Yes on 68
STAND UP for California!

We need you!

Mary Creasman, The Trust for Public Land
Tamika Butler, The LA Neighborhood Land Trust
Momentum for Parks & Conservation: Cap & Trade, Measure A, Measure AA, Prop 68, etc.
Senate Bill 5/Prop 68 (De León, E. Garcia):
Why it’s a big deal – Product & Process
The Measure
Proposition 68

$1.2 billion to restore and protect our natural areas and implement wildlife protection measures

$1.3 billion to improve existing park facilities, expand access, and address inequities in underserved areas

$1.6 billion towards ensuring clean drinking water, increasing local water supplies, and protecting California from future drought
The Campaign:
Where we are now & what it will take to win
Why Prop 68 Matters for Land Trusts

+ CCLT Found That:

  + CA is getter warmer
  + 95% of population lives in urban areas
  + Disparity by race and income and getting greater
  + Lack of access to healthy, affordable, fresh food
  + Lack of access to safe drinking water
  + Philanthropy challenges and insufficient resources
But we’re a 501(c)(3):

**Why and How you can still get involved**
Regional Taskforces: *Step up on the local level*

+ Stay connected to statewide work
+ You’re the expert
+ Support and collateral available
+ Shape the narrative in your community
+ Educate, engage, and outreach
We can do this TOGETHER!
Regional Task Force Breakouts

+ **Statewide** – Rachel Norton, CA State Parks Foundation & Stephanie Stephens, CA Parks & Recreation Society
+ **San Diego** – Virginia Lorne, The Trust for Public Land
+ **Los Angeles** – Tamika Butler, The LA Neighborhood Land Trust
+ **Central Cost** - Sara Barth, Sempervirens Fund
+ **Fresno** – Sharon Weaver, San Joaquin River Parkway & Conservation
+ **Bay Area** – Deb Callahan, Bay Area Open Space Council
+ **Sierra** – Kerri Timmer, Sierra Business Council