





Conserving Land for People

The Trust for Public Land conserves land for people to enjoy as parks, gardens, and other natural places, ensuring livable communities for generations to come.

TPL Mission Statement



TPL's Conservation Services

Conservation Vision

Helping communities to develop implementation strategies for their open space goals.

Conservation Finance

Helping government partners and communities to create funding for land conservation.

Conservation Transactions

Helping government partners and communities to evaluate and purchase land.

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Defining Conservation Finance

- Creating new public dollars for land conservation;
- By using traditional and non-traditional funding mechanisms;
- At fiscal levels that are saleable;
- For purposes that are high priorities with the electorate.

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Ballot Measures 2001 - 2005

2001	2002	2003	2004	2005
•201 measures	• 194 measures	•133 measures	•219 measures	•130 measures
•141 measures passed (70%)	•143 measures passed (74%)	•99 measures passed (74%)	•164 measures passed (75%)	•103 measures passed (79%)
• \$1.6 billion created	• \$5.5 billion created	• \$1.2 billion created	• \$4.1 billion created	• \$1.6 billion created

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Conservation Finance: 84% of Measures Passed!

Year	# of TPL Measures	Wins	Conservation Funds Approved
1996	27	26	\$0.6 billion
1997	12	11	\$0.2 billion
1998	34	30	\$4.1 billion
1999	14	12	\$0.9 billion
2000	67	51	\$3.8 billion
2001	38	28	\$0.7 billion
2002	44	35	\$5.3 billion
2003	20	19	\$0.8 billion
2004	49	42	\$2.4 billion
2005	41	36	\$0.8 billion
Total	346	290	\$19.6 billion

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LandVote Ballot Measures 1998 - 2004



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Why Local Conservation Finance is Essential

- Local funding is the foundation of any long-term land conservation efforts, including those to protect drinking water sources and agricultural land
- External funding – federal, state, private– can be an important, but secondary, means of completing a land conservation project
- Competition for external funding is fierce and may not be reliable due to ever-changing state and federal budget circumstances

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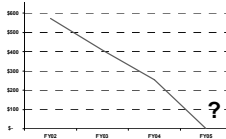
Federal Funding for Land Conservation

- LWCF – Offshore Drilling as Funding Source
 - National Parks, Forests, Fish and Wildlife and state grants
- Grant Programs
 - Forest Legacy
 - Farmland Protection Program
 - Endangered Species
 - Coastal and Estuarine Program
 - TEA – 21
 - State Revolving Funds (Water)



Scale of FY05 Federal Conservation Dollars

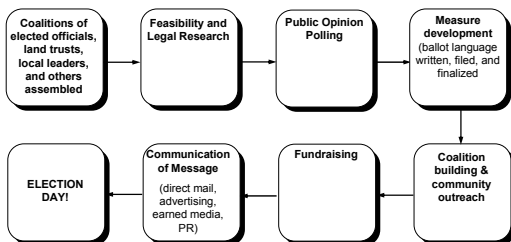
- LWCF -- \$255m
 - \$410m in FY03
 - \$573m in FY02
- Forest Legacy -- \$65m
- FRPP -- \$110m
- NAWCA -- \$38m
- **FY05 Total: \$470m**



LWCF, FRPP and NAWCA Source: The Conservation Fund



How Conservation Finance Works





Step1: Feasibility Research

- Explore fiscal capacity and finance options
- Evaluate legal issues and election history
- Assess open space, park and conservation priorities





Step 2: Understand Public Opinion





Public Opinion Surveys

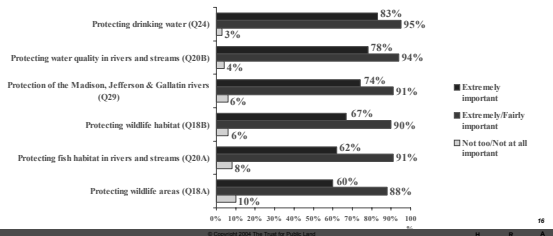
- Determine potential level of public support for financing parks and open space
- Test voter priorities, sample ballot language, spending tolerance, fiscal safeguards





Highest Open Space Protection Priority: Protect Water

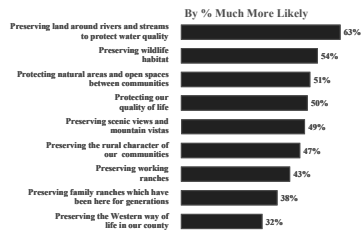
"I am now going to read you a list of programs that money from this measure might pay for. Please tell me if it would be extremely important to you that money for the project be included in the measure, fairly important, not too important or not at all important."





Water and Wildlife Habitat Rate Highest as Potential Benefits of the Measure

"Now, let me read you some specific aspects of this proposed measure which are being considered, and for each aspect of the proposal, please tell me if that would make you more likely or less likely to vote 'Yes' in favor of this proposal."





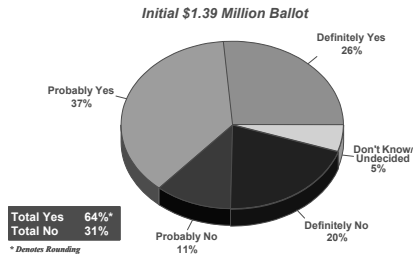
Step 3: Program Recommendations

- Covering the choice of funding mechanism, the amount and duration of financing, expenditure priorities and public accountability





Nearly 2/3 of Voters Would Support a Proposed Tax Increase to Fund Land Preservation



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Step 4: Measure Design

- Design measure to meet legal requirements, reflect popular priorities and attract public and political support



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1997 Ballot Language – Lost 61% to 39%

Shall Adams county **taxes** be increased \$5,000,000...by a countywide sales **tax** of one-fifth of one percent...for fifteen years...for the purpose of acquiring, constructing, equipping, operating and maintaining **open space** and **parks** and **recreational facilities** (the "**Open Space Tax**"); and shall all or a portion of the revenues from such **tax** be deposited in a special fund to be known as the "Adams County **Open Space Sales Tax** Capital Improvement Fund" and utilized solely to provide the capital improvements authorized in Adams County Resolution No. 92-2 or for repayment of bonds; and shall all revenues from such **tax** and any earnings on such revenues...constitute a voter-approved revenue change; and shall such **tax** be imposed, collected, administered and enforced as provided in Adams County Resolution No. 93-1 as amended by Adams County Resolution No. 97-2?

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1999 Ballot Language – Passed 60% to 40%

Shall Adams County **taxes** be increased \$5.5 million, and whatever amounts are raised annually thereafter, by a countywide sales **tax** of one-fifth of one percent (20 cents on a \$100 purchase), effective January 1, 2000, and automatically expiring after 7 years, with the proceeds to be used solely to preserve **open space** in order to **limit sprawl**, to **preserve farmland**, to **protect wildlife areas**, **wetlands, rivers and streams**, and for **creating, improving and maintaining parks and recreation facilities**, in accordance with Resolution 99-1, with all expenditures based on recommendations of a citizen advisory commission and subject to an annual independent audit and shall all revenues from any such **tax** and any earnings thereon, constitute a voter approved revenue change.



2000 - Gallatin County, Montana

Shall the Board of County Commissioners be authorized to issue and sell additional general obligation bonds of the County, in the amount of up to \$10,000,000 for the purposes of preserving "Open Space" as defined under Title 76, Chapter 6 M.C.A. (the "Act"), in Gallatin County by purchasing land and conservation easements from willing landowners to **conserve farm and ranch lands**, **provide recreation**, **protect water quality of stream and rivers**, **manage growth**, **protect wildlife areas** and for other purposes authorized under the Act and with **all expenditures based on recommendations of the Open Lands Board (citizen's advisory committee)**, **after public comment**, and **subject to an independent audit**; which bonds shall bear interest at a rate to be determined by the Board of County Commissioners, payable semiannually during a term not to exceed twenty (20) years?



Step 5: Campaign

- Structure the campaign governance committees and create plan for fundraising
- Design communications and media mix
- Get out the vote





How TPL Can Help

- Provide Independent Technical Assistance
- Help craft a measure that reflects voters priorities
- Advise on Ballot Language
- Work with volunteers

