



THE
TRUST
for
PUBLIC
LAND



THE TRUST *for* PUBLIC LAND

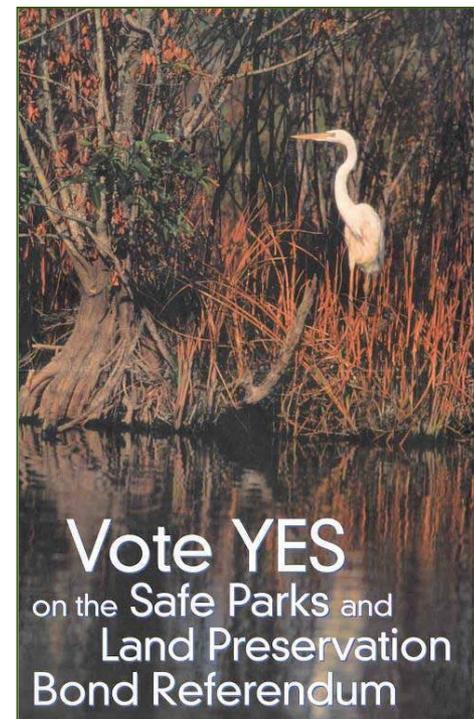
CONSERVING LAND FOR PEOPLE

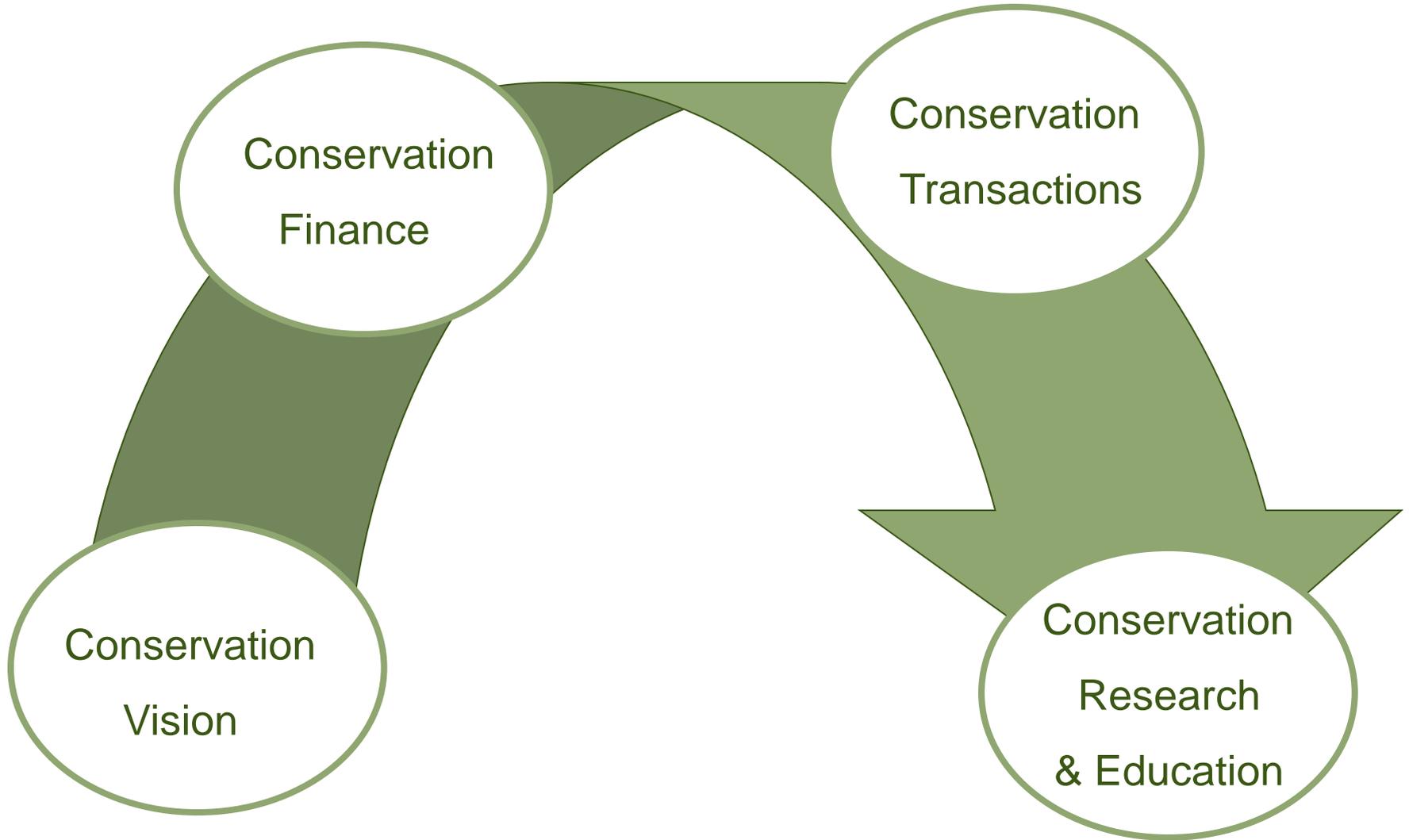


Pinal County Outdoors – Funding Opportunities
Dee Frankfourth, Assoc Nat'l Director Conservation Finance

The Trust for Public Land – Conservation Finance

- *TPL Overview*
- *Successful Open Space Ballot Measures*
- *Ballot Measure Basics*
- *Critical Steps*
 - *Polling*
 - *Ballot language*





Conservation Vision *Setting Priorities*

TPL helps agencies and communities:

- define conservation priorities,
- identify lands to be protected, and
- plan networks of conserved land that meet public need

**MILTON OSPINA
WESTERN DIRECTOR,
CONSERVATION SERVICES**

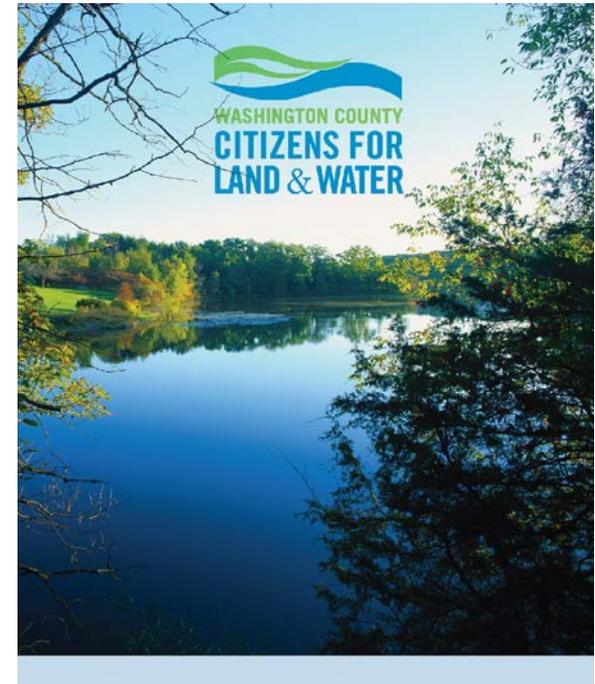


Conservation Vision Process



Conservation Finance *Securing Funds*

TPL helps agencies and communities identify and raise funds for conservation from federal, state, local, and philanthropic sources.



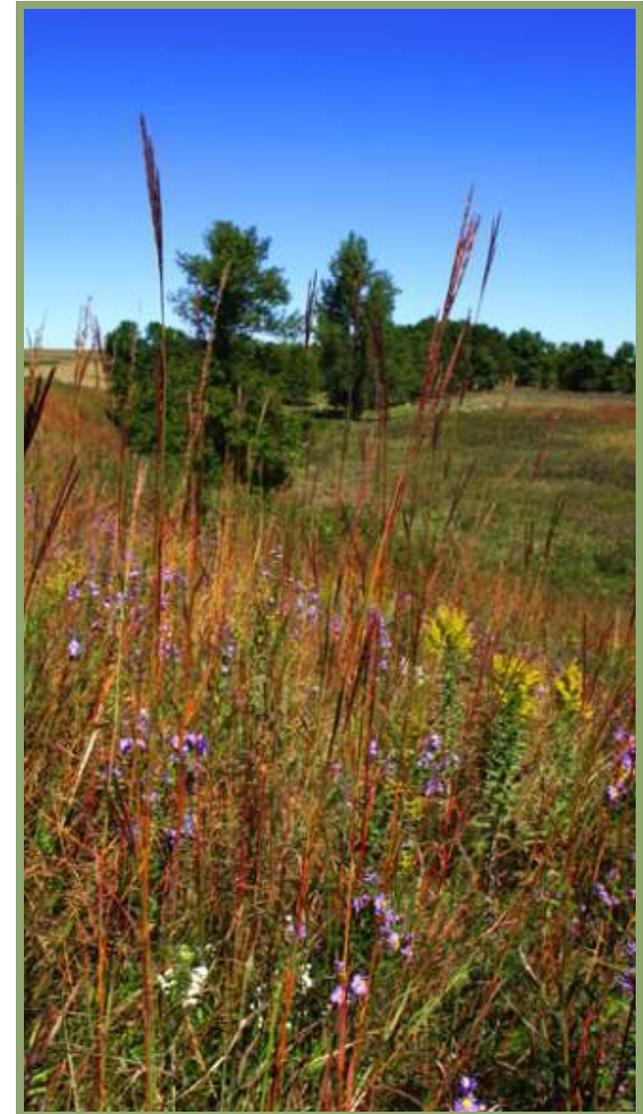
Conservation Transactions

Protecting Land

TPL helps

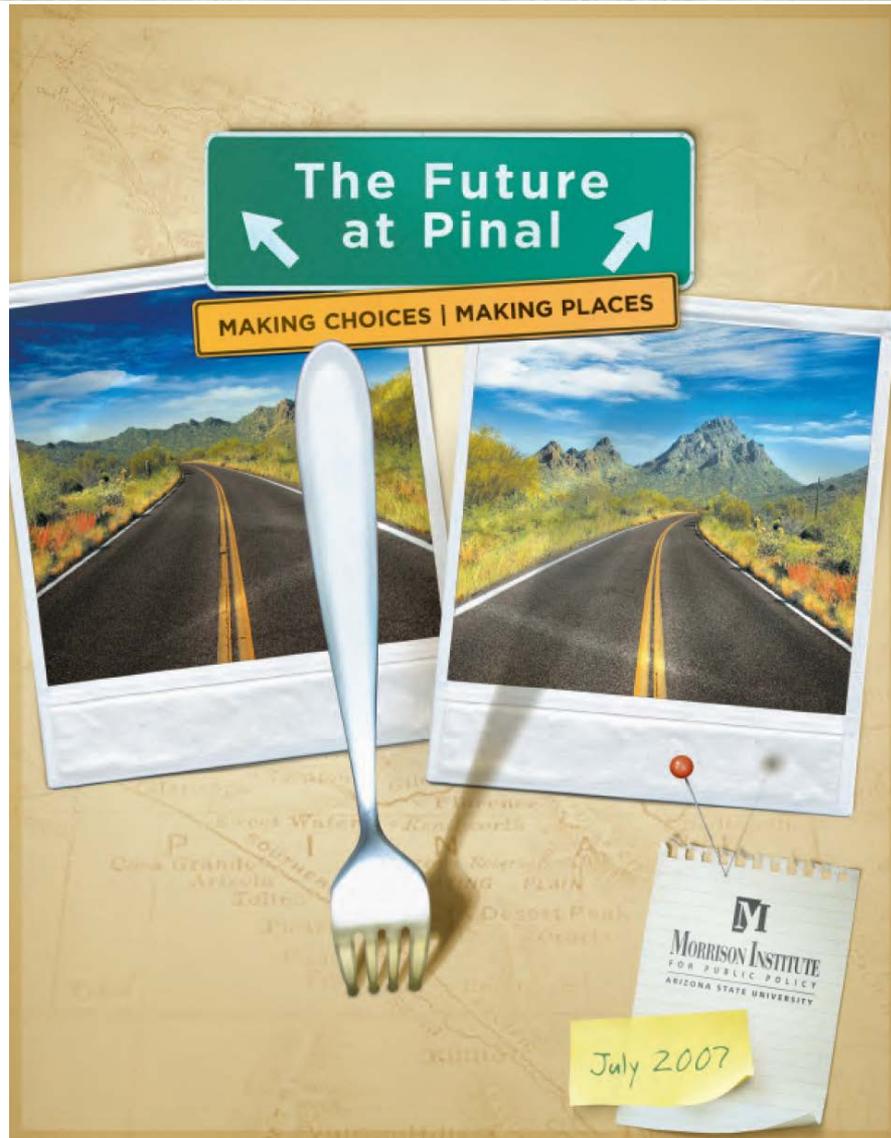
- structure,
- negotiate, and
- complete land transactions that create parks, playgrounds, and protected natural areas.

PAUL AUDLEY, TPL STATE DIRECTOR



The Trust for Public Land & Arizona

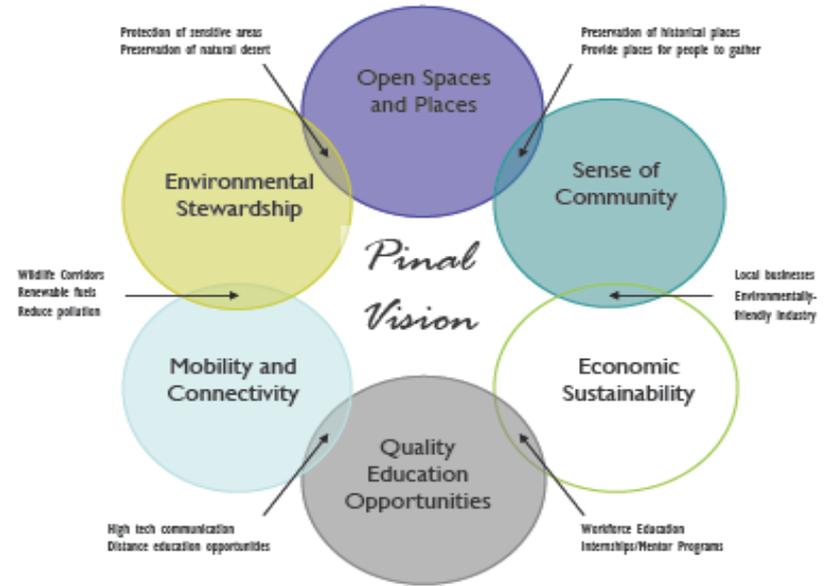
- Coconino (\$)
- Greenlee
- Maricopa (\$: Phoenix and Scottsdale)
- Mohave
- Pima (\$)
- Santa Cruz
- Yavapai (\$: Prescott)
- Yuma





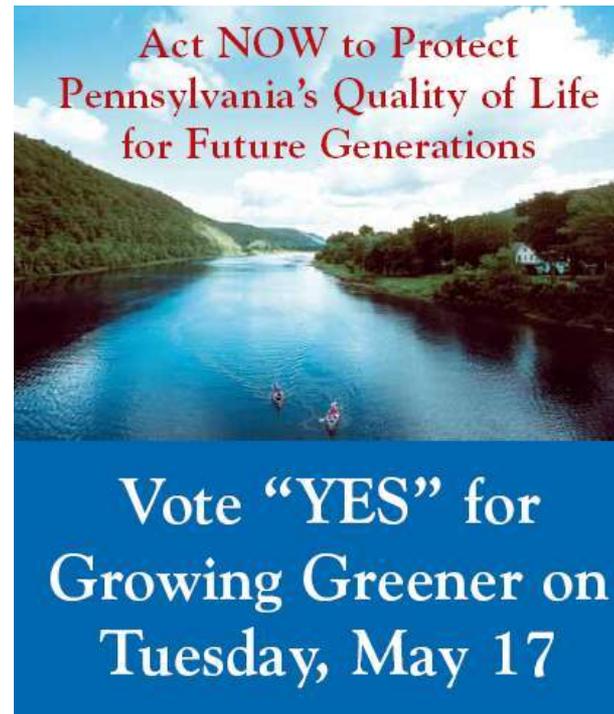
It's All Related

Visioning Workshop participants often reflected that the six Vision Themes were closely related, some serving as tools to accomplish some Themes or are critical to the success of other Themes. The graphic below demonstrates the important relationship between the six emerging Themes and provides some examples of the overlap in goals identified by participants.

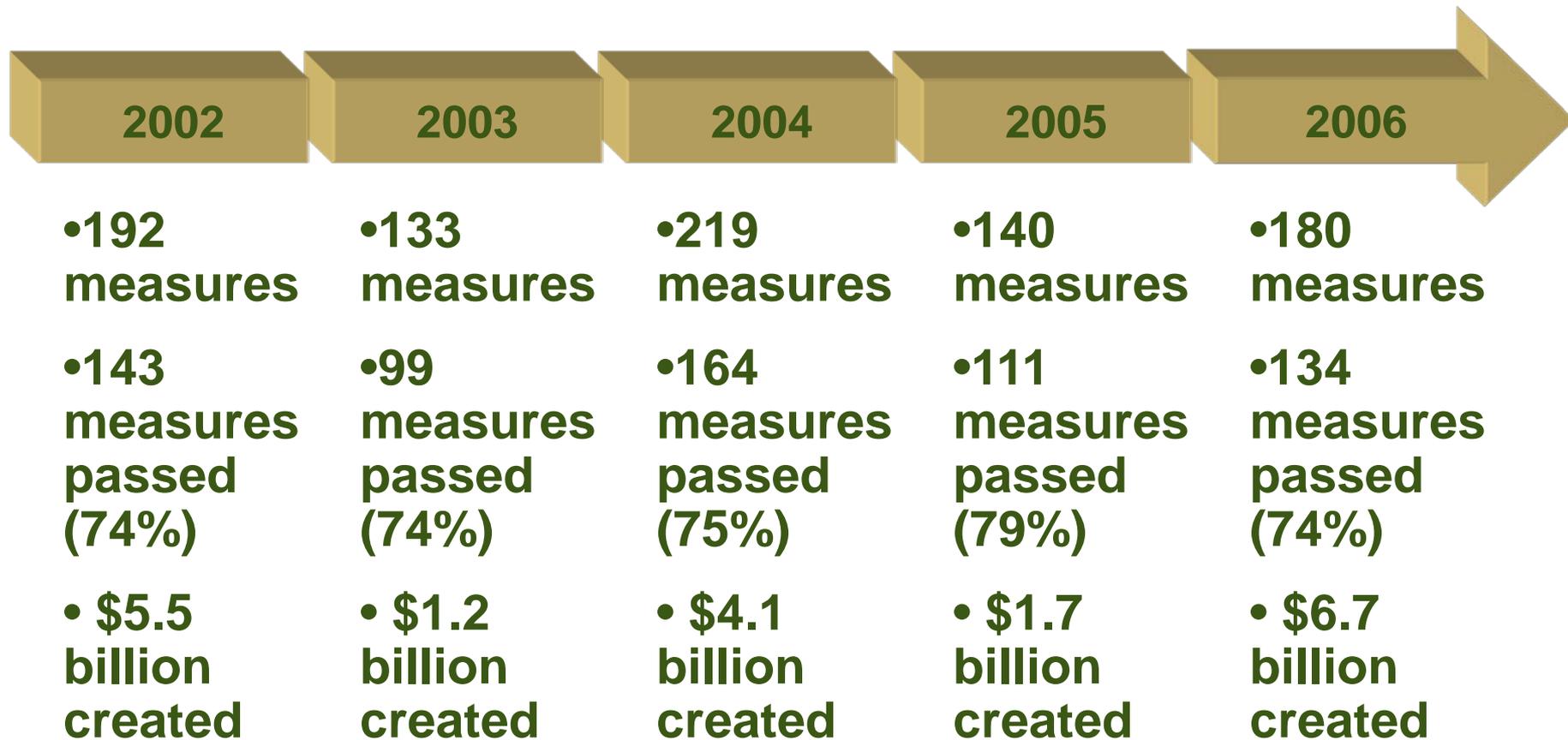


The Trust for Public Land – Conservation Finance Program

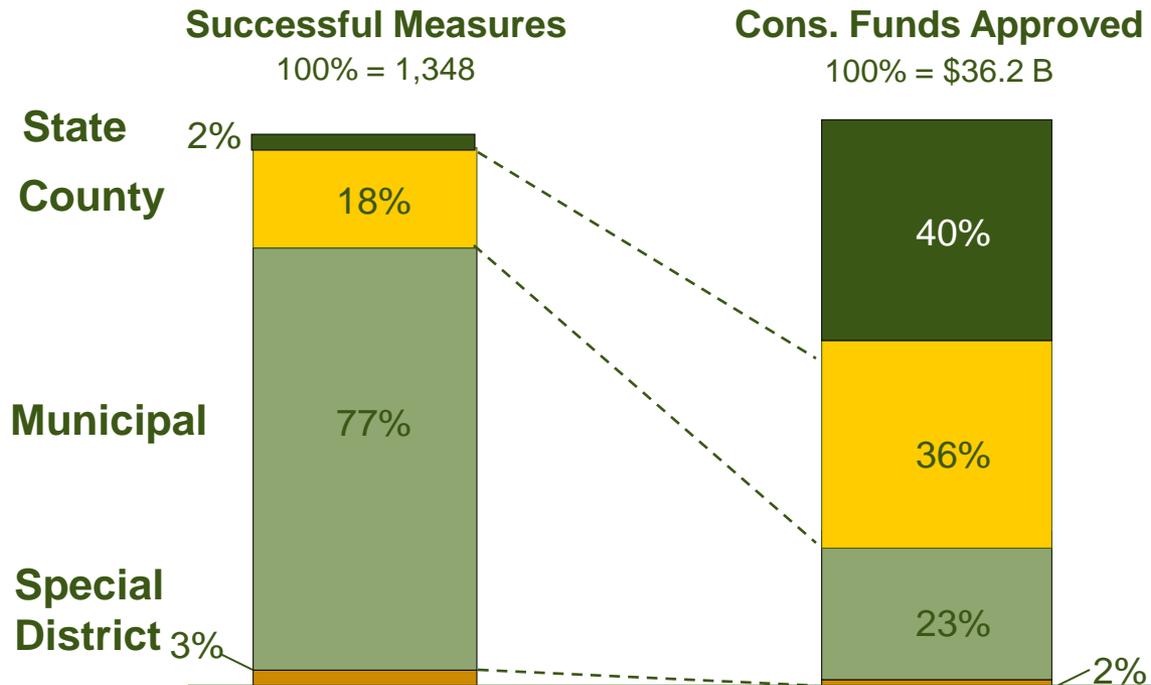
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Open Space Ballot Measures: 2002 - 2006



From 1996 - 2006 voters approved **1,348** land and water ballot measures, authorizing **\$36.2 billion** in conservation funding*



TPL Conservation Finance Success

- Since 1996, we have helped create almost **\$25 billion** for parks and open space nationally
- In 2006, we assisted with **33 winning measures** generating **\$4.8 billion** for parks and open space
- TPL's winning measure **success rate is 84%** since 1996

Ballot Measures

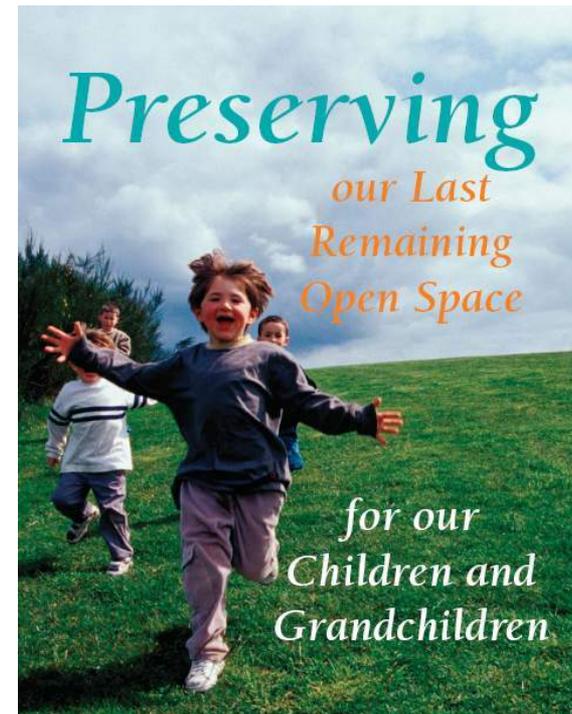
Summary of National Trends

- **Bipartisan** -- Red State/
Blue State popularity
- **Not subject to economic
fluctuations**
- **Broad support base:**
environmental and business
community
- **Leading States:** NJ, CO, FL



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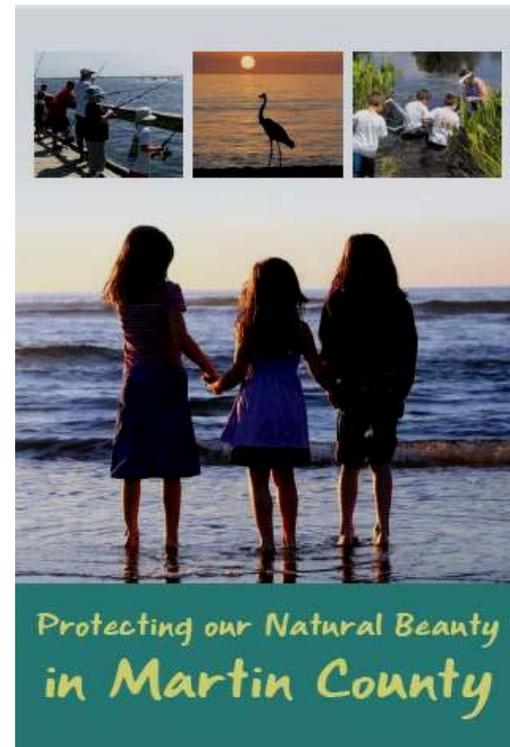


Ballot Measure Basics – Key Variables

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

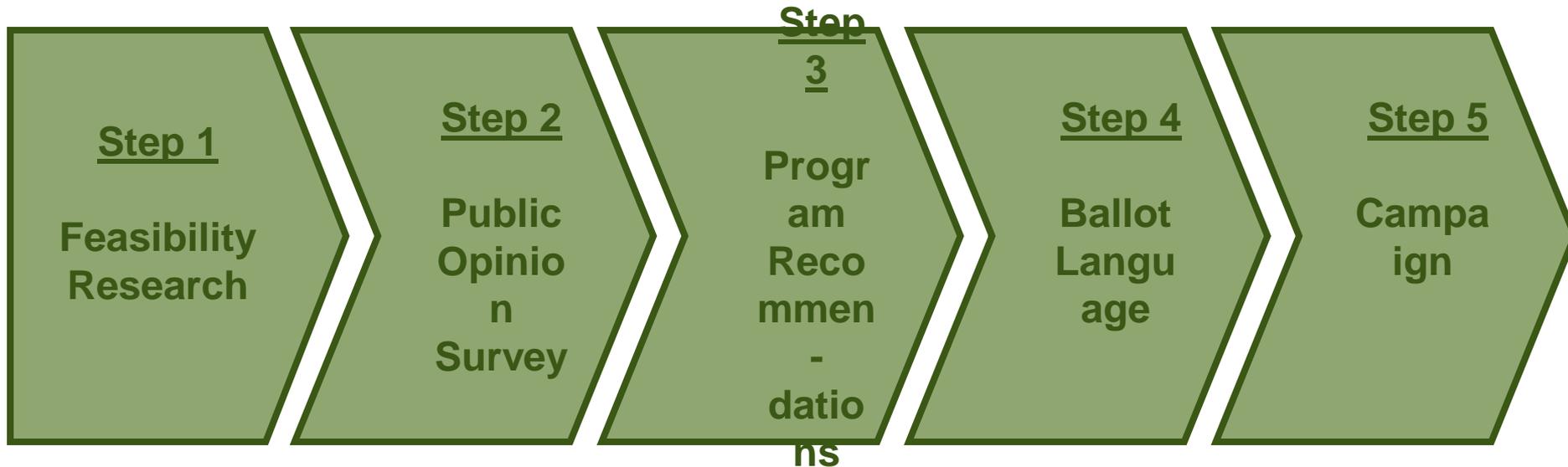
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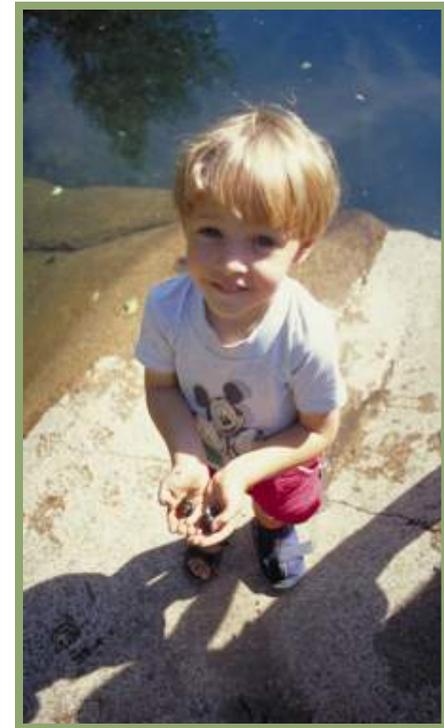


Critical Steps for a Successful Ballot Measure



Step 1 – Feasibility Research

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



State & Local Conservation Funding Sources

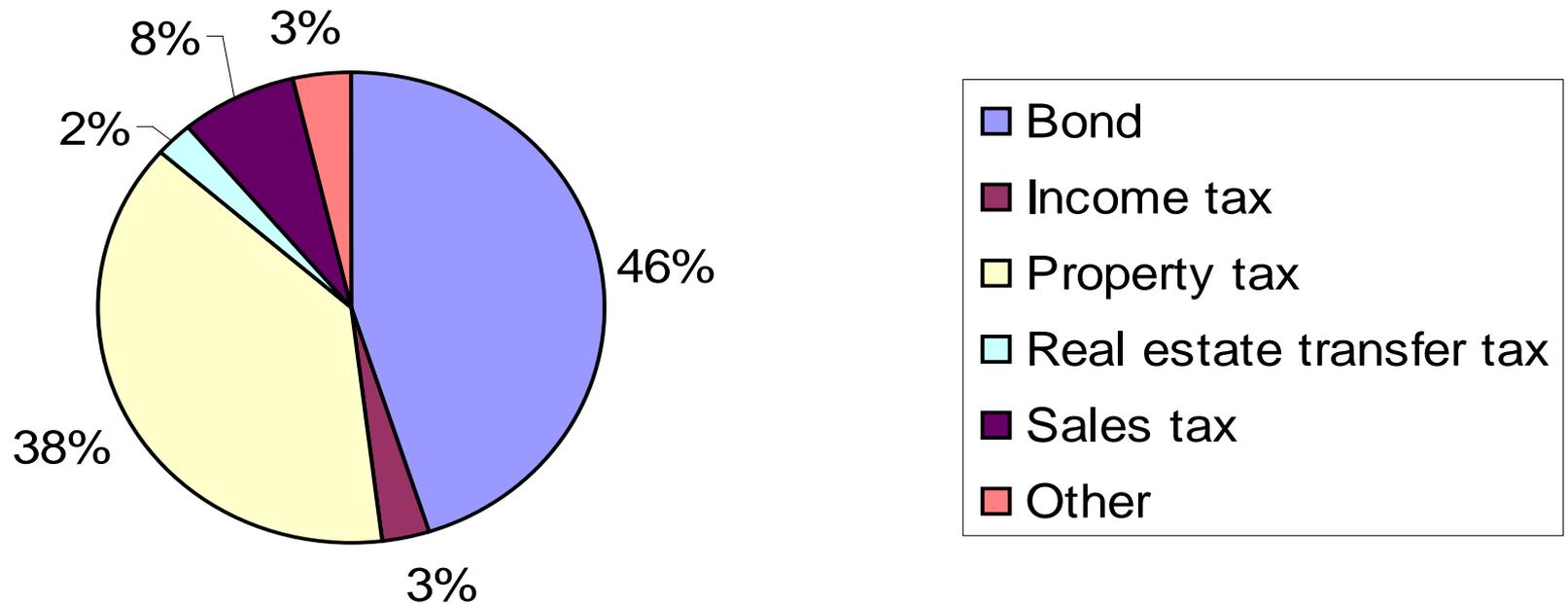
State

- General Obligation Bonds
- Lottery Proceeds
- Transfer Taxes
- License Plate Programs

Local

- General Obligation Bonds
- Dedicated Property Taxes
- Dedicated Sales Taxes
- Budget Appropriations

Measures by Finance Mechanism



County Conservation Financing in AZ

- Counties have legal authority to levy taxes, issue bonds, and dedicate revenue for land conservation
- County-level funding ensures a stable stream of reliable financing as well as local determination

Examples:

- Excise (sales) tax
- Secondary property tax
- Bonds
- Impact fees
- Budget appropriations

Step 2 – Public Opinion Survey

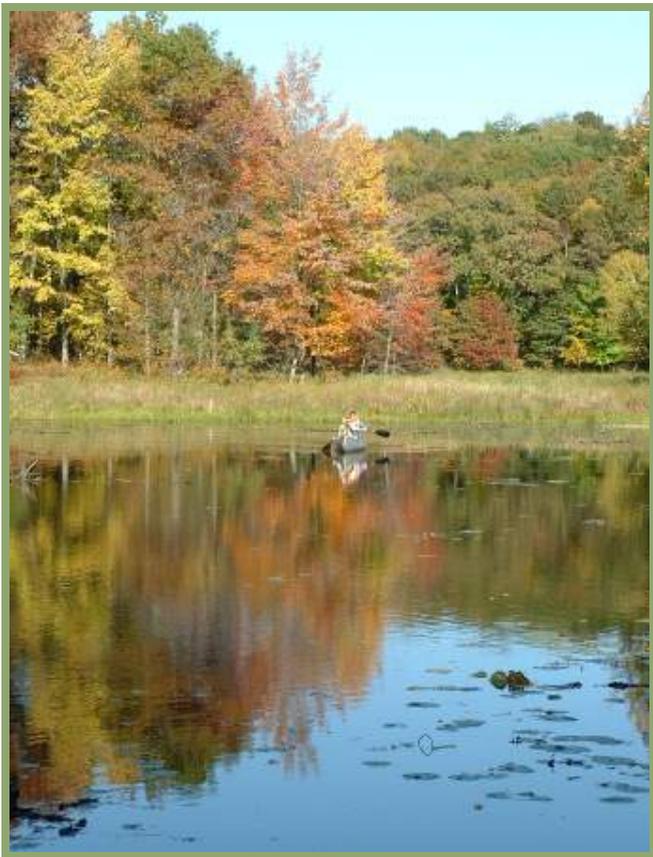
- Issue Identification
- Pollster Selection
- Questionnaire Design
- Sample Design
- Analysis and Presentation

Step 3 - Program Recommendations



- Choice of funding mechanism
- Amount and duration of financing
- Expenditure priorities and purposes
- Public accountability
- Timing – choice of election date

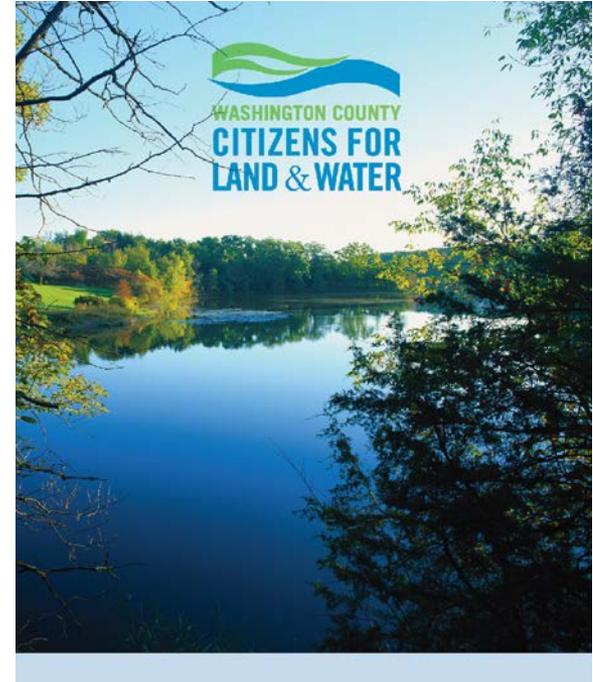
Step 4 - Ballot Language



- Meet legal requirements; work with public attorney and bond counsel
- Reflect popular priorities from survey
- Reflect political support
- Integrate best practices

Step 5 - Campaign

- **Structure** the campaign governance
- Create plan for **fundraising**
- Design **communications** and **media**
 - Earned media
 - Paid media - direct mail
- Seek **endorsements**
- ***Get out the vote***





Conserving Land for People

The Trust for Public Land conserves land for people to enjoy as parks, gardens, and other natural places, ensuring livable communities for generations to come.

TPL Mission Statement

Over 400 staff working in 40 offices in six regions, with a new Arizona State Office in Tempe



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