

THE VALLE VIDAL CAMPAIGN: A CASE STUDY

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THE VALLE VIDAL

- 101,000 acre paradise in northern New Mexico's Sangre de Cristo Mountains
- Donated by Pennzoil to American People (U.S. Forest Service) in 1982
- Threatened with coalbed methane development by El Paso Corp. in 2002
- Permanently protected via Valle Vidal Protection Act of 2006











CORE VALUES

The Valle Vidal of New Mexico is a national treasure, beloved by sportsmen, ranchers, outfitters and guides, local business, concerned citizens, outdoor enthusiasts, and conservation groups. In accord with the Valle Vidal's inherent beauty and value, we believe the following:

- **The Valle Vidal's watersheds are of paramount value, and its waters the lifeblood of the land's wildlife and our communities;**
- **The Valle Vidal is a vital resource to a sustainable future for northern New Mexico's rural and agricultural communities;**
- **The Valle Vidal provides unique recreational and sporting opportunities for families, hunters, anglers, boy scouts, and other outdoor enthusiasts;**
- **The Valle Vidal provides a home for abundant wildlife populations, and holds intrinsic ecological importance and scenic beauty;**
- **The Valle Vidal should be managed for the benefit of the people – all of the people.**

Based on these values, we believe that it is a grave mistake to exploit this special place for the principal benefit of the energy industry. Consequently, the Valle Vidal should be closed to energy leasing and development, and thereby protected for the benefit of present and future generations of all Americans.

Endorsed by (as of July 2004): _____

CAMPAIGN STRATEGY

- ◉ Clear Goal: No CBM development!
- ◉ Integrated political, communication, outreach, & legal advocacy
- ◉ Diverse, balanced spokespeople
- ◉ Bottom up campaign reaching to D.C.
- ◉ Willpower, patience, and persistence

CAMPAIGN STRUCTURE

- ◉ New campaign organization to represent diverse voices sharing core values
- ◉ Strong Executive Committee to ensure timely decisions, fundraising
- ◉ Campaign outreach coordinators to build and sustain on-the-ground presence in communities

LEGAL & ADVOCACY STRATEGY

- Simple Federal legislative solution
- Federal administrative process to create space for legislative solution
- State administrative process to elevate water quality protection to advance legislative solution
- Link to allied national & regional efforts

CAMPAIGN STORIES

- ◉ Local Governments
- ◉ Local, regional, national imagination
- ◉ Picked economics fight at starting gate
- ◉ Political champions

