



published by THE TRUST FOR PUBLIC LAND
and LAND TRUST ALLIANCE

AMERICANS INVEST IN
PARKS AND CONSERVATION

LANDVOTE[®] 2010



NATIONAL OVERVIEW

The November 2010 midterm elections saw historic victories for land conservation. Of the 36 conservation funding measures on the ballot nationwide, 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.

These successes follow the record-breaking general election of 2008, in which voters backed 63 of the 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—despite a difficult economic climate.

All told, voters generated a total of \$11 billion for land conservation between 2008 and 2010.

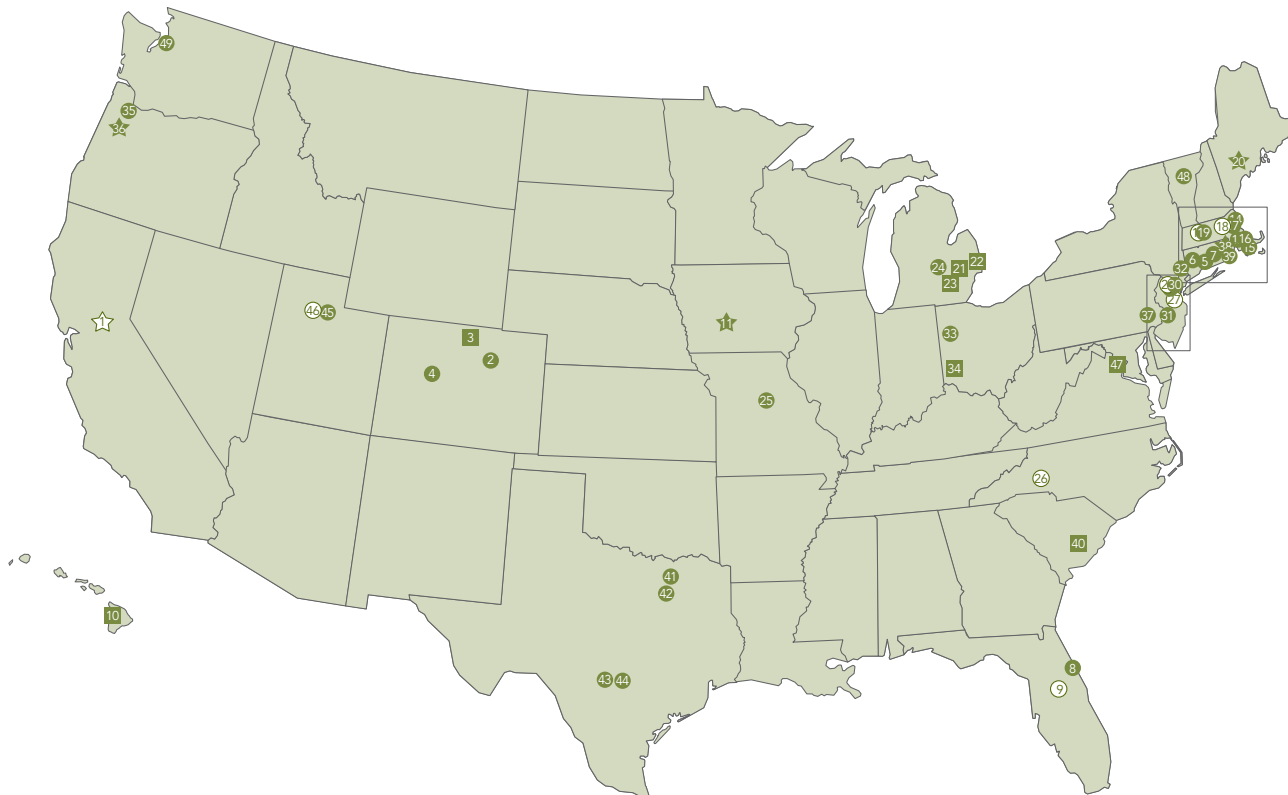
Conservation is not a red or blue issue: Americans vote resoundingly in favor of new funding for land conservation regardless of their preferred candidates for Congress or governor. In 2010, Maine voters elected the Tea Party-backed candidate for governor while also approving by 59 percent a bond to renew funding for a state-wide conservation program. Iowa voters overwhelmingly re-elected their incumbent Republican U.S. Senator and ousted the incumbent Democratic governor—but passed by 63 percent a constitutional amendment establishing a fund for land conservation. Ohio voters in Republican House Speaker John Boehner's district approved a new property tax levy for the park system by 51 percent.

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

National Election Results 2010

Funds Approved

State	Jurisdiction	Date	Status	Yes	No	Description	Total	Conservation
☆ CA	California	Nov. 2	Fail	43%	57%	Proposition 21, \$18 vehicle license fee to provide funding for state parks and wildlife conservation		
2 CO	South Suburban Park and Recreation District	May 4	Pass	66%	34%	10-year, 1-mill property tax renewal for open space, parks, development, and maintenance	\$20,000,000	\$10,000,000
3 CO	Boulder County	Nov. 2	Pass	50%	50%	20-year, 0.15% sales tax extension for open space purchases	\$106,000,000	\$106,000,000
4 CO	Snowmass Village	Nov. 2	Pass	56%	44%	7-year, 0.81-mill levy to purchase parcel of open space	\$2,000,000	\$2,000,000
5 CT	Madison	Jan. 26	Pass	57%	43%	Bond for the purchase of open space	\$9,000,000	\$9,000,000
6 CT	Sherman	May 15	Pass	73%	27%	Bond to purchase land known as Happy Acres Farm	\$2,250,000	\$2,250,000
7 CT	Mansfield	Nov. 2	Pass	65%	35%	Bond for the acquisition of open space and recreational lands	\$1,040,000	\$1,040,000
8 FL	Ormond Beach	Aug. 24	Pass	59%	41%	Bond to purchase oceanfront park	\$5,000,000	\$5,000,000
9 FL	Tavares	Nov. 2	Fail	46%	54%	Bond for Wooten Park expansion		
10 HI	Hawaii County	Nov. 2	Pass	66%	34%	Charter Amendment dedicating at least 1% of property tax revenue for land conservation	see landvote.org	
☆ IA	Iowa	Nov. 2	Pass	63%	37%	Authorizes the establishment of the Natural Resources and Outdoor Recreation Trust Fund and dedicates a future 3/8-cent sales tax increase to the fund to protect farmland and improve water quality and natural areas including parks, trails, and fish and wildlife habitat	see landvote.org	
12 MA	Sunderland	May 1	Fail	46%	54%	Community Preservation Act, 3% property tax surcharge		
13 MA	Dighton	Apr. 10	Pass	55%	45%	Community Preservation Act, 1% property tax surcharge	\$1,605,208	\$535,069
14 MA	Manchester-by-the-Sea	May 18	Pass	59%	41%	Community Preservation Act, 0.5% to 1.5% property tax surcharge	\$3,345,600	\$1,115,200



National Election Results 2010

Funds Approved

	State	Jurisdiction	Date	Status	Yes	No	Description	Total	Conservation
15	MA	Gosnold	Nov. 2	Pass	65%	35%	Community Preservation Act, 1.5% property tax surcharge	\$150,210	\$50,070
16	MA	Middleborough	Nov. 2	Pass	54%	46%	Community Preservation Act, 1% property tax surcharge	\$4,212,386	\$1,404,129
17	MA	Belmont	Nov. 2	Pass	51%	49%	Community Preservation Act, 1.5% property tax surcharge	\$16,089,038	\$5,363,013
18	MA	Marlborough	Nov. 2	Fail	48%	52%	Community Preservation Act, 2% property tax surcharge		
19	MA	Sunderland	Nov. 2	Pass	62%	38%	Community Preservation Act, 3% property tax surcharge	\$1,837,418	\$612,473
★	ME	Maine	Nov. 2	Pass	59%	41%	Bond for the Land for Maine’s Future program	\$9,750,000	\$9,750,000
21	MI	Oakland County	Aug. 3	Pass	76%	24%	10-year, 0.2415-mill levy for operating, maintaining, and acquiring parks and recreation areas	\$109,000,000	\$20,000,000
22	MI	St. Clair County	Aug. 3	Pass	71%	29%	6-year, 0.4954-mill levy renewal for parks and recreation	\$19,525,260	\$4,881,315
23	MI	Washtenaw County	Nov. 2	Pass	57%	43%	10-year renewal of 0.2409 natural areas millage for land conservation	\$34,920,000	\$34,920,000
24	MI	Meridian Twp.	Nov. 2	Pass	65%	35%	10-year renewal and reduction of 0.75-mill levy to 0.33 mills for land preservation	\$5,363,950	\$5,363,950
25	MO	Columbia	Nov. 2	Pass	64%	36%	5-year, 1/8-cent sales tax for parks and new land acquisition	\$12,000,000	\$3,870,000
26	NC	Gastonia	May 4	Fail	49%	51%	Bond for parks and recreational improvements		
27	NJ	Old Bridge Twp.	Nov. 2	Fail	44%	56%	10-year, 2 cents per \$100 continuation of open space property tax		
28	NJ	Cedar Grove Twp.	Nov. 2	Pass	59%	41%	2-year, 2 cents per \$100 property tax extension for open space and recreation	\$133,807	\$133,807
29	NJ	Park Ridge Bor.	Nov. 2	Fail	36%	64%	Establishment of 1-cent per \$100 property tax for open space, farmland, and recreational lands		
30	NJ	Woodcliff Lake Bor.	Nov. 2	Pass	66%	34%	5-year continuation of 1-cent per \$100 open space property tax	\$854,795	\$854,795
31	NJ	Green Brook Twp.	Nov. 2	Pass	57%	43%	10-year, 0.5-cent per \$100 property tax to reestablish open space program	\$735,545	\$735,545
32	NY	Pound Ridge	Nov. 2	Pass	61%	39%	10-year, 0.5- to 1-mill property tax levy for open space acquisition	\$3,422,000	\$3,422,000



Measures 2010	Pass	Fail
County	■	□
Municipality	●	○
District	●	○
State	★	☆
Bor. = Borough		
Twp. = Township		

National Election Results 2010

Funds Approved

State	Jurisdiction	Date	Status	Yes	No	Description	Total	Conservation
33 OH	Granville Twp.	May 4	Pass	68%	32%	5-year renewal of 2.5-mill property tax levy for open space and farmland	\$3,630,000	\$3,630,000
34 OH	MetroParks of Butler County	Nov. 2	Pass	51%	49%	6-year, 0.5-mill levy for operations, maintenance, and land acquisition	\$22,800,000	\$4,500,000
35 OR	Tigard	Nov. 2	Pass	52%	48%	Bond for the acquisition of parkland	\$17,000,000	\$13,600,000
★ OR	Oregon	Nov. 2	Pass	69%	31%	Constitutional amendment extending and dedicating 15% of lottery proceeds for parks, beaches, wildlife, and watershed protection	\$1,740,000,000	\$1,740,000,000
37 PA	East Coventry Twp.	Nov. 2	Pass	53%	47%	0.25% earned income tax increase for open space, farmland, and recreational lands	\$7,650,000	\$7,650,000
★ RI	Rhode Island	Nov. 2	Pass	65%	35%	Bond for the protection of open space and parkland	\$14,700,000	\$13,200,000
39 RI	Narragansett	Nov. 2	Pass	53%	47%	Bond for open space purchases	\$2,000,000	\$2,000,000
40 SC	Dorchester County	Nov. 2	Pass	71%	29%	Bond for the protection of water quality, forests, parks, and wildlife habitat	\$5,000,000	\$5,000,000
41 TX	McKinney	May 8	Pass	72%	28%	Bond for parks, recreation, and open space	\$12,500,000	\$6,000,000
42 TX	Richardson	May 8	Pass	57%	43%	Bond for parks, trails, and recreational facilities	\$22,645,000	\$4,083,500
43 TX	San Antonio	Nov. 2	Pass	66%	34%	Extension of 0.125% sales tax for the Edwards Aquifer Protection Venue Project	\$90,000,000	\$90,000,000
44 TX	San Antonio	Nov. 2	Pass	67%	33%	Extension of 0.125% sales tax for the Parks Development and Expansion Venue Project	\$45,000,000	\$45,000,000
45 UT	Snyderville Basin Special Recreation District	Nov. 2	Pass	72%	28%	Bond for the preservation of open space and trails	\$20,000,000	\$20,000,000
46 UT	West Valley	Nov. 2	Fail	43%	57%	Bond for parks and open space		
47 VA	Arlington County	Nov. 2	Pass	68%	32%	Bond for parks and recreation	\$5,975,000	\$2,000,000
48 VT	Barre	Nov. 2	Pass	64%	36%	Bond to create 370-acre town forest	\$100,000	\$100,000
49 WA	Northwest Park and Recreation District 2	Nov. 2	Pass	58%	42%	4-year, 0.1-mill property tax for the acquisition of natural areas	\$1,400,000	\$1,400,000

THE TRUST *for* PUBLIC LAND

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. Since 1996, TPL's Conservation Finance Program has helped to secure voter approval of more than 400 local and state ballot measures that have generated almost \$34 billion in new funding for parks and open space.

TPL offers Conservation Funding services to help land trusts, communities, and states design, pass, and implement measures that dedicate new public funds for parks and land conservation. Services include:

- **Feasibility research**—funding and measure options
- **Public opinion surveys**—gauging voter support
- **Measure design**—optimal measure components
- **Effective conservation programs**—program design and evaluation

tpl.org/services



The Land Trust Alliance is a national conservation group that works to save the places people love by strengthening conservation throughout America. Founded in 1982, the Alliance works to increase the pace and quality of conservation by advocating favorable tax policies, training land trusts in best practices, and working to ensure the permanence of conservation in the face of continuing threats.

Visit the Alliance at landtrustalliance.org to learn about:

- **The Alliance in your region**—land trust programs, grants, training, and accreditation
- **Public policy**—working with the Alliance to support land trusts' conservation goals
- **Resources**—online learning, webinars, books, brochures, training conferences, and events for the land conservation community
- **Find a land trust**—connecting with a land trust in your area

FREQUENTLY ASKED QUESTIONS

How does LandVote calculate conservation funding?

LandVote only tracks conservation measures considered by voters: ballot measures. LandVote tracks two major types of conservation ballot measures.

The first type are ballot measures that authorize sales, property, income, and other taxes. When a ballot measure authorizes a new tax, LandVote counts the estimated revenue generated for the duration of the tax. When the tax is not limited to a specific term, a duration of 20 years is used to generate the figure. In all cases, the total funds generated over the life of the measure are conservatively estimated and do not reflect likely increases in the tax base. When a ballot measure increases an existing open space tax, LandVote counts only the value of the added increment.

A second type of ballot measure is the bond measure, a ballot question that authorizes the use of general obligation bonds to finance capital improvements such as land acquisition. In tabulating results, LandVote counts the face value of the bonds authorized, rather than the much higher value of repaying the bonds in the future. Bonds usually extend for 20 or 30 years.

How does LandVote estimate all the amounts from ballot measures in 2010?

LandVote tabulates local and state conservation ballot measures in two ways: 1) the total funds expected to be generated by the ballot measure, including components in addition to land acquisition; and 2) the conservation funding for land acquisition and protection.



THE TRUST FOR PUBLIC LAND
CONSERVATION FINANCE PROGRAM
33 UNION STREET
5TH FLOOR
BOSTON, MA 02108
TEL 617.367.6200 / FAX 617.367.9885
tpl.org

CONSERVATION FUNDING RESOURCES



LandVote Database and Mapping

TPL's online database of conservation finance ballot measures since 1988 now allows you to display and compare information on maps.

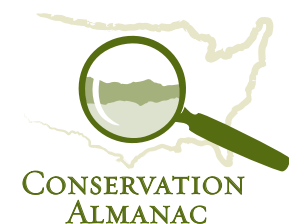
landvote.org



Vote for Land and Water

Your partner for successful public funding of conservation

conservationcampaign.org



The Conservation Almanac

The definitive, comprehensive online resource of local, state, and federal land conservation statistics now has an advanced mapping feature that includes parcel-level views of land acquisitions and conservation spending.

conservationalmnanc.org

Conservation Economics

This new service from The Trust for Public Land measures the economic benefits and fiscal impacts of land conservation at the local, regional, and state levels.

tpl.org/services



The Trust for Public Land

Will Rogers	President
D. Ernest Cook	Senior Vice President
Will Abberger	Conservation Finance Program Director
J. Dee Frankfourth	Associate Director, Conservation Finance
Matthew Zieper	National Research Director
Wendy Muzzy	Feasibility Research Director
Peggy Chiu	National Programs Counsel
Andrew du Moulin	Director, Center for Conservation Finance Research
Jessica Sargent-Michaud	Director, Conservation Economics

Mary Bruce Alford	Senior Research Associate
Matt Schoenstein	Senior Research Associate
Andrew Dillon Bustin	Research Associate
Becky Gallagher	Conservation Finance Intern

Land Trust Alliance

Rand Wentworth	President
Russell Shay	Director of Public Policy
Rob Aldrich	Director of Communications