

Conservation Finance

2019 Election Wrap-up



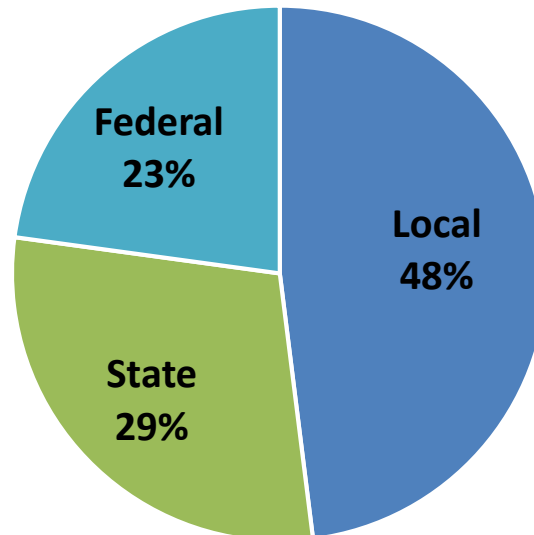
THE
TRUST
FOR
PUBLIC
LAND

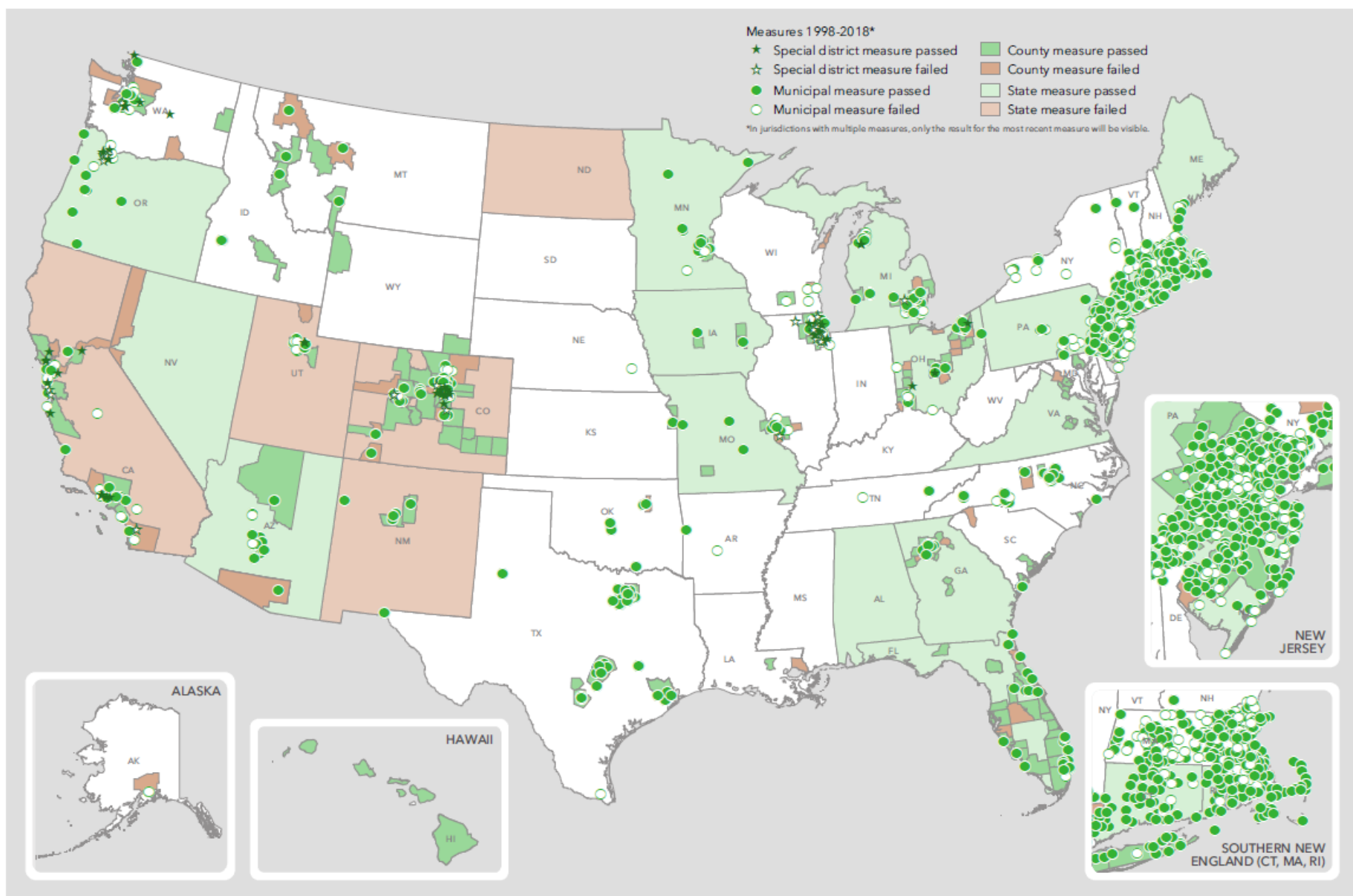
Public Funding Breakdown

Public Funding for Land Conservation in the United States 1998-2017		
	Amount	Annual Average
Local	\$30,082,188,929	\$1,504,109,446
State	\$18,260,772,596	\$913,038,630
Federal	\$14,306,675,571	\$715,333,779
Total	\$62,649,637,096	\$3,132,481,855

Local: Spending authorizations via local ballot measures. Source: TPL's LandVote Database.

State and Federal: Actual spending. Data not complete for all 50 states. Source: TPL's Conservation Almanac Database.





LandVote

STATE, COUNTY, MUNICIPAL, AND SPECIAL DISTRICT MEASURES 1998-2018

December 18, 2018. 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



November 5, 2019 Election – Park and Conservation Ballot Measures

- 30 measures in 14 states
- 24 were approved by the voters
- 80 percent passage rate
- \$4.4 billion in funds for parks and conservation

- TPL Measures:

Lowell, MA (58%) - \$4.7M

Scarborough, ME (58%) - \$2.5M

Dorchester County, SC (76%) - \$38M

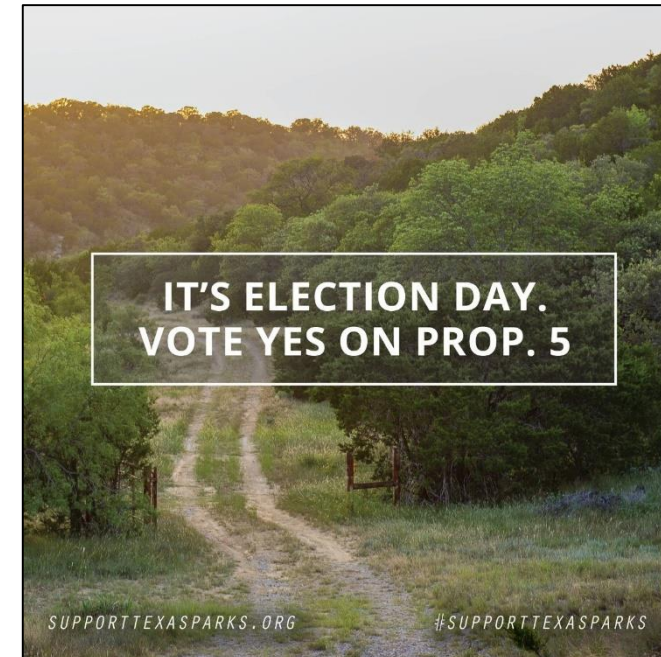
New Brunswick, NJ (76%) - \$6.7M

Colorado Springs (57%) - \$7M

Portland Metro, OR (64%) - \$475M

Texas statewide (88%) - \$3.4B

Pittsburgh (52%) - \$200M



Conservation Finance -- Two Primary Roles

1. **Field Services – “Political Consulting Firm”**
 - #1 provider of technical assistance to state and local government leaders and conservation partners
2. **Applied Research – “Think Tank”**
 - Leading source of research, education, and policy information i.e. LandVote.org



Key Steps for Successful Ballot Measures

Feasibility Research



Public Opinion Survey



Program Recommendations



Ballot Language



Campaign

**Our Track Record: 572 wins, 82% Yes, \$79 billion created,
over 110 million Yes Votes**

