



# Municipal Protected Areas Program MPAP

# MPAP



NATURE  
CANADA



WILDLANDS



ACLT



BC NATURE



ONTARIO NATURE

# MPAP



Alliance of Canadian Land Trusts

Alliance canadienne des  
organismes de conservation






# MPAP

Goal: to encourage municipalities participation in CPCAD towards the government's pledge of 30 x 30

BC Nature, Wildlands, Nature ON and RMN undertook studies, surveys and discussions to identify municipalities – in BC this will likely include Whistler and Cowichan

LTABC has opted for a secondary approach – to encourage MORE land protection using municipalities as a partner.



Feb 2023, land trusts from across Canada were asked to share thoughts & knowledge about municipal conservation in their communities. 64 land trusts\* (of 147) responded to the survey, a 43% return rate:

BC & Western Canada	43%
Ontario & Atlantic Canada	42.5%
Quebec	29%

**The survey was supplemented by interviews with individual land trusts.**





## Survey results:

Only 17.54% of land trusts report municipalities viewing conservation as a high priority with almost 23% of municipalities investing tax dollars.

More than 42% of land trusts report that municipal conservation is a low priority or that conservation sees verbal support with no concrete action.

52 of 56 land trusts call on municipalities to create funding programs for conservation and 36 of 56 land trusts report wanting tax incentive programs.

30% of land trusts report that municipalities require more information on 30 x 30, ecological priorities or land trusts.



**90% of responses indicated common priorities.**

## **Land Trusts: A Call to Action**

### **Recommendations**

1. Legislation: tax incentives, meeting 30 x 30, etc
2. Funding programs
3. Education: 2030, land trusts, conservation options, ecological priorities

Conservation Options  
for Municipalities  
across Canada

Options de conservation  
pour les municipalités  
du Canada




Project of Nature Canada  
March 2023

Projet de Nature Canada  
Mars 2023







## MPAP: LTABC

3 components:

1. Research, Tax Incentives, Province/Ministries
2. Creating a “municipal” land trust community: education and influence
3. Municipal outreach



# Research

Extensive research on programs across Canada and the US:

Tax incentives

Conservation funding programs

Rebates

Subsidies



# Land Trust Community

Creating a common and consistent land trust message

Municipal outreach:

Community involvement

How to get the community involved

Informing leaders

How to inform your leaders of an issue

Finding the right leaders

How to find leaders to champion your cause



# Municipal Outreach

Inform about land trusts (Difference between land trusts and municipal parks, greenspaces, etc)

Inform about 30 x 30

Inform about conservation options

Proposals for council actions that support land trusts and conservation (Tax incentive examples)



## Timeline

Testing materials Jan to March 2024

Recruiting support Feb – March 2024


Mobilizing action April 2024 to March 2025



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best-practices.ltabc.ca

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 **Land Trust Alliance**  
BRITISH COLUMBIA

Login

STANDARDS & PRACTICES: RESOURCES & ASSESSMENT

**Best Practices Overview**

- Standard 1: Ethics, Mission and Community Engagement
- Standard 2: Compliance with Laws
- Standard 3: Board Accountability
- Standard 4: Conflicts of Interest
- Standard 5: Fundraising
- Standard 6: Financial Oversight
- Standard 7: Human Resources
- Standard 8: Evaluating and Selecting Conservation Projects
- Standard 9: Ensuring Sound Transactions
- Standard 10: Tax Benefits and Appraisals
- Standard 11: Conservation Agreement Stewardship
- Standard 12: Land Stewardship

## Overview

**This Collection of Best Practices, Resources and Template Documents is listed in the order of the Canadian Land Trust Standards & Practices**

These sample documents and templates were selected from the original collection provided in the LTABC's Land Trust Best Practices, Resources and Template Documents 2005-10. Additional new samples are being added beginning in 2021.

Successful land conservation has resulted in the public, government and private agencies requiring assurances that land trust's practices conform to professional standards that they can rely on. Thus, this collection is catalogued according to the most recent versions of the updated Canadian Land Trust Standards and Practices, (2019) Centre for Land Conservation.

### Sources

Note that the sources of most of the documents are plainly identified within it. We have sought permission from any outside sources, and thank all those who generously provided their work for others to use and share. We hope that further editions of this collection will be available based on continued input of template documents and research from our members and associated organizations.

This Assessment Tool is linked to several associated tools to help land trusts assess, update, and find associated laws, sample documents and policies that you can use to work toward full compliance with the Canadian Land Trust Standards & Practices.

This web-based assessment tool links to the following:

Each Standard - the text with

- A. The Laws Associated with the Practice (link)
- B. The Practices Associated with the Standard (link)
- C. The Background Associated with the Practice (link)
- D. The sample documents (links)
- E. An example policy (ies) associated with the Practice (provided by a pilot land trust)
- F. Web-based assessment tool that land trust staff and board members can use (in a passcode protected area) to review, assess, record actions and notes, and attach your related policies to help you self-assess your land trust. This allows each land trust to maintain a protected record of your policies, track the last time you have updated or reviewed this practice, and report on further actions needed to comply with the Standards & Practices. The Worksheet consists of:

12°

Search

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## Standard 6: Financial Oversight

Create a long-term financial plan: annual budget, address deficits, diversify funding, maintain reserves, and secure funds for stewardship costs.

- A. Fiscal Health
- B. Financial Records
- C. Independent Financial Evaluation
- D. Written Internal Controls
- E. Risk Management and Insurance
- F. Misc. Resources



### Standard 3: Board Accountability

Board members understand their roles, approve mission and plans, oversee finances, adopt policies, evaluate executive director, and delegate responsibly.

### A. Board Responsibility

Standard 3: Board Accountability Land trust boards act ethically in conducting the affairs of the organization and carry out their...

### B. Board Composition and Structure

Background A land trust's board needs to be of sufficient size and diversity to minimize conflicts of interest, qualify the...

### C. Board Governance

Background The land trust provides board members with clear expectations for their service and informs them about the board's legal...

### Knowledge Base Categories

Standard 1: Ethics, Mission and Community Engagement

### Standard 2: Compliance with Laws

### Standard 3: Board Accountability

#### Standard 4: Conflicts of Interest

### Standard 5: Fundraising

### Standard 6: Financial Oversight

### Standard 7: Human Resources

### Standard 8: Evaluating and Selecting Conservation Projects

### Standard 9: Ensuring Sound Transactions

### Standard 10: Tax Benefits and Appraisals



## C. Independent Financial Evaluation

Obtain an annual financial audit, review or compilation by an independent certified public accountant or a qualified accounting professional, in a manner appropriate for the scale of the land trust.

## Background

To protect the users of financial statements against any biases of the financial manager or outright misrepresentation by the organization, it is important to have an independent certified professional accountant or other qualified financial professional conduct a yearly audit or review of the organization's financial systems. An audit is the most extensive form of financial review and is often recommended for organizations with incomes of more than \$250,000—although some provinces and public funding programs have lower thresholds. A financial review is a less costly option and suitable for smaller organizations. Where possible, all land trusts should consider a yearly audit, rather than a review. A

## Contents

## Background

## Assessment Questions

### Resources: Example Policies & Template Documents



LAND TRUST ALLIANCE OF  
BRITISH COLUMBIA

# STANDARDS & PRACTICES

USER MANUAL

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LANDTRUST.CA





# THROWING SHADE

LTABC Partnership

cossette

July 13, 2023



x

**cossette**



# Strategy

## GET

20 to 30 y/o  
Canadians who want  
to protect the  
environment but  
don't know how and  
feel distraught by the  
amount of negative  
news they get on the  
matter

## TO

Identify LTABC as an  
ally for immediate  
action on tree  
preservation in B.C.

## BY

Giving them the  
opportunity to turn  
their discouragement  
into empowerment

# What's the idea?

Instead of providing shade, we'll have trees throw shade at people, all to get everyone talking about protecting more trees in BC.

By riffing on the popular term “shade,” we'll appeal to Gen Z and Millennials who typically care more than others (but don't necessarily make their voices heard).

By using humour, we'll also discuss the subject in an unconventional, attention-grabbing way.



# How will we do it?

We'll write scripts for our trees then play them through speakers hung in trees around the parliament buildings in Victoria.

Activating when people walk by or sit under the trees, we'll tailor the audio to the different activities people will be doing in the area: taking a break from work, finding a cool place to sit, taking a stroll, or touring the grounds.





# What's the shade?



## Example script Parliament worker focused

Oh, yeah, here ya come. Looking for a break from a busy day of lawmaking? A little down time? Well you know who's had PLENTY of "down" time lately? Us trees. You people are cutting trees down like we're going out of style. Well, guess what? We ARE! From 2001 to 2020, British Columbia lost 8.08 million hectares of tree cover. But sure, I'll gladly protect your fragile human body from the sun.

While you're here, why not join the Land Trust Alliance BC at L-T-A-B-C dot ca to help protect and preserve forests.

## Example script Pedestrian focused

Yep, that's it. Sit down, nestle in, get comfy. Get alllllll rested up. You want some cucumber slices for your eyes too? I'll just be here, photosynthesizing for your pleasure, all so that one day I can get cut down. Tens of thousands of hectares of trees are logged each year in BC. But yep, go ahead and conserve your energy. Maybe it'll inspire you to conserve some trees, too.

Join the Land Trust Alliance BC at L-T-A-B-C dot ca to help protect and preserve forests.

## Voice of Trees

### Kendall Gender

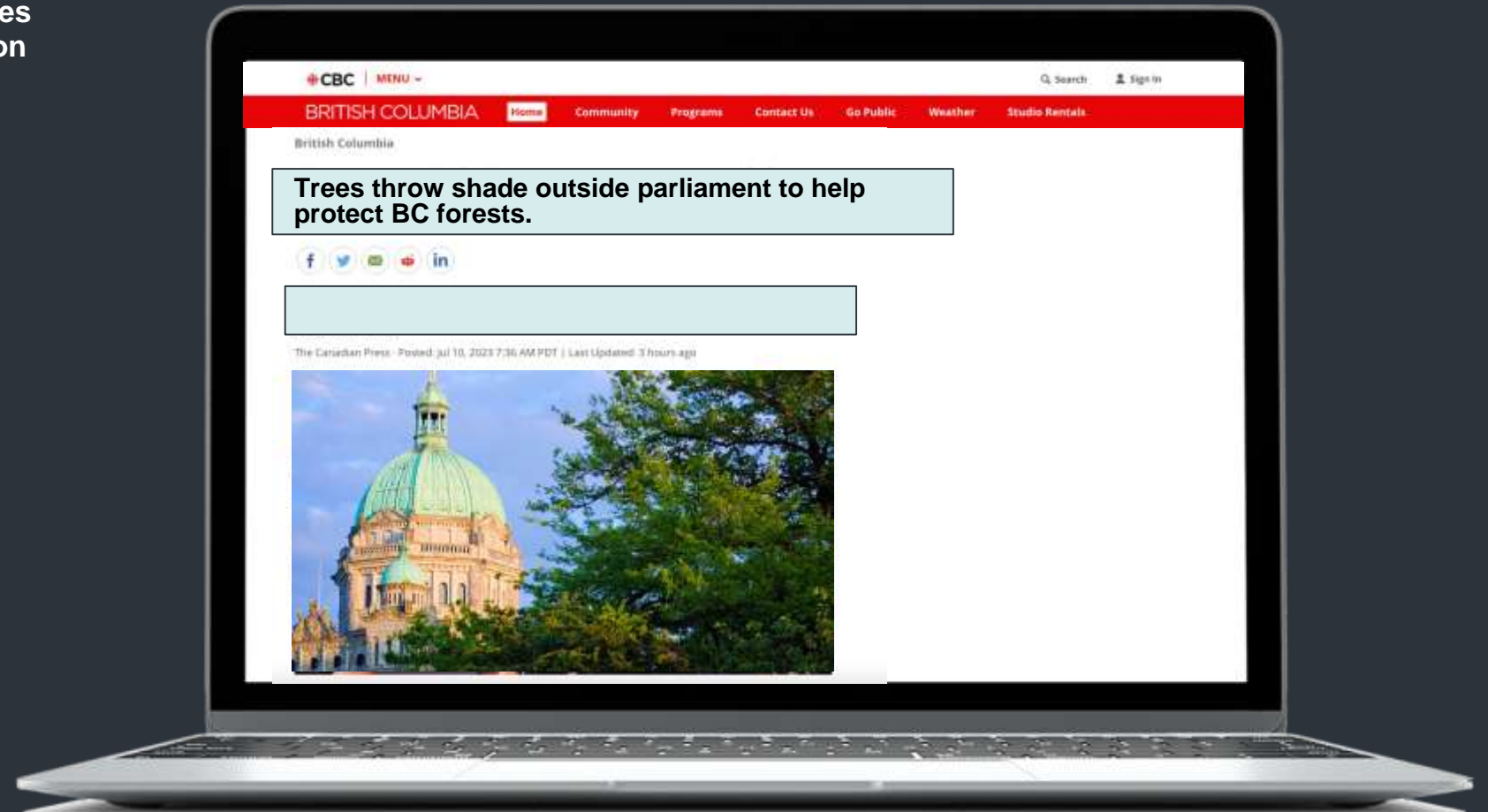
*Contestant on Canada's Drag Race S2  
and Canada vs. the World S1*



cossette

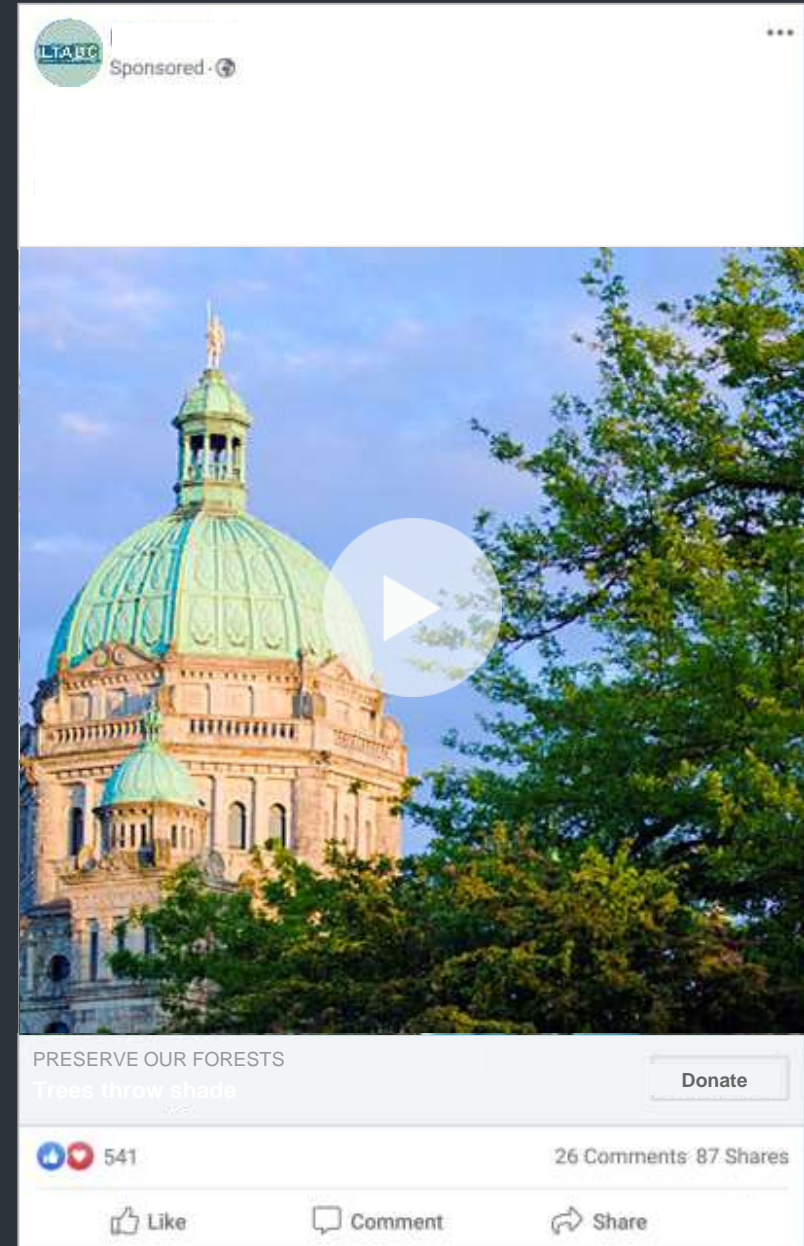
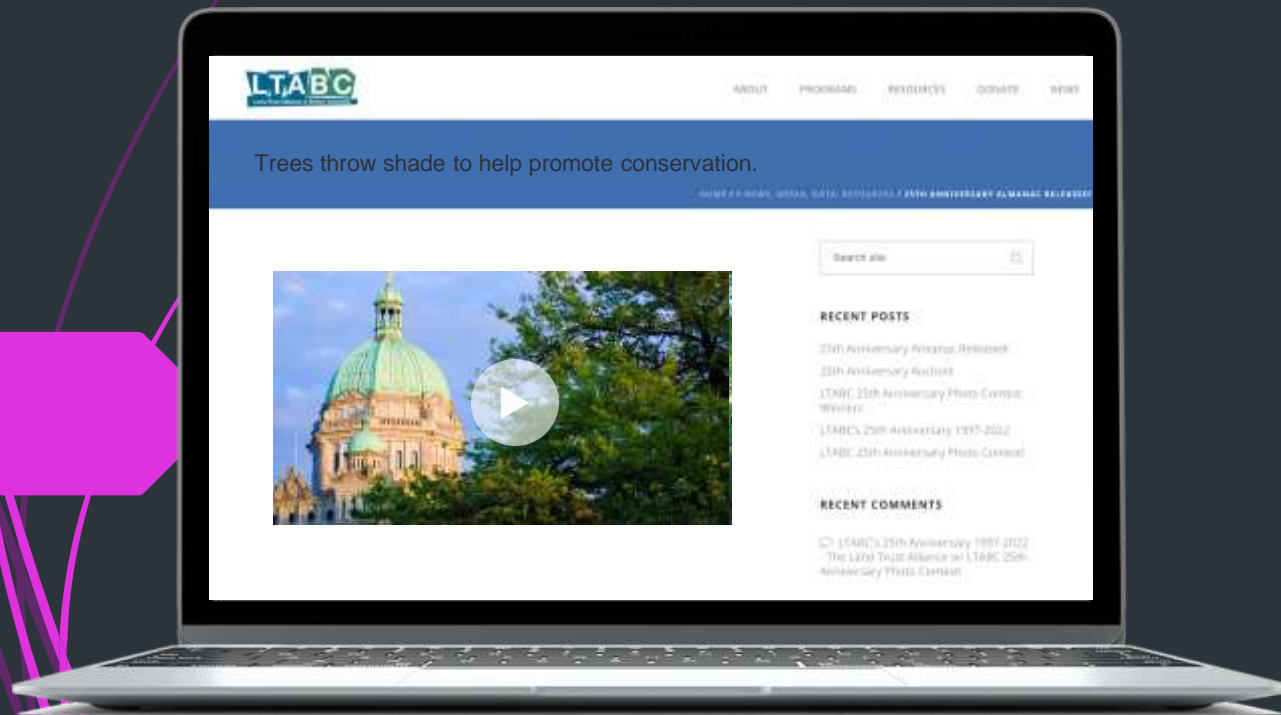
# PR

The goal is to drive as much awareness and action as possible. And with our clever lines and voices, we hope to gain tons of traction in the news.



# Video

We'll capture footage of people reacting to the trees and produce video assets, which can live in PR, social, and on your website.





# Throwing shade summary

## What

We're doing a one-off stunt by putting speakers in trees.

## Where

The parliament buildings in Victoria.

## Why

To take action on logging in BC and encourage the preservation of forests.

## Who

We're targeting MPs and Gen Z.

## How

We'll make our point by creating sassy videos to encourage people to conserve forests.





