Stewardship Required:
The Power of
Interdisciplinary
Collaboration for Longterm Function of Urban
Natural Areas

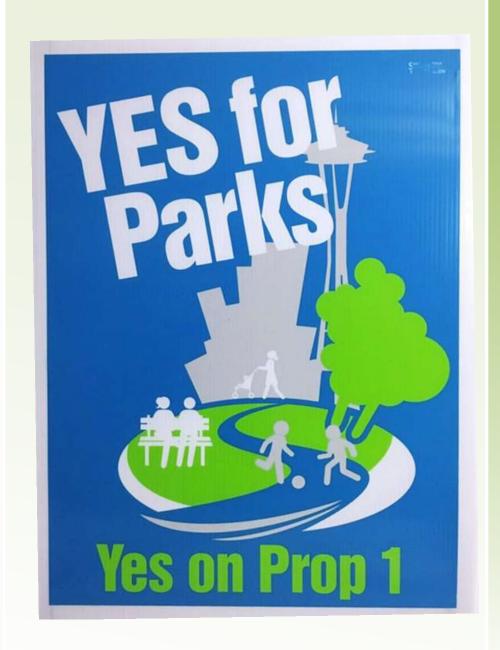
January 30-31, 2019 Seattle, Washington Winning Public Support and Sustainable Funding for National Areas

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



## **Understand Your Needs**





## Identify Your Goals and Outcomes

- Public access
- Recreation
- Education
- Health Outcomes
- Environmental Preservation
- FacilityPreservation

# 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!**

