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Land and Water Conservation
Fund Summit
April 12, 2013
Denver, Colorado

Summary of Observations
Prepared for NASORLO

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The Land and Water Conservation Fund Summit

The Land and Water Conservation Fund (LWCF) Summit was convened April 12, 2013 with the purpose of celebrating and recognizing the achievements of the fund's past 50 years, and to build consensus on a path forward to the reauthorization of the fund in 2015. The summit brought together LWCF stakeholders including representatives from the following organizations:

- Land Water Conservation Fund Coalition
- National Association of State Outdoor Recreation Liaison Officers (NASORLO)
- National Association of State Park Directors
States represented include: Alaska, Colorado, Arkansas, South Carolina, Missouri, Washington, Michigan, Alabama, South Dakota, Texas, Kansas, Oregon, Idaho, California, Iowa, Delaware, Georgia, Tennessee, Minnesota, Rhode Island, Wyoming, Maine, Wisconsin, North Dakota, Connecticut, Montana, Nebraska, Virginia, West Virginia, and New Hampshire
- National Park Service
- National Recreation and Park Association
- Outdoors America
- Outdoor Industry Association
- Society of Society of Outdoor Recreation Professionals
- Trust for Public Land
- Union Sportsmen's Alliance

Purpose

NASORLO leadership recognized the importance of finding consensus with other stakeholders on the Land and Water Conservation Fund prior to its reauthorization in 2015. To that end, the leadership agreed that the summit would try to achieve the following outcomes:

1. Develop consensus on broad priorities for the LWCF
2. Discuss and explore various allocation models for the LWCF
3. Develop a high level plan for moving forward towards reauthorization

Process Design and Execution of the LWCF Summit

In collaboration with NASORLO leadership, Engaged Public constructed an agenda for the April 12, 2013 LWCF Summit that was held in Denver, Colorado at the Warwick Hotel.

The agenda was constructed with a "high-tech" and "high-touch" approach and consisted of small and large group interaction in combination with individual keypad polling.

There were five primary parts to the agenda:

- Beyond Appreciation: Getting Reauthorization Done
- What are the Features of a Modern LWCF?
- Challenges and Threats
- Defining Ideal Features
- Strategies to Implement the Modern LWCF



Agenda

8:00	Welcome, opening remarks and panel
9:00	Beyond Appreciation: Getting Reauthorization Done
9:40	What are the features of a modern land and water conservation fund?
10:00	Fifteen minute break
10:15	Table discussion: generating new options
11:15	Challenges and threats
11:45	Remarks from the LWCF Coalition

2



Agenda (continued)

12:00	Lunch
	Speaker: Frank Hugelmeyer
1:00	Break
1:15	Defining Ideal Features
1:30	What are the strategies to implement the modern LWCF?
2:00	Reports
2:30	Break
2:45	Summary
3:00	Remarks-Emerging Needs and Opportunities
3:30	Final Commentary and Setting the Agenda-Stateside Coalition

3

The importance and tone of the day was set in the morning by a panel of individuals who gave the group candid political advice and perspective on the LWCF reauthorization. This panel was also informed by the release of President Obama's budget earlier in the week in which the President demonstrated his support of the LWCF by including \$600M to the LWCF in 2014.

Panelists included:

- David Brooks - Senior Counsel, Senate and Energy and Park Subcommittee (via video)
- Lisa Dale - Assistant Director, Colorado Department of Natural Resources
- Kaleb Froehlich - Senator Lisa Murkowski Office (R-AK) (via video)
- Pete Obermueller - Executive Director, Congressional Western Caucus
- Jeremiah Rieman - on behalf of Governor Mead (R-WY)

Senate staff (Brooks and Froehlich) both reiterated that there is wide support for the LWCF in the Senate, although there are some areas that need to be negotiated. Mr. Obermueller acknowledged that it will be more difficult to sell the LWCF's reauthorization in the House of Representatives than in the Senate.

Pivotal Question #1

Immediately following the presentation, participants were asked whether they agree or disagree with the statement: "I believe the bid for LWCF reauthorization will be successful." The

group was very optimistic with 79 percent agreeing with the statement. Clearly, the majority of the participants feel that the Senate and House will find middle ground and pass the LWCF.

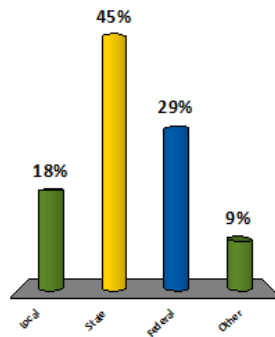


Who Was in the Room?

The six hour meeting kicked off with a series of demographic slides that asked individuals 1) what branch of government they worked for 2) what part of the country they lived in 3) the primary focus of their job; and 4) what professional/advocacy organizations they affiliate with. Many of the 82 attendees were associated with a number of national organizations, but most were affiliated with NASORLO (National Association of State Outdoor Recreation Liaison Officers).

What level of government is your primary policy focus?

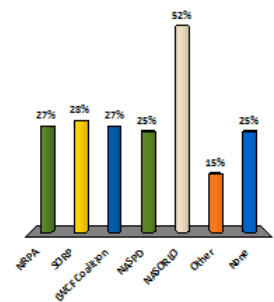
1. Local
2. State
3. Federal
4. Other



15

In which LWCF organizations are you active? (select all that apply—ENTER)

1. NRPA
2. SORP
3. LWCF Coalition
4. NASPD
5. NASORLO
6. Other
7. None



17

Beyond Appreciation: Getting Reauthorization Done and What are the Features of a Modern LWCF?

Interviews reinforced what everyone knew: all the stakeholders are committed to the stated purpose of LWCF, but there are different viewpoints on the best strategy to ensure a successful reauthorization, and on the content of the legislation. There are two primary points of tension:

- 1) **Equitable distribution of funds:** Currently, in years when Congress appropriates money to the LWCF, the amount between the states and the federal government is and has not been equitable for many years. Put simply, the federal government receives the majority of the money. Many state advocates strongly believe that the reauthorized LWCF Act should contain a provision that specifically outlines the percentages that the federal and state governments would receive.
- 2) **Strategy for reauthorization:** Some believe that given the country's budget difficulties that it is best to just ask Congress to reauthorize the bill, demonstrate a unified front, and then negotiate amongst themselves and with the Department of the Interior after safe passage of the bill. On the other hand, others think that the states must ask for a specific percentage or they will continue to be in the same situation indefinitely.

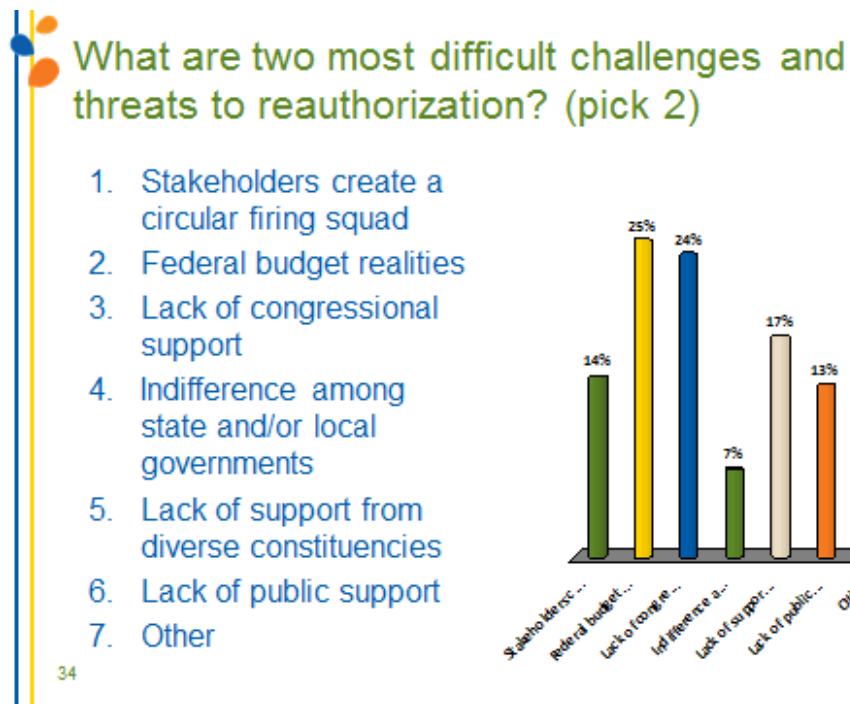
The group was then asked to vote on a series of questions related specifically to these issues. Voting is anonymous and it is obvious that the group does agree on several important issues related equity and purpose of the LWCF. This can serve as a baseline for further discussions between the stakeholders.

Issue	Percentage
The LWCF should have a guaranteed minimum appropriation from Congress of at least \$500M	76% Agreed
States should have a guaranteed minimum percentage of the LWCF of 40% or more	72% Agreed
Federal agencies should have a guaranteed percentage of at least 40% of LWCF funds	66% Agreed
Greatest contribution of the LWCF is access to public recreation in perpetuity	53% Agreed
Funding options in addition to OCS should be explored	51% Agreed
The LWCF should have a guaranteed minimum appropriation from Congress of \$900M	41% Agreed

After voting, each table was given time to discuss these issues, and suggest new ideas on how to address these concerns and record them on a table worksheet (see Appendix 2). While the group enjoyed lunch speaker Frank Hugelmeyer, President/CEO Outdoor Recreation Association, Engaged Public analyzed and input the new ideas into the polling software for later discussion.

Challenges and Threats

After listening to the speakers earlier in the day, there was no doubt among the participants that the most difficult challenges to reauthorization are in the halls of the United States Congress. Sequestration and the desire of elected officials and the President to trim the deficit is real, but there also is real opposition and a lack of support of the LWCF in Congress, especially in the House of Representatives.



Considering New Ideas

Participants had robust conversations and submitted many new ideas. Not all the new ideas were popular with the group, but those below received substantial support (over 50%)

Ideas to Improve <i>Total</i> LWCF Process	Percentage
Longer-term funding commitments to support planning and matching	75%
Recognize the uniqueness of each state	68%
Integrate state and federal planning requirements	52%

Ideas to Improve <i>State</i> LWCF Process	Percentage
Include “urban”	61%
Rebrand to include tangible outcomes such as crime prevention, economic development, health, etc.	59%
Reduce local match requirement	59%
Involve local communities	57%
Change requirements for SCORP/inspectors from five to ten years	56%
Earmark percent for state inspections	50%

Ideas for Additional Funding Sources	Percentage
Create a Trust Fund for OCS proceeds	70%

Strategies to Implement the Modern LWCF

The participants said that Congress and the nation’s budget are the greatest hurdles to LWCF reauthorization, but suggested that NASORLO and other stakeholders implement the following strategies in order to tackle these challenges (in rank order):

1. Educate and engage the public about the LWCF and the role that they can play in reauthorization.
 - a. Outreach and involving diverse constituencies that may not be the “usual suspects”
 - b. Create an “app” that illustrates LWCF projects
2. Rebrand the LWCF with a new message that emphasizes health, prevention, and economic development. Stay away from “hand-out” language
3. Educate members of Congress
4. NASORLO and the National Governor’s Association need to be a part of the LWCF Coalition

Pivotal Question #2

Participants appeared to be confident that the LWCF will be reauthorized, but are not entirely confident that stakeholders are up to the task.



At this point, the leaders of two of the prominent stakeholder organizations, Domenic Bravo, President, NASORLO, and Lesley Kane Szyal, LWCF Coalition, addressed the group and agreed to several items.

Agreements

- ✓ NASORLO and its partners are committed to working with LWCF Coalition
- ✓ The LWCF stressed that its door is open to working with NASORLO and the National Governor's Association
- ✓ NASORLO, with assistance from the National Parks and Recreation Association, will inform the LWCF Coalition as to how the states are currently using the LWCF funds and how the states intend to use future funds.
- ✓ The LWCF Coalition will compose fact sheets on LWCF for each state and bring them up to "the Hill" if they know what projects have or are planned with LWCF money.
- ✓ One unified voice will resonate with Congress

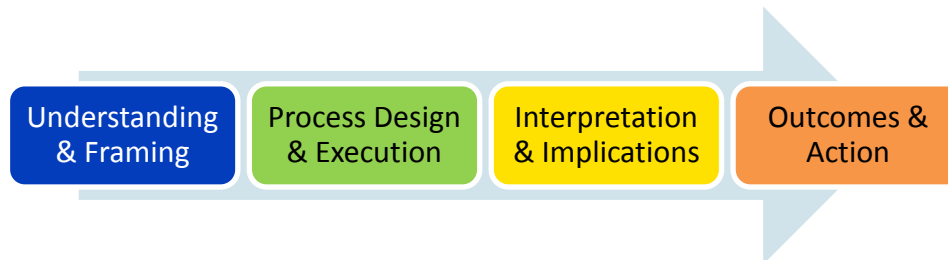
Engaged Public Recommendations

- Keep stakeholders accountable by issuing joint statement to members of both organizations and key members of Congress that publicly states the outcome of the summit and that the LWCF Coalition and NASORLO are committed to working towards a successful authorization – together.
- Continue to communicate and negotiate in a small group with the LCWF Coalition. Make sure that the right people, both in temperament and stature are at the table. Hire an outside facilitator that implements ground rules for the negotiation. As part of the negotiation on message, the stakeholders must agree on the numbers. For example, the LWCF Coalition includes the Forest Legacy in the stateside dollars which bumps up the total amount states receive from the LWCF. The states do not include Forest Legacy dollars in their calculations. If agreement is reached, stakeholders must agree to the message and the data when talking to friends and foes alike.
- Consider hiring someone to manage the LWCF reauthorization partnership efforts who have relationships with all the stakeholder groups, but also is familiar with members of Congress and the process.
- Continue to cultivate the relationship with the City Parks Alliance and urban park directors.
- Deploy nationwide public engagement strategy ASAP. This can be done cost effectively and efficiently by using the right tools and by asking the right questions. If this is something that NASORLO would like to explore, Engaged Public would be pleased to provide further details.

Appendix 1

Meeting Methodology and Stakeholder Interviews

Engaged Public applied this flexible, four-step methodology to the LWCF Summit:



Understanding and Framing

Engaged Public conducted eight interviews of primary stakeholders to understand the issues, expectations, and concerns. NASORLO leadership received a brief summary of those interviews. Those that were interviewed agreed on six broad areas, but there are still some issues to be resolved.

Areas of Agreement

1. The LWCF Act was ground-breaking and a seminal piece of legislation.
2. The idea and premise of the LWCF is still relevant, but the form and substance could be reconsidered.
3. Developing a new audience with diverse voices that support and are knowledgeable about the LWCF (land preservation and outdoor recreation) is necessary.
4. Congress' perception of the reauthorization is important. Supporters need to agree on a consistent message for federal lawmakers.
5. All the stakeholders in the LWCF are like an eco-system - co-dependent. Continual in-fighting and bickering diminish the LWCF's chances of reauthorization.

Key Areas for Further Consideration

1. No consensus on whether future LWCF legislation should contain new provisions such as specific percentages that dictate the allotment of LWCF monies to federal, state, and local governments OR if the content of the bill should remain as it is.
2. Traditional supporters of the LWCF must find a way to work together constructively in order to attract new supports or the chance of the LWCF being reauthorized by Congress are reduced.

The stakeholder interviews in addition to conversations with leadership informed the agenda for the April 12th LWCF Summit.

Appendix 2

LWCF Summit New Options Worksheet

TABLE DISCUSSION #1: IDENTIFYING KEY FEATURES FOR A MODERN LWCF

Table # or participants: _____

Please write comments in "Likert" format, such as: Congress should work together in a bipartisan manner. The question can then be answered in an "agree, disagree, etc." format

What ideas do you have that would improve the current model for distributing TOTAL LWCF monies?

- Ex. Designate set percentages to state, federal and densely populated areas?
 - Ex. Change current allocation process to eliminate pre-set state/federal splits and implement a new system
-
-

What ideas do you have for a process that would improve the way that STATE SIDE funds are distributed?

- Ex. State and local government planning process
 - Ex. Establish "stateside" trust fund
-
-

What alternative funding sources should be considered in addition to OCS proceeds?

Other ideas you would like the group to consider?

TABLE DISCUSSION #2: Addressing Challenges and Threats to Reauthorization

How can supporters of the LWCF best address these challenges?
