Florida Forever Advocacy: A Game Plan for 2018

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- We work to save special places and build better communities.
- We educate, advocate and negotiate to protect Florida’s high quality of life.
- Our bipartisan board of directors includes advocates and experts from across the state.
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- One of the founders of 1000 Friends of Florida
- First Secretary of the Florida Department of Community Affairs
- His accomplishments recognized with the John M. DeGrove Eminent Scholar Chair in Growth Management and Development at Florida Atlantic University
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- The panelists will discuss your recommendations at the end of the webinar, as time permits
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After this webinar you will receive a follow-up email with a link to a survey. You may share additional recommendations, indicate how you are willing to help, and evaluate the webinar:

https://www.surveymonkey.com/r/floridaforever2018

Please take a few minutes to give us feedback!
Presenters
Senator Bob Graham

- One of the most accomplished politicians in Florida history
- First state legislator, then a governor, and finally a three-term U.S. Senator
- Has had a role in nearly every major public policy issue in modern Florida’s history
- Created the Bob Graham Center in Public Service to continue his legacy of leadership, and train the next generation of Sunshine State leaders
- Author of several books, including America: The Owner’s Manual, which teaches the skills of civic participation
Ryan Smart

- President of 1000 Friends of Florida
- Bob Graham Center 2017 Young Floridian Award
- Past staff coordinator of the Florida Conservation Coalition, which focuses on water policy, communications and advocacy
Gladys Delgadillo

- Administrator of the Florida Conservation Coalition since August 2015
- Previously policy intern with the Conservancy of Southwest Florida
- Graduated from Stanford University with a B.S. in Earth Systems
Will Abberger

- Director of the Trust for Public Land’s national Conservation Finance Program
- In 2013-2014, led the campaign to qualify for ballot and win voter approval for the Florida Water and Land Conservation Amendment
- Directly involved in more than 90 local and state land conservation ballot measures
- Has had numerous responsibilities during his 25-year tenure with the Trust for Public Land
- Master’s degree in Urban and Environmental Planning from the University of Virginia, School of Architecture
- B.A. in English from Davidson College
Communications Director for 1000 Friends of Florida since 1996
Coordinates DeGrove webinar series, website, alerts, media outreach, special reports and other communications efforts
Led the recent Florida 2070/Water 2070 project
Previously Planner for the Historic Tallahassee Preservation Board and Florida’s first State Main Street Coordinator
Master of Urban Planning from the University of Illinois at Urbana-Champaign
Member of the American Institute of Certified Planners since 1996
Why Florida Forever?

Senator Bob Graham
Why Florida Forever?

- Why Florida Forever and land and water conservation are important to me as a citizen of Florida
- The current political climate in Florida – obstacles and opportunities
- Big picture strategies to move this issue forward in 2018 – what has been missing in past efforts
Where We Are Today

Ryan Smart, President
1000 Friends of Florida
Save Special Places

- Protect vital conservation, agricultural and other working lands like those on Florida Forever and Florida Greenways lists
- Support funding for greenways and corridors that protect wildlife habitat and provide recreational opportunities
- Establish incentives and increase funding to help landowners conserve important agricultural lands and other working landscapes
- Work to significantly lessen the impact of new development on Florida’s lands and waters
The Florida Water and Land Conservation Amendment

**BALLOT TITLE:**
Water and Land Conservation - *Dedicates funds to acquire and restore Florida conservation and recreation lands*
“The whole purpose of Amendment 1 was to reverse the drastic cuts in the Florida Forever program.”
– Governor Bob Graham

“All they have to do is fund Florida Forever.”
– Clay Henderson

“All we’re saying in Amendment 1 is we want to restore (Florida Forever) funding and not have it subject to the political whims here in Tallahassee.”
– Will Abberger

“The fact that Florida Forever was discontinued was the motivation for Amendment 1.”
– State Senator Thad Altman

“The amendment was intended to bolster a popular conservation program, Florida Forever, that had been hard hit by state budget cuts.”
– New York Times
## Approximate 2015-2018 LATF Allocations

<table>
<thead>
<tr>
<th>Category</th>
<th>2015-2018</th>
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<td><strong>Total</strong></td>
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2017 Florida Legislative Session

$0 Florida Forever
$0 Florida Communities Trust
$10 million Rural and Family Lands Protection Program

“Every year that there is no funding for Florida Forever is a lost year for Floridians.”
– 1000 Friends Chairmen Emeritus Nathaniel Reed

However:

- FCC identified Florida Forever funding as top priority.
- Conservation community unified behind a consensus proposal on dedicated funding.
- Dozens of op-eds and editorials in Florida newspapers.
- Thousands of calls and emails to Florida Legislature in support of Florida Forever.
- Ranchers and conservation groups came together to advocate for land conservation funding.
Sen. Linda Stewart – Amendment to SB 234

Rep. Matt Caldwell – HB 7119

“As the father of Florida Forever... I’m obviously disappointed to have a year when I’m Appropriations chairman and not be able to fund it... Next year, I’ll try to fix that.”
– Sen. Jack Latvala

“We’re going to work toward a much bigger and better and greater Florida Forever funding source.”
– Sen. Linda Stewart

“I am a big believer in Florida Forever and I think it should be funded every year.”
– Sen. Travis Hutson
The Florida Conservation Coalition

Gladys Delgadillo, Administrator
Timeline for Action

• Committee Weeks Likely to Begin in September

• 2018 Legislative Session Begins January 9, 2018

• Regular session only lasts 60 days
Florida Conservation Coalition

- Over 70 Conservation-Minded Organizations
- Chairman: Governor Bob Graham
- Vice Chairmen: Nathaniel Reed & Commissioner Lee Constantine
- Individuals: Estus Whitfield, Victoria Tschinkel, Craig Diamond, Gary Kuhl
- WeAreFCC.org
“The primary reason the Water and Land Conservation Amendment (WLCA) was proposed and supported by Florida voters was to restore funding for Florida’s landmark conservation and recreation land acquisition programs, including Florida Forever.”

- 2017 FCC Land Conservation Position Statement
Coordinating the Conservation Community for 2018
FCC’s Role

• In 2017, the FCC asked for statutorily guaranteed funding for land conservation programs.

• The FCC is working to build consensus on land conservation policy and strategy goals in preparation for the 2018 session.
The Peoples’ Campaign
The Peoples’ Campaign: Grassroots Activism and Working with Legislators

Senator Bob Graham
Grassroots Activism

- Why grassroots activism is essential
- Importance of:
  - Identifying sponsors and supporters in the legislature
  - Securing extensive media coverage
  - Promoting grassroots activism
Working with your legislators

- Tips on making a personal connection – what works and doesn’t work
- Finding your legislators -- https://www.flsenate.gov/Senators/Find
- Schedule meeting if possible before session starts
- Call if meeting is not possible, or talk with aides
- Meet with local elected officials to engage them in supporting Florida Forever
The Peoples’ Campaign: The Florida Communities Trust

Will Abberger, Conservation Finance Program Director
The Trust for Public Land
The Florida Communities Trust

- All politics is local
- Due to term limits, many legislators know little or nothing about Florida’s land conservation programs
- You have an important role to play in educating your legislature about the needs in your community for land conservation funding
- Identify past Florida Forever projects or land that should be protected in your community
- Make the connection for your legislator
- Information to come
The Florida Communities Trust

- One of the most popular programs funded by Florida Forever
- Competitive grants for cities, counties, and land trusts
- “Bottom-up” not “Top-down”: priorities identified by local governments, not the state
- Matching funds = state/local government leverage
- Faster: uses local government land acquisition procedures
- Land managed by local government, not the state
- Partner friendly
The Peoples’ Campaign: Building a Conservation Community

Ryan Smart, President
1000 Friends of Florida
Go Take a Hike…

Organize visits to conservation lands to share your love for natural Florida and why conserved lands are essential to Florida’s environment, economy and quality of life.

Who to invite

– Legislators
– Local Govt. Elected Officials
– Editorial Board Members/Journalists

Invite partners (ranchers, recreation user groups, local NGO or someone with a special connection to the property) to join you.

If doing a site visit with an elected official, offer to invite local media to cover the visit. Only proceed with permission from the elected official.
Go Take a Hike…

Where to Go

– Lands acquired through Florida Forever & P2000
  • State Parks, State Forests, etc.
  • Local Florida Communities Trust Projects
  • Properties on the Florida Forever, Florida Communities Trust or Rural and Family Lands Acquisition List
    – *Make sure to get landowner approval before going on private land.*

Things to Bring

– Camera
– Information on property
– Document to leave with invitee
The Ask

- **Legislators**
  - Champion a dedicated funding source for land conservation during the 2018 Session.
  - Collaborate on an op-ed
  - Additional meetings closer to Session.

- **Local Govt. Elected Official**
  - Resolution in support of a dedicated funding source for land conservation during the 2018 Session
  - Arrange/attend meetings with local legislators they have personal relationships with
  - Collaborate on an op-ed

- **Media**
  - Editorials/columns on importance of land conservation
  - Editorials/columns supporting a dedicating funding for land conservation during the 2018 Session
Rally for Land Conservation

- Groups planning a day of rallies across Florida
  - Organize your own rally at a local conservation property in coordination with these groups
  - Attend a rally in your area

- Be on the look out for opportunities to come to Tallahassee during the 2018 Legislative Session to support land conservation funding
Town Hall/Delegation Meetings

- Find out when your legislators are holding town halls or delegation meetings
  - Call their district office and ask when the next meeting is

- Let others know
  - Conservation Groups
  - Like-minded friends or family
  - Social media

- Prepare ahead of time
  - Schedule a call/meeting with others who will attend
  - Prepare questions in advance

- Make yourself heard
  - Arrive early
  - Coordinate
  - Support each other
  - Record the meeting
The Peoples’ Campaign: Getting the Message Out

Vivian Young
1000 Friends of Florida
Understand your audience (whether individual or group) and target your message

Whether talking with a legislator, meeting with an editorial board, writing an op ed, or hosting an event, understand your audience!

- **What are their interests?**
  - Do they care about the environment?
  - Do they like hunting and fishing?
  - Are they business people?
  - Are they farmers or ranchers?

- **Consider working with a hunter, business person or whatever background is appropriate to identify what arguments will most likely persuade the audience you are targeting**
Understand your audience and target your message

- What approach will work best?
  - Some are persuaded by logic
  - Others are persuaded by emotion
  - Politicians also likely focus on the political consequences of a decision

- Tailor your message to THEIR concerns and perspectives

- Prepare talking points to develop a convincing narrative

- Be concise

- Provide visuals (photos or videos) when possible
Do Your Homework

- Identify lands which have been brought into public ownership through Florida Forever or one of its predecessor programs
- Sources include:
  - Florida Forever projects list by county at [http://www.dep.state.fl.us/lands/FFplan_county.htm](http://www.dep.state.fl.us/lands/FFplan_county.htm)
  - Florida Communities Trust Parks Directory at [http://prodenv.dep.state.fl.us/Dsp/Parks/home](http://prodenv.dep.state.fl.us/Dsp/Parks/home)
  - Trust for Public Land Projects including Florida Communities Trust at [www.tpl.org](http://www.tpl.org) and search “Florida”
<table>
<thead>
<tr>
<th>Florida Forever Project Lists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Florida</td>
</tr>
<tr>
<td>Greater Tampa Bay</td>
</tr>
<tr>
<td>SW Gulf Coast</td>
</tr>
<tr>
<td>Southwest Florida</td>
</tr>
<tr>
<td>South Florida</td>
</tr>
<tr>
<td>Space &amp; Treasure Coast</td>
</tr>
<tr>
<td>Northeast Florida</td>
</tr>
<tr>
<td>Northwest Florida</td>
</tr>
</tbody>
</table>

- Use Florida Conservation Voters project lists at http://www.fcvoters.org/pub/ to identify projects in your legislators’ districts or in your local media’s distribution area and explain why they are important.
Do Your Homework

- Identify major development proposals and check to see if they impact Florida Forever lands, if any, to show urgency
  - Contact your local planning department to identify major upcoming projects
  - If the planning department cannot identify which will impact lands on the Florida Forever list, contact 1000 Friends at friends@1000fof.org and we may be able to assist you
Work with the media

- Find your reporters/editorial board contacts
  - Visit the media source’s website to identify reporters and columnists who cover similar issues
  - If you can’t find the appropriate newspaper contacts, 1000 Friends can provide assistance with contacts at mid-size to large papers around the state (friends@1000fof.org)
  - Don’t forget weekly and monthly local publications that might welcome the contribution of a written article
  - Don’t forget about talk radio and public radio stations that often are looking for new stories
  - Identify television stations that have weekend public affairs programs

- For letters to the editor and op eds, check with the paper on accepted word length and how to submit articles
After you have done your homework and prepared your talking points:

- Share meaningful ideas with reporters about possible stories and events
- Work with others in your community to schedule a meeting with the editorial board to share how Florida Forever funding impacts the lives of those in your community
- Submit opinion pieces (op eds) in support of Florida Forever
  - Coordinate with others in your community so some op eds are geared to individuals who are influenced by facts and others to those influenced by emotions
  - Also consider op eds from varying perspectives – business, agriculture, outdoor recreation, water quality
- Write letter(s)-to-the-editor
- Post, like and share positive coverage on social media
- If a Facebook post really resonates with you, consider spending $5 - $10 so it is posted on the pages of friends of your friends

Coming soon:
- A Florida Forever funding petition on moveon.org
What IS your message?

Important concept in messaging:
- Freedom to choose

March 2014 messaging information from Public Opinion Strategies to support passage of Amendment 1:
- Do make voters aware of the amendment and explain it as simply as possible
- DO NOT ever talk about this amendment without saying first and foremost it will NOT increase taxes
- DO talk about clean water
- DO stress protecting water and natural areas for future generations
- DO NOT rely solely on growth as a rationale for support
- DO NOT focus on process, such as matching funds or accountability
- DO evoke iconic wildlife – in both imagery and messaging
- DO NOT try to counter opposition arguments – stay on a positive message
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- **DO NOT** focus on process, such as matching funds or accountability
- **DO** evoke iconic wildlife – in both imagery and messaging
- **DO NOT** try to counter opposition arguments – stay on a positive message
Florida Conservation Coalition messaging on Florida Forever available under “Florida Forever Talking Points” -- https://www.wearefcc.org/citizen-advocate-team/ -- It will be updated to reflect 2018 information shortly.

Protected lands provide important natural services:

- **Water Supply**: Natural lands allow rainwater to percolate into our underground aquifers. 90% of Floridians obtain their drinking water from Florida’s aquifers and these aquifers also feed Florida’s world-class springs. Florida has the most first magnitude springs of any state in the country.

- **Air & Water Quality**: Conserved lands naturally filter out pollutants in our air and water. Plants can remove excess nutrients in stormwater before it reaches our surface waters or aquifers. Excess nutrients are responsible for toxic algae blooms like those in the Indian River Lagoon, St. Johns River and numerous springs.

- **Climate Change**: Conserved lands mitigate the effects of climate change by absorbing carbon and acting as a buffer during extreme weather events.

- **Wildlife**: We are currently in the midst of the world’s 6th mass extinction event. Protected lands provide vital habitat for wildlife, including Florida’s many imperiled species. Native wildlife, including black bears and Florida panthers, are threatened by increasing habitat fragmentation. It is necessary to connect protected lands statewide in order to provide migration pathways for wildlife and ensure the genetic viability of Florida’s wildlife populations. Dr. E. O. Wilson, professor emeritus at Harvard University, recommends that humans conserve 50% of the earth’s land and waters to protect biodiversity.
Florida Forever Talking Points – Florida Conservation Coalition

- **Agriculture**: Conserving working agricultural lands helps ranchers and farmers sustain their way of life and provide locally produced food for our citizens. It also protects ecosystem services on these lands from being lost to development.

- **Tourism and Recreation**: Natural lands offer residents and visitors of Florida countless recreational opportunities including fishing, hunting, wildlife viewing, hiking, horseback riding, kayaking, and swimming.
  - In Florida, outdoor recreation generates $38.3 billion in consumer spending and $2.5 billion in state and local tax revenue.
  - Wildlife viewing contributes $4.9 billion annually to Florida’s economy.
  - Florida’s state parks had a direct economic impact of $2.1 billion in 2013.
  - Fishing in Florida has an economic impact of over $9 billion annually.

- **Quality of Life**: Several scientific studies have concluded that spending time in nature is beneficial for people’s health and well-being.

- **Cost Savings**: Conserving land is less expensive and more effective than providing the ecosystem services that natural lands provide through artificial means, by imposing regulations, or attempting complex restoration and infrastructure projects.

- **Defense**: The military needs natural lands to buffer their bases in order to run simulations and test equipment without interfering with civilian life.

- **Desirable Communities**: Protected lands increase nearby property values because protected lands help to create communities people want to live in.
Social scientists conducted a study of 2,530 adults, children, and parents in Florida throughout 2015-2016 – 363-page Florida-specific report – Results broken down by gender, ethnic background, age, income – Also looks at eight “values of nature” – affection, attraction, aversion, control, exploitation, intellect, spirituality, symbolism

This study focuses on PROGRAMS, not land conservation
Major findings from *The Nature of Americans – Florida Report*

1. **Floridians face a significant gap between their interests in nature and their efforts, abilities, and opportunities to pursue those interests**
2. **Experiences in nature are deeply social**
3. **Adults and children differ in where they locate unforgettable, authentic nature** (children find it in the backyard, adults tend to believe it requires solitude and travel to faraway places)
4. **Access to nature is as much about the quality of places as their quantity**
5. **Floridians value nature in remarkably broad, diverse ways**
6. **Floridians support nature-related programming, funding, and conservation** (majority of adults believe programs for Floridians to enjoy nature are underfunded and support increasing these programs; most adults do not agree we should build on land if it results in fewer places for wildlife to live)
7. **Floridians’ relationship with nature is complex and nuanced**
8. **Floridians perceive tremendous benefit from experiences in nature** (Floridians of all types report that exposure to nature promoted their physical, psychological, and social wellbeing).

What IS your message?

Figure 2.1: What is Nature to You?

mangroves  everything  things  around  woods  trees  stuff  animals  beach  mountains

trees  people  forests  air  boating  parks  fresh  forest  camping  going  outdoors

Note: Question asked in focus groups in Florida. Question wording: What comes to mind when you think of the word nature?

Figure 2.6: Likelihood that Interests in Nature are Growing

Note: The outcome is the likelihood that a respondent reports their interests in nature are growing. The dot represents the point estimate of the log odds of that particular factor, net of the other factors included in the model, in relation to the outcome.

What IS your message?

Figure 2.28: The Single Most Important Thing Nature Gives Us

Note: Question asked to survey respondents. Question wording: What do you think is the single most important thing nature gives us?

Figure 2.38: Likelihood of Strongly Agreeing Number of Nature-related Programs Need to be Increased

Note: The outcome is whether or not a respondent "strongly agrees" programs to help Americans enjoy nature, the outdoors, and wildlife need to be increased, compared with all other possible responses. The dot represents the point estimate of the log odds of that particular factor, net of the other factors included in the model, in relation to the outcome.

What IS your message?

Figure 2.35: Increasing Programs to Enjoy Nature, the Outdoors, and Wildlife

<table>
<thead>
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<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Neutral</th>
<th>Somewhat agree</th>
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<td>2%</td>
<td>19%</td>
<td>35%</td>
<td>43%</td>
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Question wording: In your opinion, do we need to increase the number of programs available for Americans to enjoy nature, the outdoors, and wildlife?
What IS your message?

Figure 2.63: Agreement with Building on Land even if it Reduces Habitat

- 31% Simply disagree
- 25% Disagree
- 20% Neutral
- 16% Agree
- 8% Strongly agree

Question wording: To what extent do you agree or disagree with the following statements? ...We need to build on land for people even if it results in fewer places for wildlife to live.

Figure 2.64: Agreement with Controlling Nature to Meet Human Needs even if it Harms Nature and Wildlife

- 29% Simply disagree
- 21% Disagree
- 24% Neutral
- 16% Agree
- 10% Strongly agree

Question wording: To what extent do you agree or disagree with the following statements? ...People need to control nature to meet human needs even if it sometimes harms nature and wildlife.

What IS your message?


Figure 2.66: Funding Sources to Help Pay Cost of Nature and Wildlife Activities

Dedicated portion of general state/federal tax revenues

Response: Strongly disagree - Strongly agree
15. For adults, promote conservation efforts as a way to improve their overall community and quality of life.

Adults who were highly satisfied with the fundamental human services where they live, such as schools and water quality, were highly likely to support increasing the number of nature and wildlife programs. So too were adults who were highly dissatisfied with these aspects of their local community. This finding indicates one of the ways Floridians link what happens in their community with what happens in nature. In addition, we believe a significant expansion of funding for nature- and outdoors-related programs, including wildlife conservation, will be achieved when various sectors effectively link nature, wildlife, and the outdoors to the public’s self-interest in health, productivity, and quality of life—which this research suggests is already intuitive to the vast majority of Floridians.

22. Build partnerships among professionals in healthcare, education, urban planning, conservation, community development, and other sectors.

When Floridians connect with nature, they bond with their families and friends, develop intellectually, and find respite and rejuvenation. Linking Floridians to nature creates lasting memories, provides outlets for children and adults to explore, and facilitates moments of joy. It positively affects the physical, psychological, and social wellbeing of children. It creates places where Floridians want to live, work, and flourish. These outcomes provide a powerful justification for forging partnerships across sectors as diverse as healthcare, education, urban planning, conservation, recreation, and community development so that every one might work toward connecting Floridians and nature.
In a nutshell:

- Meet with my legislators
- Meet with local elected officials to encourage them to support Florida Forever funding
- Help coordinate a visit to conservation lands for legislators, editorial board members, or others
- Reach out to partner with those who may support Florida Forever for a variety of reasons (ranchers, recreation group users, local NGOs, health advocacy groups, etc.)
- Help coordinate a community event
- Identify appropriate local media contacts (newspapers, radio and television)
- Coordinate with others on an editorial board visit
- Share information with local journalists on the importance of supporting Florida Forever funding
- Write an op-ed or letter to the editor
- Appear on a local talk radio or television show
- Do background research on existing and proposed Florida Forever projects in my area and/or development threats
- Help develop local messaging
- Identify and/or take photos and videos that can be used to support Florida Forever
- Prepare a handout with information and photos on why Florida Forever is important in your community
- Share information on social media
Concluding Thoughts

Senator Bob Graham
Share YOUR Recommendations
Please share YOUR recommendations during the webinar:

- Please use the “Questions” box on your control panel to write in YOUR recommendations on how to advocate for Florida Forever funding in 2018.
- The panelists will discuss your recommendations at the end of the webinar, as time permits.
Please share YOUR recommendations after the webinar:

After this webinar you will receive a follow-up email with a link to a survey. You may share additional recommendations, indicate how you are willing to help, and evaluate the webinar:

https://www.surveymonkey.com/r/floridaforever2018

Please take a few minutes to give us feedback!
This webinar has been approved for:

- 1.5 AICP CM LEGAL CREDITS for planners (#9125755)
- 1 CEC for Certified Floodplain Managers
- 2 CLE for Florida Bar (#1704285N)
- 1.5 contact hours for Florida Environmental Health Professionals
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