

Not Red or Blue, But Green: How to Unlock Billions for Conservation

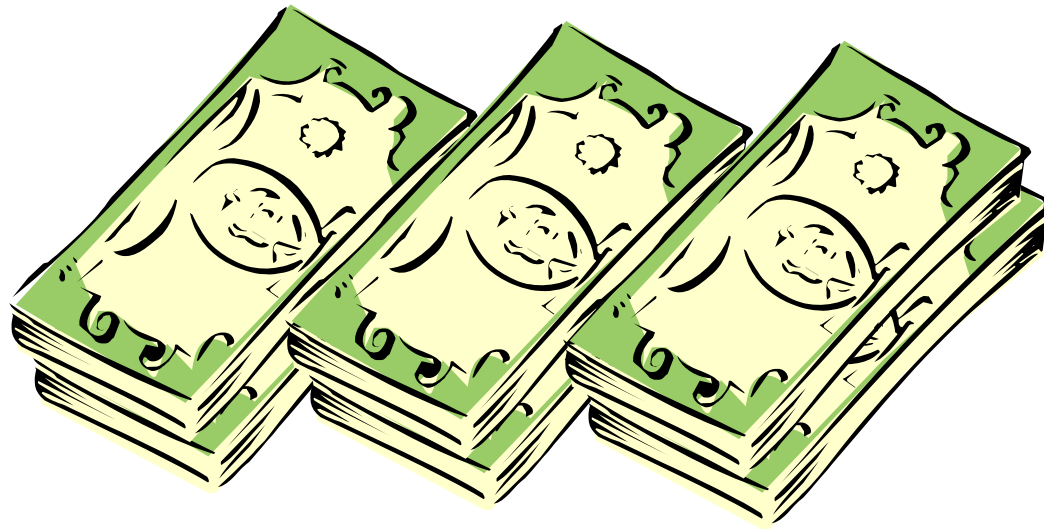


Not Red or Blue, But Green

- **National, NJ, and PA Trends**
- **Ballot Measure Basics**
- **Measure Components**
- **Case Study**



Where Does Public Funding for Land Conservation Come From?

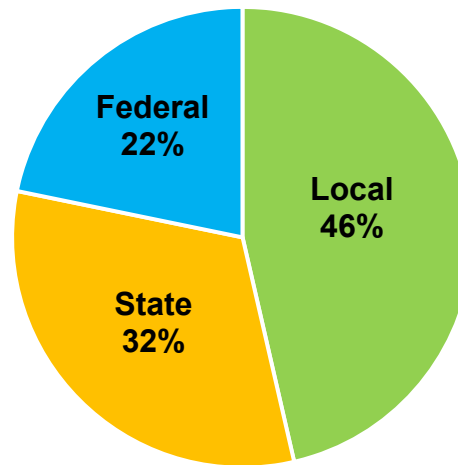


Public Funding for Land Conservation

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

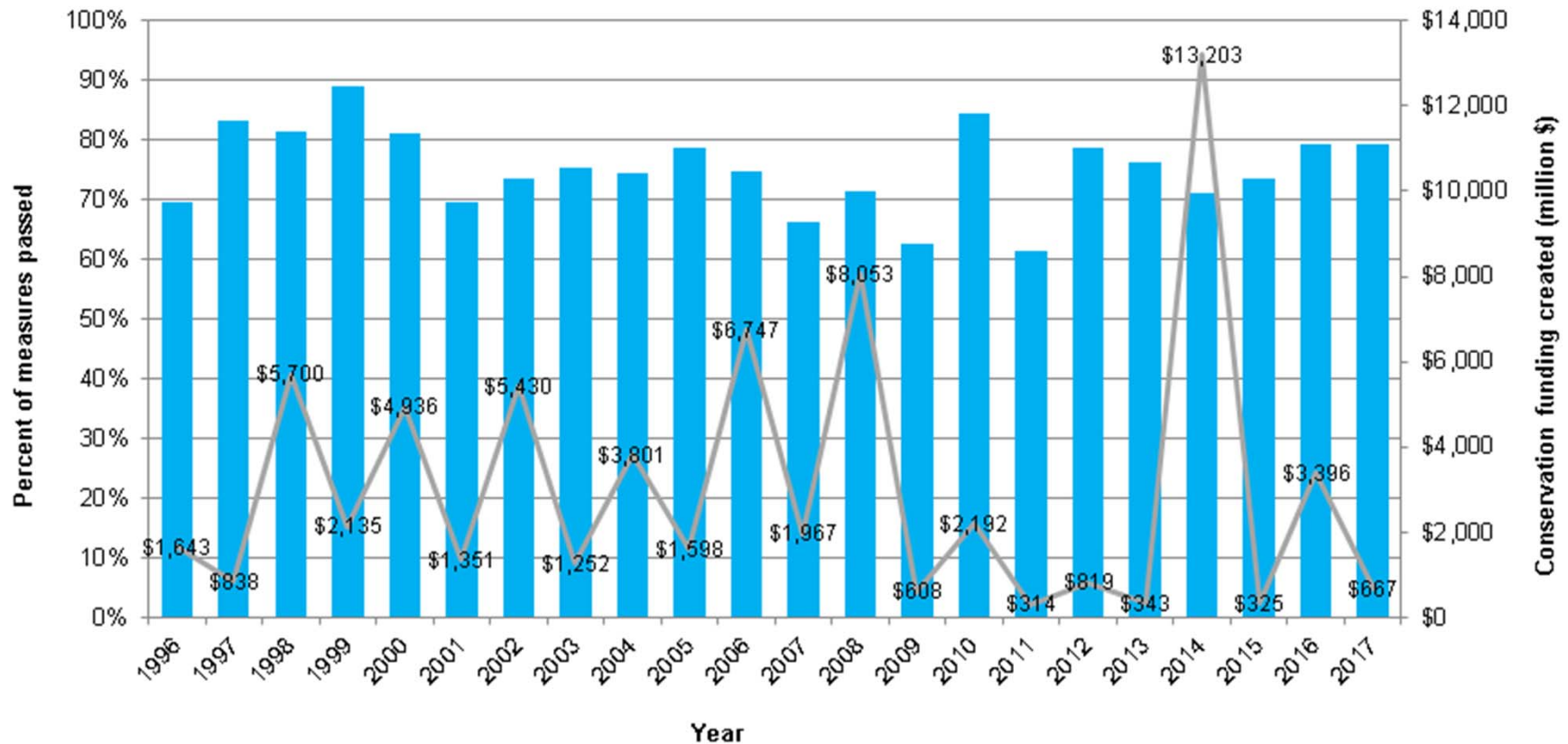
Local: Spending authorizations via local ballot measures. Source: TPL's LandVote Database

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

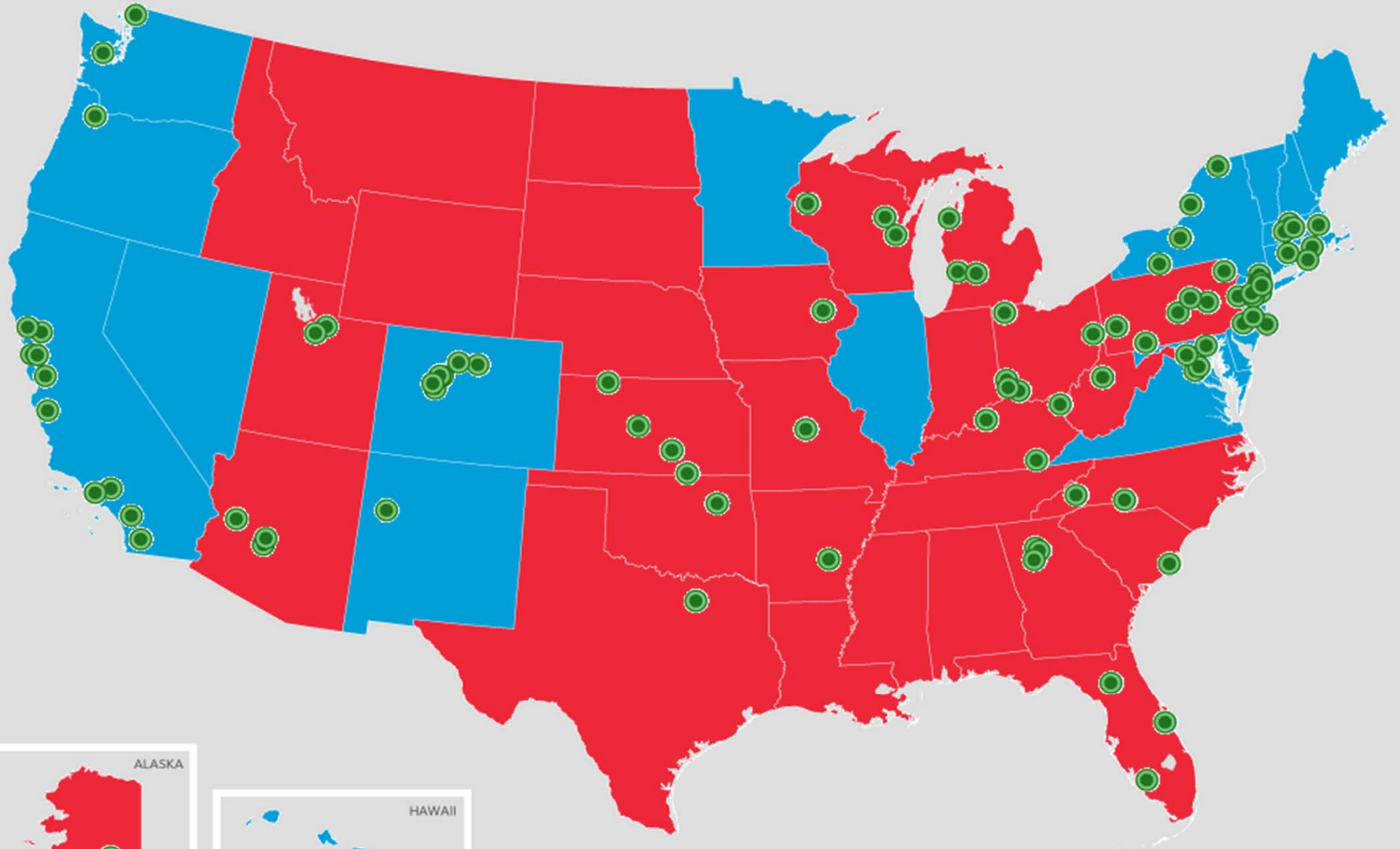


Track Record of the Concept:

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

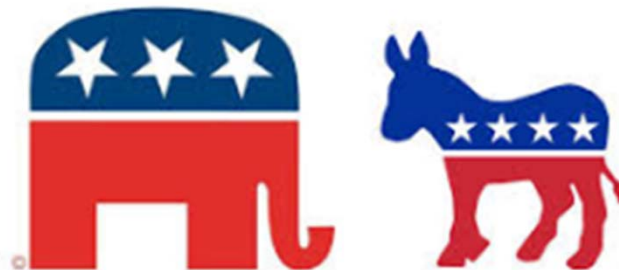


104 measures -- 84 passed -- generated over \$11B in funds for land conservation, parks and restoration



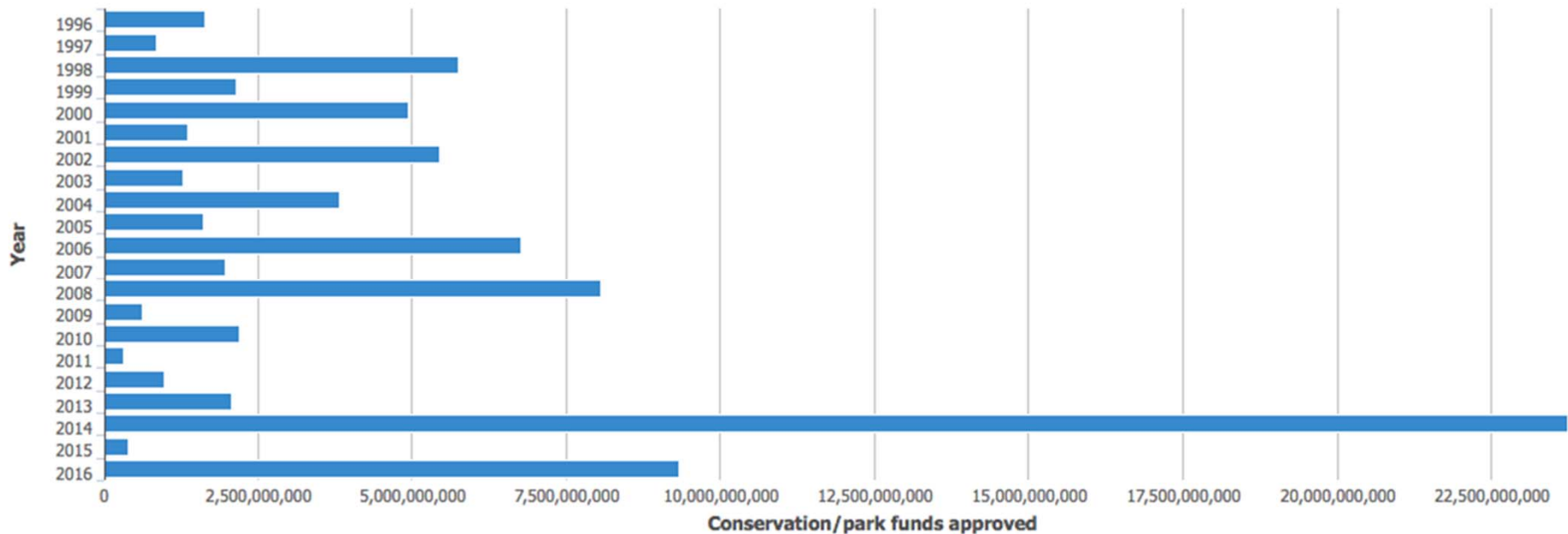
Not Red or Blue, But Green - November 8, 2016

- 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



November 6, 2018 Election – All Park and Conservation Ballot Measures

- 54 measures in 21 states
- 46 were approved by the voters
- 85 percent passage rate
- \$2.86 billion in funds for parks and conservation




GEORGIA OUTDOOR
STEWARDSHIP
AMENDMENT

The Georgia Outdoor Stewardship Amendment

Your Vote YES for Amendment 1 in the 2018 General Election will:

- ✓ Protect clean drinking water and natural areas, beaches and wildlife for future generations
- ✓ Protect our land and water with no new taxes or fees
- ✓ Benefit the Georgia economy and create jobs

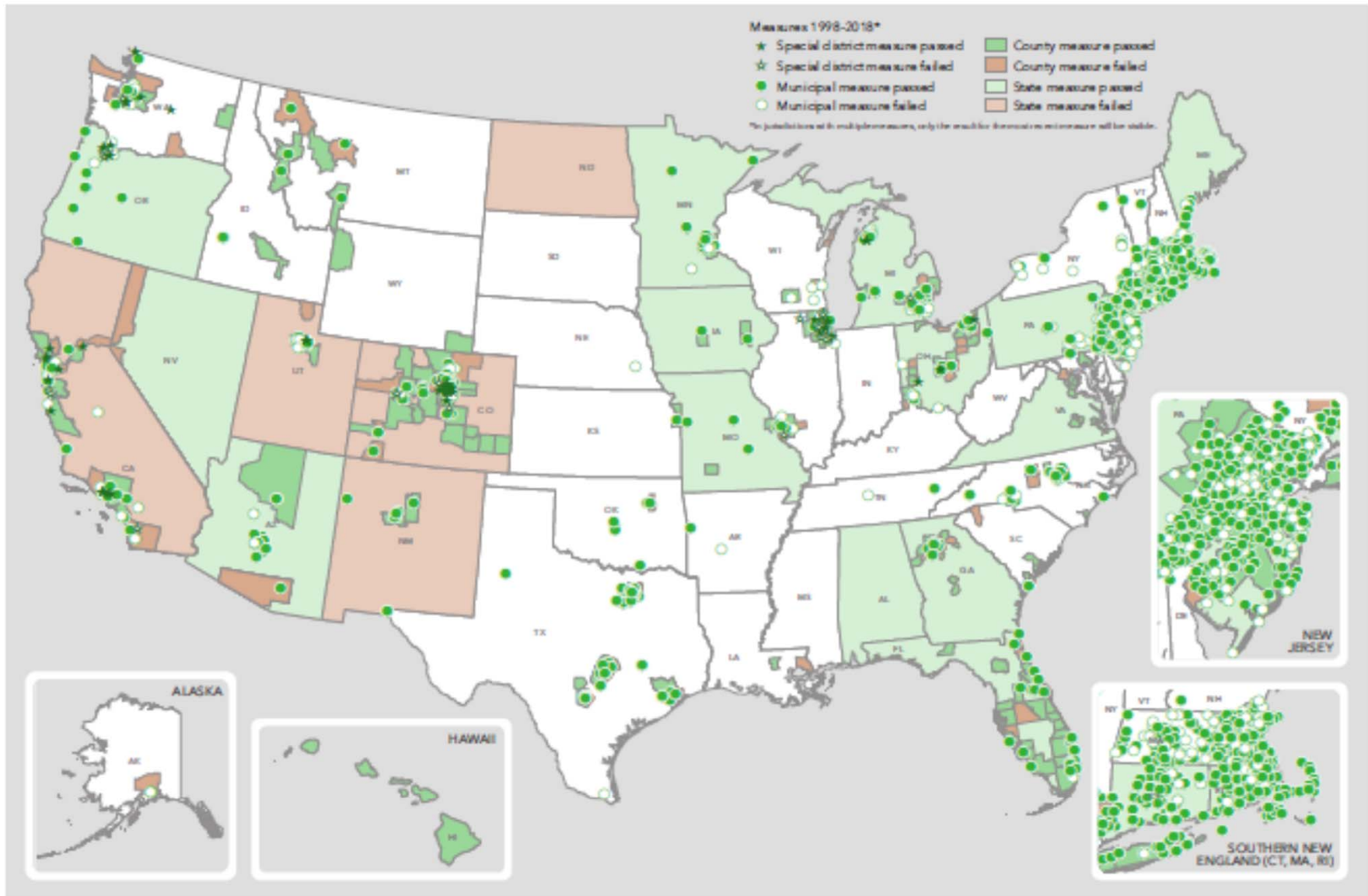
For more information, visit:
GeorgiaOutdoorStewardship.org

Vote  **YES**

Amendment 1
November 6, 2018

PAID FOR BY GEORGIA OUTDOOR STEWARDSHIP COALITION, INC.
ROBERT RAMSAY, CHAIRPERSON AND TREASURER

THE
TRUST
FOR
PUBLIC
LAND



LandVote

STATE, COUNTY, MUNICIPAL, AND SPECIAL DISTRICT MEASURES 1998-2018

December 18, 2018. Copyright © The Trust for Public Land. The Trust for Public Land and The Trust for Public Land logo are federally registered marks of The Trust for Public Land. Information on this map is provided for purposes of discussion and visualization only. www.tpl.org



New Jersey Local Conservation Ballot Measures (2004-2017) -- **67% Passage Rate**

Year	Total # of Measures	Passed	Passage Rate	Conservation Funds Approved
2004	40	32	80%	\$229 million
2005	31	22	71%	\$144 million
2006	26	16	62%	\$771 million
2007	28	14	50%	\$362 million
2008	22	14	64%	\$189 million
2009	7	3	43%	\$3.4 million
2010	5	3	60%	\$1.7 million
2011	8	4	50%	\$10.1 million
2012	9	7	77%	\$68 million
2013	8	6	75%	\$28 million
2014	2	1	50%	\$2.6 million
2015	4	4	100%	\$6 million
2016	17	14	82%	\$121 million
2017	13	10	77%	\$342 million

Pennsylvania Local Conservation Ballot Measures (2004-2017) -- 79% Passage Rate

Year	Total # of Measures	Passed	Passage Rate	Conservation Funds Approved
2004	8	7	88%	\$34.6 million
2005	20	15	75%	\$117.5 million
2006	22	20	90%	\$119.9 million
2007	7	6	86%	\$122.7 million
2008	8	6	75%	\$108.6 million
2009	2	2	100%	\$9.5 million
2010	1	1	100%	\$7.7 million
2011	4	1	25%	\$4.1 million
2012	3	1	33%	\$3 million
2013	1	1	100%	\$4.8 million
2014	2	1	50%	\$3.5 million
2015	1	1	100%	\$14 million
2016	6	5	83%	\$16.2 million
2017	1	1	100%	\$22 million
2018	-	-	-	-

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

- 18 measures in 10 states
- 17 were approved by the voters
- 94 percent passage rate
- Over \$1.8 billion in funds for parks and conservation



**SAFE CROSSINGS & OVERPASSES
TO THE SARASOTA TRAIL**

**VOTE
YES!**

**ON SARASOTA COUNTY'S LEGACY TRAIL EXTENSION
TUESDAY, NOVEMBER 6**

ABSENTEE BALLOTS will be mailed on Tuesday, Oct. 2	SIGNED BALLOTS must be returned by mail or in person to the Supervisor of Elections' Office by 7pm, Tuesday, Nov. 6.	EARLY VOTING starts Monday, Oct. 22 and runs through Saturday, Nov. 3.
---	---	--

FOR INFORMATION ON YOUR VOTING PRECINCT OR EARLY VOTING LOCATIONS, VISIT SARASOTAVOTES.COM.

Our Track Record: 561 wins, 82% Yes, \$74 billion created, over 100 million Yes Votes

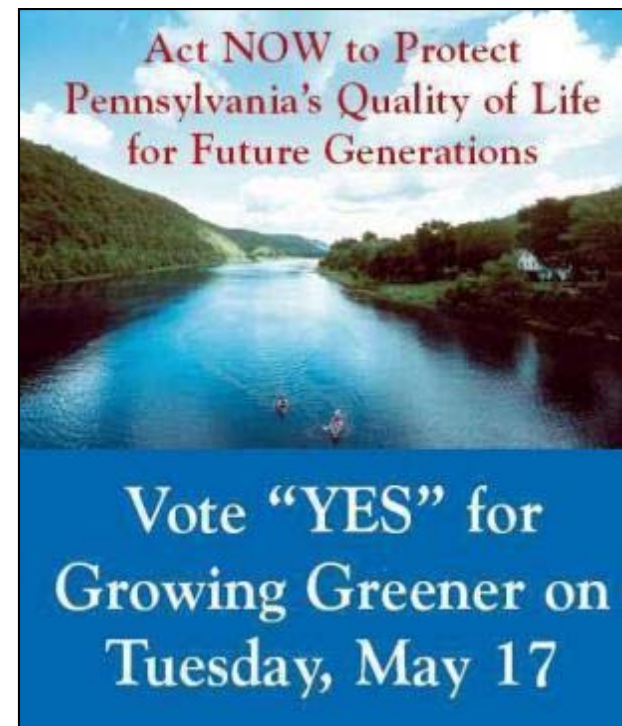


TPL Ballot Measures in Pennsylvania (2001-2016) -- 10 of 10 for a 100% Passage Rate

Jurisdiction Name	Date	Mechanism	Result	% Yes	Conservation Funds Approved
Smithfield Township	11/8/16	Bond	Pass	76%	\$2 million
Adams County	11/4/08	Bond	Pass	75%	\$10 million
Buckingham Township	4/22/08	Bond	Pass	82%	\$20 million
Bucks County	11/6/07	Bond	Pass	74%	\$87 million
Pike County	11/8/05	Bond	Pass	67%	\$10 million
Statewide	5/17/05	Bond	Pass	70%	\$625 million
Montgomery County	11/4/03	Bond	Pass	78%	\$150 billion
Northampton County	11/5/02	Bond	Pass	65%	\$37 million
Lehigh County	5/21/02	Bond	Pass	71%	\$30 million
Patton Township	11/6/01	Bond	Pass	63%	\$2.5 million

Not Red or Blue, But Green

- **National, NJ, and PA Trends**
- **Ballot Measure Basics**
- **Measure Components**

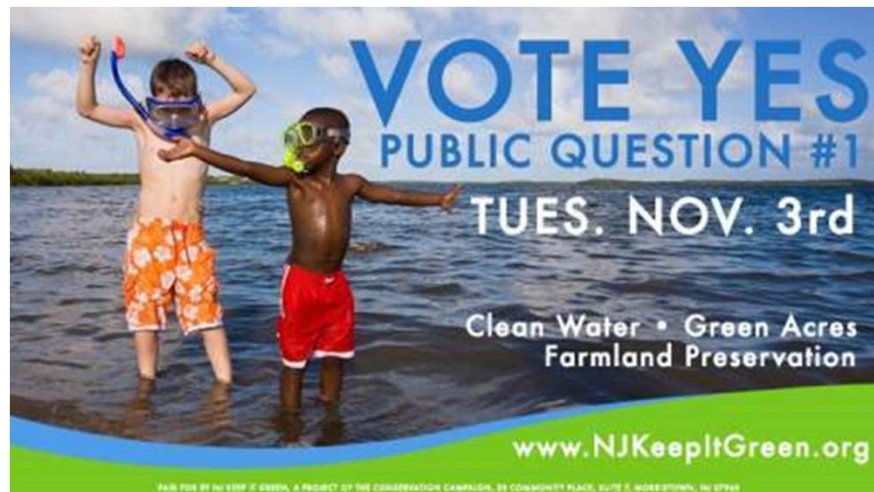


Key Variables in Measure Design

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

Not Red or Blue, But Green

- **National, NJ, and Trends**
- **Ballot Measure Basics**
- **Measure Components**
- **Case Study**



Key Steps for Successful Ballot Measures

Feasibility Research

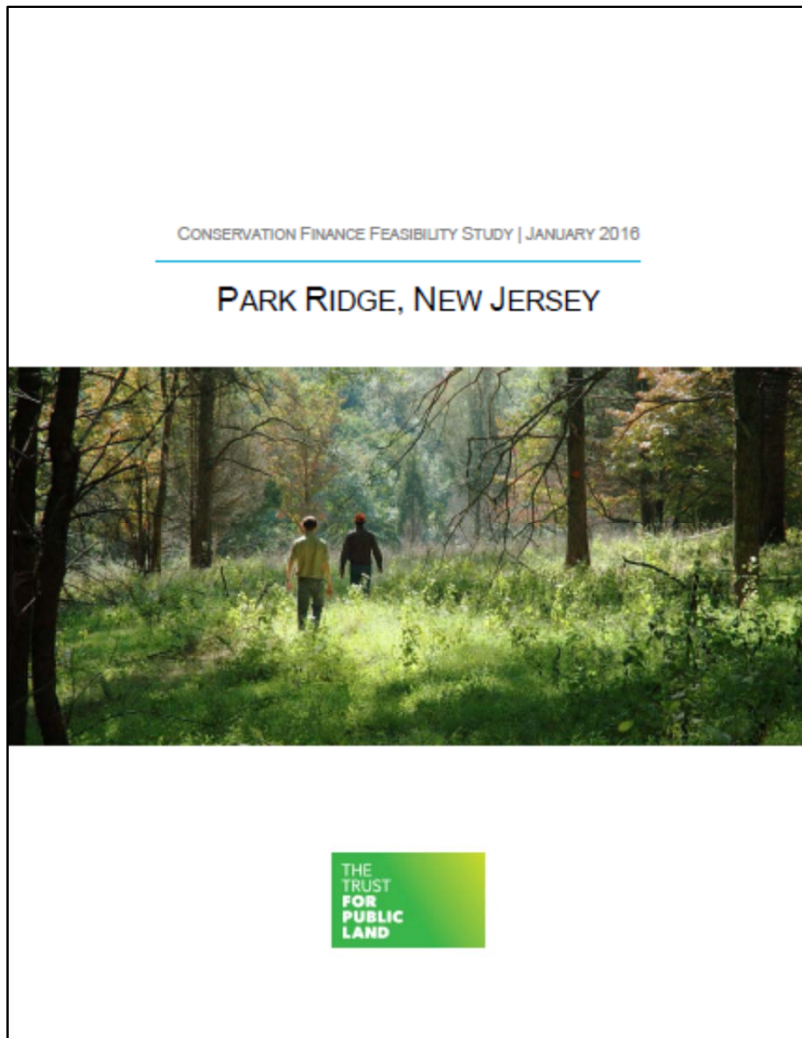
Public Opinion Survey

Program Recommendations

Ballot Language

Campaign

Step 1 - Feasibility Research



Finance options
Conservation priorities
Fiscal capacity
Election requirements
Ballot language requirements
Pathways to ballot
Best practices
Election history

Step 2 – Public Opinion Survey

Methodology: random, sample, voters, telephone

Why poll?

- reality test
- perspective
- messages and messengers

Polling goals

- affordable proposal
- compelling purposes
- accountability provisions

Step 3 – Program Recommendations

Funding source

Amount (and duration)

Purposes/Uses of funds

Timing (choice of election date)

Management/Accountability

Step 4 – Ballot Language

Legal constraints

Best practices

Integrate survey findings

Negotiate with public attorney, bond counsel

Interpretation/ballot pamphlet arguments

Step 5 – Campaign

Coalition building

Strategy/campaign plan

Campaign committee

Campaign finance registration and reporting

Fundraising

Endorsements

Communications (media)

- Earned media
- Paid media: TV, radio, direct mail, digital
- Phones

Grassroots/Field (GOTV)

Keys to County Referendum Success

- Use TPL resources – advice, knowledge and funding
- Spend limited funds wisely
- Engage consulting firm to target communications
- Do not co-mingle lobbying and education messaging
- Run ads, write letters to editors
- Use all forms of social media
- Create and strategically place signage
- Seek local environmental nonprofit endorsements
- Hope for the best

Where can I go to learn more?

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

Owen Franklin

State Director

215.240.7685

Owen.Franklin@tpl.org

The Trust for Public Land

1608 Walnut Street, Suite 302

Philadelphia, PA 19103