

THE TRUST *for* PUBLIC LAND
CONSERVING LAND FOR PEOPLE



Illinois Conservation Congress

April 13, 2010

TPL's Conservation Finance Program

1. **“Think tank”** for financing conservation
 - Leading source of research, education and policy information
2. **Field services/Consulting**
 - #1 provider of technical assistance to state and local governments \$32B created, 400+ ballot measures, 84% success rate
 - #1 source of support for lobbying and ballot measure campaigns through TPL's affiliate, **The Conservation Campaign**



Sources of Public Funding for Land Conservation in the U.S.



Public Land Conservation Funding in the United States (1998 – 2005)

	Total	Annual Avg.	Share
Local	\$16 billion	\$2 billion	67%
State	\$6.75 billion	\$844m	28%
Federal	\$1.02 billion	\$128m	4%
Total	\$23.77 billion	\$2.97 billion	

State and federal = actual spending

Local = spending authorizations

Source: TPL Conservation Almanac, TPL LandVote Database

Land Conservation Ballot Measures 1998 - 2008



Recent State Funding Efforts

State	Date	Measure Type	Yes	No	Amount
California	11-06	Initiative	54%	46%	\$ 2.2 billion
New Jersey	11-07	Referendum	54%	46%	\$200 million
Maine	11-07	Referendum	63%	37%	\$ 17 million
Florida	7-08	Legislative			\$ 3 billion
Massachusetts	8-08	Legislative			\$ 250 million
Colorado	11-08	Initiative	42%	58%	\$ 964 million
<i>Minnesota</i>	<i>11-08</i>	<i>Referendum</i>	<i>56%</i>	<i>44%</i>	<i>\$ 5.5 billion</i>
Ohio	11-08	Referendum	69%	31%	\$ 200 million
Rhode Island	11-08	Referendum	68%	32%	\$ 2.5 million
Illinois	6-09	Legislative			\$25 million
New Jersey	11-09	Referendum	53%	47%	\$400 million
<i>Iowa</i>	<i>11-10</i>	<i>Referendum</i>			

State Land Conservation Ballot Measures Summary of Funding Sources

- 41 state ballot measures in 20 states from 1996 - 2009
 - 35 approved (85% approved)
 - 8 measures in CA; 7 in RI, 3 in NJ, 2 in ME
 - 30 bond measures
 - 5 sales tax measures
 - 6 failed
 - 2 bond measures
 - 1 “sugar” tax; 1 real estate transfer tax; 1 motor vehicle excise tax; 1 “oil and gas” tax

The State Role in Conservation Finance

1. The state is the playing field; 50 states, 50 diff. approaches
2. Key Factors:
 - The State Policy Framework
 - Political Leadership
 - Broad-based public support
 - Strong leadership by nonprofit conservation groups
 - Good Agency- Nonprofit Relationships

A report by the
CHESAPEAKE BAY COMMISSION
and
THE TRUST FOR PUBLIC LAND

Keeping Our Commitment

Preserving Land
in the Chesapeake
Watershed



CHESAPEAKE BAY COMMISSION
Policy for the Bay



Home States Federal Methodology FAQs About Compare Community Forests

Land Conservation in Massachusetts:

The Conservation Almanac includes comprehensive data on State and Federal land conservation activity in Massachusetts, a profile of state programs and policies, and a roundup of LandUse bullet measure activity. In the tables to the right, the Conservation Almanac provides a snapshot look at land conservation in Massachusetts. It includes activity from 1998 - 2005, using the two most common available metrics: public dollars spent and acres conserved. It also depicts how much of the state's landmass is permanently protected at present, relative to the U.S. overall, and a comparison of development versus land conservation in recent years.

State Investment

The Massachusetts Legislature authorizes bond expenditures for environmental programs, including open space acquisition. The Legislature authorized a three-year Open Space Bond Bill in 2002 for \$783 million, \$220 million of which is for land acquisition.

In August 2008, a new \$1.64 billion environmental bond was passed by the legislature and signed into law by the governor. The new bond contains an annual dedication of \$80 million for five years for open space. The funding appropriations include \$25 million for a new Commonwealth Urban Park Initiative, \$73 million for acquisition of wildlife habitat by the Department of Fish and Game, \$56.5 million to purchase land for OCR parks and reservations, \$67.7 million to preserve agricultural lands through state purchase of development rights, and \$21.3 million for Drinking Water Protection grants distributed to cities and towns by the Department of Environmental Protection.

The Community Preservation Act enables a municipality to impose a voter-approved surcharge of up to 3 percent on a local real property levy.¹ In return, communities receive state matching funds: derived from a \$20 surcharge on all real estate transactions at registry of deeds and land court. The state revenue source generates about \$25 million annually. Funds are split between open space protection, affordable housing and historic preservation.

¹General Law of Massachusetts Chapter 40B:17

Public Dollars Spent on Land Conservation 1998-2005

Year	Public Dollars Spent
2005	\$88,611
2004	\$38,957
2003	\$41,462
2002	\$71,200
2001	\$33,279
2000	\$47,515
1999	\$41,200
1998	\$26,988

Acres Conserved 1998-2005

Year	Acres Conserved
2005	9,588
2004	11,798
2003	14,981
2002	50,149
2001	23,404
2000	22,049
1999	7,845
1998	14,767

The Local Role in Conservation Finance

- Local funding is the foundation of any long-term land conservation effort
- External funding – federal, state, private– can be an important, but secondary, means of completing a land conservation project
- 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



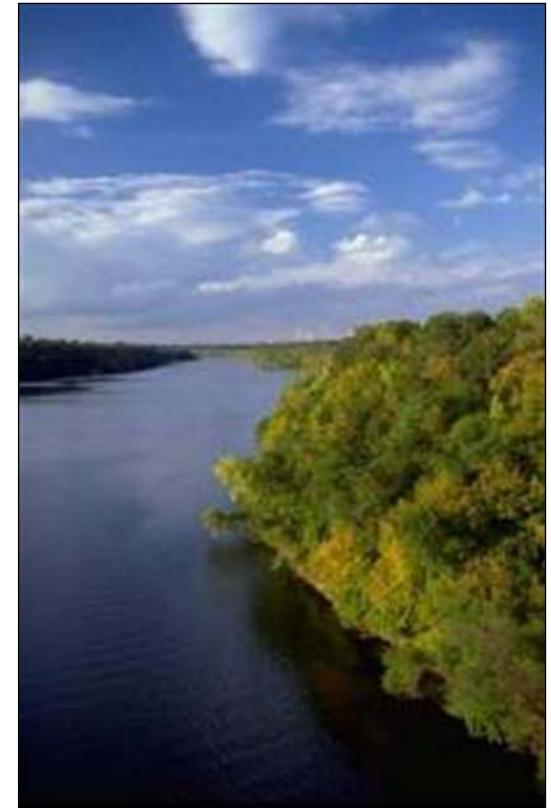
The Federal Role in Conservation Finance

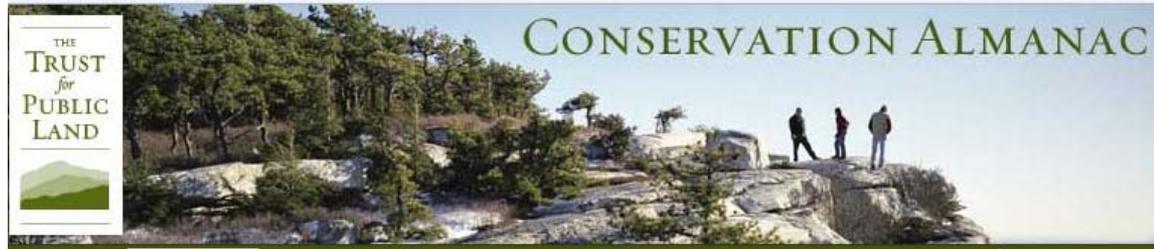


- Direct Acquisition:
 - Land and Water Conservation Fund
Offshore Drilling as Funding Source
 - National Parks, US Forest Service, US
Fish and Wildlife,
- Grant Programs
 - Forest Legacy
 - Farmland Protection Program
 - Endangered Species
 - Coastal and Estuarine Program

State Policy Framework: 7 Best Practices for State Land Conservation Policy

1. Substantial State Investment
2. Enable Local Financing
3. State Incentives for Local Conservation
4. Purchase of Development Rights
5. Public-Private Partnerships
6. Conservation Tax Credits
7. Federal Partnerships





Illinois Profile of State Programs and Policy Framework

State Programs

Illinois

- Open Space Lands Acquisition and Development
- Natural Areas Acquisition Fund
- Conservation 2000
- Open Land Trust

State Policy Framework

Illinois

- Substantial State Investment
- Enable Local Financing
- State Incentives for Local Land Conservation
- Public-Private Partnerships
- Conservation Tax Credits
- Federal Partnerships

Substantial State Investment is the Key

- A stable state-sponsored revenue source is the foundation of an effective land conservation program
- Requires a funding source that is long-term, fiscally prudent and ideally doesn't fluctuate
- Financing strategy should be allocated to a variety of land conservation projects identified by the state and communities
- A dedicated fund is desirable, but without strong and broad-based political support, “raids” are all too common



State Funding Mechanisms



Land Conservation Funding in Illinois (1998-2005)

	Total	Annual Avg.	Share
Local	\$1.4 billion	\$169 million	92%
State	\$122 million	\$15 million	8%

40 different local governments passed measures

State = actual spending

Local = spending authorizations

Source: TPL Conservation Almanac, TPL LandVote Database

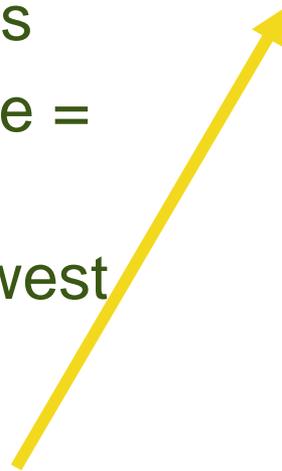
Local Conservation Ballot Measure Summary

- Measures on ballot in 44 states
 - Approved in 41 states
- Approval rate nationwide = 77%
- IL is most active in Midwest

Most Active States

Local Ballot Measures 1996-2006

Rank		Total	Pct
1	NJ	399	82%
2	MA	246	66%
3	PA	114	81%
4	CO	114	76%
5	NY	79	91%
6	FL	70	81%
7	IL	68	66%
8	TX	67	88%
9	CT	58	91%
10	CA	55	60%
11	OH	51	67%
12	MI	44	61%
13	RI	38	97%
14	WA	35	46%
15	NC	32	88%





Land Vote Mapping System

Home [FAQ's](#) [About](#) [Reports](#)

Address:

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Quick Views

[2011 Measures](#)

[2010 Measures](#)

[2009 Measures](#)

[2008 Measures](#)

[All Measures by State](#)

[All Measures by Year](#)

[All Measures by Finance Type](#)

Customize View

Start Year: End Year:

State:

[Show](#)

Layers

Use checkboxes below to change layer visibility

Vote Result Layers

All Results

State Results

County Results

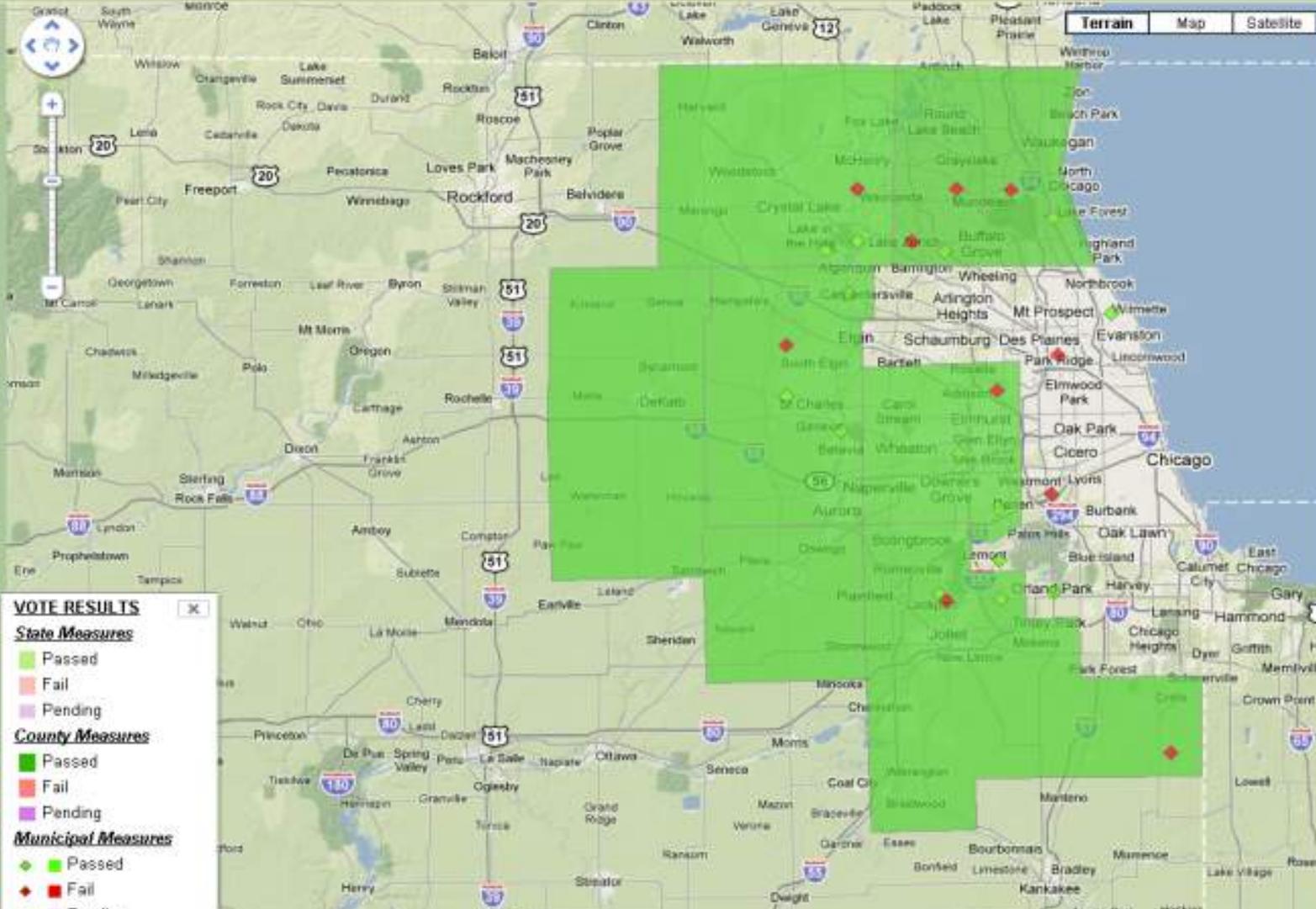
Municipal Point Results

Municipal Area Results

Base Layers

LEGEND

Credits: Andrew duMoulin, Matt Ziepel, Bruce Robertson, Smitty Smith, Matt Pricor



VOTE RESULTS

State Measures

- Passed
- Fail
- Pending

County Measures

- Passed
- Fail
- Pending

Municipal Measures

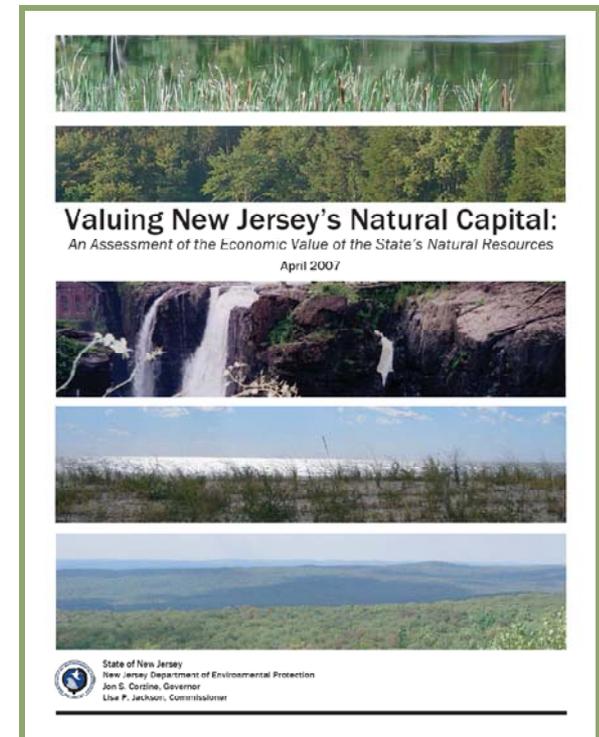
- Passed
- Fail
- Pending

Making the Economic Case For Land Conservation Funding



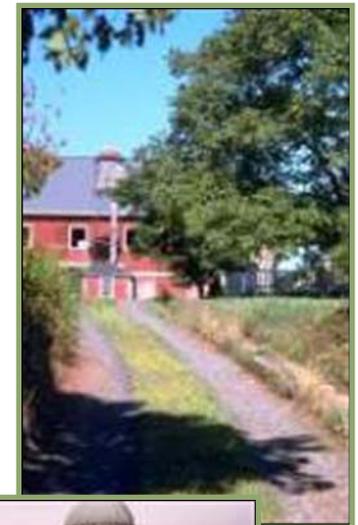
Conservation Economics: New Jersey

- **Challenge:** Green Acres bond bill stalled in legislature, program will soon run out of money
- **Decision:** TPL analyzes impact of state's land conservation spending
Results: \$1 state investment = \$10 economic return
- **Impact:** Report widely covered by media and cited at state legislative hearings
- A \$400 million bond was referred to the November 2009 ballot
- Passed with 53% of the vote



Conservation Economics: New Jersey Farmland Preservation Program

- New Jersey will spend \$156 million on farmland preservation to acquire 25,000 acres
- Every \$1 invested by New Jersey in farmland preservation yields a \$14 return
- Ecosystem services provided
 - Water regulation and supply
 - Pollination
 - Wildlife Conservation
 - Gas and climate regulation
 - Recreation
 - Disturbance protection
 - Etc.



Conservation Economics: Colorado

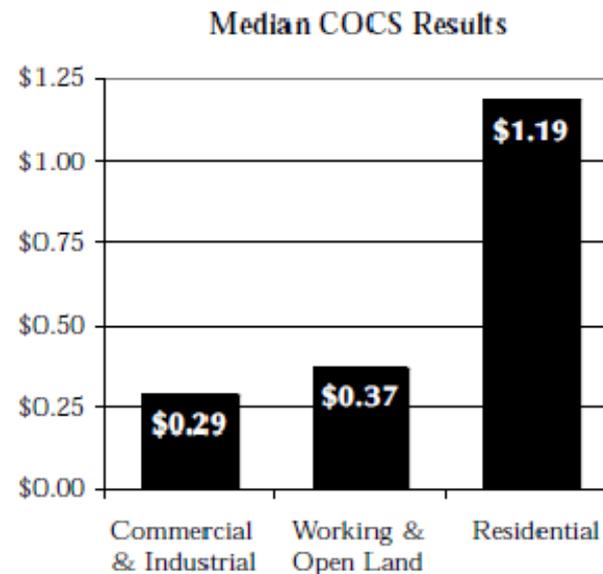
- **Challenge:** Legislative support for conservation easement tax credit program at risk
- **Decision:** TPL conducts ecosystem service valuation study
- **Results:** \$1 investment in easements = \$6 return to economy
- **Impact:** Flurry of positive media coverage. Lawmakers reached a favorable compromise: rather than a permanent 2/3 reduction to the easement tax credit program, it will instead be 1/2 for the next 3 years



A RETURN ON INVESTMENT:
THE ECONOMIC VALUE OF
COLORADO'S CONSERVATION EASEMENTS

Conservation Economics: Cost of Community Services

Ratio of government revenues to expenditures



Median cost per dollar of revenue raised to provide public services to different land uses.

Source: The American Farmland Trust, available at <http://www.farmland.org/services/fiscalplanning/default.asp>

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