COMMUNITY CONSERVATION
“Community Conservation”:
• What is it?
• Why is it important?
• How do I do it?
• How will my RCD benefit?
Community conservation is responsive to people’s livelihoods
HEALTH AND SAFETY

Community conservation connects conservation directly to public health and safety issues

• Safe drinking water
• Flood control
• Fire safety
Community conservation seeks “wins” for natural and human communities

- Sensitive ecosystems
- Critical lands
- Hunting and fishing
- Public access
Municipal Service Review
- Review and understand market data
- Keep current on trends
- Community input
PARTICIPATION = OWNERSHIP

Photo credit: Richard M. Murphy
Involving your community lets you...

- Set priorities
- Create new relationships
- Energize your RCD
- Strengthen your funding applications
1. Set clear goals
2. Minimize barriers
3. Use existing networks
4. Align with decision-making
5. Plan to adapt
6. Communicate regularly
7. Evaluate and learn

INVOLVE THE COMMUNITY
INVOLVE THE COMMUNITY

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INVOKE THE COMMUNITY

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Feeling heard
• Influencing decisions
• Experiencing a fair process
• Understanding clear information

SATISFYING ENGAGEMENT
CREATE A BUZZ: INPUT MADE EASY

- Farmer’s market – RCD table, info table, community kiosk
- 3-minute testimony at Supervisors or City Council hearing
- District meeting or event
- RCD website
- Through partners: local Farm Bureau, NRCS district conservationist, land trust, Audubon chapter, California Native Plant Society chapter, other agencies or nonprofits
- What else?

Photo credit: public domain
STRONGER

FUNDING APPLICATIONS

• Based in community need
• Responsive to community need
• Ability to tie to outcomes
• Potential for partner / agency letters of support
A LESSON FROM MOLECULES
HOW TO MAKE IT WORK

• Defining what the community needs from us
• Knowing what is in our “sweet spot” to deliver
• Understanding what has funding potential
• Reporting back
California Association of Resource Conservation Districts (CARCD)
Your Partner in Local Conservation & Agriculture

Find other tools and programs to support RCDs at www.carcd.org