



KEEP IT
COLORADO

THE COALITION AT A GLANCE

2-YEAR REPORT



2019 / 2020

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Keep It Colorado is a nonprofit coalition of conservation organizations working to protect the lands and waters that define our state.

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Conservation Champions

Funding Partners



Program Partner



Corporate Sponsors



Letter from the Executive Director

Dear friends and partners in conservation,

Since Keep It Colorado was relaunched in January 2019, we have been through more than just an organizational transition and all that that entails: Hiring staff, reforming our board, developing programs and executing on strategies. The last two years have been all of that and more. We are grateful to those who've supported us every step of the way—our members, without whom there would be no coalition; our board members, who every day demonstrate their time and dedication to the mission; and our partners, who show up in collaboration and support.



Adding to the color of a relaunch have been some extraordinary events that influenced not just how we did our work, but impacted lives and livelihoods across Colorado communities. The COVID-19 global pandemic and the wildfires that ravaged hundreds of thousands of acres in Colorado will forever mark the year 2020 as one of the most devastating years in recent history. As well, the calls for racial and social justice in all sectors of our society have left us reflecting on equity challenges in the conservation space. Our natural environment simultaneously nurtured and challenged our mental, physical and social health and wellbeing.

With those challenges have also come opportunities, and in that regard our coalition is thriving. Conservation has continued to move forward and a few things have become crystal clear. Taking care of our natural places and spaces continues to be critically important. As people we all thrive on spending time outside, where nature take care of us. And while we have work to do to ensure a resilient future for all, we have the drive and dedication to get there.

Looking back at 2020 and 2019, some key themes speak to what Keep It Colorado is all about. First, the **collaborative nature** of our coalition is essential to the success of conservation. Working together, nurturing partnerships and looking to the future with a unified vision are cornerstones of this work. Collaboration will continue as we move into the new year with initiatives such as the Colorado Private Lands Conservation Plan, which we briefly highlight in this report.

Secondly, I note how **resilient** the membership has proven to be in these times. That resiliency inspires us as a collective to find creative solutions to the challenges we face while increasing conservation and stewarding our lands. On these pages we celebrate the on-the-ground conservation that has taken place.

Finally, Keep It Colorado's work over the last two years truly reflects what we see and hear from our **membership**. We've listened to members' needs and wishes, working to provide support while keeping a focus on the bigger statewide conservation picture. The coalition was recreated to meet the evolving needs of conservation work and to keep this community connected to a broader movement, and I believe we're doing just that.

We are filled with hope for the future of Colorado and conservation in this great state. While there is a lot of work to do and an urgent need to get it done, our community is strong, dedicated and connected. We thank you for reading, and for supporting the coalition and the work of our members. Thank you for what you do to keep it Colorado.

Melissa Daruna, Executive Director, Keep It Colorado

VISION

WE ENVISION A COLORADO WHERE PEOPLE, LANDS, WATERS AND WILDLIFE THRIVE.

MISSION

OUR MISSION IS TO UNITE, ELEVATE AND EMPOWER COLORADO'S CONSERVATION COMMUNITY TO PROTECT THE LANDS AND WATERS THAT DEFINE OUR STATE.

2020 Focus: Building Up

This year, we prioritized building up our membership services based on research and surveys of member needs and groundwork that was laid for the coalition in preparation for the relaunch.

1 BUILDING COMMUNITY

Solidified and retained the coalition and our membership through collaboration, connection, learning and creative problem-solving—including quickly developing ways to convene the community through the challenges of COVID-19.

Organized and hosted:

- Spring Summit
- Regional meetings
- Fall Policy Summit
- Monthly “Circle” calls
- Regular policy calls

2 BUILDING POLITICAL CAPITAL

Moved the needle on forward-thinking policies and approaches that benefit conservation, including advocacy and outreach to advance pro-conservation legislation.

Adopted, promoted or advocated for:

- 2020 policy platform and policy on climate policy
- Economic benefits of the conservation easement tax credit
- Protection of the conservation easement tax credit
- Solutions to outstanding challenges with orphaned easements and alternative valuation methods
- Potential of federal agricultural conservation easement program payments to boost rural economies

3 BUILDING COALITION SUPPORT

Developed internal operations and infrastructure; developed programs and services; and created opportunities for more conservation, land trust sustainability and financial support for members through innovative programs, resources and tools.

Initiated, launched or delivered:

- Internal: Fundraising and development strategy, board build-out, communications infrastructure, revenue structure, member portal
- External: Members-only benefits, trainings, educational webinars, strategic partnerships
- Emerging issues and opportunities: Remote monitoring regrant program; “21 Projects for 2021” initiative; statewide private lands conservation plan; alternative valuation pilot program

4 BUILDING PUBLIC AWARENESS

Advanced an ethic of conservation statewide using communications that inform, inspire and engage Coloradans in the work of conservation, and that elevate the work of members.

Developed, launched or delivered:

- Educational materials about the public benefits of conservation
- Virtual industry conferences and panel discussions
- External communications infrastructure and outreach and engagement tools
- Social media awareness campaigns
- Storytelling toolkit and training workshops
- Advocacy and outreach toolkit

BUILDING COMMUNITY

Convening members to offer networking and educational opportunities is a key aspect of Keep It Colorado's work. In 2019 we directly connected and engaged with members by traveling across the state. In 2020, face-to-face interactions diminished to nearly nothing in the face of the pandemic. We made up for it by taking events online and communicating almost exclusively through Zoom meetings and phone calls—with surprising results. Technology enabled us to connect more frequently and more deeply with members across Colorado's diverse regions, allowing us to be more inclusive and explore even more opportunities to work together.



FALL POLICY SUMMIT

This annual summit brings the community together to hear about and discuss our legislative priorities for the upcoming session, as well as network with each other.

About 75 members attended our 2019 summit in Golden. In 2020, we featured several guest speakers and members attended virtually.



VIRTUAL SPRING SUMMIT

For our 2020 Spring Summit we organized two virtual panel presentations. "Creative Approaches to Community Conservation" and "Member Showcase" gave 10 member organizations the chance to share their conservation projects, case studies and success stories with their peers across the membership—creating opportunities for learning, connection and collaboration.



REGIONAL MEETINGS

In 2019 Melissa Daruna traveled to four regions to meet members face-to-face and discuss challenges, opportunities and emerging issues. In 2020 we held these meetings virtually, with an agenda that included discussions about hopes and anxieties about the coming year; challenges and opportunities; policy; strategic planning in conservation; and diversity, equity and inclusion.



CIRCLE CALLS

Early in the pandemic, we began to launch a series of virtual "circle calls" to offer a place for members to share ideas, discuss challenges and problem-solve—while also helping to combat a sense of isolation caused by COVID-19. From March through December we held 42 circle calls for land trust executive directors, communications and development staff, stewardship staff and public agency staff.

Over the last two years, the coalition's historic focus on conservation policy has continued with some great successes. In 2019 when the conservation easement holder certification program was set to sunset, we successfully extended the repeal date to 2026 amidst the relaunch of the coalition. That legislation, HB19-1264, also led to a legislative working group that helped the community evaluate and identify solutions to some outstanding challenges from previous abuse of the conservation easement tax credit. As formal recommendations were made to the legislature, Keep It Colorado adopted a 2020 Policy Platform, informed by our membership.

That fall, we visited our Colorado delegation in Washington D.C. to advocate for an end to abuse of the federal tax incentives that are seen in other areas of the country and to demonstrate the power of federal conservation programs to drive rural economies.

The 2020 legislative session started out like many others, but as the COVID-19 pandemic set in, nearly all prior legislative priorities for the state were put on hold. We shifted our focus to ensuring that the conservation easement tax credit remained intact and advocated for support of nonprofits and local governments in the time of crisis. We worked on advocacy efforts around the federal stimulus packages and provided our community with updated information about available resources. As the 2020 session ended, we began advocacy efforts around the economic benefits of conservation and the potential for conservation to serve as an economic recovery tool for communities across the state.

This past summer, the Keep It Colorado Policy Committee discussed the coalition's position and approach to climate policy. We recognize that climate change is a critical threat to the conservation work we support, and have adopted a policy on climate policy that will help advise us as we work toward productive climate solutions.

Throughout the last two years, we have worked hard to keep our community informed about our policy initiatives and engaged in our advocacy efforts. We began hosting weekly policy e-briefings and monthly policy calls for our members during the legislative session. We surveyed the community for input and feedback on core policy priorities. And we hosted our annual Fall Policy Summit with more detailed updates and information about the upcoming session.

Key policy work *at a glance*

- Extended the conservation easement certificate holder program to 2026.
- Adopted HB 1264 working group recommendations for outstanding challenges from prior tax credit abuse.
- Engaged the community in policy efforts through weekly policy briefings, regular policy calls and the annual Fall Policy Summit.
- Adopted our 2020 Policy Platform, 2021 Legislative Priorities and Policy on Climate Policy.
- Protected the tax credit program in 2020.
- Advocated at state and federal levels around the importance of conservation for Colorado's economy.



Melissa Daruna with Erik Glenn, Maggie Hanna, Gaspar Perricone and John Braly in Washington D.C.

**A coalition embodies the wise adage that
"You can go faster alone, but further together."**

Tony Caligiuri, Colorado Open Lands

BUILDING COALITION SUPPORT

In 2020, our efforts to build coalition support focused on internal or organizational operations, and on external initiatives. We also built out support for the coalition by addressing issues and opportunities that emerged through conversations with members about their current, ongoing and future needs.

Internal Support Highlights

Fundraising and development: Due to the pandemic, we postponed hiring development staff or consultants. Instead we created a development plan and identified potential funding opportunities. We worked with current funders, including Great Outdoors Colorado and the Gates Family Foundation, to help address emerging member needs and develop some creative new conservation opportunities; pursued new networking and outreach opportunities with foundations; and began to conceptualize creative ways to generate future sustainable revenue.

Board build-out: We rounded out our board with a total of 15 members at the end of 2020. To leverage the expertise of our board and provide additional support to the coalition, we formed five board committees: Executive & Finance; Policy; Development; Programs; and Diversity, Equity & Inclusion.

Communications infrastructure: We built out a website, social media channels and three newsletters, as well as a members-only portal and a membership database.

External Support Highlights

Members-only benefits: We hosted or organized trainings and webinars to help members build capacity, skills and knowledge. Events included fundraising trainings in partnership with Land Trust Alliance; storytelling workshops; an introductory carbon market webinar for land trusts; an update on the Colorado Water Plan; a webinar about historic preservation easements; grant and partnership opportunities calls; and informational sessions about Great Outdoors Colorado's Resilient Communities Program.

Strategic partnerships: We engaged in numerous strategic conversations and brainstorms with a host of conservation organizations and partners from across the state in an effort to explore and lead collaboration.

CASE STUDY | SOUTHERN PLAINS LAND TRUST: CARBON FUNDING TO PRESERVE MORE GRASSLANDS



Southern Plains Land Trust
GAINING GROUND FOR PRAIRIE WILDLIFE



Emerging Issues and Opportunities

One of Keep It Colorado's core program areas is "Emerging Issues and Opportunities." Serving as an incubator where we and our members explore and discover new ideas and solutions to conservation work, this is a way for us to support the coalition in both the immediate and the longer term. See *Pivoting in the Pandemic* and *Looking Ahead to 2021* for four strategic initiatives.

BUILDING PUBLIC AWARENESS

One of Keep It Colorado's priorities is to build public awareness about the benefits of conservation. In 2020 we developed communications tools and an infrastructure to tell the story of conservation, including its benefits for communities, the environment and the economy. Here is a snapshot of stories we shared in our communications, advocacy and outreach efforts.

The ROI of conservation

CREATING A COMMUNITY ASSET CLOSE TO HOME

On the Western Slope, following the 2008 recession, the region's most precious landscapes became susceptible to being filled with housing developments. Colorado West Land Trust wished to enhance quality of life and connect the community to nature close to home.

It purchased private land slated for development and deeded it to the City of Grand Junction for public open space—then created a paved trail to connect downtown Grand Junction and surrounding neighborhoods to the Lunch Loop Trail system.

Today the trailhead is the most popular in Mesa County and is one of three there that contribute \$15 million to the local economy.



POTENTIAL ECONOMIC ACTIVITY AND NEW JOBS FOR RURAL COLORADO

Keep It Colorado and Colorado Cattlemen's Agricultural Land Trust released a study that we commissioned Colorado State University to develop. It demonstrates the important economic impacts potential future funding from the federal agricultural conservation easement program could have on the state of Colorado, especially rural economies.

We shared the news widely and illustrated the results of the study in an infographic.



[Click to view the full infographic](#)

Taking care of our outdoor places and spaces

#KEEPITINMIND

Colorado's trails saw dramatic spikes in visitors this year as more people sought refuge in the outdoors. Our open space agency members reported damage due to trampling off-trail; garbage and dog waste; graffiti; and illegal parking. To spread awareness about these issues, Keep It Colorado launched the #KeepItInMind social media campaign. It urged people to "keep a few things in mind" as they headed outside. It also positioned land trusts and open space agencies as community resources for taking care of the land and each other during the pandemic—while reminding people that conservation doesn't just "happen."



Building public awareness also entailed getting out in front of wider audiences and developing partnerships to help us share the story of the coalition and our members' work. We created tools and resources to enable our members to tell and share their story, elevating the collective power of conservation locally and statewide.

Elevating the conservation conversation

Our partner/member Colorado Parks and Wildlife hosted its annual Partners in the Outdoors conference for people involved in conservation across the state and the country. Our executive director, Melissa Daruna, presented a panel discussion to educate conference attendees about the value of private lands conservation, featuring the stories of several of our land trust members.

Additional speaking opportunities allowed us to further elevate the importance of private lands conservation. We were honored to participate in programs with the Scenic Byways Commission, the Colorado Watershed Assembly, the South Platte Basin Roundtable and the American Council on Renewable Energy.



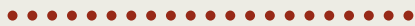
Tools and resources for members

To help members tell the story of conservation, the role they play and the impacts of their work, we developed several resources and made them available on our new member portal.

Storytelling Toolkit



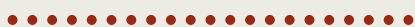
“What’s Your Story?” Storytelling Workshops
(Front Range and Western Slope)



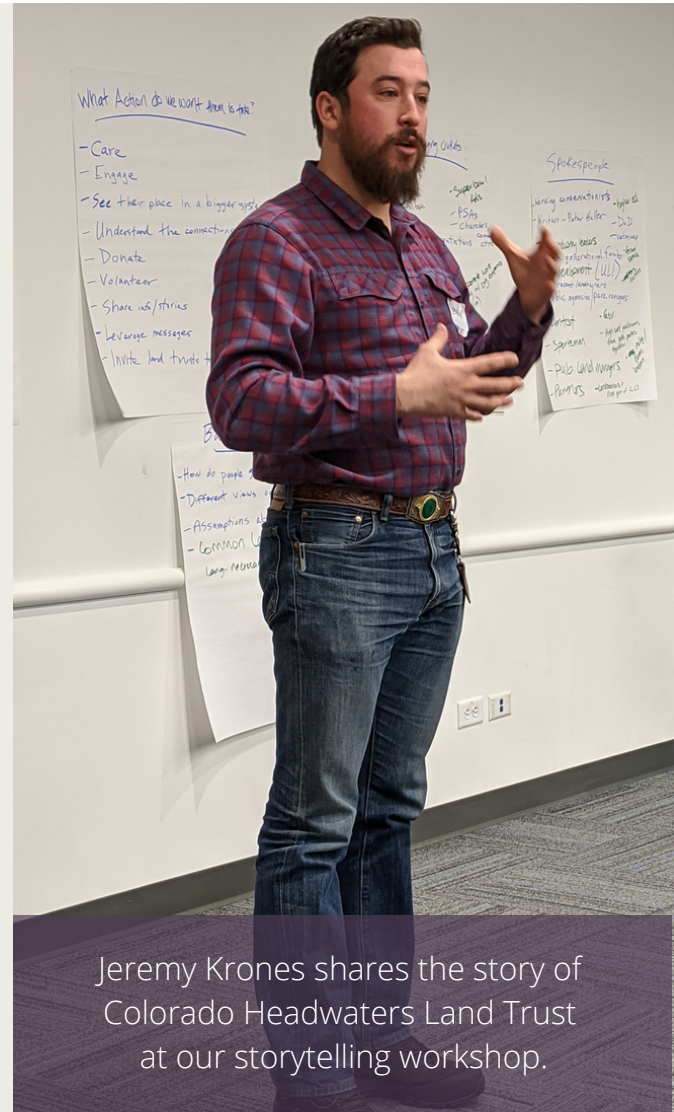
Advocacy & Outreach Toolkit



Fact sheet: “The Conservation Easement Tax Credit:
20 Years of Conservation Success in Colorado”



Social Media Toolkit: #KeepItInMind



Jeremy Kroner shares the story of Colorado Headwaters Land Trust at our storytelling workshop.

PIVOTING IN THE PANDEMIC

In March 2020 it became clear that we'd need to make some adjustments to the way we worked. We surveyed members about their new emerging needs and challenges. And we worked with our partners to create some solutions—including helping to inform the creation of Great Outdoors Colorado's Resilient Communities program. We were able to provide immediate support while creating some longer-term opportunities too.

Remote monitoring program.

Conversations with our members revealed that COVID-19 would severely diminish or disable in-person property monitoring for some. As a potential solution, we looked into remote monitoring technologies—such as satellite and aerial imagery—to help fill the gap. Great Outdoors Colorado and the Gates Family Foundation helped meet the need by generously investing \$205,000. Keep It Colorado is studying remote technologies as a long-term solution for property monitoring.

\$155,000

Regranted to 12 land trusts for remote monitoring

\$50,000

Administered regrant program and analyzed program effectiveness and efficiency

"The funds will fuel our new approach to our core responsibilities as a land trust. Your support also provides tangible proof of your commitment to lifting up the entire land trust community in this troubled time."

Linda Poole, San Isabel Land Protection Trust

"21 projects for 2021" initiative.

The collective power of conservation to help with economic recovery and create a more resilient Colorado is great—and the opportunities for new conservation initiatives are many. In 2020 Keep It Colorado collected conservation project ideas in various stages of development to demonstrate our members' conservation potential in several areas. We will use the project ideas to advocate for new funding and support for conservation in 2021.

68

Project ideas submitted (We aimed for 21!)

- Stewardship and largescale land and water acquisition
- Recreation infrastructure
- Green infrastructure
- Rural economic recovery

Flexible membership fee payments.

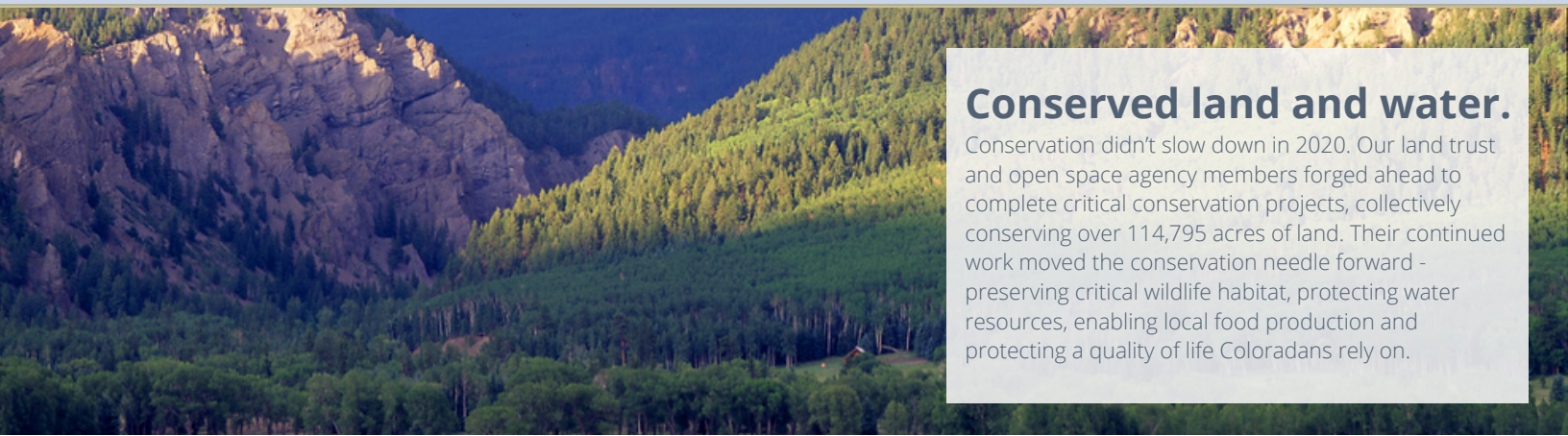
In 2019, Keep It Colorado had scheduled an increase in land trust membership fees for 2020. Recognizing that COVID-19 would put undue financial stress on nonprofit land trusts, we offered the opportunity to pay for membership at either the 2019 or 2020 rates. We were grateful to be able to offer the option, relieving a financial burden for many.

57%

of land trusts opted to pay at 2019 membership dues levels in 2020

Land Trusts as Leaders: How They Moved Forward

Like everyone, our coalition members adjusted to new ways of doing business this year. Despite the discomfort of change and very real fears about public health and safety, our members also discovered some unique opportunities and creative solutions in conservation. Their forward momentum during such uncertainty is a demonstration of the absolute relevance and importance of conservation—contributing to quality of life today while creating resilient communities for the future.



Conserved land and water.

Conservation didn't slow down in 2020. Our land trust and open space agency members forged ahead to complete critical conservation projects, collectively conserving over 114,795 acres of land. Their continued work moved the conservation needle forward - preserving critical wildlife habitat, protecting water resources, enabling local food production and protecting a quality of life Coloradans rely on.

Stayed connected.

Virtual town hall meetings, community picnics, landowner interviews, roundtable conversations, coffee chats, happy hours and video tours filled the digital airwaves with meaningful connection and learning. Technology connected members with each other and with their communities, keeping the relevance of this work top of mind for Coloradans.



Southern Plains Land Trust brought the American Serengeti into living rooms with virtual tours of its nature preserves.

Supported communities.

Our members rose to the challenge to meet unique needs in their communities. They partnered with farmers to provide fresh, local food. Promoted small local businesses to help them stay afloat. Provided relief to unemployed workers. Checked on the wellbeing of neighbors. These are just a few demonstrations of how land trusts helped others through challenging times.

Harkening back to the Civilian Conservation Corps, Estes Valley Land Trust created a stewardship program to support displaced workers.

EARN \$500 NOW, VOLUNTEER 20 HOURS LATER

Estes Valley Stewardship Corps

PROJECTS INCLUDE:
Trail Building
Forest Health
Raptor Monitoring
Weed Control

APPLICATION DEADLINE: April 20, 2020
INFORMATION: evlandtrust.org/stewcorps

Raised funds.

Land trusts got creative with online platforms and socially distanced venues as they reached to meet financial goals. Virtual silent auctions, raffles, breakfasts, wine tastings, and partnerships with local restaurants helped members meet or surpass fundraising goals beyond expectation—proof that Coloradans see protection of our natural places as a high priority, perhaps more than ever.



Central Colorado Conservancy put a new twist on its annual fundraising event. A documentary film about its work, shown at a drive-in movie theater, surpassed fundraising goals.

Began to rethink the future.

For our coalition members, the pandemic has created anything but "downtime." But it has given land trusts the space to think differently about their strategic plans, vision and mission, approaches to inclusion and diversity, conservation and stewardship, technology and programming for 2021 and beyond.





CONSERVATION IMPACTS

An important role of Keep It Colorado is to elevate the role our partners play in advancing on-the-ground conservation across the state. Number of acres conserved is one measure of impact, and an important indicator of progress toward protecting the lands and waters that define Colorado.

Another measure of success is the degree to which conservation organizations are engaging their local communities in their work. Involving Coloradans in conservation efforts today will be vital for building and nurturing an ethic of conservation for the future.

ACRES CONSERVED

	Acres conserved in 2020	Total acres conserved since inception
Land Trust Members <small>Accounts for properties under conservation easement or held in fee. Sources: Land Trust Alliance annual survey and Keep It Colorado data collection from 24 land trusts in Colorado.</small>	87,630 <small>Completed or anticipated by Dec. 31, 2020</small>	3,201,400
Open Space Agency Members <small>Accounts for properties brought into the open space system and conserved. Source: Keep It Colorado data collection from 11 open space agencies.</small>	27,165	1,050,400
Total	114,795	4,251,800

Larger conservation organizations often work with partners—such as other land trusts or government agencies—to purchase land and conservation easements while other organizations manage and steward those lands over the long term. We took care to eliminate overlap of projects completed in partnership, however, some overlap may exist.

COMMUNITY ENGAGEMENT

12,000

community members engaged in events

388

events in local communities

(volunteer projects, outdoor educational programs, site visits/tours, fundraisers, community meetings and gatherings)

555

volunteers engaged

(restoration, trail building, property monitoring, guided nature hikes)

Source: Land Trust Alliance annual survey for 2019; input from 19 local and state land trusts.

Keep It Colorado does not have these figures for public agencies; however, by virtue of serving the public at large, our open space agency partners are always engaging their communities in conservation.



Key performance indicators

In March 2020 we adjusted our key performance indicators (KPIs) in response to the COVID-19 pandemic. Our focus shifted to ensure sustainability for the coalition; retain our members and provide them with essential services; protect the tax credit; and ensure that our members are included in state and federal aid for COVID-19 impacts.

We met our KPIs around:

- Membership retention
- Coalition financial sustainability
- Revised policy objectives
- Key services to members

In their words

"Thanks again for creating all of these great focus groups during COVID. In many ways, I feel like Keep it Colorado has been the glue that is helping all of us hold things together during this crazy year."

Patti Hostetler, Douglas Land Conservancy

"Thanks for what you do to further conservation in our state."

Rick Bachand, Fort Collins Natural Areas Dept..

"I've been so impressed with everything you've done to help our little community both keep it together and adapt to a rapidly changing environment."

Allen Law, Rio Grande Headwater Land Trust

By the numbers

96%

Of members are overall pleased with the coalition since relaunch

92%

Membership retention 2019 to 2020
Land trusts: 100%
Public agencies: 100%
Conservation champions: 76%

800+

Member attendees at Keep It Colorado's 27 convenings, trainings and webinars
(many members attended multiple events)

600+

Public audience attendees at Keep It Colorado's presentations, workshops and panel discussions at 8 industry events

What We Heard

A survey of the membership in fall 2020 provided valuable feedback about how we've been doing since the relaunch of Keep It Colorado in early 2019.

What's going well?

- Connections, learning and resources
- Policy efforts
- Strategy and focus
- Innovation, creative thinking and adaptability
- Collaborations and partnerships
- High-quality, responsive communications and staff service

What could be improved?

- Continue working on our focus and strategy
- Provide tangible deliverables
- Take a more proactive role in pursuing funding opportunities

We value all input and we are incorporating ideas and opportunities for improvement into our planning efforts for next year.



Photo: Holly Glick

FINANCIAL SNAPSHOT

2019

Income

Foundations and donations:	\$285,128.64
Membership dues:	\$33,286.62
Fees and corporate support:	\$12,058.13
TOTAL	\$330,473.39

Expenses

Programs and services:	\$46,196.85
General and administrative:	\$144,368.05
TOTAL	\$190,564.90

2020*

Income

Foundations and donations:	\$591,887
Membership dues:	\$64,319
Fees and corporate support:	\$24,241
TOTAL	\$680,447

*Year-end projection as of Nov. 30, 2020

Expenses

Programs and services:	\$243,143
General and administrative:	\$250,823
TOTAL	\$493,966



Photo: Pam Houston

Currently, Keep It Colorado is primarily funded through membership dues from land trusts, open space agencies, conservation professionals and nonprofit partners, as well as grants. Our core expenses go toward the programs and services we provide to the community and our members, and paying our two staff.

In 2020, we adjusted our budget due to the pandemic, closed our physical office, and eliminated in-person convenings and travel after March. Moving into 2021, we will aim to increase and diversify our revenue streams while remaining conservative with our expenses.

LOOKING AHEAD TO 2021

In 2021, Keep It Colorado will focus on equipping the conservation community with what it needs to increase the pace of conservation, as well as educating more legislators and policy makers on the importance of conservation across the state.

Priority focus areas:

- **Protecting and enhancing conservation tools and incentives**—specifically, the conservation easement tax credit program, to increase efficiency and ensure that the program works more equitably across the state.
- **Creating a unified vision and coordinating a plan for private lands conservation across Colorado.**
- **Exploring coordinated projects and new valuation models for conservation.**
- **Bringing a strategic focus to our work to ensure the coalition's sustainability**—zeroing-in on objectives that continue to strengthen our organization while advancing services for members.

As we examine approaches to achieve our vision of a Colorado where people, lands, waters and wildlife thrive, we will also create goals for how we apply a lens of diversity, equity and inclusion to conservation work.

In 2020, two initiatives emerged as high priorities for next year: a statewide private lands conservation plan, and an alternative valuation pilot program. We have begun to lay the groundwork for these initiatives. Our aim is to enable more on-the-ground conservation and elevate the important role private lands conservation plays in a broader conservation movement.

1 COLORADO PRIVATE LANDS CONSERVATION PLAN

Keep It Colorado, in partnership with The Nature Conservancy, is developing a collaborative statewide plan that rallies land trusts and partners around a unified vision for the future of private lands conservation in Colorado. With an approach that's informed by input from land trusts and guided by an advisory council, the plan will have two areas of emphasis. It will: 1) focus our collective protection efforts on the priority lands, waters and habitats necessary to create resilient and connected landscapes in the face of climate change and population growth; and 2) establish models for conservation based on effective programs that connect people with their local landscapes, a concept we have dubbed "community conservation."

In contrast to other statewide plans, Keep It Colorado's priorities go beyond acreage conserved, and will consider factors such as types of conservation, quality of conservation, and types of habitat conserved, with a specific focus on private lands conservation. We are actively fundraising to support the kickoff of this high-priority project in 2021.

2 ALTERNATIVE VALUATION & PILOT PROGRAM

Alternative methods for valuing conservation could open new doors for valuing land beyond the potential for development. Currently, conservation easements are valued based on the rights the landowner gives up to develop, build or subdivide a property. Alternative valuation methods would value the land according to the conservation values and benefits it brings to communities—such as healthy wildlife habitat, carbon sequestration, locally grown food and clean water. In 2020, Keep It Colorado convened a small cross-section of stakeholders to review research Colorado State University conducted about alternative methods of valuing conservation. In 2021, Keep It Colorado will engage a robust stakeholder group, which will work to identify test projects and lay plans to launch a pilot program.

Keep It Colorado Staff

Melissa Daruna
Executive Director



Linda Lidov
Director of Membership
& Communications



Board of Directors

Rob Bleiberg, Executive Director
Colorado West Land Trust

Jeffrey Boring, Executive Director
Estes Valley Land Trust

Tony Caligiuri (Vice Chair), President and CEO
Colorado Open Lands

Alex Castino (ex officio), Program Officer, Land Protection
Great Outdoors Colorado

Travis Custer, Executive Director
Montezuma Land Conservancy

Vanda Dyson (Treasurer), Business Strategy and Transitions
Consultant, Eide Bailly

Carlos Fernández, Colorado State Director
The Nature Conservancy

Erik Glenn, Executive Director
Colorado Cattlemen's Agricultural Land Trust

Amanda Hill (ex officio), Southwest and California Program Manager
Land Trust Alliance

Jessica Jay, Founder and Principal
Attorney Conservation Law, P.C.

Rebecca Jewett (Chair), President and CEO
Palmer Land Conservancy

Allen Law, Executive Director
Rio Grande Headwaters Land Trust

Jim Petterson, Southwest and Colorado State Director
The Trust for Public Land

Suzanne Stephens (Secretary), Executive Director
Aspen Valley Land Trust



**"I'd say we've successfully re-branded
and re-launched."**
Suzanne Stephens, Aspen Valley Land Trust



**KEEP IT
COLORADO**

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