

TRUST FOR PUBLIC LAND

FEASIBILITY RESEARCH FOR PROPOSED 2017 BOND MEASURE Program Update

Dallas Park & Recreation Board Briefing

September 15, 2016

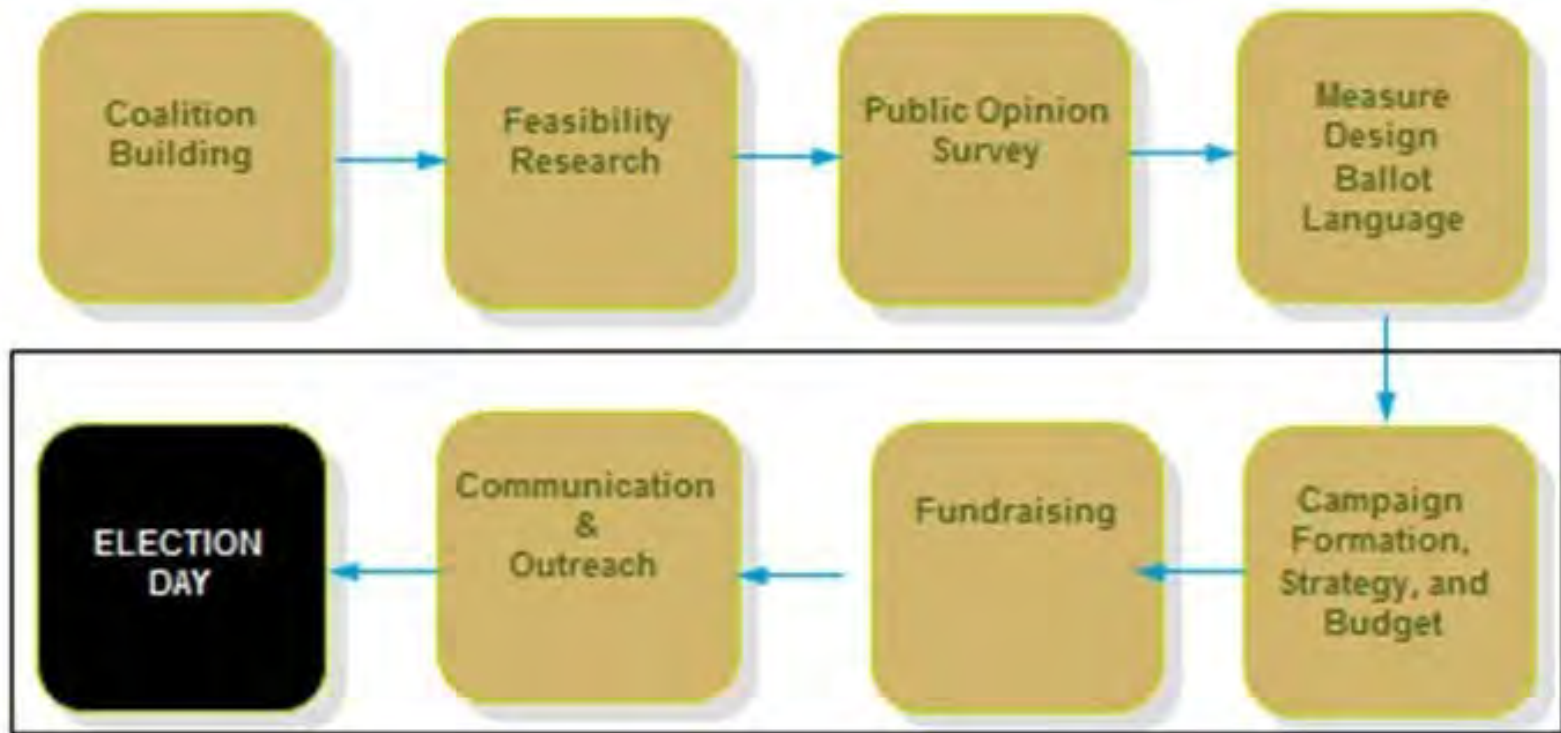


Two Decades of Impact on the Ground

- **The Trust for Public Land** is the national leader in creating public funds for land conservation, working with states, counties, and cities across the country to **generate funding for parks and conservation** since 1996.
- We have a **proven record of success:**
 - **500+** ballot measure wins
 - **81%** approval rate
 - **\$60** billion generated

Key Steps in the Ballot Measure Process

Technical Assistance



Campaign

Feasibility Research

What goes into our research?

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

Public Opinion Survey

Methodology: random, sample, voters, telephone

Why poll?

- *Reality test*
- *Perspective*
- *Messages and messengers*

Polling goals

- *Affordable proposal*
- *Compelling purposes*
- *Accountability provisions*

Texas Voters Support Parks

Local Conservation and Parks Finance Measures in Texas 1996-2015

Mechanism	Total Measures	# Passed	% Passed
Bond	142	125	88%
Sales Tax	13	11	85%
Total	155	136	88%

Source: The Trust for Public Land, LandVote database, www.landvote.org, and research on park measures.

5-Year Local Park Measure History

Texas Local Conservation Finance Measures (2011 - 2015)				
Jurisdiction Name	Election Date	Finance Mechanism	Conservation Funds Approved	% Yes
Frisco	May-15	Bond for parks and recreation	\$21,125,000	77%
Harris County	Nov-14	Bond for parks and recreation	\$4,000,000	63%
San Antonio	May-15	Sales tax for linear creekway parks	\$80,000,000	75%
San Antonio	May-15	Sales tax for Edwards Aquifer	\$100,000,000	78%
Arlington	Nov-14	Bond for parks and recreation	\$1,000,000	67%
Buda	Nov-14	Bond for parks and recreation	\$8,000,000	59%
Fort Worth	May-14	Bond for parks, recreation and community facilities	\$31,440,000	78%
Williamson County	Nov-13	Bond for parks, recreation and trails	\$5,000,000	55%
Austin	Nov-12	Bond for open space and watershed protection	\$30,000,000	56%
El Paso	Nov-12	Bond for parks, recreation and open space	\$5,000,000	75%
Travis County	Nov-11	Bond for park acquisition and improvements	\$49,995,000	59%
Source: TPL LandVote database (selected examples)				

Recent Bond Package Example

- **Fort Worth** had a bond package on the May 2014 ballot
- 7 measures (\$292M total); all approved by voters
- Included **\$31 million** for parks, recreation, and community facilities



2014 Bond Program Booklet

Finalized February 17, 2014

Summary of Proposed Bond Projects

Election Date: Saturday, May 10, 2014

Fort Worth Proposition 2

Ordinance:

Proposition Two authorizes the sale of \$31,440,000 in General Obligation public securities to finance parks, recreation, and community center-related improvements. These improvements would include construction of new athletic fields and supporting infrastructure; replacement and/or expansion of existing community centers; enhancements to community parks; renovation of existing parks and recreation facilities; replacement and/or extension of roadways, parking, and/or drainage facilities at or integrated into parks; replacement or new installation of playgrounds; expansion of the City's walks and trails system; and the purchase and/or improvement of land, as necessary, to support these improvements.

Ballot Language:

The issuance of public securities for parks, recreation and community center improvements in the aggregate principal amount of \$31,440,000.

Dallas Bond Packages and Purposes

Year	Program Size	Streets Alleys Sidewalks	Flood Protection	City Facilities, New Renovation & Major Repair	Park Facilities	Libraries & Cultural Facilities	Public Safety Facilities	Economic Develop
2012	\$642.0m	✓	✓					✓
2006	\$1,353.5m	✓	✓	✓	✓	✓	✓	✓
2005	\$23.8m Homeless Assist. Center							
2003	\$579.0m	✓	✓	✓	✓	✓	✓	✓
1998	\$543.5m	✓	✓	✓	✓	✓	✓	✓
1995	\$174.7m	✓		✓	✓		✓	
1989	\$60.7m	✓	✓					
1985	\$428.1m	✓	✓	✓	✓	✓	✓	

Dallas Bond Packages and Purposes

Year	Total	Parks and Recreation	Percentage
1995	\$174,700,000	\$61,184,000	35%
1998	\$543,500,000	\$47,560,000	9%
2003	\$579,000,000	\$100,500,000	17%
2006	\$1,350,000,000	\$342,000,000	25%
2012	\$642,000,000	\$0	0%

Bond Development Briefings

- Current outstanding debt is \$1.8B as of Sept. 2016
- \$437m of 2006 and 2012 bonds remain to be issued
- GO bonds are repaid with property tax revenue
- Recent property tax base value growth has been very strong
- Proposed FY17 property tax rate is \$0.7812
 - \$0.5588 (71.5%) allocated General Fund
 - \$0.2224 (28.5%) allocated to Debt Service
- **Capacity exists for a 5-year bond program up to \$1.15B**
- **City Council has agreed to cap bond at \$800m + \$87m in "pay as you go"**

Latest Bond Election Schedule

Briefing	Department	Council Committee	Date
Drainage Needs Inventory	TWM	TTRP	Sept 26
Parks Needs Inventory	PKR	QOL	Sept 26
Economic Development and Housing Needs Inventory	ECO & HOU	HOU	Oct 3
Streets Needs Inventory	PBW	TTRP	Oct 10
City Buildings	EBS	QOL	Oct 10
Cultural Facilities Needs Inventory	OCA & EBS	ACL	Oct 17
Libraries Needs Inventory	LIB & EBS	ACL	Oct 17
Fire Public Safety Needs Inventory	DFR & EBS	PS	Oct 24
Police Public Safety Needs Inventory	DPD & EBS	PS	Oct 24
Public Meefings-First Round	PBW	Various Town Halls	Oct 3-20, 2016
Summary of Public Input & Decide Bond Program Theme	OFS & PBW	Full Council	Nov 2
Present City Manager's Recommend 2017 Bond Program	PBW	Full Council	Jan 4, 2017
Public Meefings-Second Round	CMO	Various Town Halls	Jan 4-20, 2017
Council Amendments to Bond Program & Finalization	OFS & PBW	Full Council	Feb 1, 2017
Council Calls Election	CMO	Full Council	Feb 8, 2017

Thank you for your time

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

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