

Ballot Measures for Land Conservation

Madrid, Spain
Will Abberger

November 5, 2018

The logo for The Trust for Public Land, featuring the text "THE TRUST FOR PUBLIC LAND" in white, stacked vertically, on a green rectangular background.

THE
TRUST
FOR
PUBLIC
LAND

Our mission

LAND FOR PEOPLE

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.



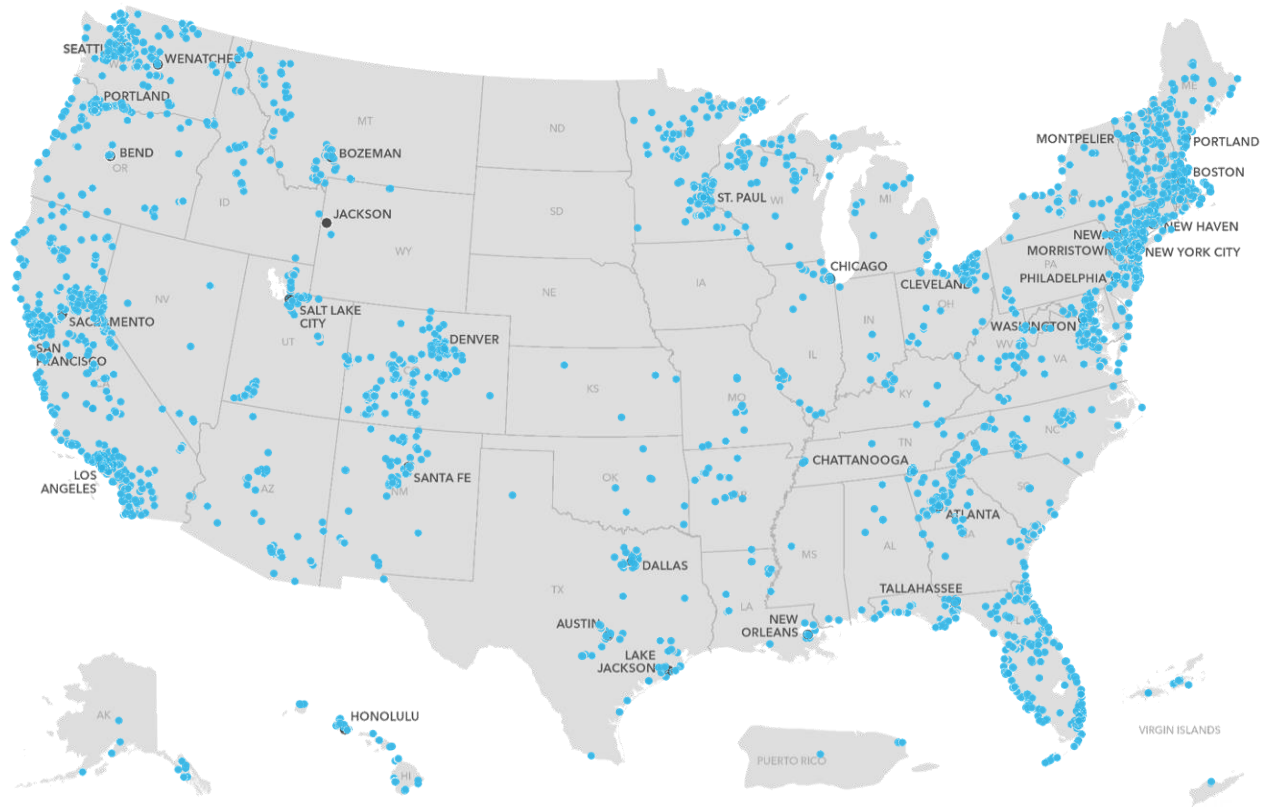
We believe

- People need and deserve access to nature
- Our work should span cities to wilderness
- When we engage community, we create community
- Equity means everyone



Our impact

SINCE 1972





Our impact

FROM NEIGHBORHOOD PARKS
TO NATIONAL PARKS

5 thousand+ places created

3 million+ acres protected

70 billion+ public funds generated

8 million+ people within a 10-min walk

How we do it

OUR SERVICES



PLAN



FUND



PROTECT



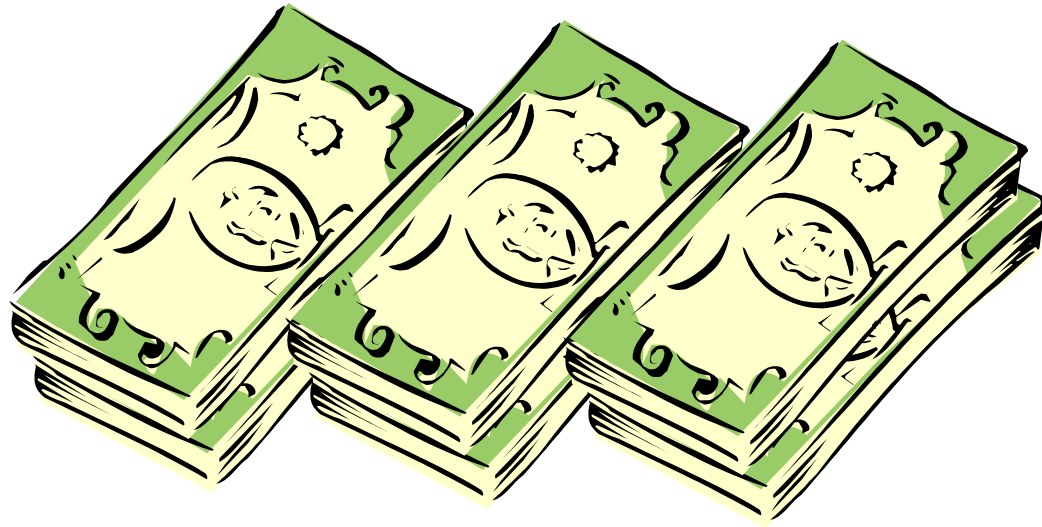
CREATE

Ballot Measures for Land Conservation

- **U.S. National Trends**
- **Ballot Measure Basics**
- **Measure Components**
- **Examples**



Where Does Public Funding for Land Conservation in the U.S. Come From?

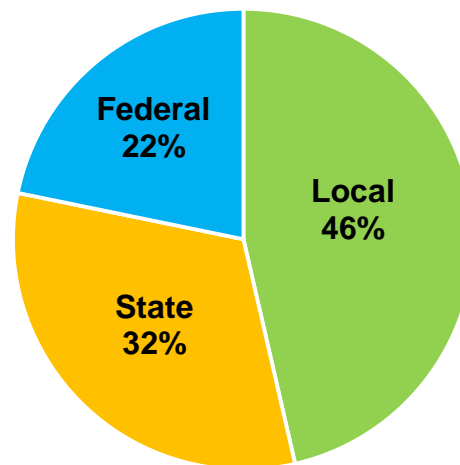


Public Funding for Land Conservation

Public Funding for Land Conservation in the United States (1998-2015)		
	Amount	Annual Average
Local	\$25,829,049,100	\$1,434,947,172
State	\$17,715,694,051	\$984,205,225
Federal	\$12,121,644,312	\$673,424,684
Total	\$55,666,387,462	\$3,092,577,081

Local: Spending authorizations via local ballot measures. Source: TPL's LandVote Database

State and Federal: Actual spending. Data not complete for all 50 states. Source: TPL's Conservation Almanac Database



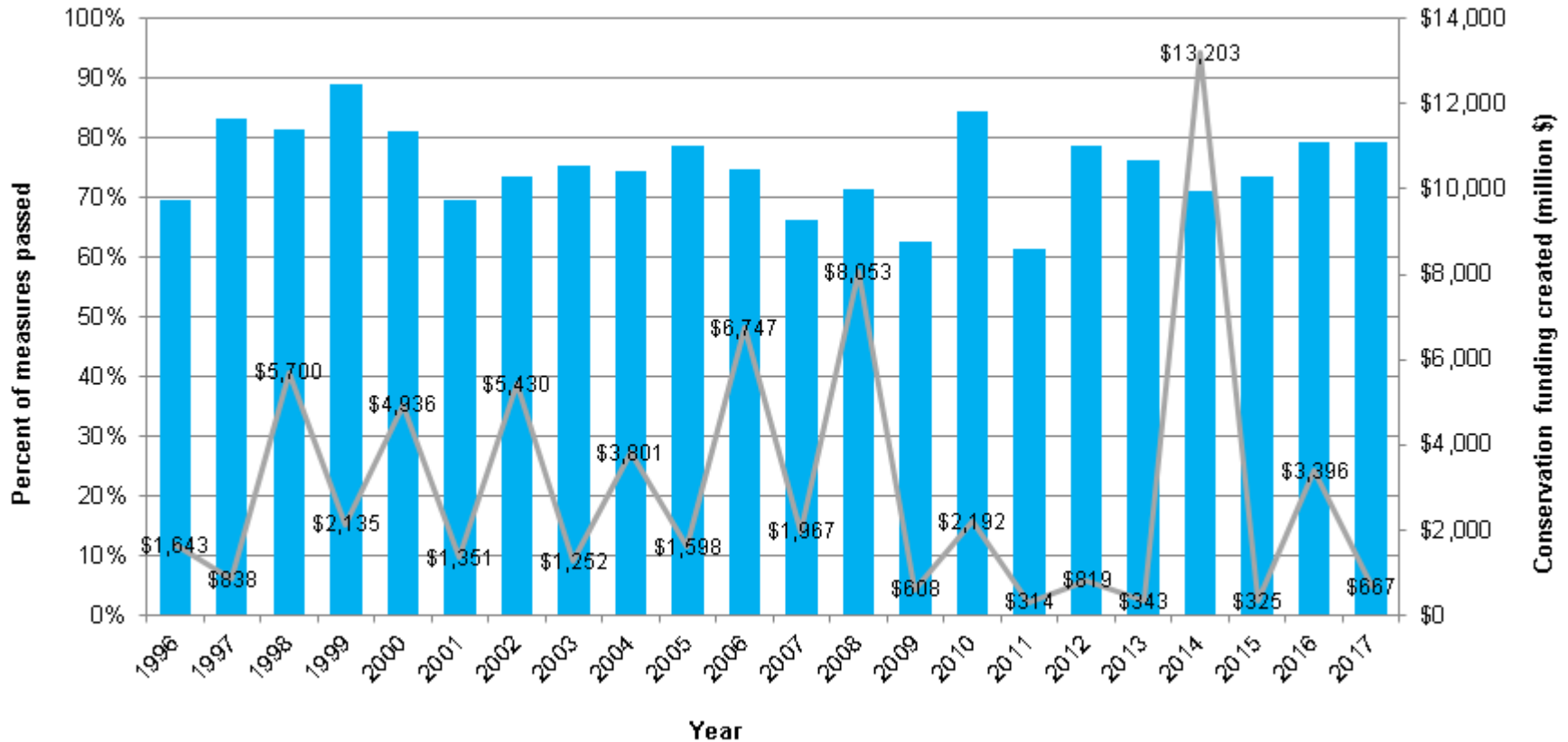
What is the “Big Idea”?

Engaging Voters to Approve Funding for Conservation

Is it really possible to get voters to raise their TAXES to invest in parks and conservation?

Track Record of the Concept:

76% long-term approval rate, good times and bad



November 8, 2016 Election – All Park and Conservation Ballot Measures

- 87 measures in 21 states
- 70 were approved by the voters
- 80 percent passage rate
- \$6.9 billion in funds for conservation, parks, and restoration

Author and Publisher: The Yes Fund and the Boston Committee

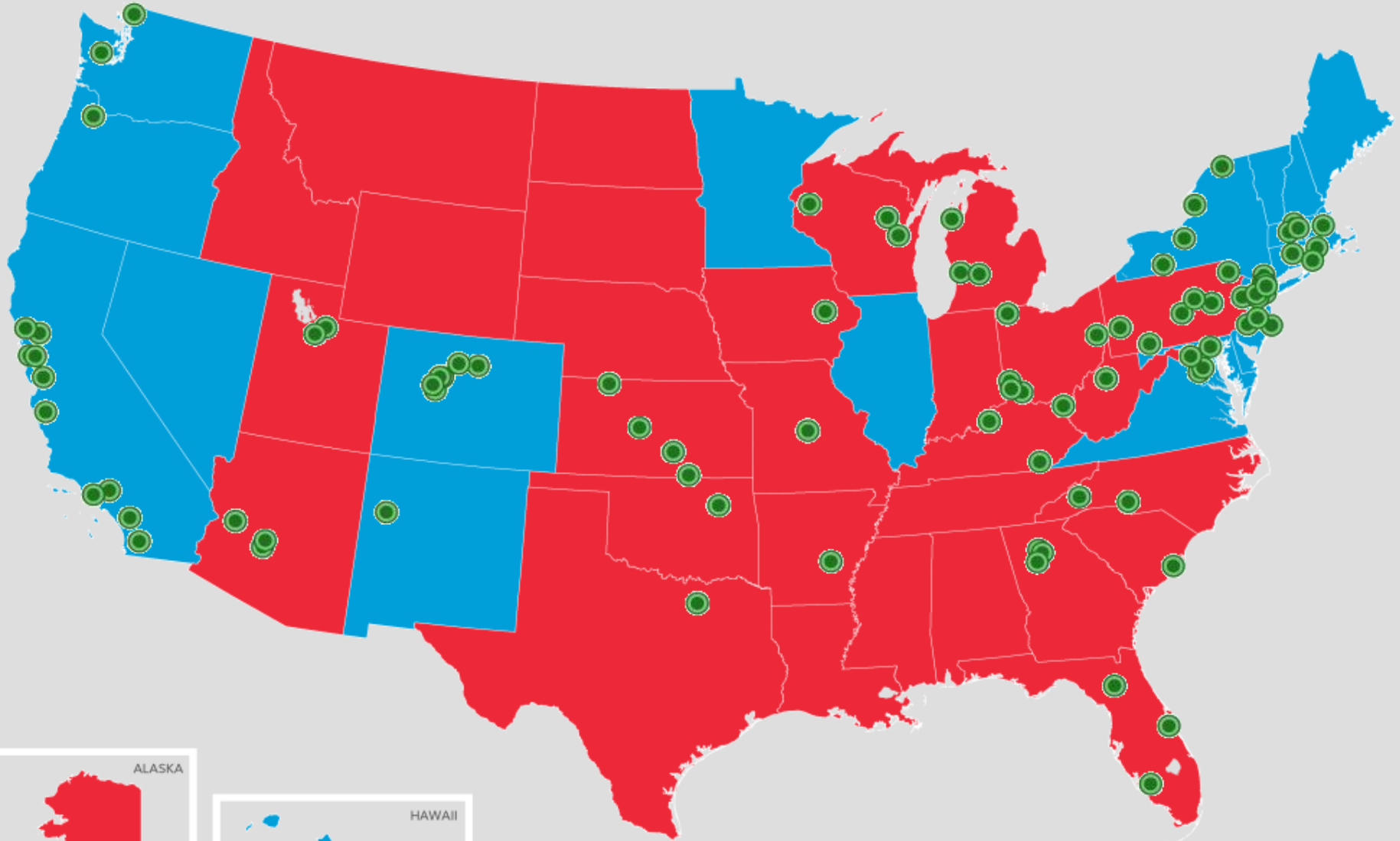
**YES ON 5
A BETTER
BOSTON**

- Homes that Boston residents can afford
- Better parks and playgrounds for our kids and families
- Restoring our neighborhood historic sites for today's needs

www.YesBetterBoston.org

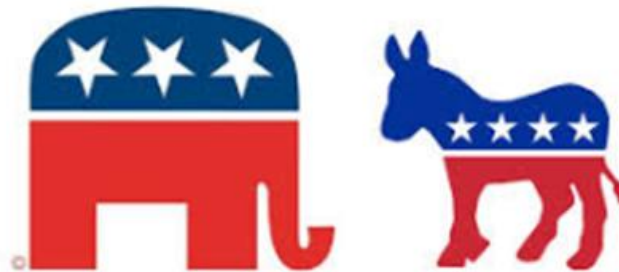
**Last Question
Back of the Ballot**

104 measures -- 84 passed -- generated over \$11B in funds for land conservation, parks and restoration



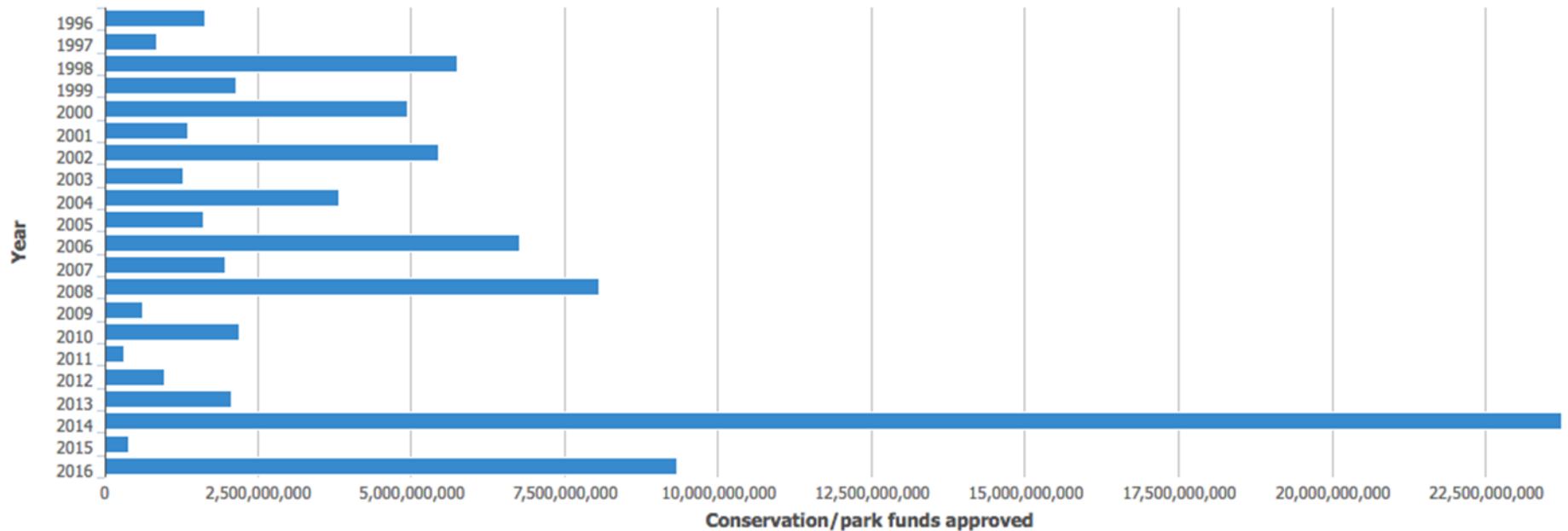
Not Red or Blue, But Green - November 8, 2016

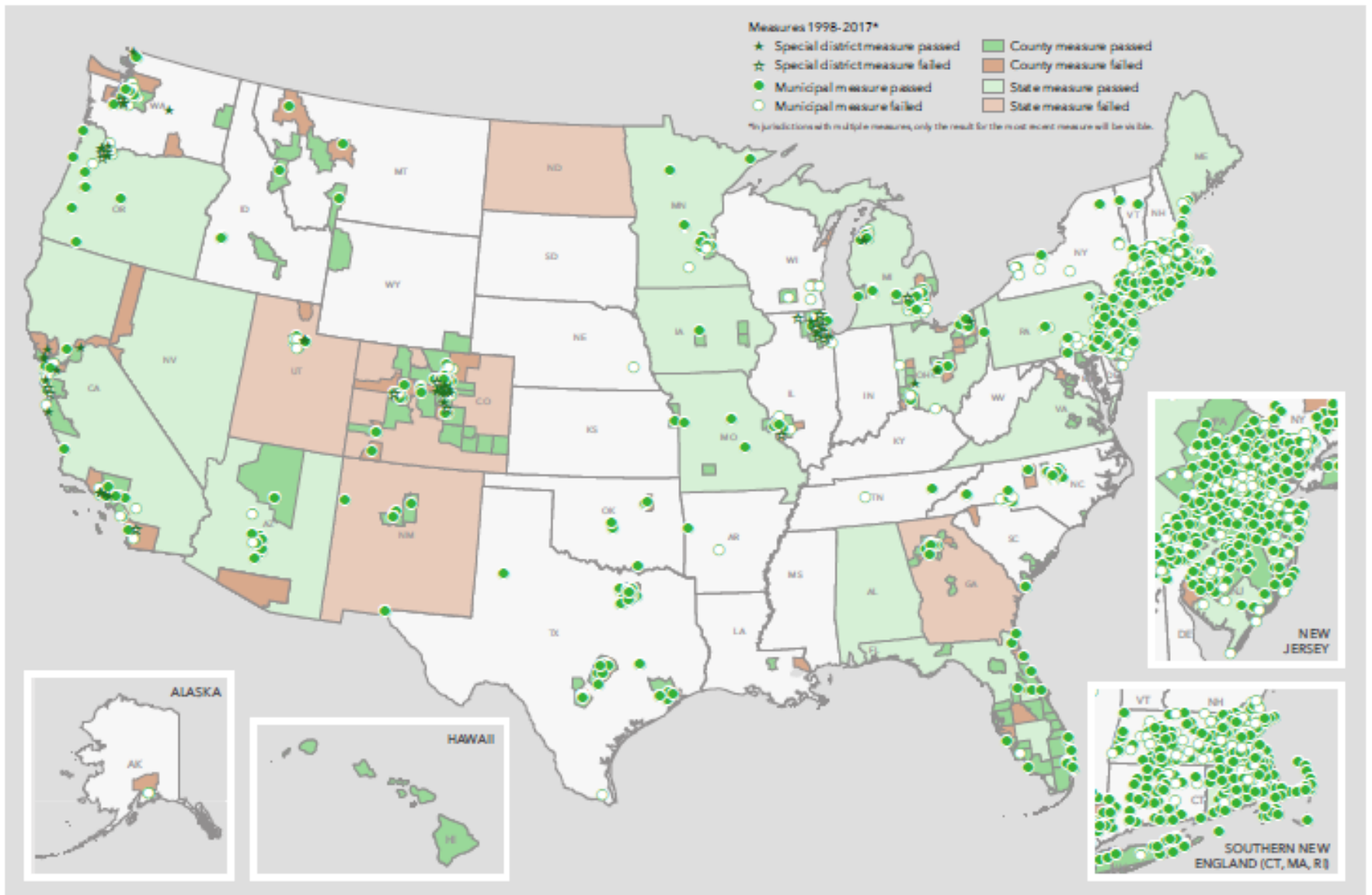
- 21 county measures - 16 passed (76%)
- Clinton counties: 12 of 16 (75%)
- Trump counties: 4 of 5 (80%)



Track Record of the Concept: Tens of Billions of \$ for Land Conservation

THE TRUST FOR PUBLIC LAND - LANDVOTE





LandVote

STATE, COUNTY, MUNICIPAL, AND SPECIAL DISTRICT MEASURES 1998-2017

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THE TRUST FOR PUBLIC LAND

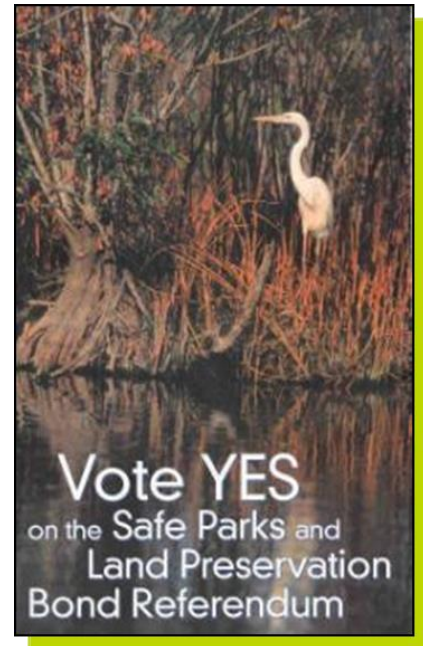
2018 Elections – All Park and Conservation Ballot Measures

So far.....

- 13 measures in 12 states
- 12 were approved by the voters
- 92 percent passage rate
- \$4.2 billion in funds for conservation, parks, and restoration

November 6, 2018

- 47 measures on the ballot
- \$3.6 billion in park and conservation funds at stake



www.landvote.org



What is the Trust for Public Land's Conservation Finance Program ?

We create new and protect public funding for land conservation, parks, and restoration through the research, design, and passage of ballot measures and legislation and serve as thought leaders in the field.

November 8, 2016 Election – Trust for Public Land Park and Conservation Ballot Measures

- 40 measures in 13 states
- 32 were approved by the voters
- 80 percent passage rate
- Over \$4 billion in funds for conservation, parks, and restoration

**L.A. County Measure A
is on Page 7 of your ballot
Tuesday, November 8th**



If passed by the voters, Measure A, the Safe, Clean Neighborhood Parks, Open Space, Local Beaches, Rivers, and Water Conservation Protection Measure*:

- Will protect, enhance and preserve open space and natural areas in and around the Antelope Valley;
- Will replace current funding which is expiring, and is the only source of dedicated local funding for neighborhood parks including those in the Antelope Valley;
- Will provide safe places and facilities for after-school for local children, youth and families;
- Will ensure local drinking water continues to be safe and accessible at park and recreation centers.

Our Track Record: 544 wins, 81% Yes,
\$73 billion created, over 100 million Yes Votes

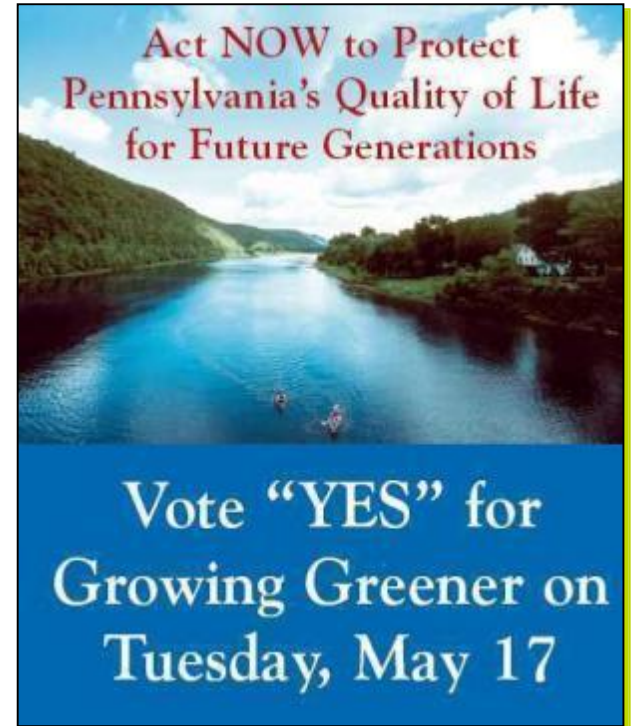


November 6, 2018 Election – Trust for Public Land Park and Conservation Ballot Measures

Jurisdiction Name	Mechanism	Conservation Funds At Stake
Tucson, AZ	Bond	\$225,000,000
Fresno, CA	Sales Tax	\$906,000,000
Los Angeles, CA	Other	
Sonoma County, CA	Sales Tax	\$115,000,000
Chaffee County, CO	Sales Tax	\$23,000,000
Denver, CO	Sales Tax	\$918,000,000
Connecticut	N/A	N/A
Georgia	Sales tax	\$200,000,000
Cape Coral, FL	Bond	\$60,000,000
Doral, FL	Bond	\$150,000,000
New Smyrna Beach, FL	Bond	\$15,000,000
Sarasota County, FL	Bond	\$65,000,000
Berlin, MA	Property Tax	\$1,670,933
Plainville, MA	Property Tax	\$1,105,570
Brooklyn Park, MN	Bond	\$26,000,000
Missoula, MT	Property Tax	\$10,000,000
Missoula County, MT	Bond	\$15,000,000
Beaufort County, SC	Bond	\$25,000,000

Ballot Measures for Land Conservation

- **National Trends**
- **Ballot Measure Basics**
- **Measure Components**
- **Examples**

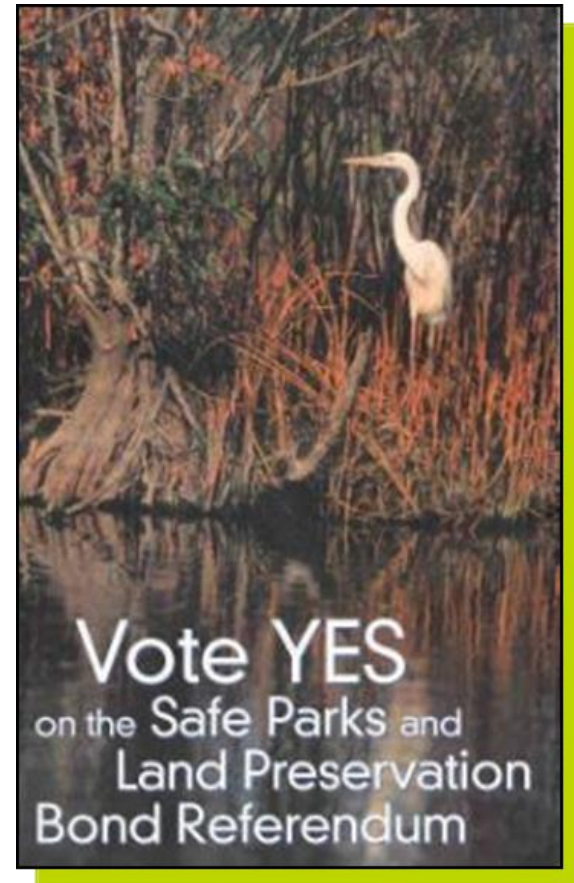


Key Variables in Measure Design

- Funding Mechanism
- Amount (and duration)
- Purposes/Uses of Funds
- Timing (choice of election date)
- Management/Accountability

Ballot Measures Land Conservation

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Key Steps for Successful Ballot Measures

Feasibility Research



Public Opinion Survey



Program Recommendations

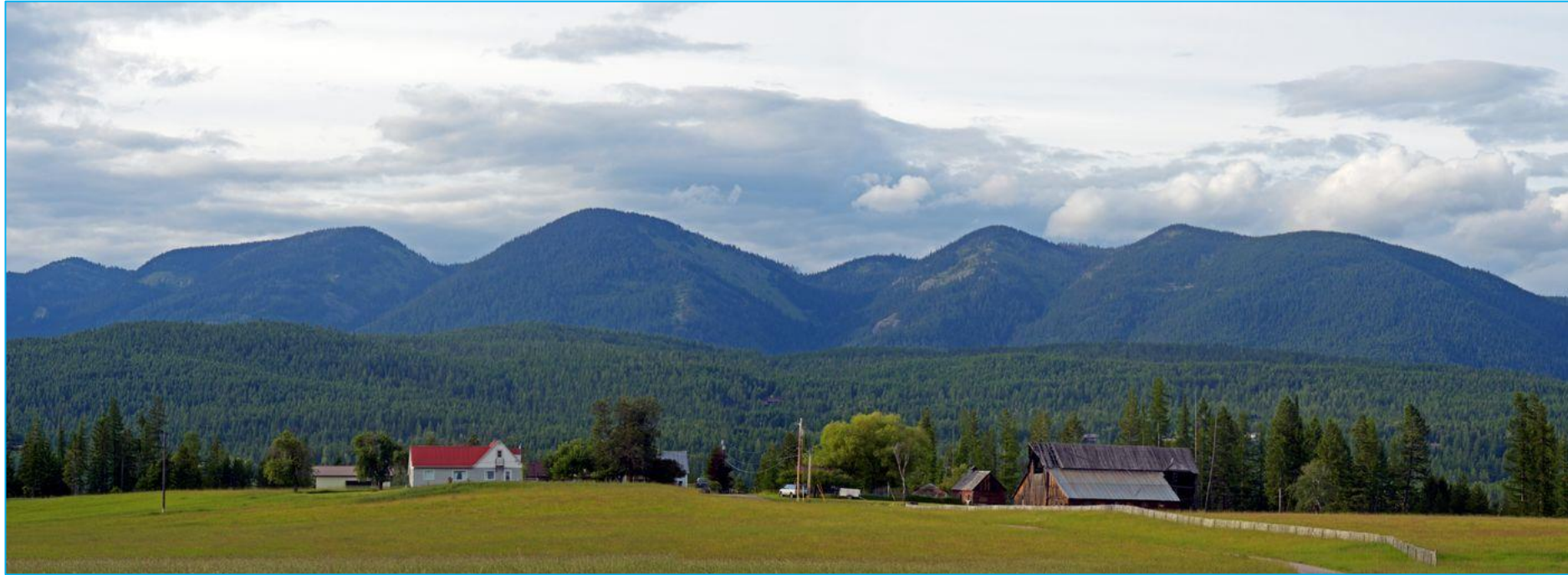


Ballot Language



Campaign

Whitefish, Montana



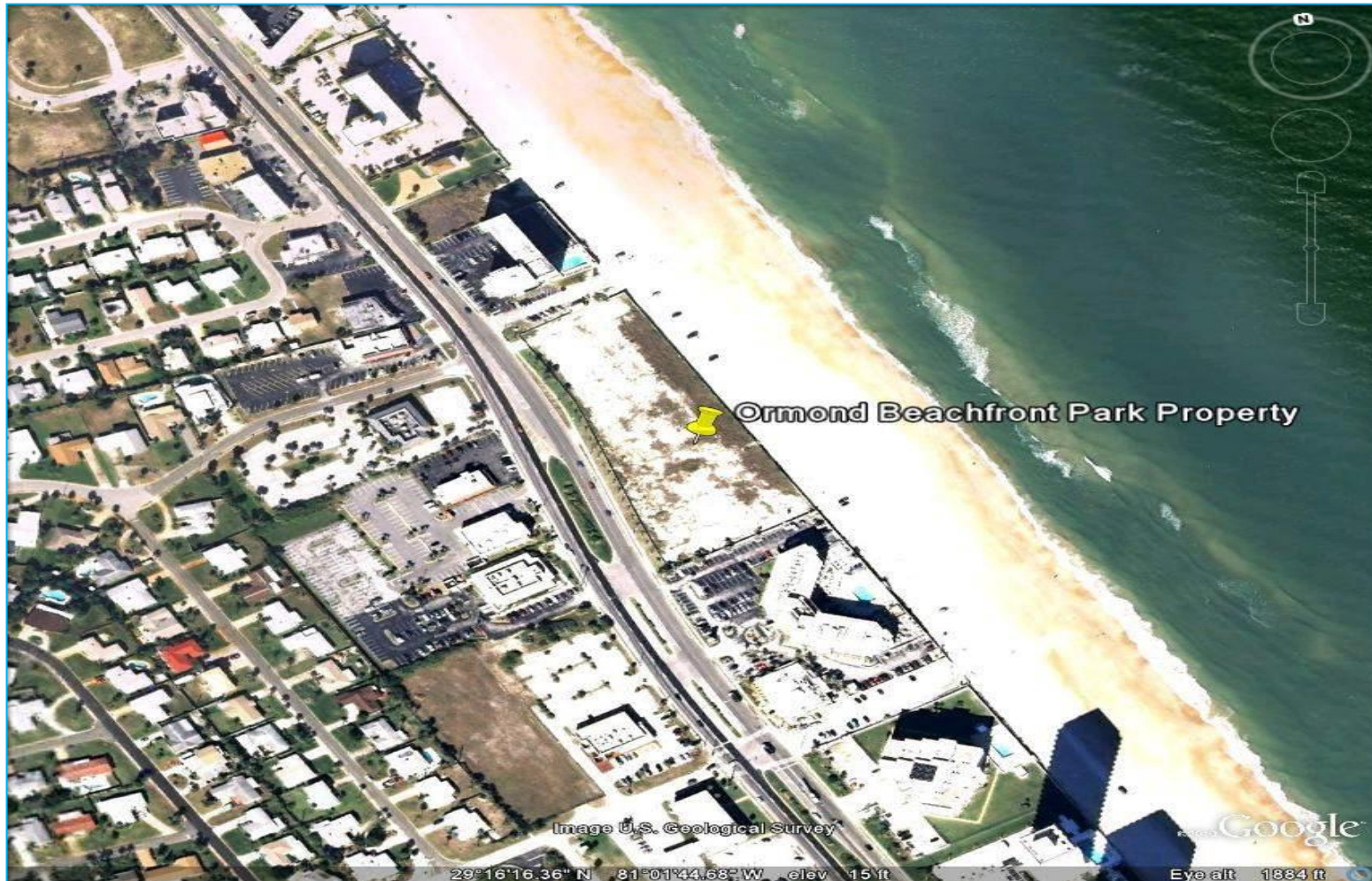
Finance Mechanism: Resort tax/"bed" tax

Date: May 28, 2015

Amount: \$14 million

Election Result: 84% Yes

Ormond Beach, Florida



Ormond Beach, Florida



Finance Mechanism:
General obligation bond
Date: August 24, 2010
Amount: \$5 million
Election Result: 59% Yes

Beaufort County, South Carolina



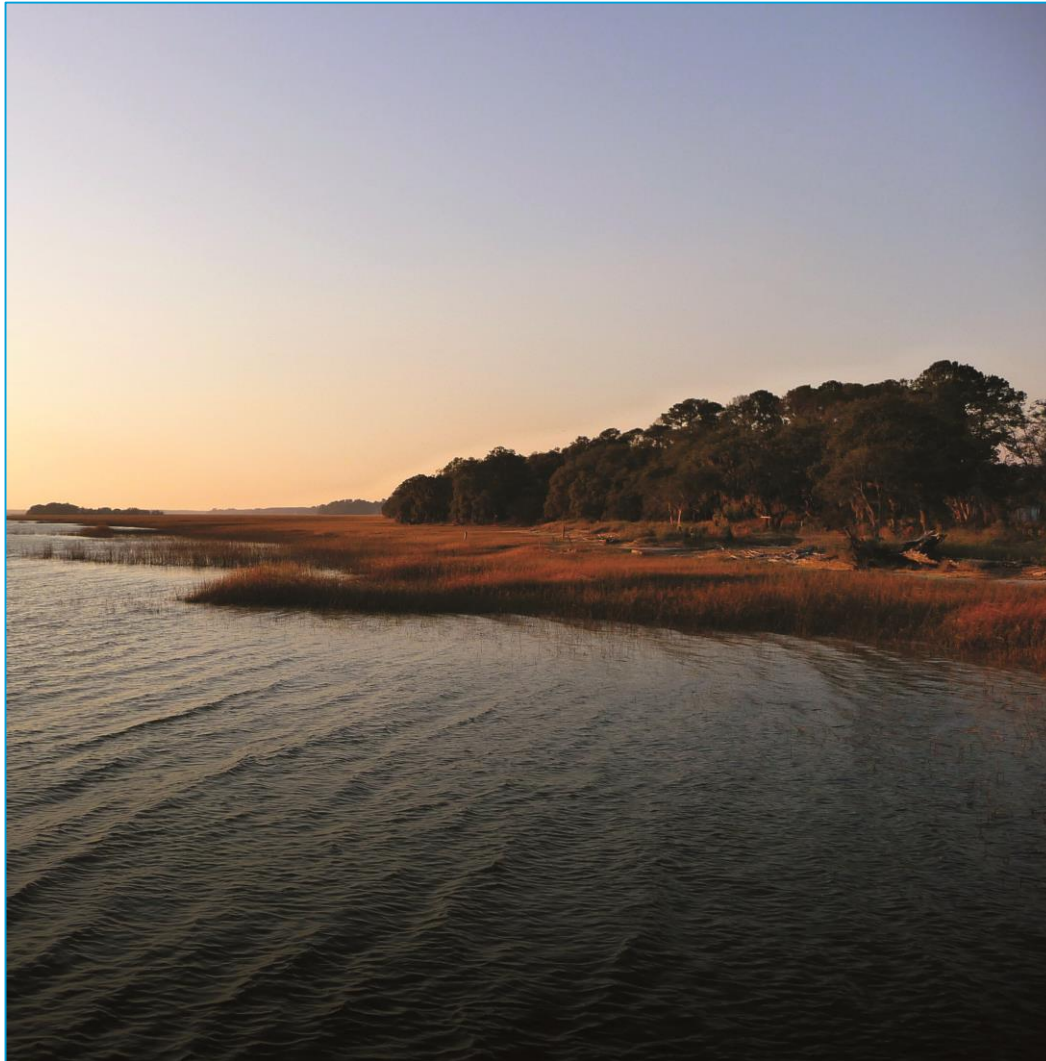
Finance Mechanism: General obligation bond

Date: 2000, 2006, 2012, 2014

Amount: \$135 million

Average Election Result: 71% Yes

Beaufort County, South Carolina



Finance Mechanism:
General obligation bond
Date: November 6, 2018
Amount: \$25 million
Election Result: ??% Yes

Florida - Statewide



Finance Mechanism:
Real estate transfer tax
Date: November 4, 2014
Amount: \$22 billion
Election Result: 75% Yes

Where can I go to learn more?

TPL's Conservation Finance Program(www.tpl.org)

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The Trust for Public Land

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