

Using Ballot Measures to Fund Land Conservation and Parks

Planning for Growth in Comal County

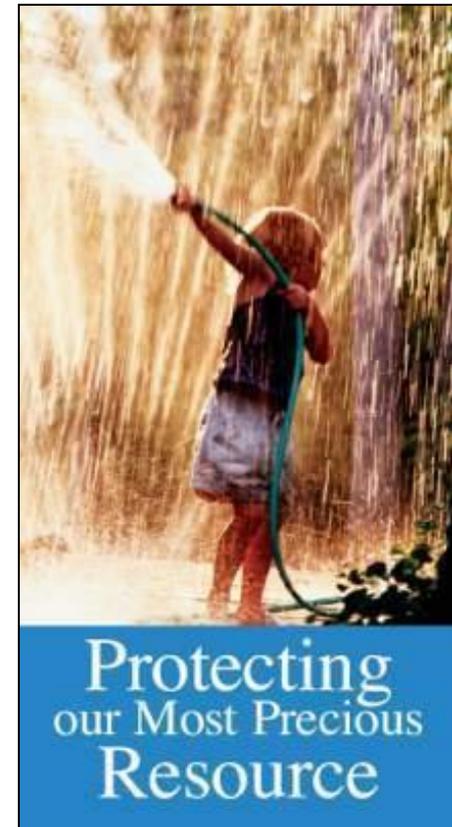
February 2, 2017



THE
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Using Ballot Measures to Fund Land Conservation and Parks

- **National Trends**
- **Ballot Measure Basics**
- **Measure Components**



Where Does Public Funding for Land Conservation Come From?



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

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

State and federal = actual spending
Local = spending authorizations

Source: TPL Conservation Almanac, TPL LandVote Database

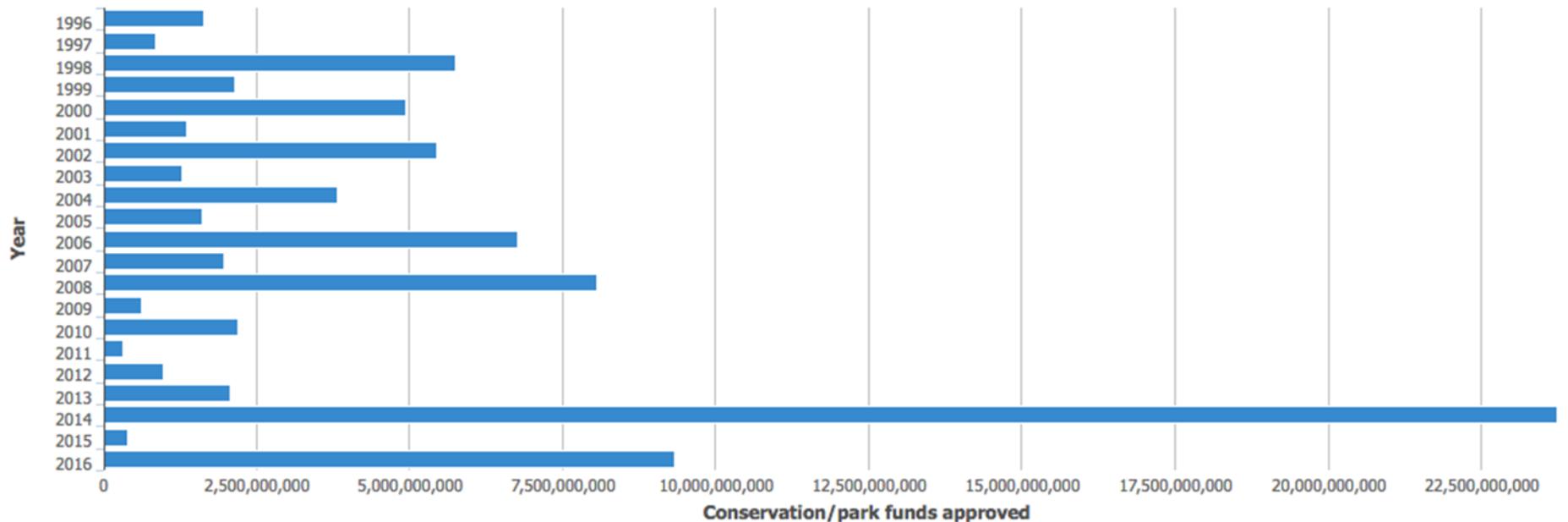
What is the “Big Idea”?

Engaging Voters to Approve Funding for Conservation

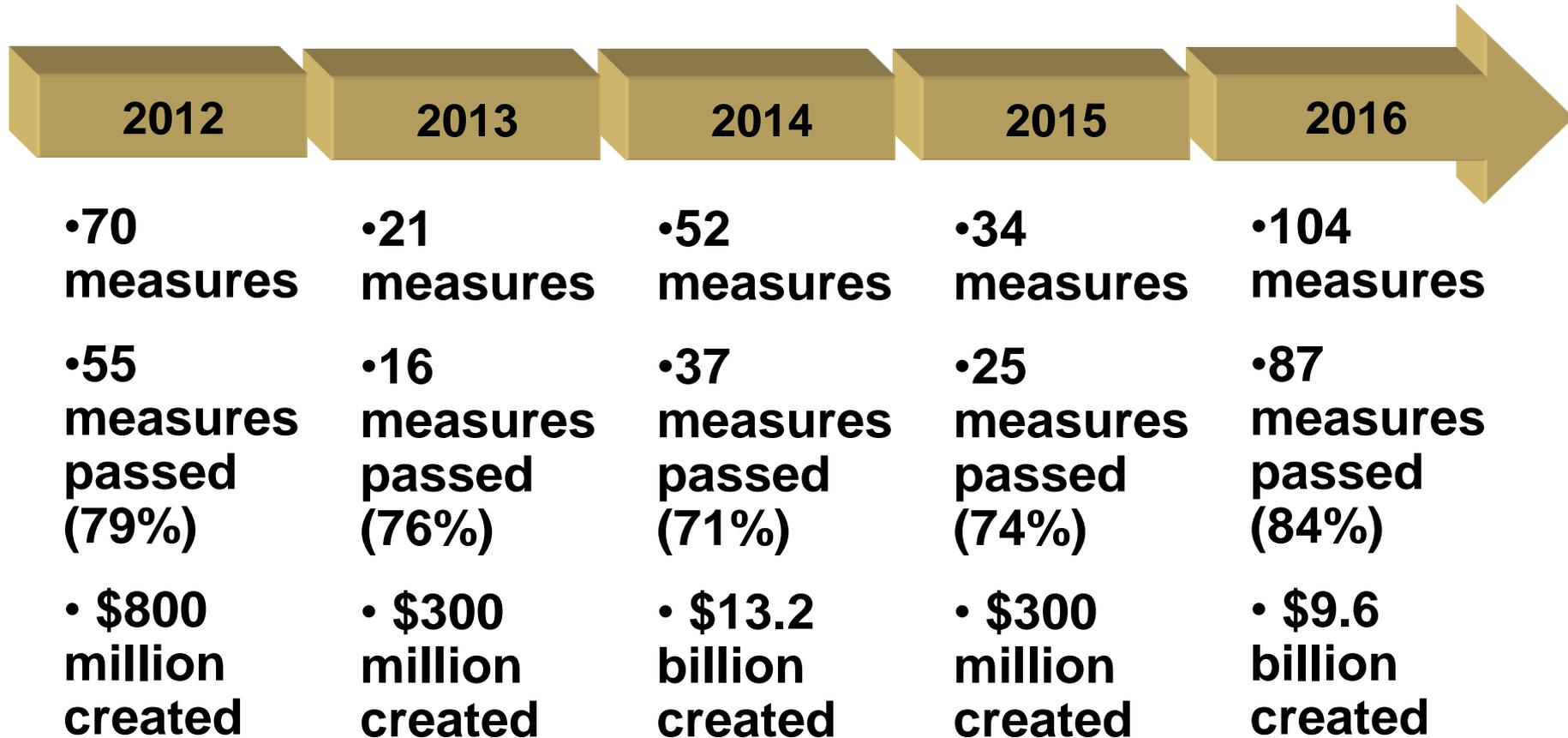
Is it really possible to get voters to raise their TAXES to invest in parks and conservation?

Track Record of the Concept: Tens of Billions of \$ for Land Conservation

THE TRUST FOR PUBLIC LAND - LANDVOTE

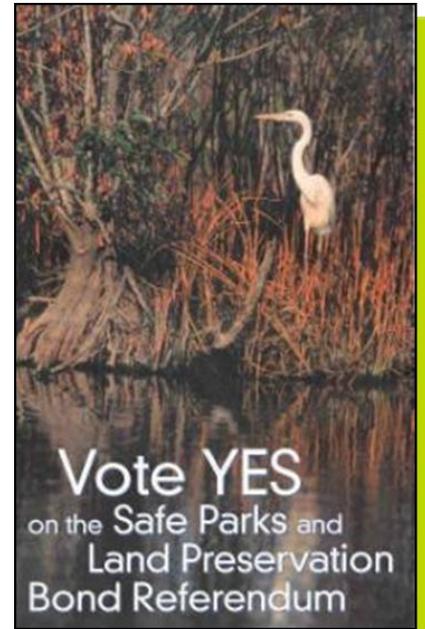


Track Record of the Concept: 75% long-term approval rate, good times and bad



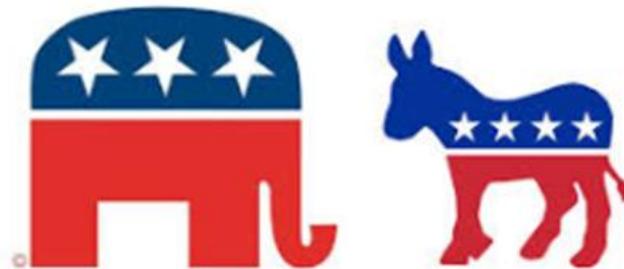
November 8, 2016 Election – All Park and Conservation Ballot Measures

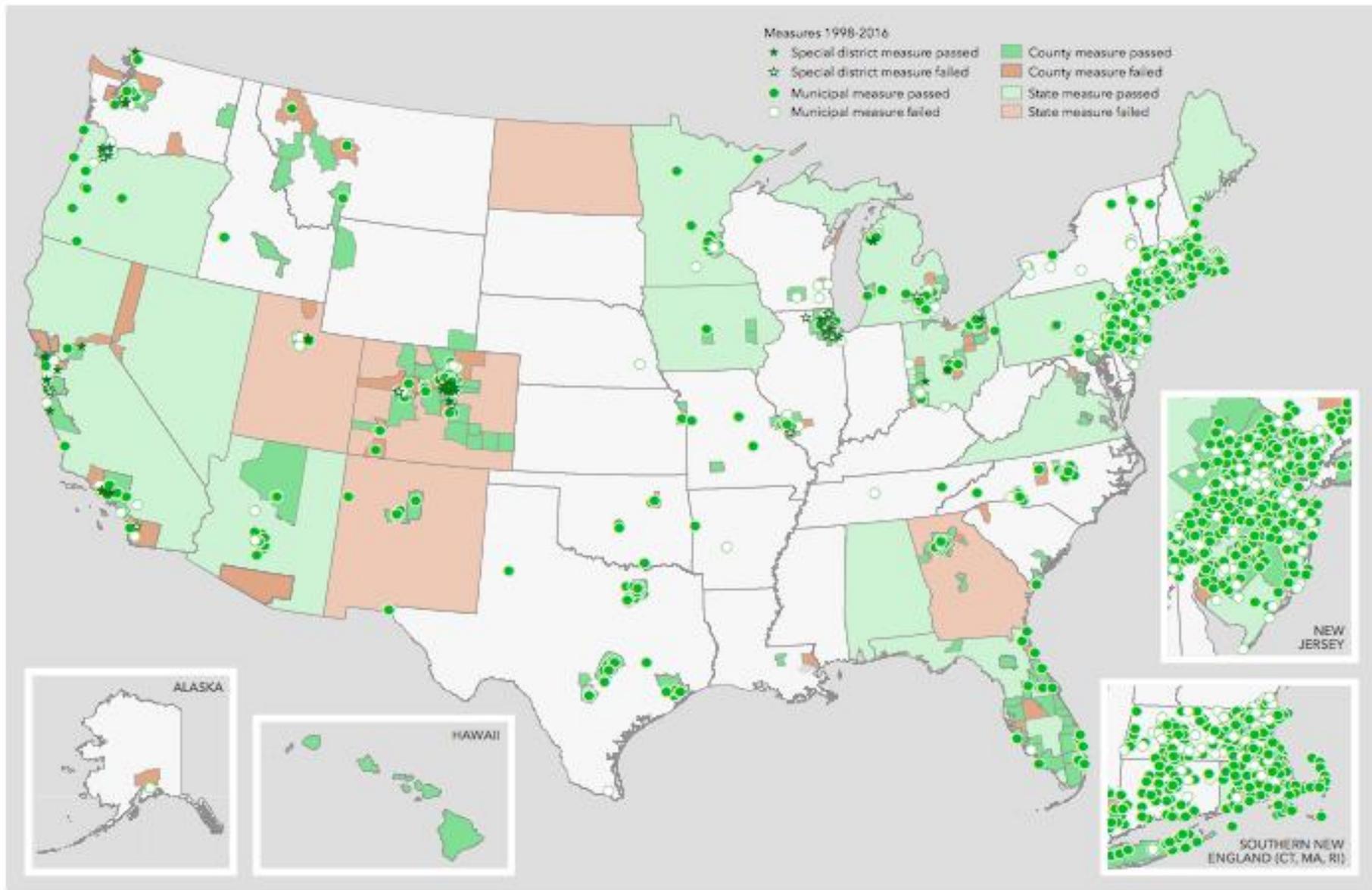
- 87 measures in 21 states
- 70 were approved by the voters
- 80 percent passage rate
- \$6.3 billion in funds for conservation, parks, and restoration



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%)





LandVote

STATE, COUNTY, MUNICIPAL, AND SPECIAL DISTRICT MEASURES 1998-2016

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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

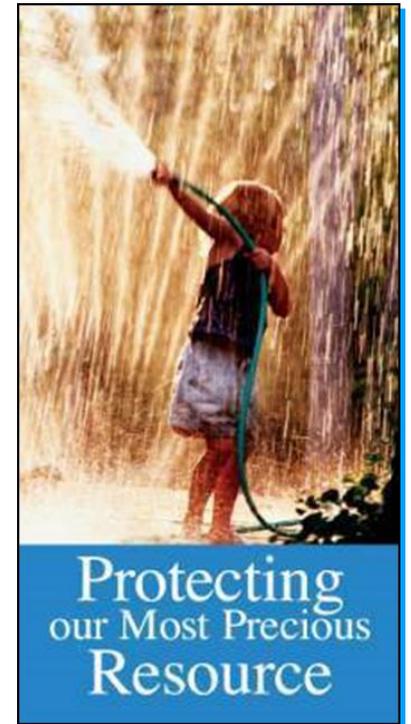


What is the Trust for Public Land's Conservation Finance Program ?

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.

November 8, 2016 Election – **Trust for Public Land** Park and Conservation Ballot Measures

- 40 measures in 13 states
- 32 were approved by the voters
- 80 percent passage rate
- Over \$4 billion in funds for conservation, parks, and restoration



Our Record: 534 wins, 81% Yes, \$68 billion created, over 100 million Yes Votes



TPL Successful Ballot Measures in Texas Since 2000

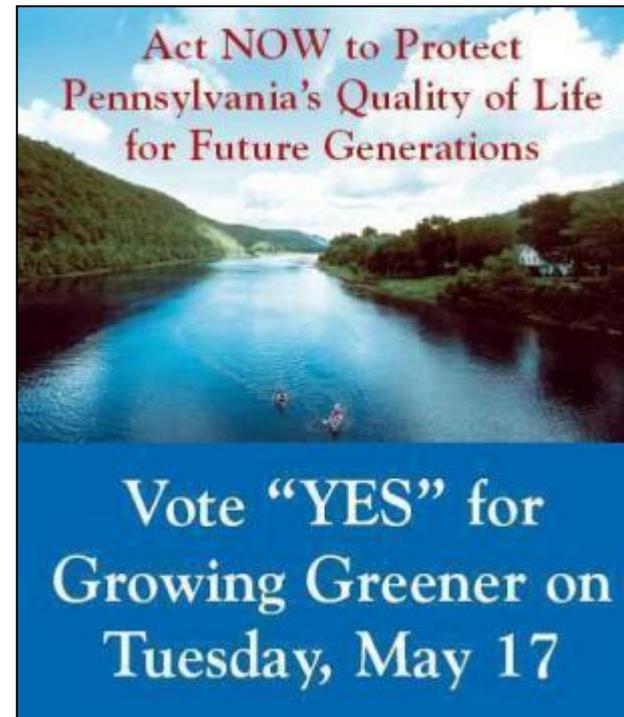
Jurisdiction Name	Date	% Yes	% No	Conservation Funds Approved
Harris County	11/3/2015	63%	37%	\$4,000,000
San Antonio	5/9/2015	75%	25%	\$80,000,000
San Antonio	5/9/2015	78%	22%	\$100,000,000
Austin	11/6/2012	56%	44%	\$30,000,000
Houston	11/6/2012	68%	32%	\$166,000,000
Travis County	11/8/2011	59%	41%	\$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

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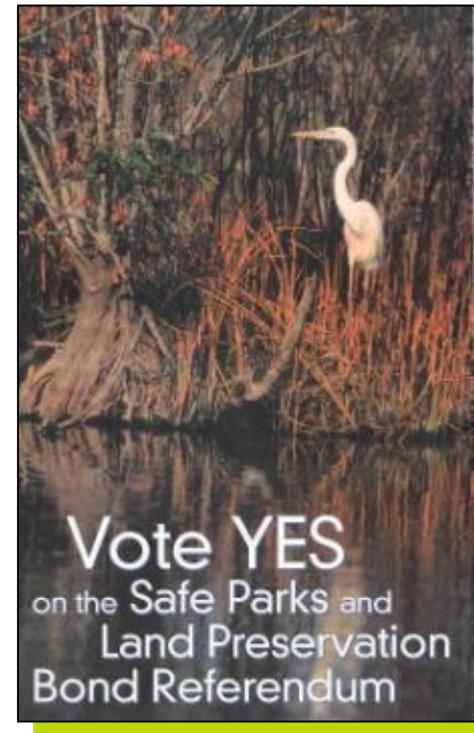


Key Variables in Measure Design

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

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Key Steps for Successful Ballot Measures

Feasibility Research



Public Opinion Survey



Program Recommendations

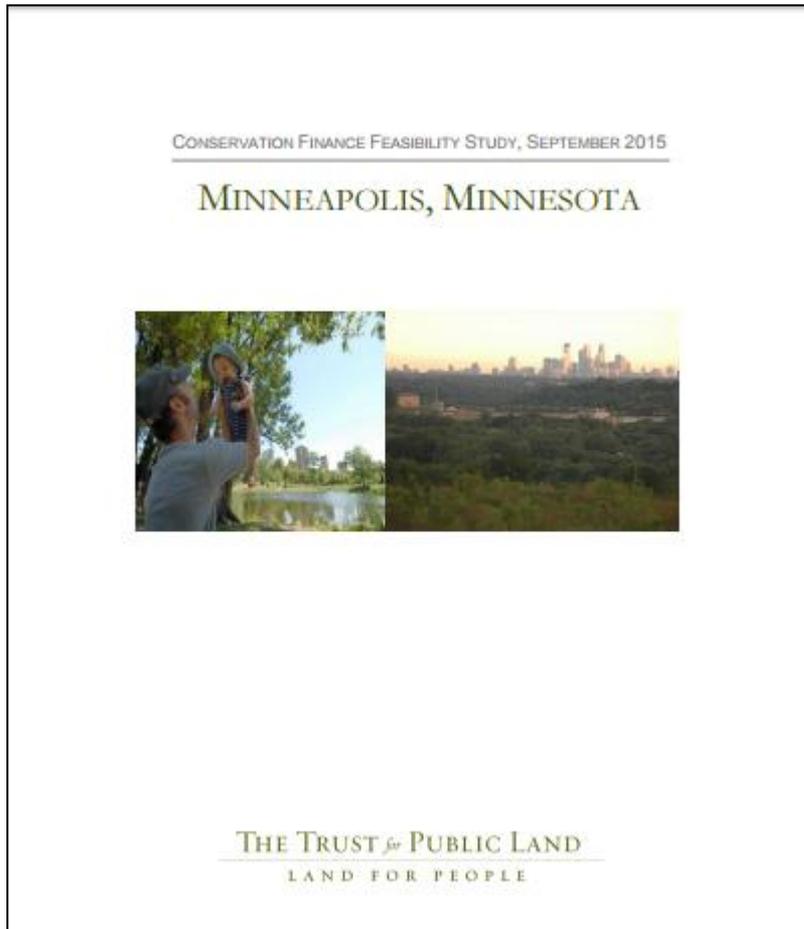


Ballot Language



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)

Where can I go to learn more?

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

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The Trust for Public Land

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