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## 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

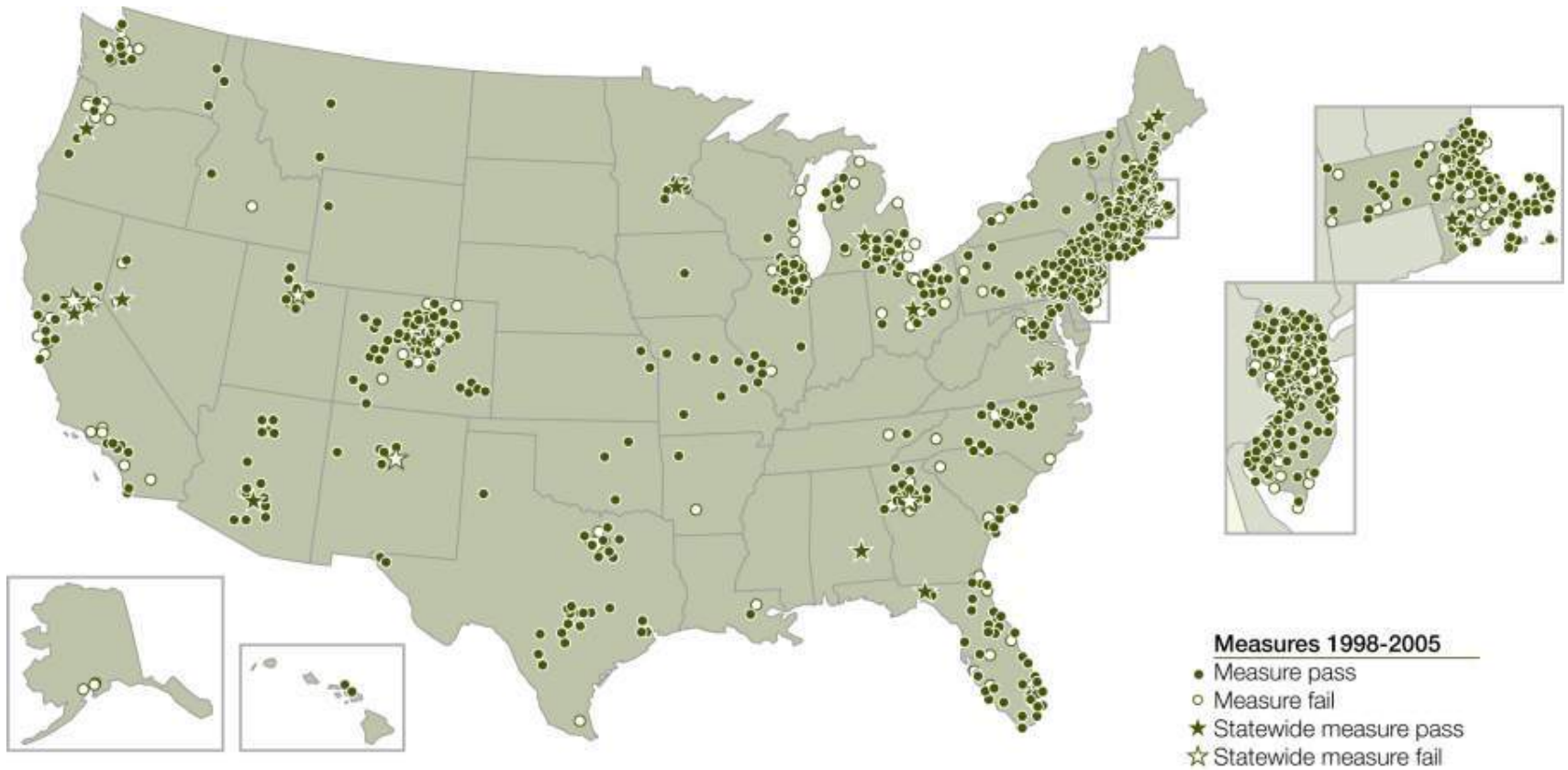
## Technical Assistance

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

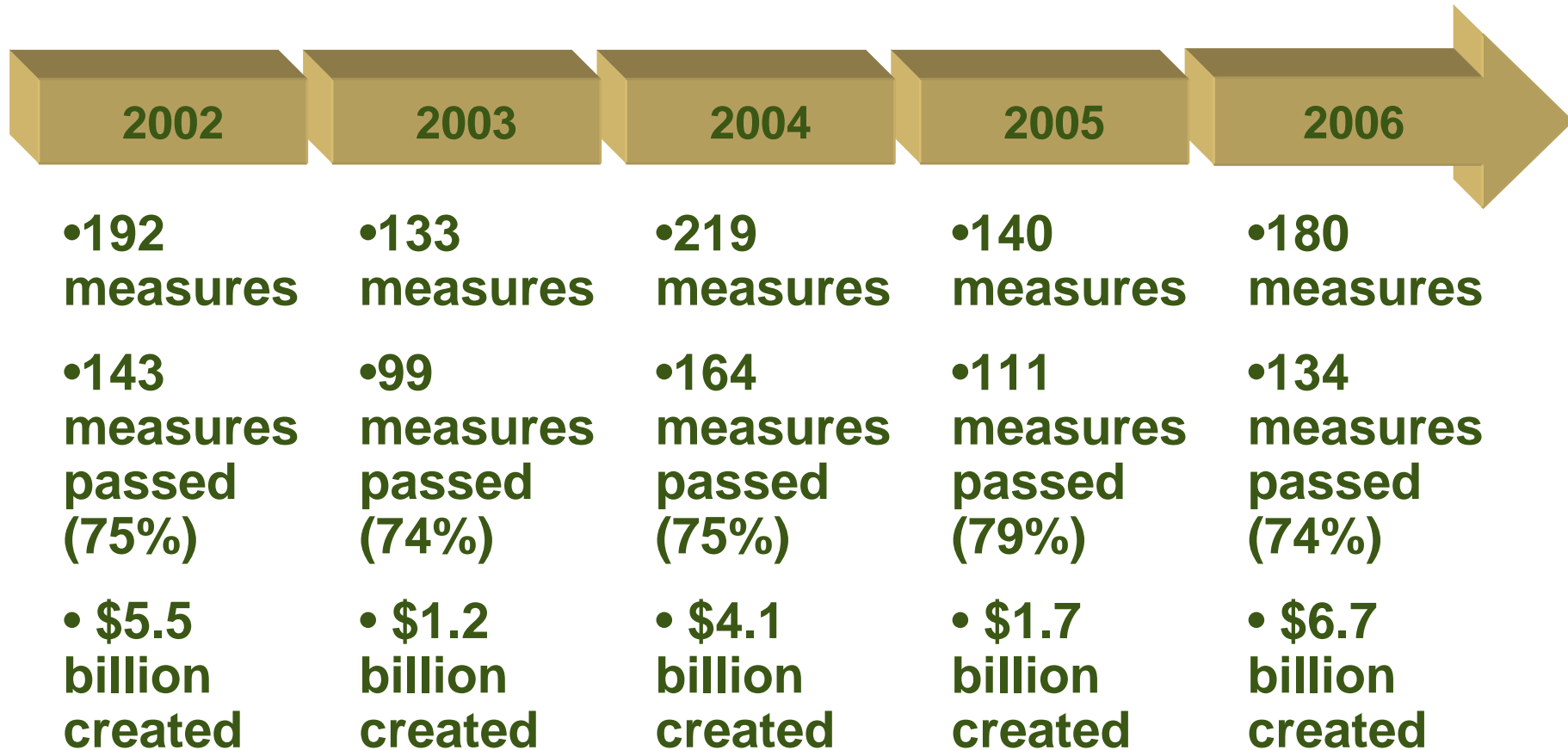
## Campaign Assistance

- 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



## 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	45	40	\$0.8 billion
2006	38	33	\$4.8 billion
<b>Total</b>	<b>388</b>	<b>327</b>	<b>\$24.4 billion</b>

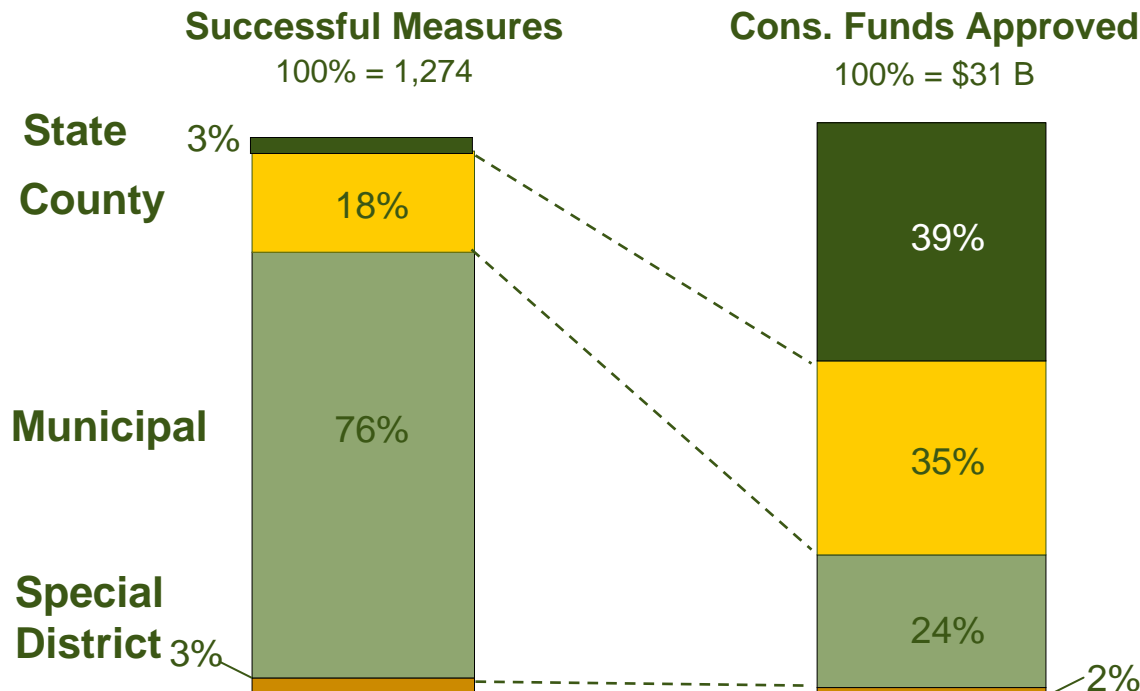
# Arizona Local Conservation Ballot Measures

Year	# of Measures	Wins	Conservation Funds Approved
1999	3	3	\$509.7 million
2000	2	2	\$46.8 million
2001	1	1	\$20.4 million
2002	1	1	\$19.8 million
2003	0	0	\$0 million
2004	9	9	\$553.9 million
2005	1	1	\$23 million
2006	1	3	\$17.1 million
<b>Total</b>	<b>18</b>	<b>18</b>	<b>\$1.19 billion</b>



# Who is Creating Funding?

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



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

\*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

## Passage Rates are Consistently High

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

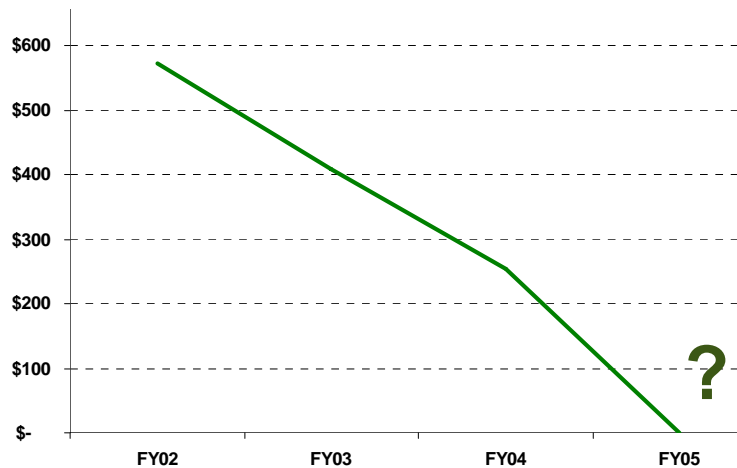
<b>Success Rates by Jurisdiction</b>				\$ Approved	% Pass	
<u>Jurisdiction Type</u>	<u># Fail</u>	<u># Pass</u>	<u>Total</u>	<u>(\$ billion)</u>	<u>by Juris</u>	<u>Avg. "Yes"</u>
State	6	32	38	12.1	84%	61%
County	69	234	303	10.9	77%	59%
Municipal	292	972	1,264	7.5	77%	59%
Special District	<u>24</u>	<u>36</u>	<u>60</u>	<u>0.5</u>	<u>60%</u>	<u>56%</u>
<b>Total</b>	<b>391</b>	<b>1,274</b>	<b>1,665</b>	<b>31</b>	<b>77%</b>	<b>59%</b>

# 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



## Step1: 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**

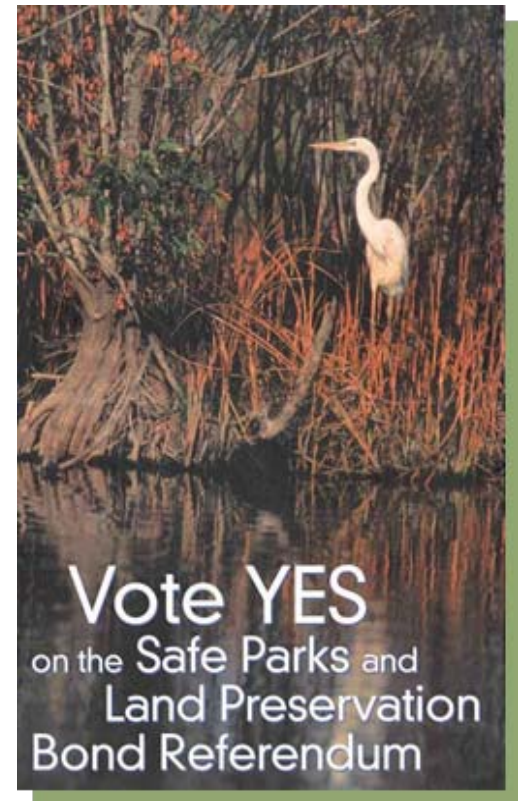
- Covering the choice of funding mechanism, the amount and duration of financing, expenditure priorities and public accountability

## **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



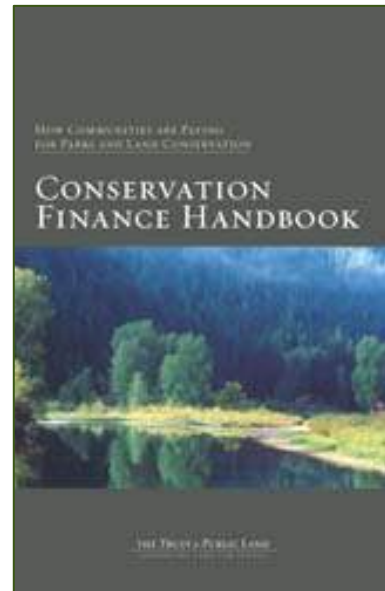
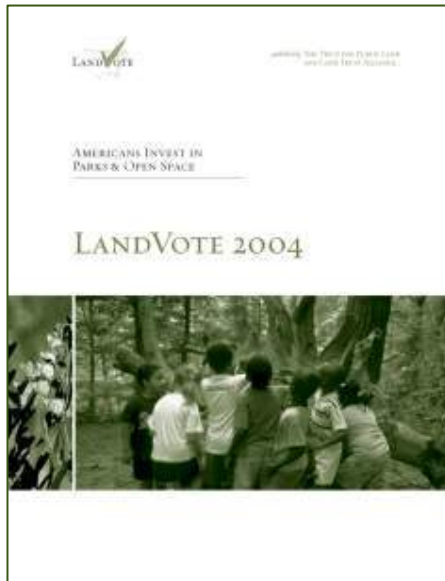
- TPL Conservation Finance team provided technical assistance for a \$174.3 million bond approved by 65% of voters in May, 2004
- The bond protects open space and natural habitats. This includes the protection of environmentally sensitive areas such as the Sonoran Desert

## 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.







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