

# The Trust for Public Land's Conservation Finance Program

Dallas Park & Recreation Board – August 18, 2016



# The Trust for Public Land's Conservation Finance Program

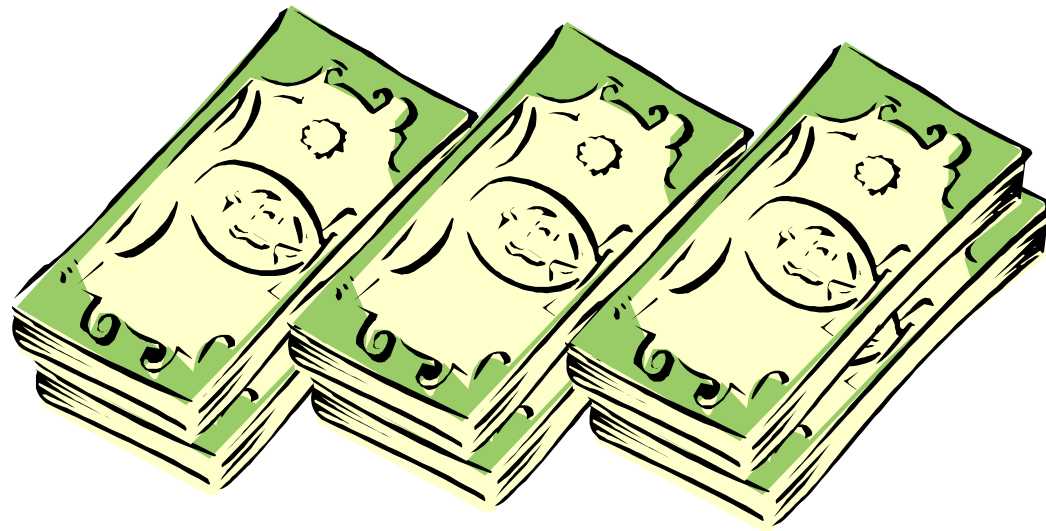
---

- **National Trends**
- **Measure Components**



# Where Does Public Funding for Land Conservation Come From?

---



# Public Funding for Land Conservation in the United States (1998 – 2011)

	<b>Total</b>	<b>Annual Avg.</b>	<b>Share</b>
Local	\$24.1 billion	\$1.7 billion	47%
State	\$17.5 billion	\$1.2 billion	34%
Federal	\$9.3 billion	\$663 million	18%
<b>Total</b>	<b>\$50.9 billion</b>	<b>\$3.6 billion</b>	

State and federal = actual spending

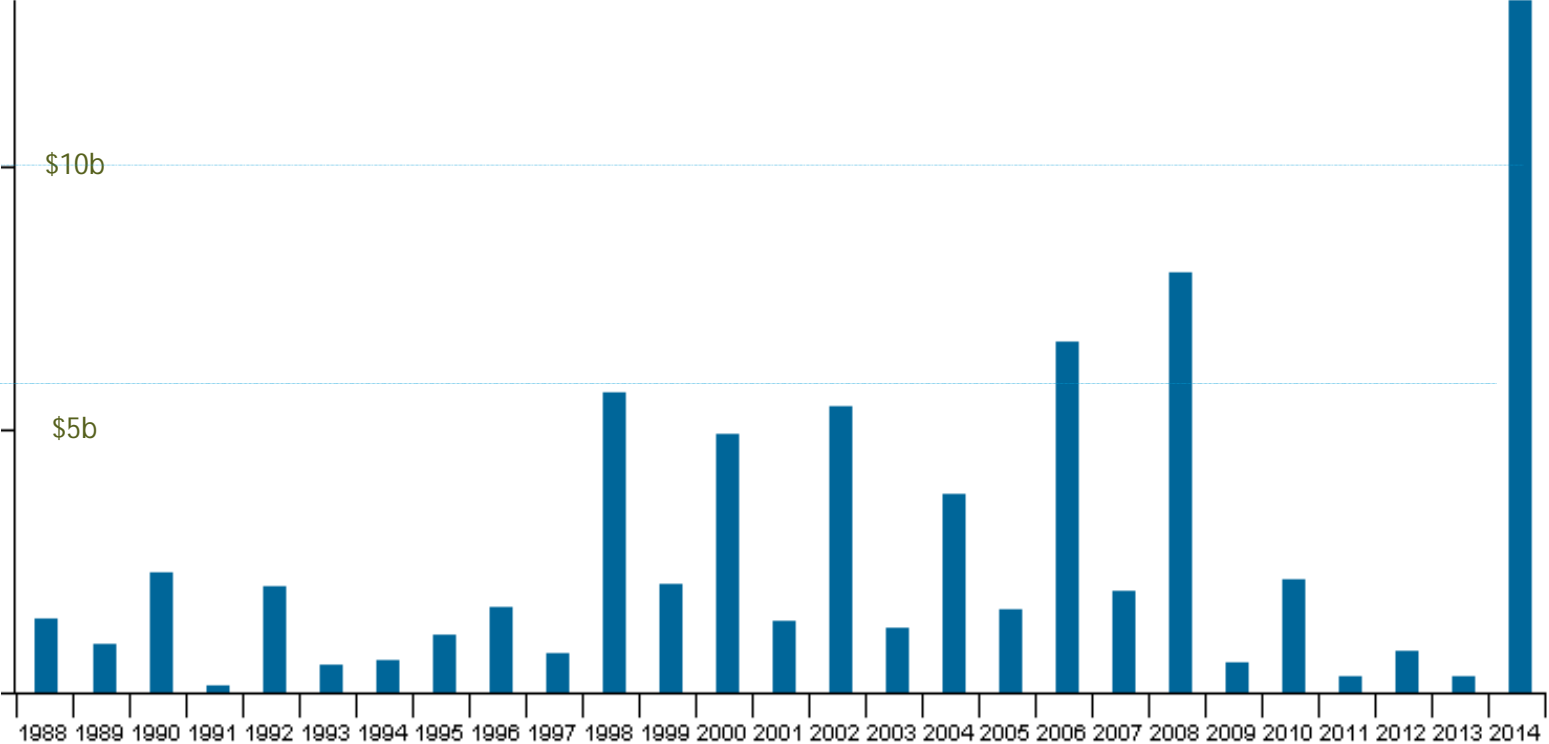
Local = spending authorizations

Source: TPL Conservation Almanac, TPL LandVote Database



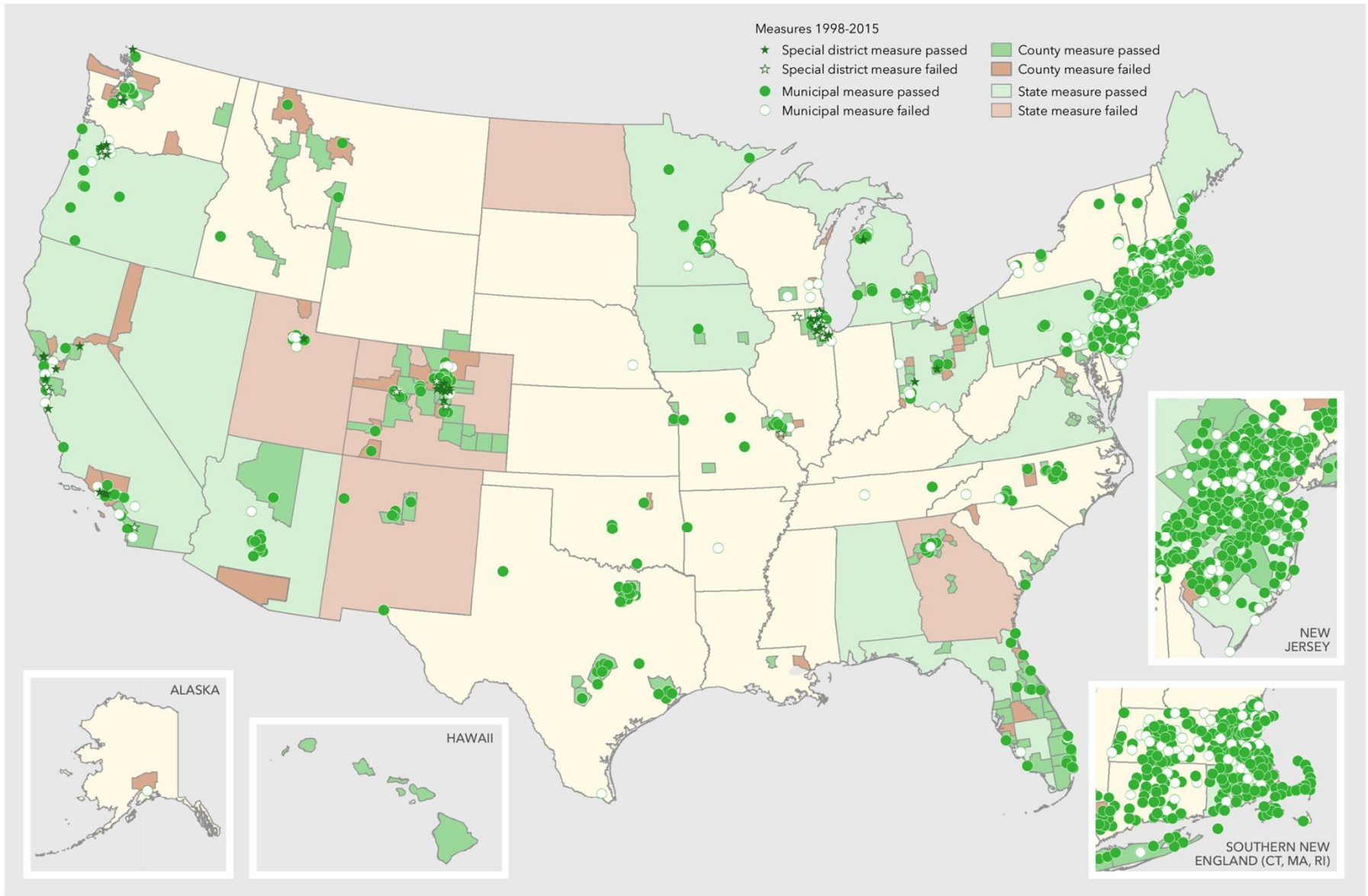
# State and Local Funding for Conservation

## THE TRUST FOR PUBLIC LAND - LANDVOTE



# State and Local Land Conservation Ballot Measures: 75% long-term approval rate, good times and bad





# LandVote

STATE, COUNTY, MUNICIPAL, AND SPECIAL DISTRICT MEASURES 1998-2015



August 18, 2016

February 1, 2016  
 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](http://www.tpl.org)

# Texas Local Conservation Measures 2010-2015

Jurisdiction Name	Date	Mechanism	Status	% Yes	Conservation Funds Approved
Harris County	11/3/2015	Bond	Pass	63%	\$4,000,000
San Antonio	5/9/2015	Sales tax	Pass	75%	\$80,000,000
San Antonio	5/9/2015	Sales tax	Pass	78%	\$100,000,000
Frisco	5/9/2015	Bond	Pass	77%	\$21,125,000
Arlington	11/4/2014	Bond	Pass	67%	\$1,000,000
Buda	11/4/2014	Bond	Pass	59%	\$1,100,000
Williamson County	11/5/2013	Bond	Pass	55%	\$5,000,000
El Paso	11/6/2012	Bond	Pass	75%	\$5,000,000
Austin	11/6/2012	Bond	Pass	56%	\$30,000,000
Travis County	11/8/2011	Bond	Pass	59%	\$49,995,000
San Antonio	11/2/2010	Sales tax	Pass	66%	\$90,000,000
San Antonio	11/2/2010	Sales tax	Pass	67%	\$45,000,000
McKinney	5/8/2010	Bond	Pass	72%	\$6,000,000
Richardson	5/8/2010	Bond	Pass	57%	\$4,083,500





[www.landvote.org](http://www.landvote.org)

---



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

---

We create and protect new 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.



# Our Record: 494 wins, 81% Yes, \$48 billion created

---



# TPL Successful Ballot Measures in Texas Since 2000

Jurisdiction Name	Date	% Yes	% No	Conservation Funds Approved
Harris County	11/3/2015	63%	37%	\$4,000,000
San Antonio	5/9/2015	75%	25%	\$80,000,000
San Antonio	5/9/2015	78%	22%	\$100,000,000
Austin	11/6/2012	56%	44%	\$30,000,000
Houston	11/6/2012	68%	32%	\$166,000,000
Travis County	11/8/2011	59%	41%	\$49,995,000
Hays County	5/12/2007	68%	32%	\$30,000,000
Austin	11/7/2006	73%	27%	\$20,000,000
Austin	11/7/2006	69%	31%	\$50,000,000
Dallas	11/7/2006	81%	19%	\$36,750,000



# TPL Successful Ballot Measures in Texas Since 2000

Jurisdiction Name	Date	% Yes	% No	Conservation Funds Approved
Travis County	11/8/2005	66%	34%	\$40,000,000
San Antonio	5/7/2005	55%	45%	\$90,000,000
Arlington	5/7/2005	59%	41%	\$3,375,000
San Antonio	5/7/2005	54%	46%	\$45,000,000
Kendall County	11/2/2004	62%	38%	\$5,000,000
Harris County	11/6/2001	63%	37%	\$15,000,000
Houston	11/6/2001	68%	32%	\$80,000,000
Hays County	6/2/2001	70%	30%	\$3,500,000
El Paso	5/6/2000	64%	36%	\$4,000,000
San Antonio	5/6/2000	56%	44%	\$65,000,000



# The Trust for Public Land's Conservation Finance Program

---

- **National Trends**
- **Measure Components**



# Key Steps for Successful Ballot Measures

---

Feasibility Research

Public Opinion Survey

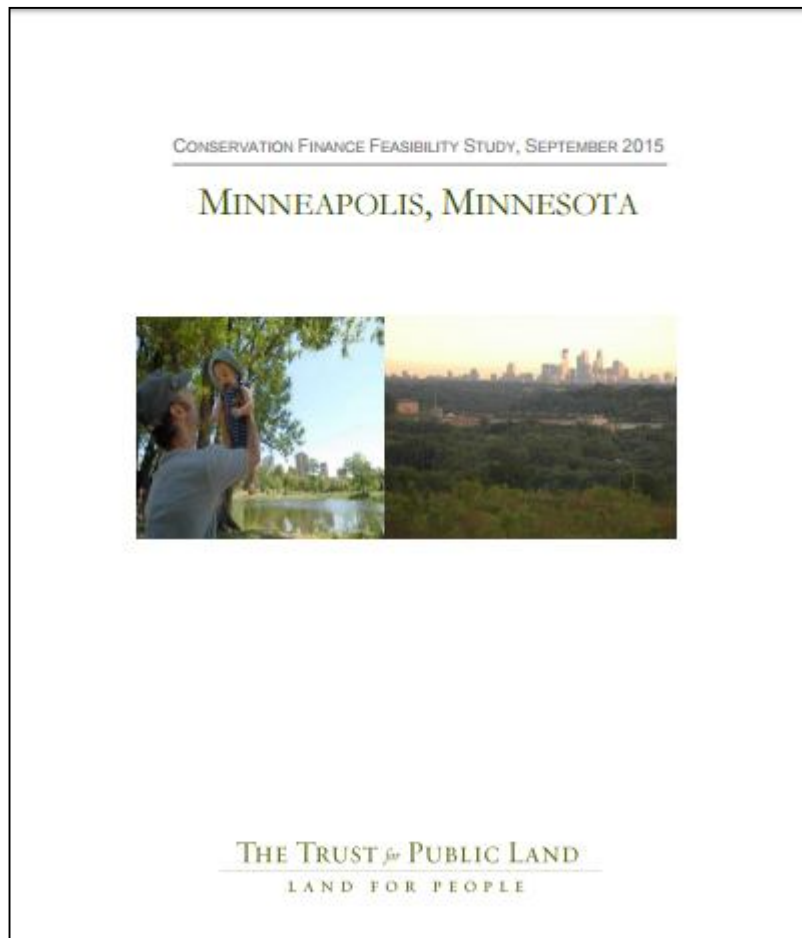
Program Recommendations

Ballot Language

Campaign

# Step 1 - Feasibility Research

---



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





## 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

Fund raising

Endorsements

Communications (media)

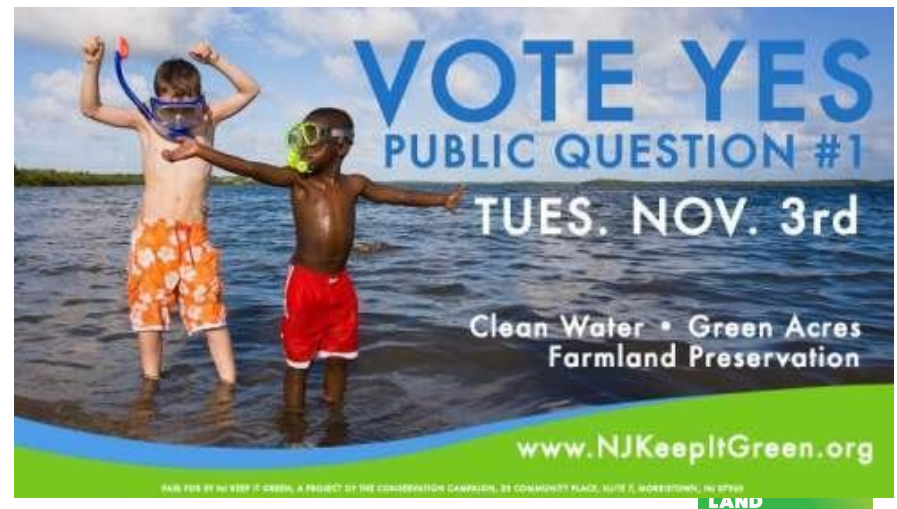
- Earned media
- Paid media: TV, radio, direct mail, digital
- Phones

Grassroots/Field (GOTV)

# The Trust for Public Land's Conservation Finance Program

---

- **National Trends**
- **Measure Components**



## Questions?

TPL's Conservation Finance Program([www.tpl.org](http://www.tpl.org))

---

Will Abberger

Director, Conservation Finance

850-222-7911 x23

[will.abberger@tpl.org](mailto:will.abberger@tpl.org)

The Trust for Public Land

306 N. Monroe Street

Tallahassee, FL 32301

