



Center for
Western Priorities

HOW TO BE AN ADVOCATE FOR CONSERVATION

GREG ZIMMERMAN
DEPUTY DIRECTOR



WHAT WE DO

Based in Denver, CO, the **Center for Western Priorities** is a regional nonpartisan conservation and advocacy organization that serves as a source of accurate information, promotes responsible policies, and ensures accountability at all levels to protect land, water, and communities in the West



WHAT WE DO

Build the public case for elected leaders and administration officials to provide protections for America's public lands. Defend foundational conservation laws, while working to advance policies to protect public lands



GOLD BUTTE



BOULDER WHITE-CLOUDS



BROWNS CANYON

CAMPAIGNS

 MONUMENTS TO
AMERICA

WINNING
— THE —
WEST



WINNING THE WEST

Land conservation is a **winning campaign issue**.

Western voters identify with the region's outdoor spaces and deeply value access for hiking, hunting, fishing, and camping.



WINNING THE WEST

FOCUS GROUPS and POLL RESULTS



One thing that makes Colorado beautiful is the reason that we have so much land.

Now I am going to read you a couple of descriptions of potential political candidates. Between the following two candidates, which would you be more inclined to vote for?	CO VOTERS	DEM	IND	GOP
A Democratic candidate who believes that the outdoors are what define Colorado; who will make protecting and providing public access to our land, water, and wildlife a top priority ; who will support our recreation economy and ranching; and who believes that we can have energy development on Colorado lands if we manage it in a balanced way and prioritize wind and solar power.	54	89	53	16
A Republican candidate who believes states should be able to manage their own public lands, not federal bureaucrats; who supports selling some public lands to close the budget deficit; and who prioritizes expanding domestic oil and gas production to spur economic development and create jobs.	33	6	21	72
A Democratic candidate who will make protecting our land, water, and air a top priority and increase funding for environmental programs ; who believes oil, gas, and coal should stay in the ground and be replaced by renewable sources, like wind and solar; and who says together we can create a cleaner future for generations to come.	44	84	38	7
A Republican candidate who believes that the outdoors are what define Colorado; who will make protecting and providing public access to our land, water, and wildlife a top priority ; who will support our recreation economy and ranching; and who believes that we can have energy development on Colorado lands if we manage it in a balanced way and prioritize wind and solar power.	45	10	40	88

WINNING THE WEST

DIGITAL ADVERTISING



Center for Western Priorities ✓

about 2 years ago



78% of Colorado swing voters are more likely to support a candidate who will protect access to outdoor spaces. Read the poll and learn how to win the West:

<http://goo.gl/Vry1ry>

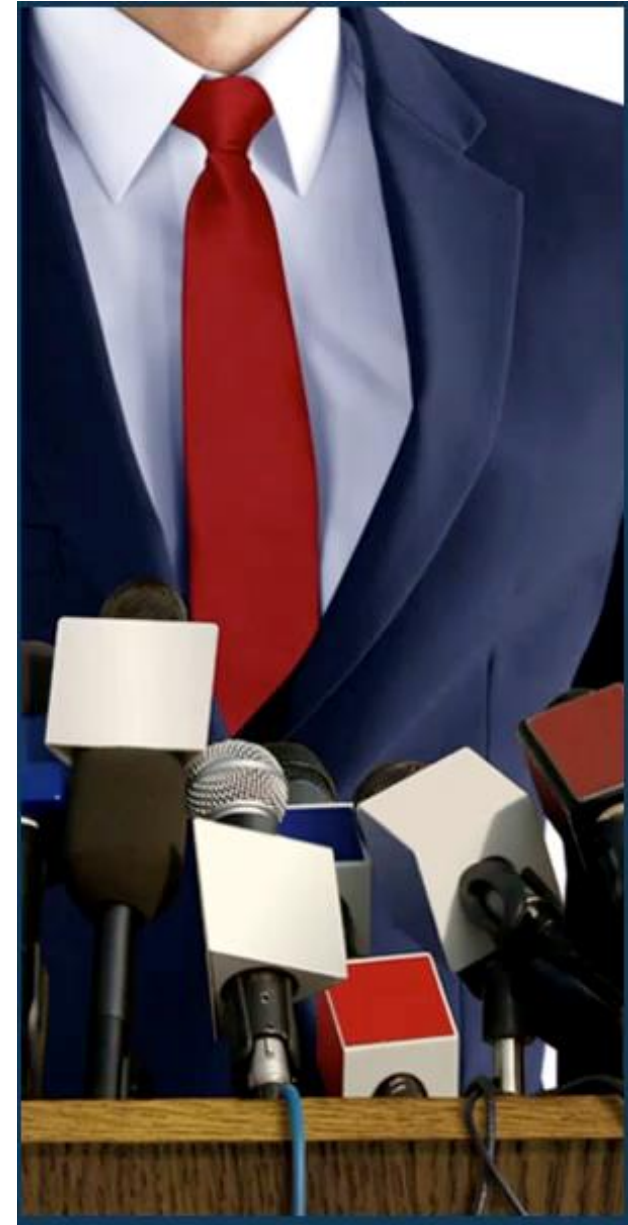
TO WIN THE WEST

A photograph of three men hiking on a dirt path through a lush green forest. The man on the left is wearing a green shirt and brown pants, the man in the middle is wearing a white sweater and blue jeans, and the man on the right is wearing a red button-down shirt and dark pants. They are all smiling and holding walking sticks.

GO WHERE THE VOTERS ARE

How To Win The West

Non-partisan Western swing-state poll. Top line numbers show Colorado voters will vote for ...



WINNING THE WEST

OUTCOMES

CORY GARDNER
UNITED STATES SENATOR FOR COLORADO

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NEWSROOM

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Bipartisan Group of Senators Look to Gain Permanent Reauthorization of the Land and Water Conservation Fund

WASHINGTON, D.C. -- U.S. Senators Cory Gardner (R-CO), Richard Burr (R-NC), Michael Bennet (D-CO), and others today introduced legislation to permanently reauthorize the Land and Water Conservation Fund (LWCF), which would fully realize LWCF's promise to conserve parks, open spaces, and wildlife habitat for the benefit of hunting, fishing, and outdoor recreation. Sens. Susan Collins (R-ME), Steve Daines (R-MT), and Martin Heinrich (D-NM) also cosponsored the legislation.

"LWCF is essential to protect Colorado's natural treasures and I have long supported a permanent reauthorization of this program," **said Senator Gardner.** "This bipartisan, commonsense legislation is supported by countless Coloradans and Americans who want to protect our country's public lands for future generations to enjoy. I'll continue to work with my colleagues to see permanent reauthorization of LWCF signed into law."

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JAN 26, 2018

TESTER BLASTS ADMINISTRATION'S PROPOSAL TO SELL PUBLIC LANDS

Senator Vows to Fight for Montana After Leaked Infrastructure Plan Suggests Public Land Sell-Off



RELATED NEWS

[TESTER DEMANDS THE FOREST SERVICE LISTEN TO MONTANA SCIENTISTS](#)

[TESTER DEFENDS MONTANA FROM ATTEMPTS TO SELL PUBLIC LANDS](#)

[TESTER ASKS ZINKE TO SUPPORT LIFETIME NATIONAL PARK PASS FOR VETERANS](#)

[TESTER CALLS FOR NEW REGIONAL EPA ADMINISTRATOR TO HOLD PUBLIC LISTENING SESSIONS IN MONTANA NEXT WEEK](#)

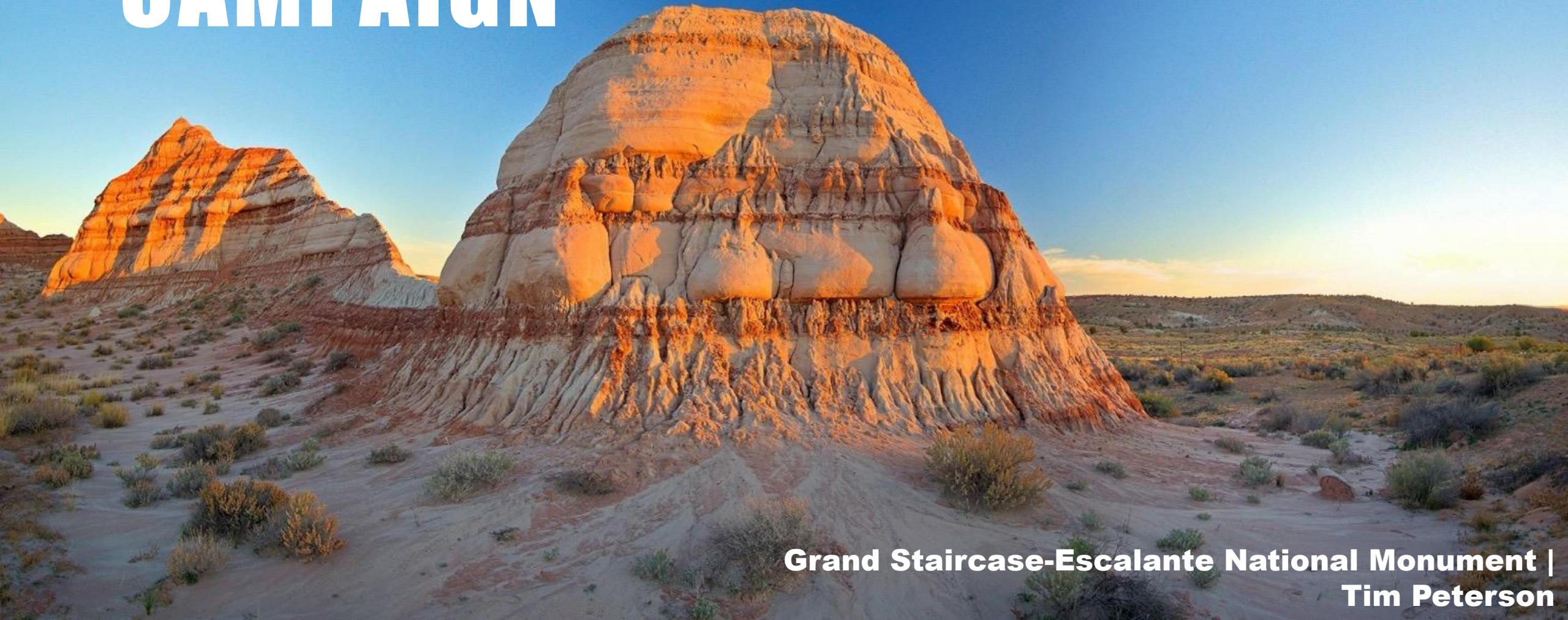
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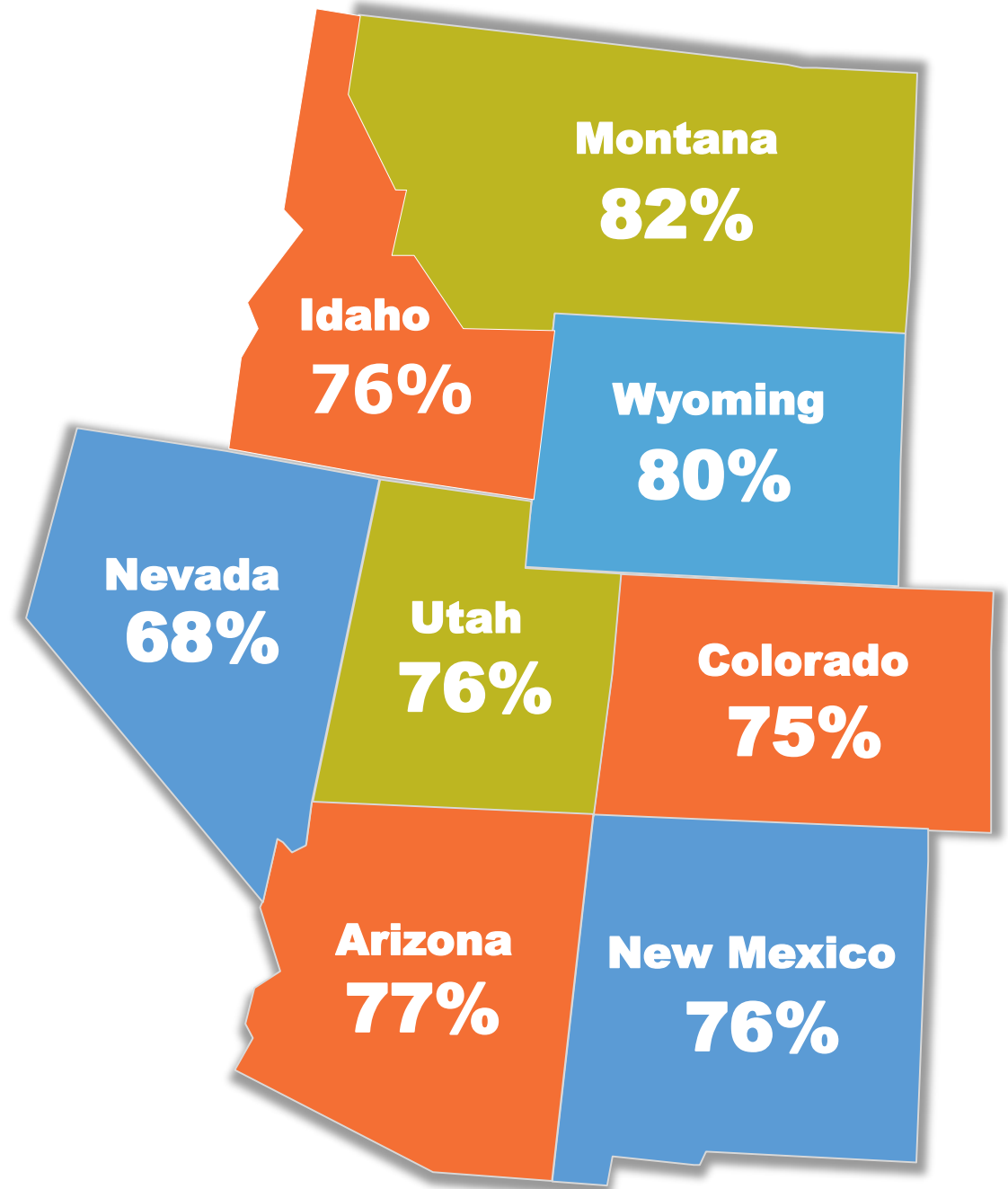
NATIONAL MONUMENT CAMPAIGN



**Grand Staircase-Escalante National Monument |
Tim Peterson**

SURVEY DATA

According to 2018 *Conservation in the West Poll*, **76% of Westerners identify as conservationists**



PUBLIC OPINION
STRATEGIES

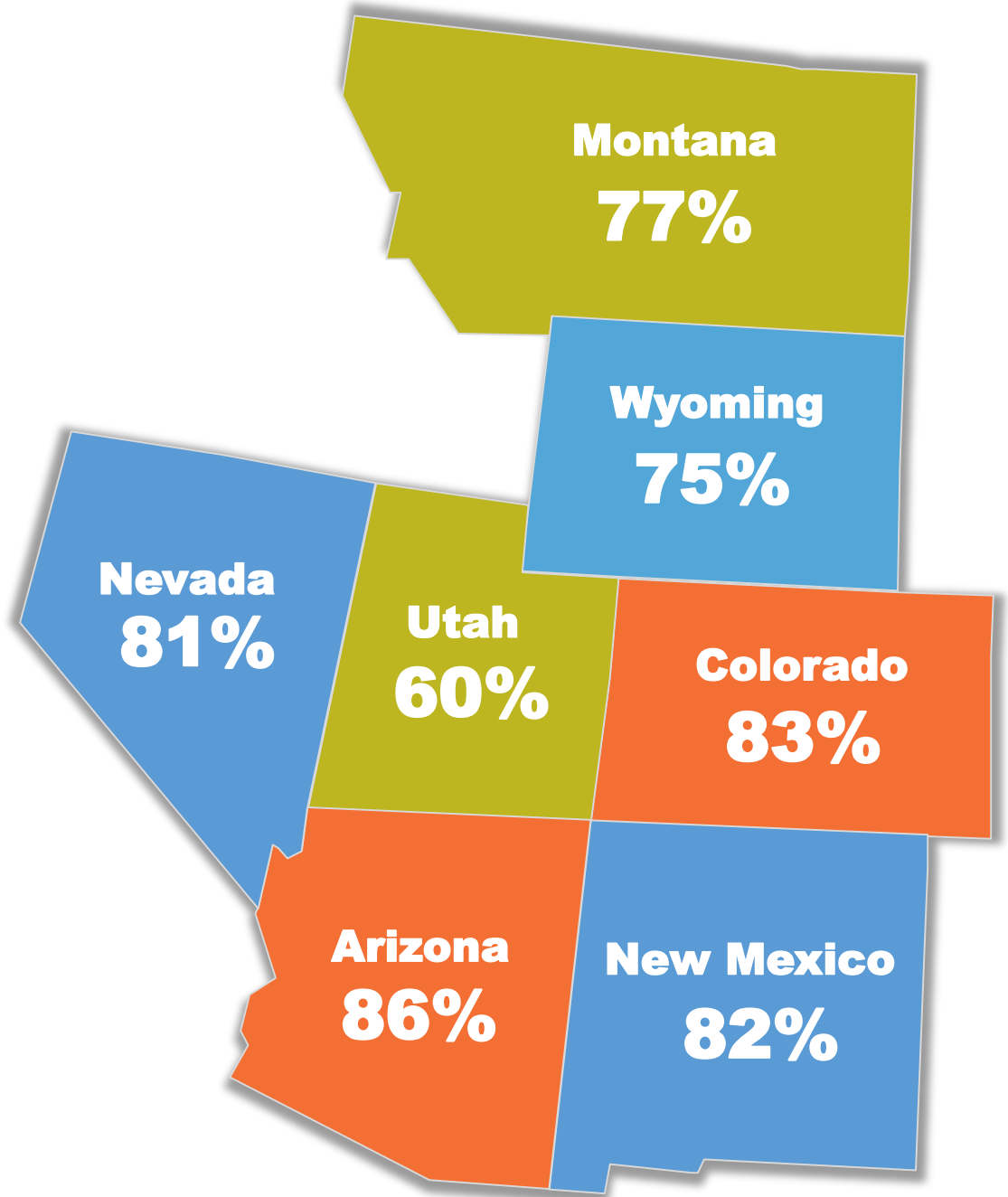


THE COLORADO COLLEGE
STATE OF THE ROCKIES PROJECT

Conservation in the West Poll

SURVEY DATA

According to 2017 *Conservation in the West Poll*, **80% of Westerners believed national monument protections should be kept in place by the incoming administration**



PUBLIC OPINION
STRATEGIES

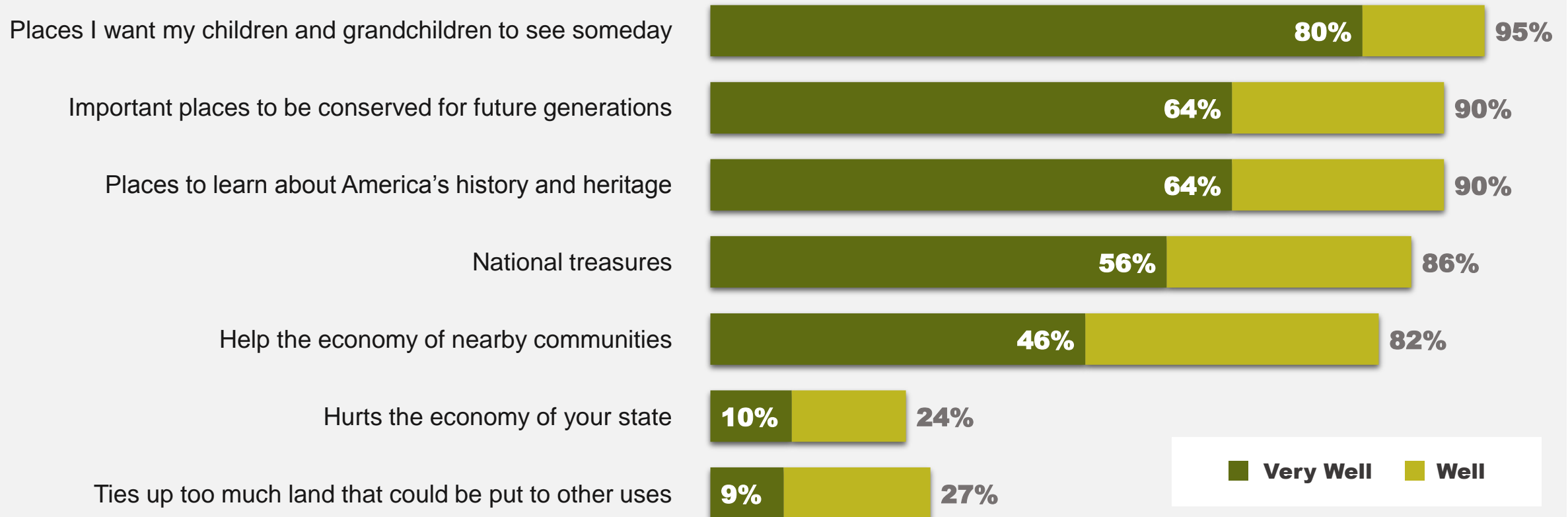


THE COLORADO COLLEGE
STATE OF THE ROCKIES PROJECT

Conservation in the West Poll

According to the 2018 *Conservation in the West Poll*, Westerners overwhelmingly attribute **positive attributes to national monuments**—and reject negative ones.

I'm going to read you a list of words and phrases, and please tell me whether you think each one describes national monuments in the West. **Does it describe them—very well, somewhat well, not very well, or not at all?**



UTAH'S NATIONAL MONUMENTS



BEARS EARS



GRAND STAIRCASE-ESCALANTE





MONUMENTS TO AMERICA

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Eliminating national monuments is un-American. But the White House just announced a plan that could erase dozens of monuments honoring America's land, heritage and history.





Stand
with National
Monuments

National monuments belong to all Americans. Let's keep it that way.

MONUMENTSTOAMERICA.ORG


Learn More

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The White House just announced a plan that could erase or roll-back national monuments. National monuments honoring our land and heritage should be protected, not eliminated.






Who Would
Eliminate This Monument
to America?

Don't erase America's land and heritage.

MONUMENTSTOAMERICA.ORG

Learn More

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National monuments honor America's land, history, and heritage. The White House just announced a plan to sell-out American monuments to special interests.



Let Our Monuments Stand

Respect America's land and heritage.

MONUMENTSTOAMERICA.ORG

Learn More

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MONUMENT REVIEW

THE EXECUTIVE ORDER | APRIL 26, 2017

LA
Times

Trump signs executive order to reconsider national monuments

The
Washington
Post

Trump orders review of national monuments, vows to ‘end these abuses and return control to the people’

n p r

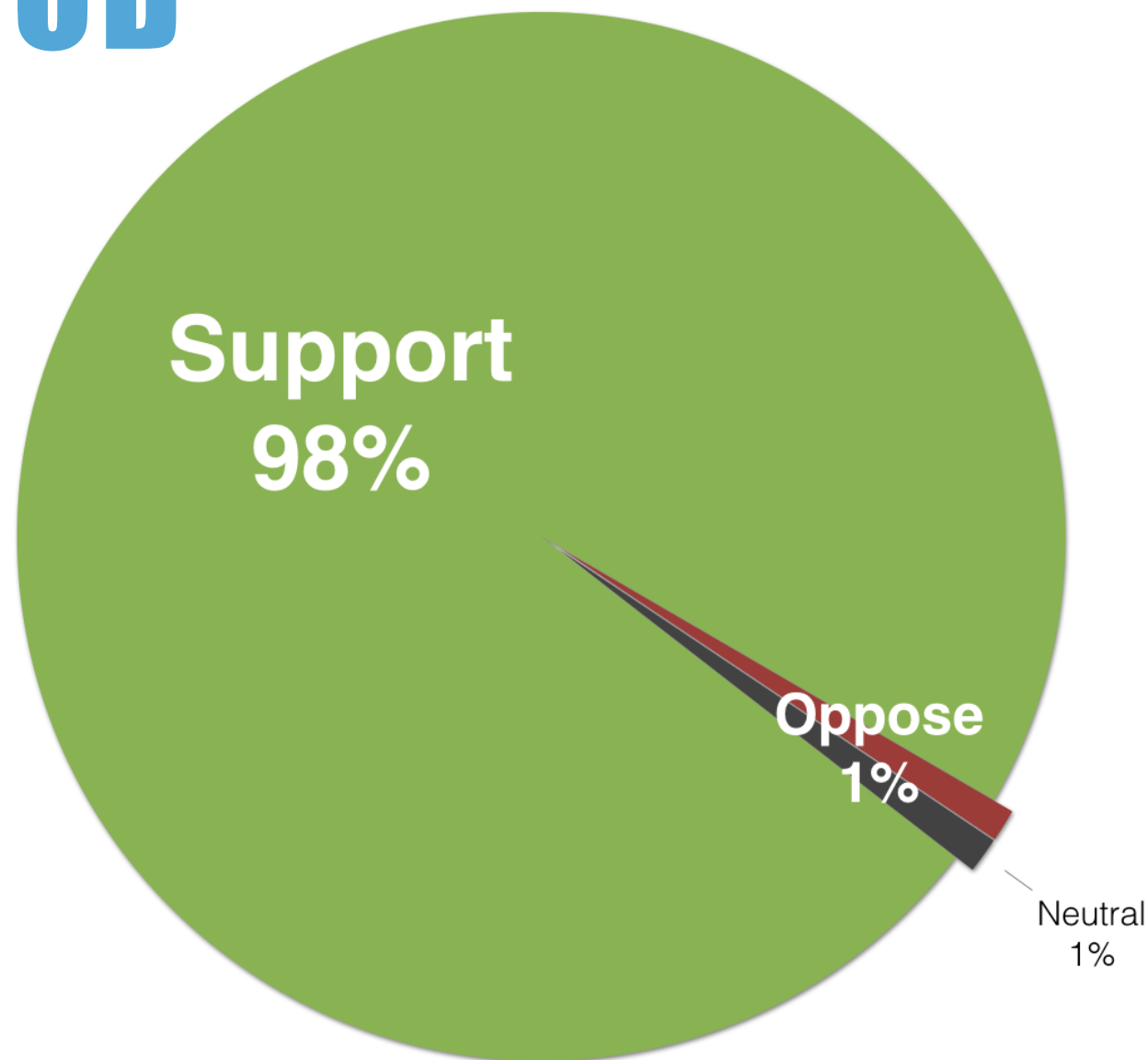
PHOTOS: See The Sweeping American Landscapes Under Review By Trump

COMMENT PERIOD

RAPID RESPONSE

CWP analyzed a random sample of public comments shortly before the comment period closed.

98 percent of those comments expressed support for keeping or expanding national monument designations.



COMMENT PERIOD

IN THE NEWS

Newsweek

There is little question that the reduction of these monuments goes against the will of the people. Over 2.7 million public comments were submitted by Americans during the Interior's 60-day comment period. Over **98 percent** of those comments expressed support for protecting, maintaining or expanding national monuments.

azcentral.

"These visitors happen to be the American people," Hannagan said. "What do you want? Do you want to improve the local economy and jobs, or not?"

The review drew more than 2.7 million public comments, **98 percent** of which supported the national monuments, according to an analysis by the Center for Western Priorities.

**LAS VEGAS
REVIEW-JOURNAL**

According to an analysis conducted by the center, more than **98 percent** of the roughly 1.4 million public comments submitted as part of the administration's review came from people who favor keeping the monuments as they are. "So it should be an easy call for Secretary Zinke," Prentice-Dunn said

MONUMENTS TO AMERICA

CAMPAIGN WEBSITE

Hitting the Road to Defend America's National Monuments



Our national monuments need your help.

They are monuments to America, to our land, to our courage and sacrifice, and to our history. America's national monuments are made possible by the Antiquities Act—first used in 1906 by President Theodore Roosevelt—and they need your help.

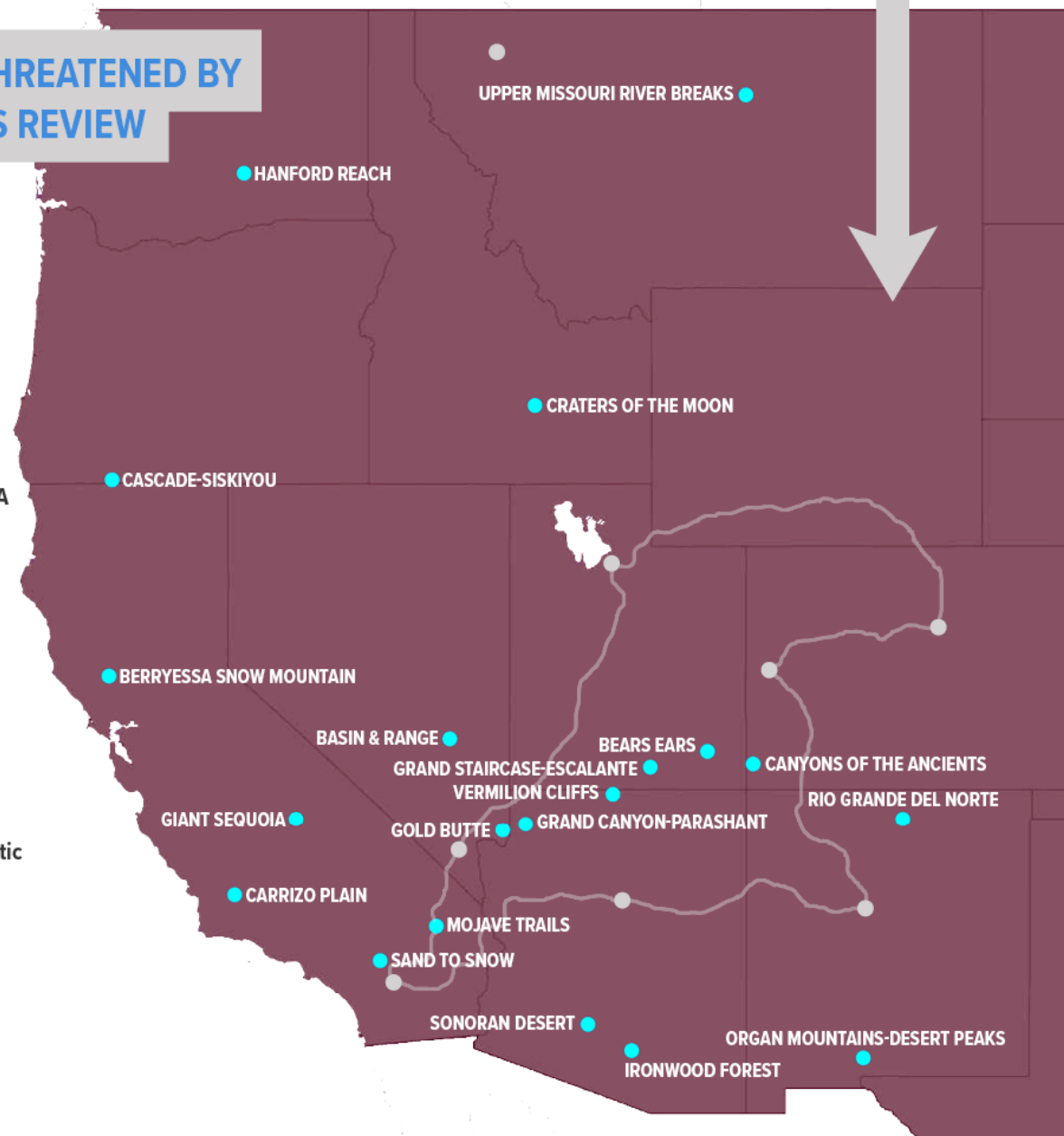


★ MONUMENTS TO AMERICA

THE TOUR

THE 27 MONUMENTS THREATENED BY THE ADMINISTRATION'S REVIEW

Ironwood Forest | **AZ**
Vermilion Cliffs | **AZ**
Sonoran Desert | **AZ**
Grand Canyon-Parashant | **AZ**
Sand to Snow | **CA**
Carrizo Plain | **CA**
Giant Sequoia | **CA**
Berryessa Snow Mountain | **CA**
Mojave Trails | **CA**
Canyons of the Ancients | **CO**
World War II Valor in the Pacific | **HI, AK, CA**
Craters of the Moon | **ID**
Katahdin Woods and Waters | **ME**
Upper Missouri River Breaks | **MT**
Rio Grande del Norte | **NM**
Organ Mountains-Desert Peaks | **NM**
Gold Butte | **NV**
Basin and Range | **NV**
Cascade-Siskiyou | **OR**
Bears Ears | **UT**
Grand Staircase-Escalante | **UT**
Hanford Reach | **WA**
Northeast Canyons and Seamounts | **Atlantic**
Rose Atoll | **Pacific**
Marianas Trench | **Pacific**
Papahānaumokuākea | **Pacific**
Pacific Remote Islands | **Pacific**





MONUMENTS TO AMERICA

IN THE NEWS



STOP 1: Grand Junction



STOP 4: Palm Springs

THE MONUMENT REVIEW

DIGITAL ADVERTISING

Secretary Zinke, listen to the West.
Respect National Monuments. All of them.

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EDITOR'S NOTE: Monday, August 7, 2017 — 3:04 PM

E&ETV will not air during the congressional recess.

**Secretary Zinke,
listen to The West.**

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listen to the West.**

Respect National Monuments.
All of them.

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MONUMENTS UNPROTECTED

OUTCOMES

GARDNER, TIPTON URGE PRESIDENT TRUMP TO PROTECT CANYONS OF THE ANCIENTS NATIONAL MONUMENT



May 23, 2017 | Press Release

Senator Cory Gardner (R-CO) and Congressman Scott Tipton (CO-3) sent a letter to Interior Secretary Ryan Zinke in support of Canyons of the Ancients National Monument (Canyons) in Southwest Colorado. In the letter, Gardner and Tipton state, “any review of Canyons should conclude that no changes to the designation are necessary.”

MONUMENTS UNPROTECTED

OUTCOMES

----- Forwarded message -----

From: **Ryan Zinke** <ryan.zinke@ios.doi.gov>

Date: Fri, Aug 18, 2017 at 8:07 AM

Subject: Re: Monuments

To: Scott Hommel <scott_hommel@ios.doi.gov>

Pls pick up the speed in announcing monuments that we propose no substantive change to. We should be announcing another 3 this week and more next

Z

Sent from my iPhone

MONUMENTS UNPROTECTED

OUTCOMES



U.S. Department of the Interior



A⁺



Press Releases

Secretary Zinke Recommends No
Modifications to Upper Missouri River
Breaks National Monument





Center for Western Priorities

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COLORADO COLLEGE

State of the Rockies Project

Questions and Comments

Contact: <https://www.coloradocollege.edu/stateoftherockies/>:

The State of the Rockies Project engages students, faculty, conservation experts, and stakeholders to address critical environmental and natural resource challenges through interdisciplinary research in the Rockies and the American West.

