



The Art of the Possible

Role of Public Policy in Driving Wetland Conservation

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Why?





**Public Policy is both
an art and a science**

We abuse land because we see it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect.

- Aldo Leopold

Results of the Past



\$7.1 Billion



\$800 Million

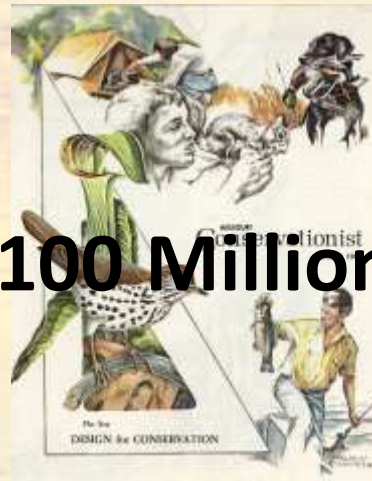


\$18.9 Billion

North American Wetlands Conservation Act



\$1.6 Billion



>\$100 Million/yr



\$4.8 Billion

More Recent Examples of Success

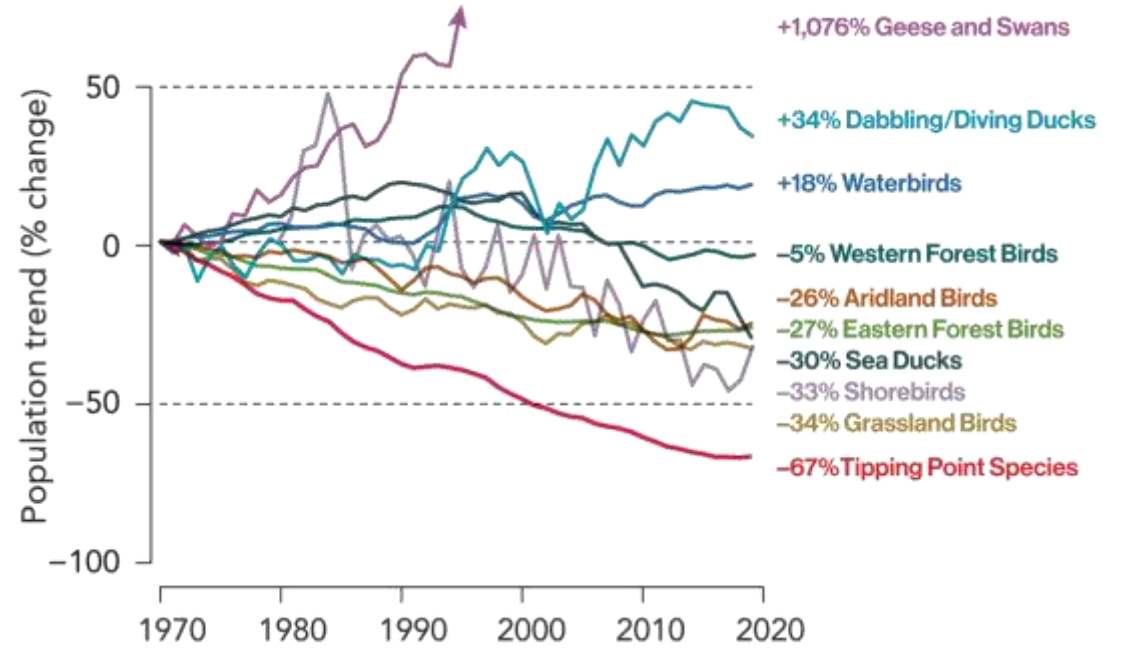
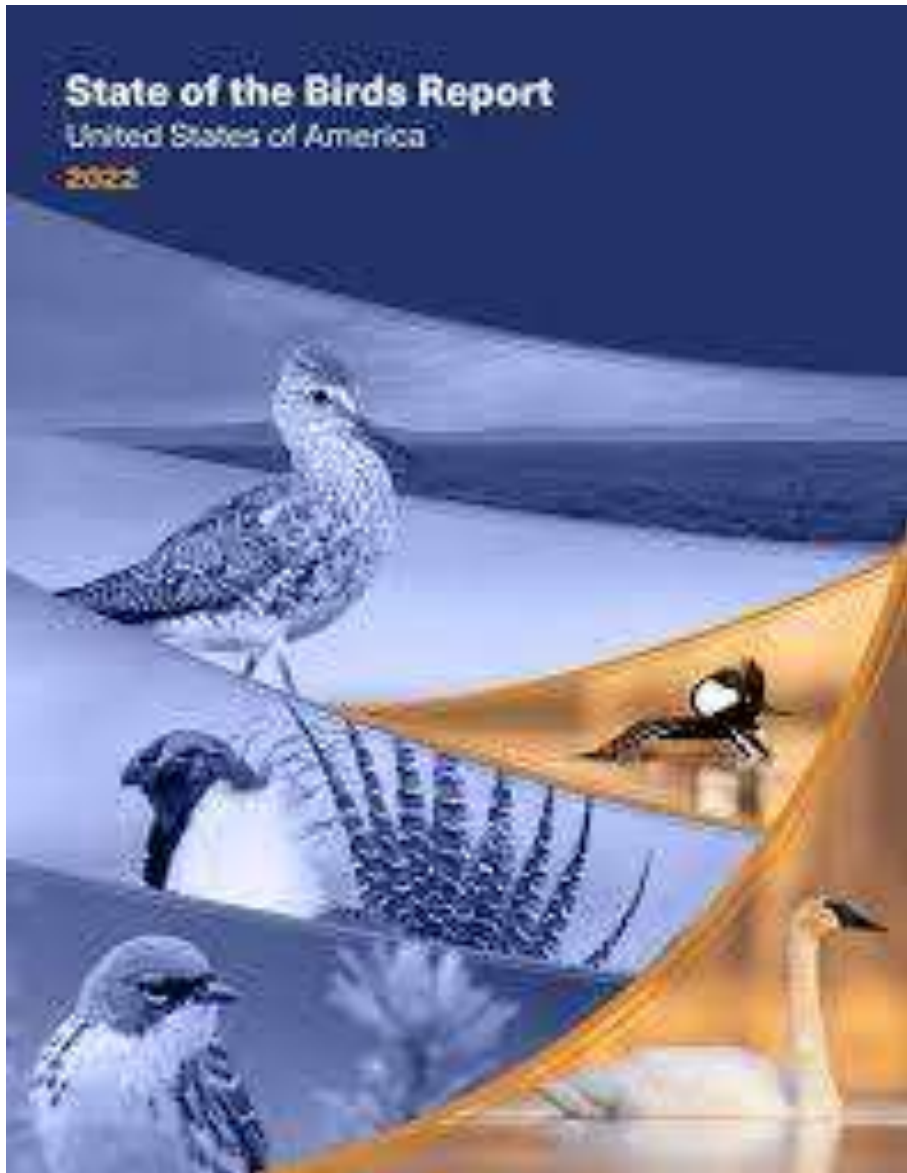


2021 passage of a \$5 increase to the state duck stamp led to approx. **\$300,000/yr** in additional revenue for conservation



Creation of Ohio's H2Ohio Program has led to approx. **\$100 million** in wetland restoration funding in just 4 years





Opportunities Remain

Increased relevancy to society



Intentional storytelling & promotion



Public opinion/societal value shift



Broader base of wetland supporters



Stronger wetland policy



Keys to Success

- Partnership mindset
- Community engagement
- Creativity
- Sharing of ideas
- Persistence





“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

- Theodore Roosevelt

Thank You

