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CONSERVING LAND FOR PEOPLE



Winning Land Conservation Ballot Measures

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TPL's Conservation Finance Program

- Helps government leaders create the funding to protect those lands that matter to their communities
- Provides technical assistance based on skills developed from work across the country coupled with extensive local research



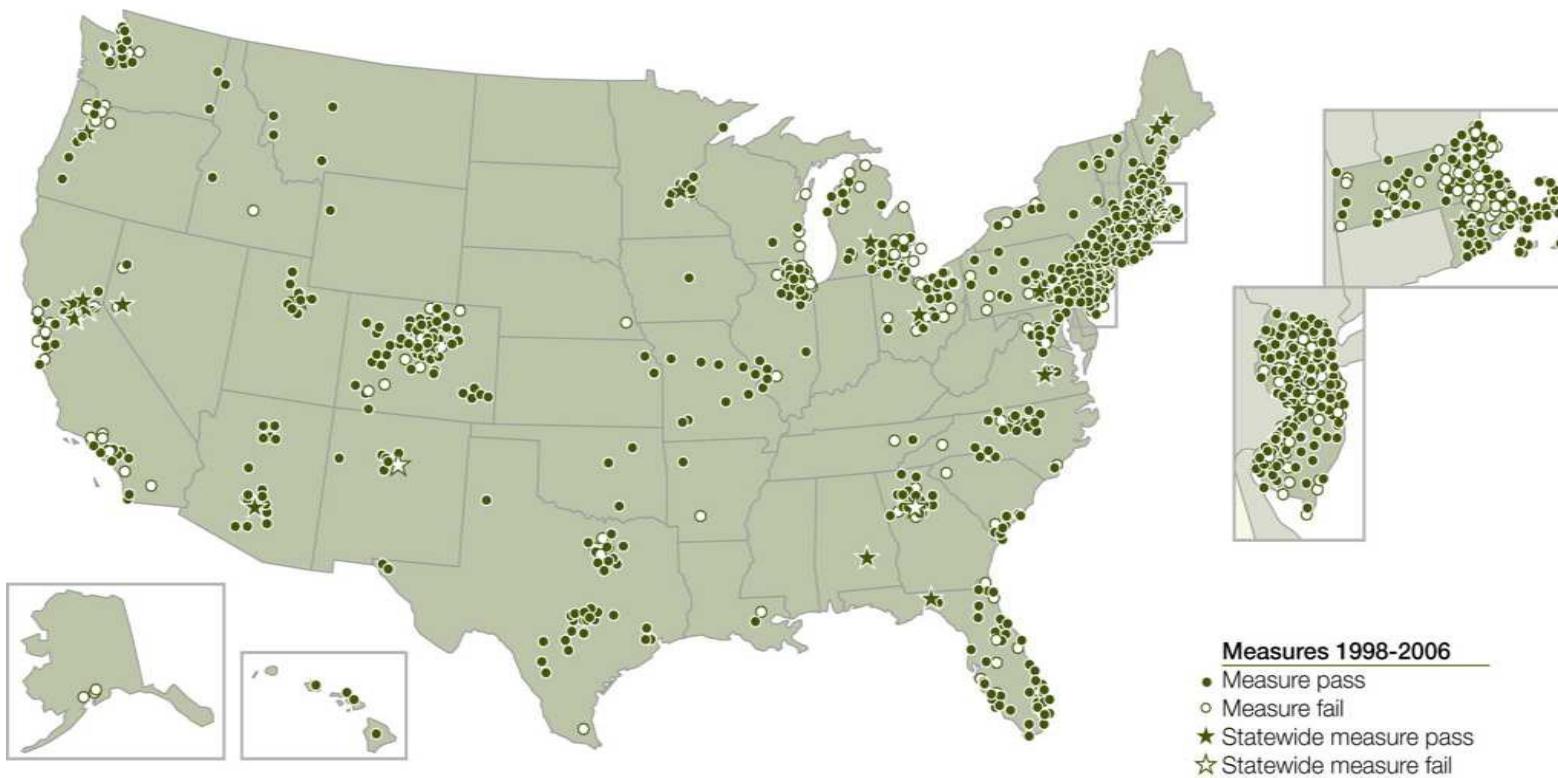


Conservation Finance: 84% of Measures Passed!

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
2007	15	12	\$0.54 billion
Total	403	339	\$25 billion



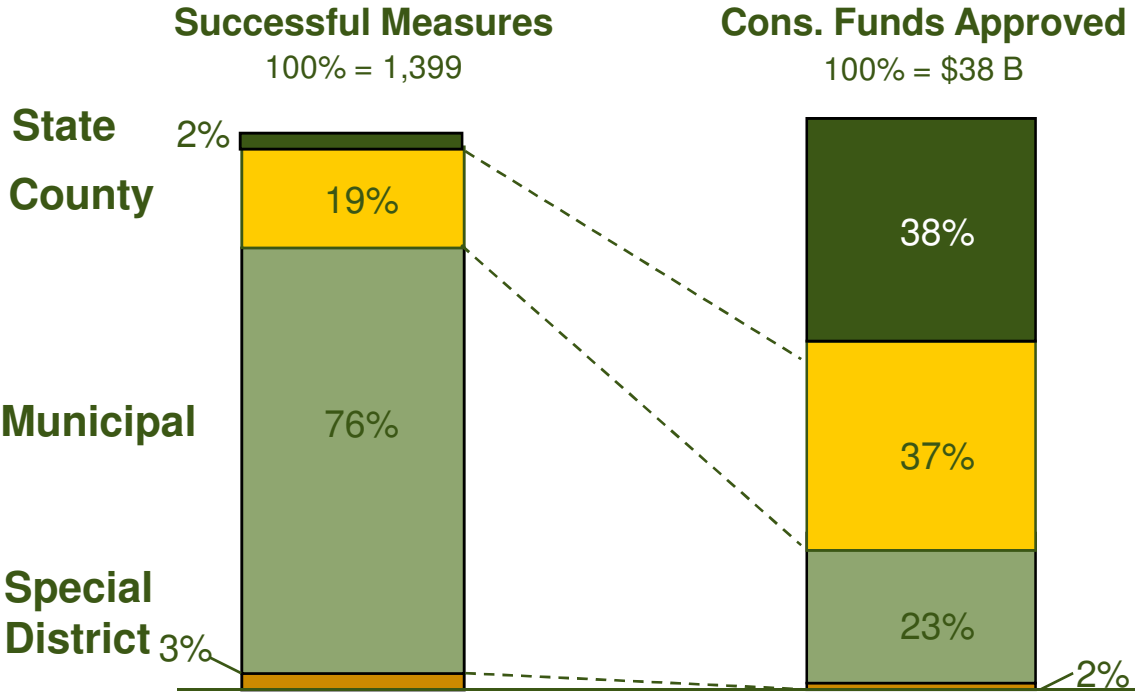
LandVote Ballot Measures 1998 – 2006





Who is Creating Funding?

Since 1996, Voters Have Approved 1,399 Open Space Ballot Measures, Authorizing over \$38 Billion in Conservation Funding*



Analysis of Land Vote data by Peter Szabo for the Doris Duke Charitable Foundation
 *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



Why Local Conservation Finance is Essential

- Local funding is the foundation of any long-term land conservation effort
- Competition for external funding is fierce and may not be reliable due to ever-changing state and federal budget circumstances
- Local funding is essential to successfully competing for external funding



Conservation Finance Ballot Measures

Summary of National Trends

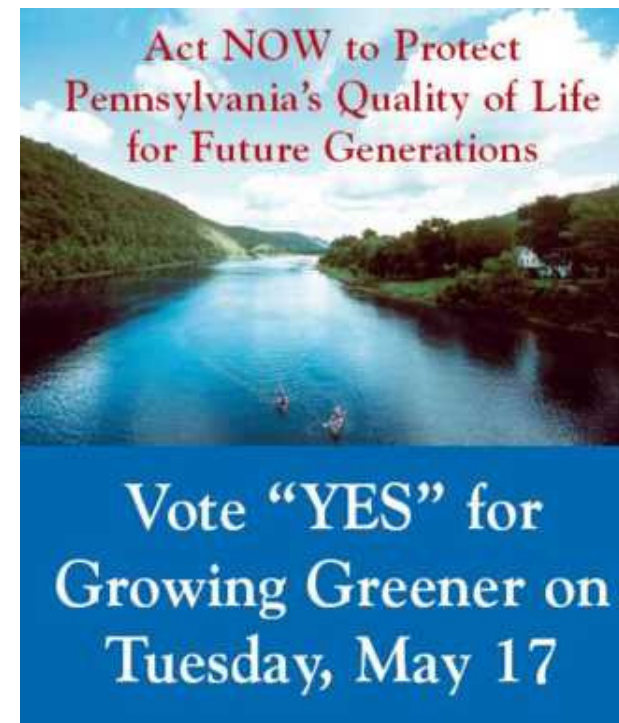
- Bipartisan -- Red State/Blue State popularity
- Not subject to economic fluctuations
- Broad support base: environmental and business community





Key Variables In Measure Design

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





Critical Steps for a Successful Ballot Measure

- Step 1 Feasibility Research
- Step 2 Public Opinion Survey
- Step 3 Measure Design
- Step 4 Ballot Language
- Step 5 Campaign



Step 1 – Feasibility Research

- Conservation priorities
- Finance options
- Fiscal capacity
- Political profile
- Election history
- Election requirements
- Ballot language requirements
- Opposition analysis
- Best practices



Step 2 – Public Opinion Survey

- Issue Identification
- Pollster Selection
- Questionnaire Design
- Sample Design
- Analysis and Presentation



Polling Overview - Methodology

- Random - Not self selected
- Sample - Only a slice of the target population
- Voters - People who are likely to vote



Polling Overview - Why Polling?

- Reality Test
- Perspective
- Message
- Messenger

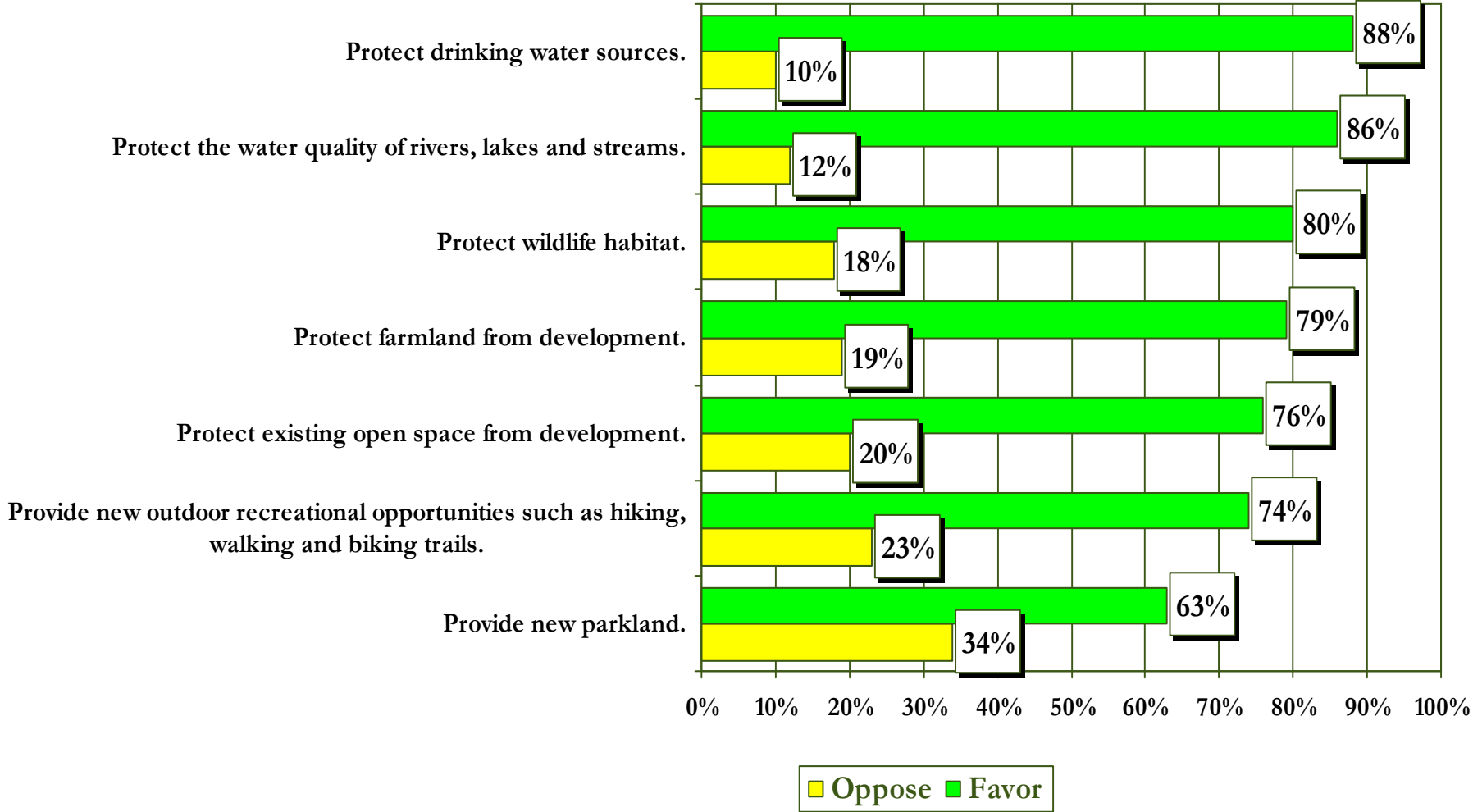


Polling Overview - Polling Goals

- Affordable Proposal
- Compelling Purposes
- Accountability Provisions

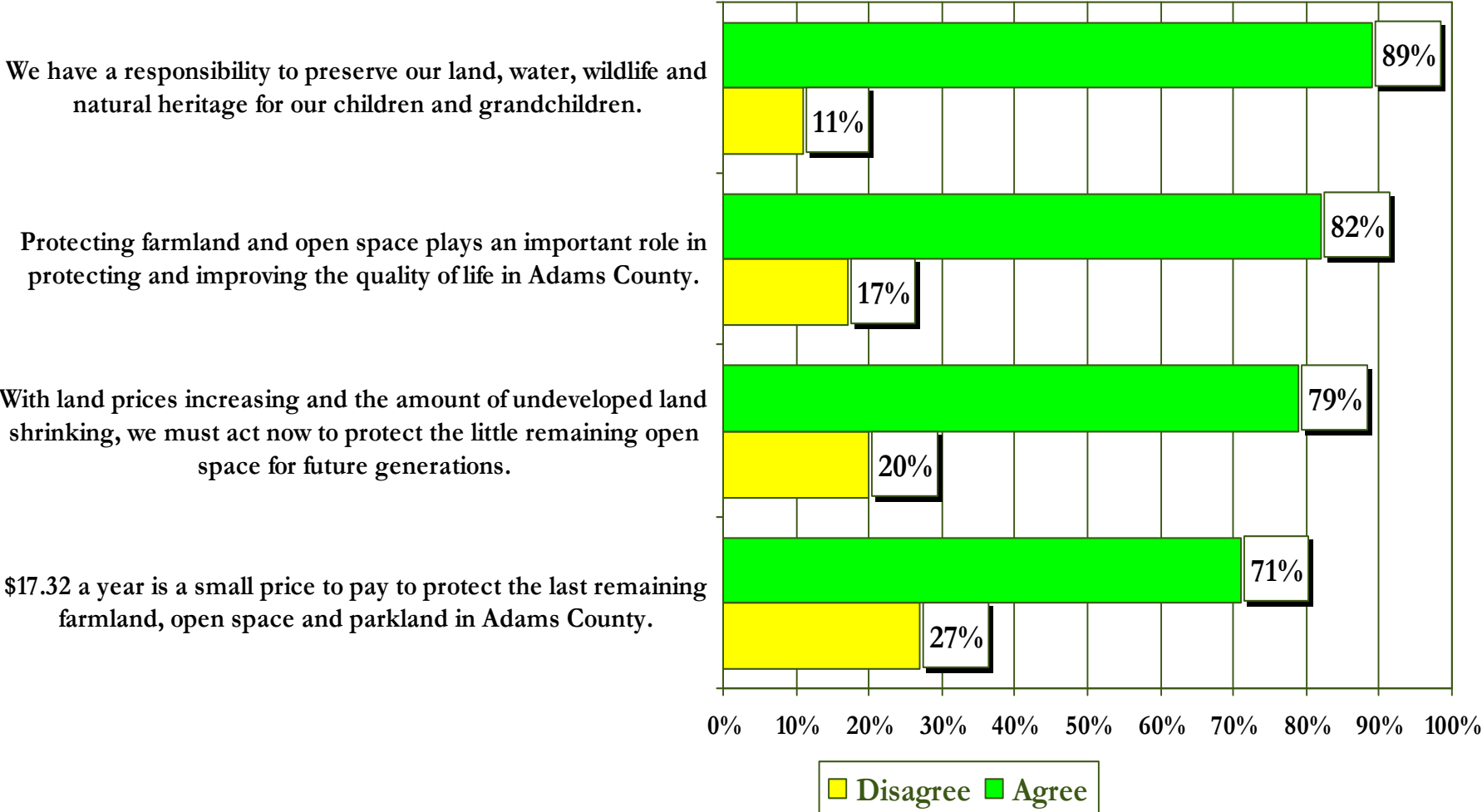


Support for the bond issue is overwhelming when voters are given additional information about how the bond funds will be used, with water related issues the strongest with voters. As shown below in the blue boxes, battleground voters are as supportive of the bond issue as voters overall. This strong favorability extends across the County, across age groups, across partisanship, across length of residence and across income groups. And, little difference exists between definite voters and probable voters.





When presented with a series of arguments that proponents might use in a campaign, votes overall express strong agree with each statement, as do battleground voters as shown in the blue boxes below. This strong agree extends across all geographic areas of the district, among both men and women, among all age groups, across partisan lines and across all income groups.





Step 3 – Program Recommendations

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



Step 4 – Ballot Language

Legal Constraints

Best Practices

Integrate Survey Findings

Negotiate with public attorney, bond counsel

Interpretation/ballot pamphlet arguments



1997 Ballot Language

*Shall Adams county **taxes** be increased \$5,000,000...by a countywide sales **tax** of one-fifth of one percent...for fifteen years...for the purpose of acquiring, constructing, equipping, operating and maintaining **open space** and **parks** and **recreational facilities** (the “**Open Space Tax**”): and shall all or a portion of the revenues from such **tax** be deposited in a special fund to be known as the “Adams County **Open Space Sales Tax** Capital Improvement Fund” and utilized solely to provide the capital improvements authorized in Adams County Resolution No. 92-2 or for repayment of bonds: and shall all revenues from such **tax** and any earnings on such revenues...constitute a voter-approved revenue change: and shall such **tax** be imposed, collected, administered and enforced as provided in Adams County Resolution No. 93-1 as amended by Adams County Resolution No. 97-2?*

Lost 61% to 39%



1999 Ballot Language

*Shall Adams County **taxes** be increased \$5.5 million, and whatever amounts are raised annually thereafter, by a countywide sales **tax** of one-fifth of one percent (20 cents on a \$100 purchase), effective January 1, 2000, and automatically expiring after 7 years, with the proceeds to be used solely to preserve **open space** in order to **limit sprawl**, to **preserve farmland**, to **protect wildlife areas, wetlands, rivers and streams**, and for **creating, improving and maintaining parks and recreation facilities**, in accordance with Resolution 99-1, with all expenditures **based on recommendations of a citizen advisory commission** and **subject to an annual independent audit** and shall all revenues from any such **tax** and any earnings thereon, constitute a voter approved revenue change.*

Passed 60% to 40%



Ballot Language Checklist

Meets Legal Standards

Includes Benefits

Presents Costs in Understandable Ways

Includes Accountability Provisions

Includes a Title



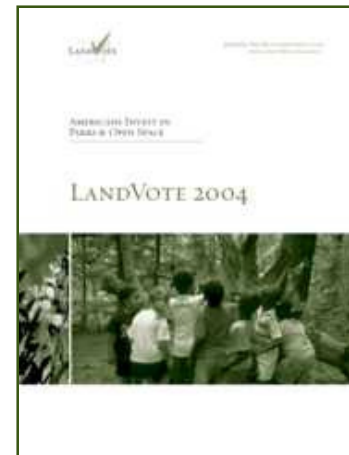
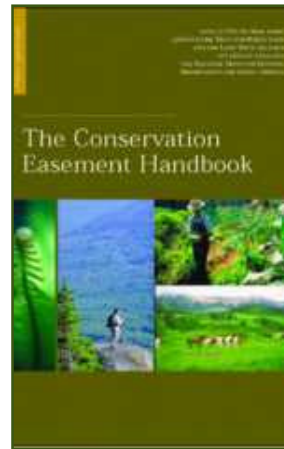
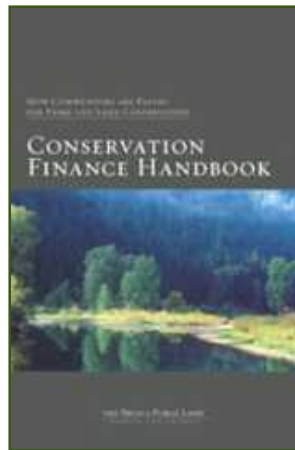
Step 5 – Campaign

- Campaign committee
- Fundraising
- Endorsements
- Communications (media)
 - Earned media
 - Literature
 - Direct mail
 - Paid media
- Get out the vote





Resources available





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