

# THE TRUST *for* PUBLIC LAND

CONSERVING LAND FOR PEOPLE



## CONSERVATION FINANCE: *2010 Results*

### National Results

The 2010 midterm elections saw historic victories for land conservation. Of the 36 conservation funding measures on the November ballot, 30 passed, creating more than \$2 billion in new funding for land conservation and capping a year of 41 wins out of 49 measures. The 84 percent passage rate was the second-highest ever—despite a difficult economic climate.

These successes follow the record-breaking general election of 2008, in which voters backed 63 of 89 state and local conservation finance measures. The 2008 victories generated a single-day record of \$7.3 billion in new funding for parks and open space, again in spite of the economic downturn.

Conservation is not a red or blue issue: Americans voted resoundingly in favor of new funding for land conserva-

tion regardless of their preferred candidates for Congress or governor. In November 2010, Maine voters elected the Tea Party-backed candidate for governor while also approving by 59 percent a \$9.75 million bond to renew funding for the Land for Maine's Future program. Iowa voters overwhelmingly re-elected their incumbent Republican U.S. Senator and ousted the incumbent Democratic governor in favor of the Republican candidate—but passed by 63 percent a constitutional amendment establishing a dedicated fund for land conservation. Ohio voters in Republican House Speaker John Boehner's district approved a new property tax levy for the Butler County park system by 51 percent.

Even in a difficult economy and polarized political climate, Americans of all ideologies are voting to invest in the health of their land, air, and water.

## Our Track Record

Together, the Conservation Finance program at The Trust for Public Land (TPL), in partnership with its lobbying affiliate, The Conservation Campaign (TCC), played significant roles in almost half of all conservation measures on the ballot in 2010. Between 2008 and 2010, TPL- and TCC-backed measures generated \$9.3 billion in new funding for land conservation. Of the ballot measures in which TPL and TCC were involved, 82 percent were approved by voters.

## Technical Assistance

TPL provides professional technical services to state and local government executives, legislatures, and public agencies that need to research and evaluate conservation finance options. TPL's pragmatic, hands-on approach focuses on researching and developing legislative and ballot measures that reflect public priorities, often evaluated through public opinion surveys. Other technical assistance services include: feasibility research, program recommendations, ballot measure design and ballot language, and legislative support.

## Campaign Services

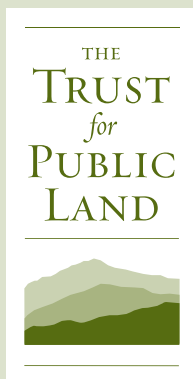
TPL helps community leaders and citizen groups craft campaigns to win voter approval of ballot measures for parks and land conservation. TPL's lobbying and campaign affiliate organization, TCC, raises campaign funds and sponsors ballot measure committees. Campaign services offered by TPL and TCC include: selection and management of pollsters; design and analysis of public opinion surveys; campaign planning, management, and fundraising; selection and oversight of campaign consul-



The Trust for Public Land's Conservation Finance program works with state and local government officials, nonprofit partners, and citizen groups to design and pass land conservation ballot measures. Since 1996, TPL and The Conservation Campaign (TCC) have been involved in more than 400 successful ballot measures, creating \$34 billion in new funding for land conservation. TCC is the only national organization devoted solely to creating, renewing, and protecting funding for land conservation.

tants; writing and production of direct mail, radio, and television advertisements; public education and get-out-the-vote programs; and managing compliance with campaign finance laws.

Our work yields impressive returns: every dollar invested up front in preliminary research and campaign execution yields \$2,000 in dedicated funding for conservation.



*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.org](http://tpl.org)  
[conservationcampaign.org](http://conservationcampaign.org)*

## GET TPL ON YOUR BALLOT MEASURE TEAM.

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