TPL Conservation Finance

- Since 1996, we have helped create almost $25 billion for parks and open space nationally
- In 2006, we assisted with 33 winning measures generating $4.8 billion for parks and open space
- TPL’s winning measure success rate is 84% since 1996.
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.
TPL’s Conservation Finance Services

**Technical Assistance**
- Feasibility Research
- Public Opinion Surveys
- Program Recommendations
- Ballot Measure Design
- Legislative Support

**Campaign Assistance**
- Public opinion surveys and focus groups
- Strategic campaign planning
- Campaign management and fundraising
- Selection of media professionals
- Message development, communications
- Compliance with campaign finance laws
LandVote Ballot Measures 1998 – 2005
Ballot Measures 2002 – 2006

2002
- 192 measures
- 143 measures passed (75%)
- $5.5 billion created

2003
- 133 measures
- 99 measures passed (74%)
- $1.2 billion created

2004
- 219 measures
- 164 measures passed (75%)
- $4.1 billion created

2005
- 140 measures
- 111 measures passed (79%)
- $1.7 billion created

2006
- 180 measures
- 134 measures passed (74%)
- $6.7 billion created
# Conservation Finance: 84% of Measures Passed!

<table>
<thead>
<tr>
<th>Year</th>
<th># of TPL Measures</th>
<th>Wins</th>
<th>Conservation Funds Approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>27</td>
<td>26</td>
<td>$0.6 billion</td>
</tr>
<tr>
<td>1997</td>
<td>12</td>
<td>11</td>
<td>$0.2 billion</td>
</tr>
<tr>
<td>1998</td>
<td>34</td>
<td>30</td>
<td>$4.1 billion</td>
</tr>
<tr>
<td>1999</td>
<td>14</td>
<td>12</td>
<td>$0.9 billion</td>
</tr>
<tr>
<td>2000</td>
<td>67</td>
<td>51</td>
<td>$3.8 billion</td>
</tr>
<tr>
<td>2001</td>
<td>38</td>
<td>28</td>
<td>$0.7 billion</td>
</tr>
<tr>
<td>2002</td>
<td>44</td>
<td>35</td>
<td>$5.3 billion</td>
</tr>
<tr>
<td>2003</td>
<td>20</td>
<td>19</td>
<td>$0.8 billion</td>
</tr>
<tr>
<td>2004</td>
<td>49</td>
<td>42</td>
<td>$2.4 billion</td>
</tr>
<tr>
<td>2005</td>
<td>45</td>
<td>40</td>
<td>$0.8 billion</td>
</tr>
<tr>
<td>2006</td>
<td>38</td>
<td>33</td>
<td>$4.8 billion</td>
</tr>
<tr>
<td>Total</td>
<td>388</td>
<td>327</td>
<td><strong>$24.4 billion</strong></td>
</tr>
</tbody>
</table>
# Arizona Local Conservation Ballot Measures

<table>
<thead>
<tr>
<th>Year</th>
<th># of Measures</th>
<th>Wins</th>
<th>Conservation Funds Approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>3</td>
<td>3</td>
<td>$509.7 million</td>
</tr>
<tr>
<td>2000</td>
<td>2</td>
<td>2</td>
<td>$46.8 million</td>
</tr>
<tr>
<td>2001</td>
<td>1</td>
<td>1</td>
<td>$20.4 million</td>
</tr>
<tr>
<td>2002</td>
<td>1</td>
<td>1</td>
<td>$19.8 million</td>
</tr>
<tr>
<td>2003</td>
<td>0</td>
<td>0</td>
<td>$0 million</td>
</tr>
<tr>
<td>2004</td>
<td>9</td>
<td>9</td>
<td>$553.9 million</td>
</tr>
<tr>
<td>2005</td>
<td>1</td>
<td>1</td>
<td>$23 million</td>
</tr>
<tr>
<td>2006</td>
<td>1</td>
<td>3</td>
<td>$17.1 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>18</strong></td>
<td><strong>18</strong></td>
<td><strong>$1.19 billion</strong></td>
</tr>
</tbody>
</table>
Who is Creating Funding?

Since 1994, Voters Have Approved 1,274 Park and Open Space Ballot Measures, Authorizing $31 Billion in Conservation Funding*

### Successful Measures
- **State**: 3%
- **County**: 18%
- **Municipal**: 76%
- **Special District**: 3%

### Cons. Funds Approved
- **State**: 39%
- **County**: 35%
- **Municipal**: 24%
- **Special District**: 2%

*Note: This does not include legislatively authorized spending programs, such as those in Florida, New York, and Maryland, which were not submitted directly to voters.

Source: The Trust for Public Land's LandVote™Database

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Passage Rates are Consistently High

Conservation Ballot Measures Pass Nearly 80% of the Time, With Voter Support Nearly 60% Across All Jurisdictions

<table>
<thead>
<tr>
<th>Jurisdiction Type</th>
<th># Fail</th>
<th># Pass</th>
<th>Total</th>
<th>$ Approved ($ billion)</th>
<th>% Pass by Juris</th>
<th>Avg. &quot;Yes&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>6</td>
<td>32</td>
<td>38</td>
<td>12.1</td>
<td>84%</td>
<td>61%</td>
</tr>
<tr>
<td>County</td>
<td>69</td>
<td>234</td>
<td>303</td>
<td>10.9</td>
<td>77%</td>
<td>59%</td>
</tr>
<tr>
<td>Municipal</td>
<td>292</td>
<td>972</td>
<td>1,264</td>
<td>7.5</td>
<td>77%</td>
<td>59%</td>
</tr>
<tr>
<td>Special District</td>
<td>24</td>
<td>36</td>
<td>60</td>
<td>0.5</td>
<td>60%</td>
<td>56%</td>
</tr>
<tr>
<td>Total</td>
<td>391</td>
<td>1,274</td>
<td>1,665</td>
<td>31</td>
<td>77%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Source: The Trust for Public Land's LandVote™Database
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, FLP and NAWCA Source: The Conservation Fund
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.

• 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.
We’ve barely scratched the surface...

Only 23 of the 100 fastest growing counties in the U.S. have attempted a conservation finance measure.

Those counties have generated $858.4 million in conservation funds.
Critical Steps for a Successful Ballot Measure

Step 1
Feasibility Research

Step 2
Public Opinion Survey

Step 3
Program Recommendations

Step 4
Ballot Language

Step 5
Campaign
Step 1: Feasibility Research

- Explore fiscal capacity and finance options
- Evaluate legal issues and election history
- Assess open space, park and conservation priorities
Step 2: 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
Step 3: Program Recommendations
• Covering the choice of funding mechanism, the amount and duration of financing, expenditure priorities and public accountability

Step 4: Measure Design
• Design measure to meet legal requirements, reflect popular priorities and attract public and political support
Step 5: Win a Campaign

- Structure the campaign governance committees and create plan for fundraising
- Design communications and media mix
- Get out the vote
Step 6: Implementation
Best Practices

A HANDBOOK AND TECHNICAL ASSISTANCE FOR LOCAL GOVERNMENT LAND CONSERVATION

DEVELOPING AND MANAGING EFFECTIVE PROGRAMS
Coconino County, Arizona

• Home to national treasures such as the Grand Canyon, Sunset Crater National Monument and Anasazi Indian Ruins
• Voters passed a 10-year sales tax increase with 62% of the vote in 2002
• The measure is expected to generate $33 million for land, wetlands, and wildlife protection
Pima County, Arizona

- TPL Conservation Finance team provided technical assistance for a $174.3 million bond approved by 65% of voters in May, 2004
- The bond protects open space and natural habitats. This includes the protection of environmentally sensitive areas such as the Sonoran Desert
How TPL Can Help

• Provide Independent Technical Assistance
• Help craft a measure that reflects voters priorities
• Advise on Ballot Language
• Work with volunteers
TPL is the Leading Provider of Conservation Finance Information in the U.S.