite D210
Denver, CO 80203

Dear Mr. Hall,

By this letter, we, the Chair of Senate Conservation Committee and the Chair of the House Energy, Environment & Natural Resources Committee and requests technical advice and assistance from The Trust for Public Land in partnership with New Mexico Wild, Conservation Voters of New Mexico, Western Resource Advocates, Trout Unlimited, Defenders of Wildlife, Audubon Southwest, New Mexico Wildlife Federation, Nuestra Tierra, and The Nature Conservancy in connection with our efforts to develop and sustain reliable, ongoing sources of funding for parks, trails, open spaces and land conservation.

As part of your advice and assistance, we understand you may provide feasibility research, conduct a public opinion survey and develop strategies for our consideration in establishing dedicated, ongoing sources of public funds for land conservation.

We are interested not only in the factual information that you can provide, but also your opinions and recommendations on public funding options available to us, including understanding the public's priorities and attitudes concerning land and water conservation, outdoor recreation and protection of natural areas.

Although your submissions will be directed to the attention of the Senator Elizabeth Stefanics and Representative Matthew McQueen, we understand that your responses to this request will be for the general use of the State of New Mexico.

This request will continue in effect for any advice you offer or presentations you submit related to such matters. In addition, we would like to take this opportunity to request that you continue to be available to provide technical advice and assistance in this area and on related matters in the future.

Thank you.

Sincerely,



[Senator Elizabeth Stefanics, Chair of the Senate Conservation Committee]



[Representative Matthew McQueen, Chair of the House Energy, Environment & Natural Resources Committee]



Organizations supporting feasibility research

- Trust for Public Land
- New Mexico Wild
- Conservation Voters of New Mexico
- Western Resource Advocates
- Trout Unlimited
- Defenders of Wildlife
- Audubon Southwest
- New Mexico Wildlife Federation
- Nuestra Tierra
- The Nature Conservancy

Key Steps for Successful Measures

Feasibility Research

Public Opinion Survey

Program Recommendations

Ballot Language

Campaign

Step 1: Feasibility Research

Finance options
Conservation priorities
Fiscal capacity
Political profile
Election history
Election requirements
Ballot language requirements
Pathways to the ballot
Best practices

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