Stewardship Required: The Power of Interdisciplinary Collaboration for Long-term Function of Urban Natural Areas

January 30-31, 2019
Seattle, Washington

Winning Public Support and Sustainable Funding for National Areas

Barbara Wright
Healthy Community Advocate
Focus Today

- Seattle’s Success Story
- Understand your needs
- Identify passionate constituents
- Develop new constituents
- Find a champion
- Understand political climate
- Develop long-term strategy
Success Stories – Securing Sustainable Funding

YES for Parks
Yes on Prop 1
Understand Your Needs
Identify Your Goals and Outcomes

• Public access
• Recreation
• Education
• Health Outcomes
• Environmental Preservation
• Facility Preservation
Identify Passionate Constituents
Identify New Constituents

Table Discussion:

- Individuals
- Organizations
- Elected officials
- Community leaders
Find a Champion
Understand the Political Climate
Develop Strategy

- Work early with elected officials
- Identify Needs
- Public involvement
- Communicate, communicate, communicate
- Identify supporters
- Find your champion
- Leave no detail undone
Thank You!