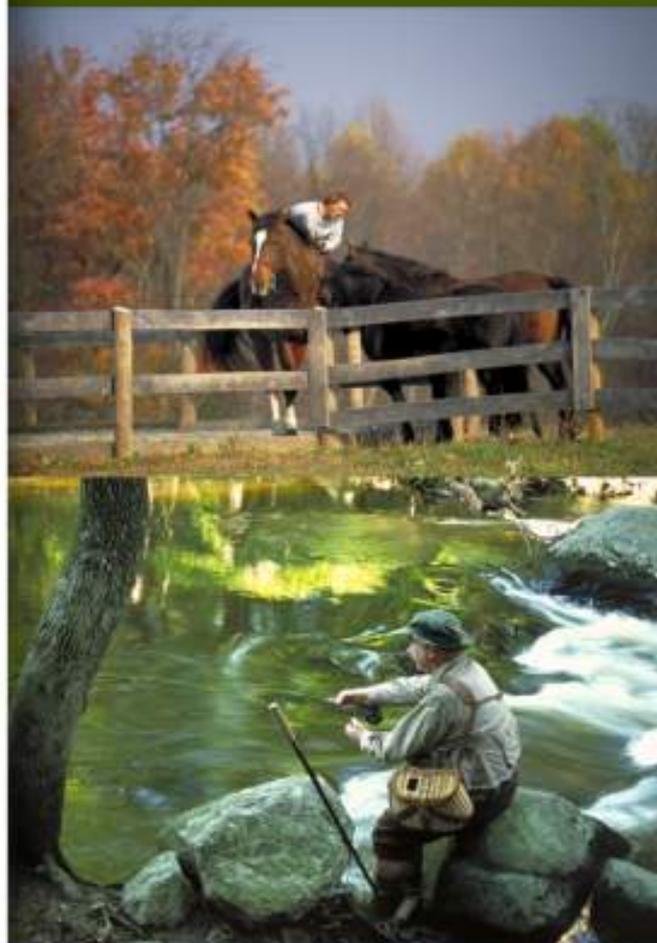




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Land Conservation Funding - the Lower Meramec Drinking Water Source Protection Project

A Presentation by
Matthew Zieper, Research Director
October 8, 2009

TPL's Conservation Services

Conservation Vision

Helping communities to develop implementation strategies for their open space goals.

Conservation Finance

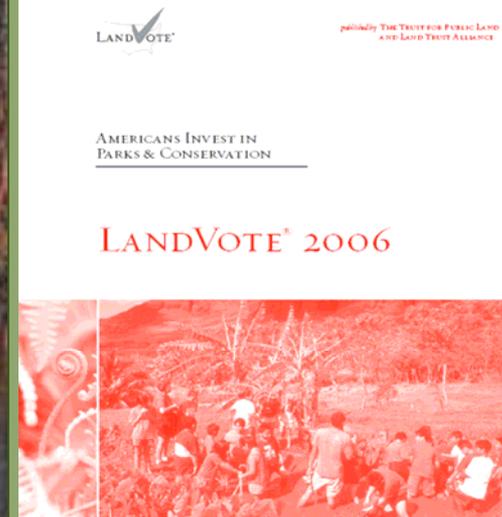
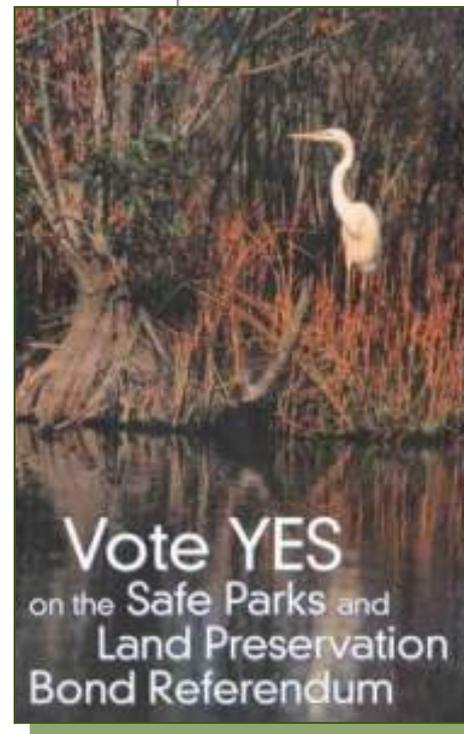
Helping government partners and communities to create funding for land conservation.

Conservation Transactions

Helping government partners and communities to evaluate and purchase land.

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**



TPL/TCC Supported Ballot Measures 2000-2008

Year	# of Measures	Wins	Passage Rate	Conservation Funds Approved
2000	71	55	77%	\$4.3 billion
2001	41	31	76%	\$.52 billion
2002	61	47	77%	\$4.4 billion
2003	22	21	95%	\$.9 billion
2004	52	45	87%	\$2.4 billion
2005	46	41	89%	\$.8 billion
2006	49	41	84%	\$4.9 billion
2007	18	15	83%	\$.66 billion
2008	57	44	77%	\$7.5 billion
Total	417	340	82%	\$26.5 billion

Today's Big Question?

Where will the money come from?





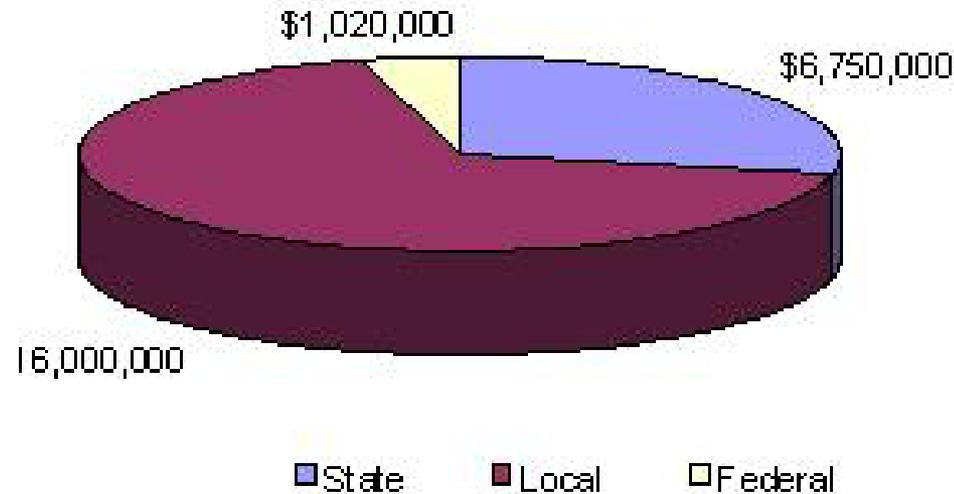
FQ

An FQ??? What is an FQ?

- A Funding Quilt is the diverse set of reliable, long-term funding sources that come together to achieve land conservation objectives
- FQ = Local, State, Federal and Private sources of funding
- Every Funding Quilt is unique and evolves over time due to changing fiscal and political fortunes

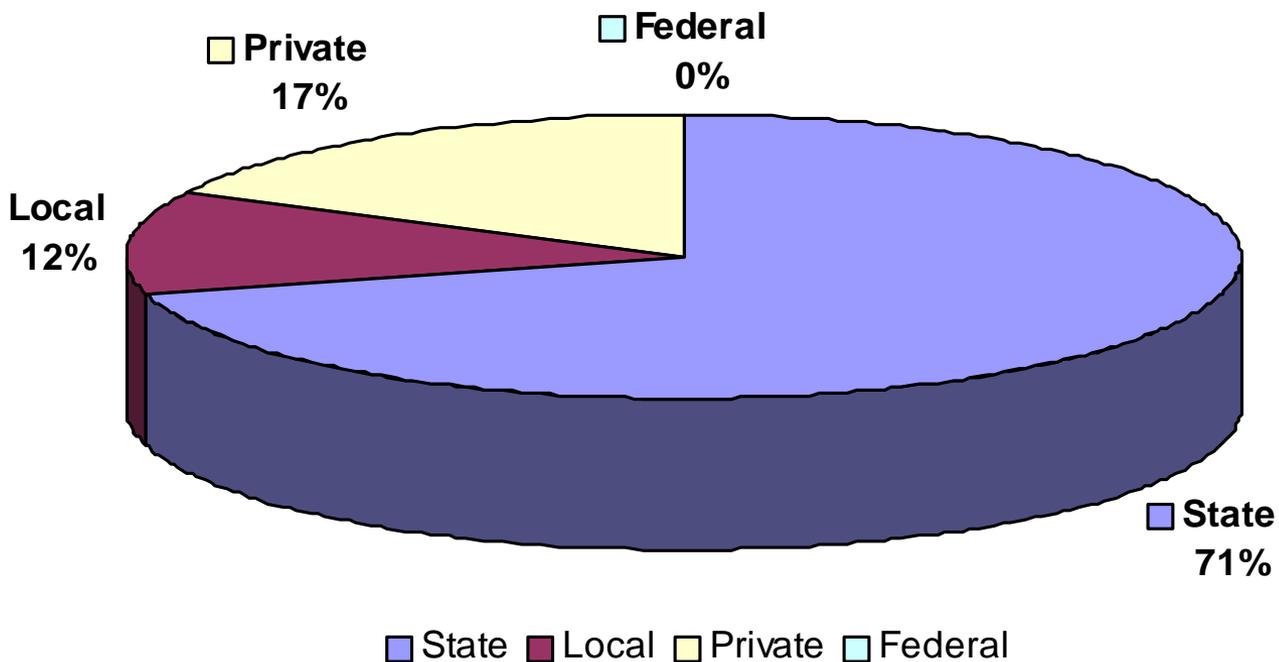
The National Funding Quilt

Summary of Public Land Conservation Funding 1998 - 2005



Source: TPL Conservation Almanac, TPL LandVote Database

Lower Meramec Funding Quilt



Source: TPL Conservation Almanac

The Funding Picture Changes over Time

Lower Meramec Land Conservation Activity -- 1998 -- 2008

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Parcels	3	3	1	0	0	2	5	1	7	5	4
Acres	4,217	20	28	0	0	60	85	38	651	62	71
Total Cost	\$10.9m	\$137k	\$56k	0	0	\$2.1m	\$2m	\$182k	\$1.69m	\$317k	\$418k

Lower Meramec Watershed

Sources of Land Conservation Funding

State = \$12.6 million

Local = \$2.1 million

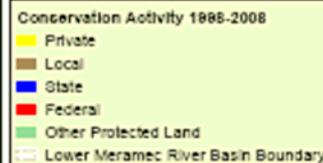
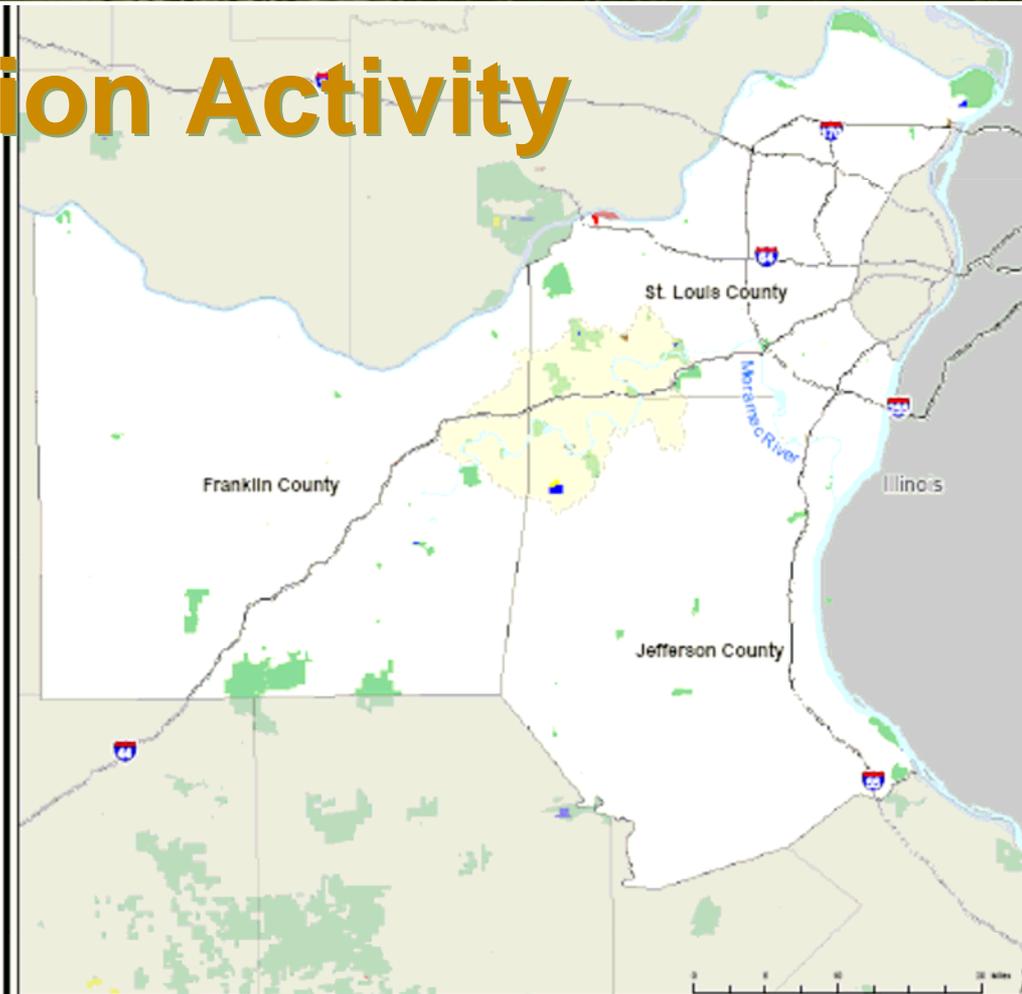
Private = \$3.1 million

Federal = \$.0012 million

Total = \$17.8 million

Land Conservation Activity

- 5,232 acres conserved
 - Jefferson -- 713 acres
 - Franklin -- 36 acres
 - St. Louis -- 4482 acres
- Avg. Cost per Acre = \$3,407
- 31 total parcels (16 state; 12 NPs; 2 Local; 1 Fed)
- All acquisitions were 1 source of funding
- 1 easement; 2 donations; 28 fee acquisition
- Median parcel = 14 acres; average = 176 acres

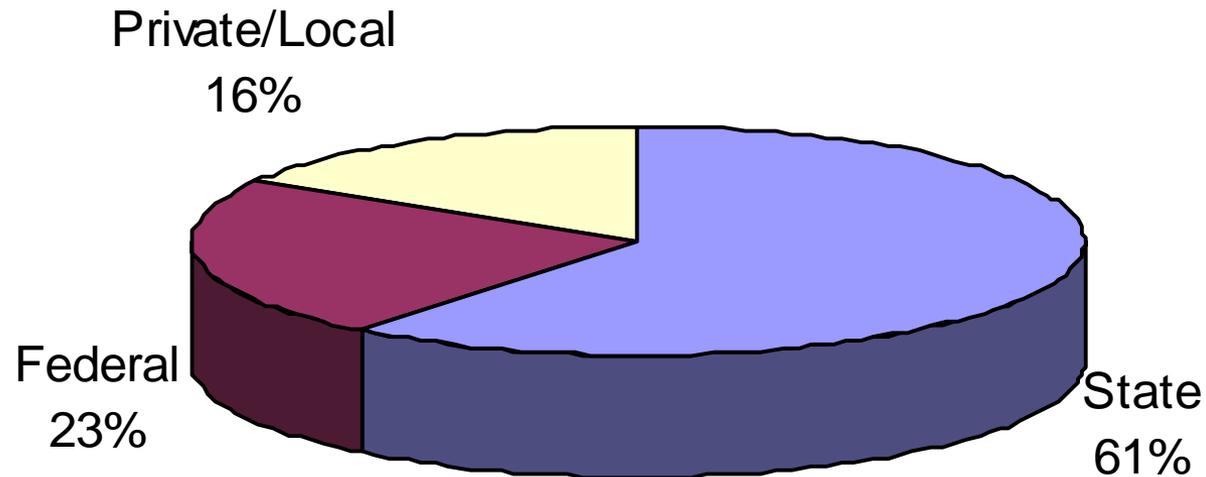


Land Conservation Activity in Missouri
1998 - 2008
Counties of Franklin, Jefferson and St. Louis



Map created by The Trust for Public Land on October 6, 2009. Created in ArcMap 9.2.6. Map Projection: NAD 1983 State Plane Missouri Central FIPS 2452 Feet. The Trust for Public Land, The Trust for Public Land logo are trademarks of The Trust for Public Land. Copyright © 2009 The Trust for Public Land. www.tpl.org. Information on this map is provided for purposes of discussion and visualization only.

Missouri Funding Quilt



■ State ■ Federal ■ Private/Local

Source: TPL Conservation Almanac

Why Local Conservation Finance is Essential

- 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

What Will it Cost to Achieve The Goal?

- **The Goal:** Conserve 8,700 acres of undeveloped lands most suitable for land conservation
- **The Cost:** \$30 million (8,700 acres @ \$3,400/acre from LM analysis 98-08)
 - 50% of goal (4,350 acres) = \$15m
 - 25% of goal (2,175 acres) = \$7.5m



Is this Cost Reasonable??

Where will the Money Come From?

Can you Do It??

Range of potential funding options

- Local – County sales taxes; stormwater utility fees??
- State – MDC funds; Redirection of federal CWSRF funds
- Federal – Forest Legacy offers some potential; other federal funding seems unlikely

Local Funding Potential

- Use what is already authorized under state law; don't reinvent the wheel
- Use what elected officials are already aware of and comfortable with and know that has worked elsewhere!
- In MO, this is the local sales tax; 1999 legislation gave 7 metro St. Louis counties the authority to levy 1/10 sales tax for parks/open space. G.O. bonds are also authorized
- Franklin and Jefferson Counties have the authority (*MRS 67.100*) to levy such a tax; St. Louis, St. Charles Counties and City of St. Louis have levied their taxes since 2000 referendum and created Great Rivers Greenway District

Local Government Ballot Measure History in Missouri A 100% perfect track record over the past 15 years!!

Jurisdiction Name	Date	Finance Mechanism	Conservation Funds Approved	Status	% Yes
Arnold	8/5/1997	Sales tax	\$3,131,912	Pass	53%
Bel-Ridge	2/8/2005	Sales tax	\$120,000	Pass	82%
Belton	11/4/1997	Sales tax	\$11,000,000	Pass	63%
Beverly Hills	11/7/1995	Sales tax		Pass	55%
Chesterfield	11/8/1994	Bond	\$8,287,386	Pass	68%
Columbia	11/7/2000	Sales tax	\$17,000,000	Pass	54%
Columbia	11/8/2005	Sales tax	\$2,500,000	Pass	53%
Greene County	11/6/2001	Sales tax	\$7,480,000	Pass	60%
Greene County	8/8/2006	Sales tax	\$17,400,000	Pass	58%
Lee's Summit	11/4/1997	Sales tax	\$4,000,000	Pass	51%
Lee's Summit	4/5/2005	Sales tax	\$33,000,000	Pass	69%
Maryland Heights	11/7/1995	Sales tax	\$40,000,000	Pass	51%
O'Fallon	4/4/1995	Bond	\$2,000,000	Pass	76%
Overland	8/8/1995	Utility Tax	\$1,150,000	Pass	78%
Rolla	4/4/2004	Bond	\$800,000	Pass	66%
St. Charles County	11/7/2000	Sales tax	\$60,000,000	Pass	57%
St. Louis	11/7/2000	Sales tax	\$72,000,000	Pass	68%
St. Louis County	11/7/2000	Sales tax	\$280,000,000	Pass	70%
Town and Country	4/7/1998	Sales tax	\$186,000	Pass	55%
			\$560,055,298		

Sales Tax Revenue Generating Capacity in LMWDA

Sales Tax Revenue Raising Capacity				
Lower Meramec Counties	2008 Estimated taxable sales*	Annual Revenue estimate 1/10-cent	Per Capita Spending on Taxable Goods**	Annual Cost Per Capita**
Franklin	\$983,359,350	\$983,359	\$5,627	\$6
Jefferson	\$1,772,662,642	\$1,772,663	\$5,914	\$6
St. Louis	\$ 15,805,665,932	\$15,805,666	\$8,148	\$8

*Missouri Dept. of Revenue

**Based on 2007 per capita income

State Funding Potential

- MO ranks in bottom 10 states for funding per capita in U.S.
- Long-standing, reliable MO sales tax for conservation has many claimants
- Yet, MO has supported lion's share of LM activity since 1998
 - \$12.6m (71%) of \$17.8m came from MO
 - \$12.6m = 30% of all MO spending from 98-08... can this be repeated, should it?

Rank	State	Population	1998-2005 \$	
			Spent by State	spent per Capita by State funds
28	Nebraska	1,774,571	\$ 22,203,269	\$ 13
33	Tennessee	6,156,719	\$ 60,085,004	\$ 10
34	Illinois	12,852,548	\$ 122,091,450	\$ 9
35	Arkansas	2,834,797	\$ 23,966,049	\$ 8
37	Kentucky	4,241,474	\$ 33,382,046	\$ 8
42	Missouri	5,878,415	\$ 35,456,930	\$ 6
43	Iowa	2,988,046	\$ 17,457,354	\$ 6
46	Kansas	2,775,997	\$ 4,806,085	\$ 2
47	Oklahoma	3,617,316	\$ 2,764,892	\$ 1

*Derived from TPL's Conservation Almanac www.conservationalmanac.org

Adapting the CWSRF for Land Conservation

- Funding is technically eligible for land conservation under the NPS category; vast majority goes for Point Source
- Funding is for loans only; unless a Partnership approach is set up like OH model
- Most widely used for land conservation in OH, NJ, IA, CA, NY
- To adapt IUP (Intended Use Plan), it will require significant outreach and education effort to state leaders, local elected officials, wastewater industry folks

Water Resource Restoration Sponsor Program (Ohio)

- Funds from the federal Clean Water State Revolving Fund
- Combines wastewater treatment and water source restoration projects
- Communities enter into an agreement with a conservation partner (land trust)
- Communities borrow money to facilitate the restoration project and receive a reduced interest rate

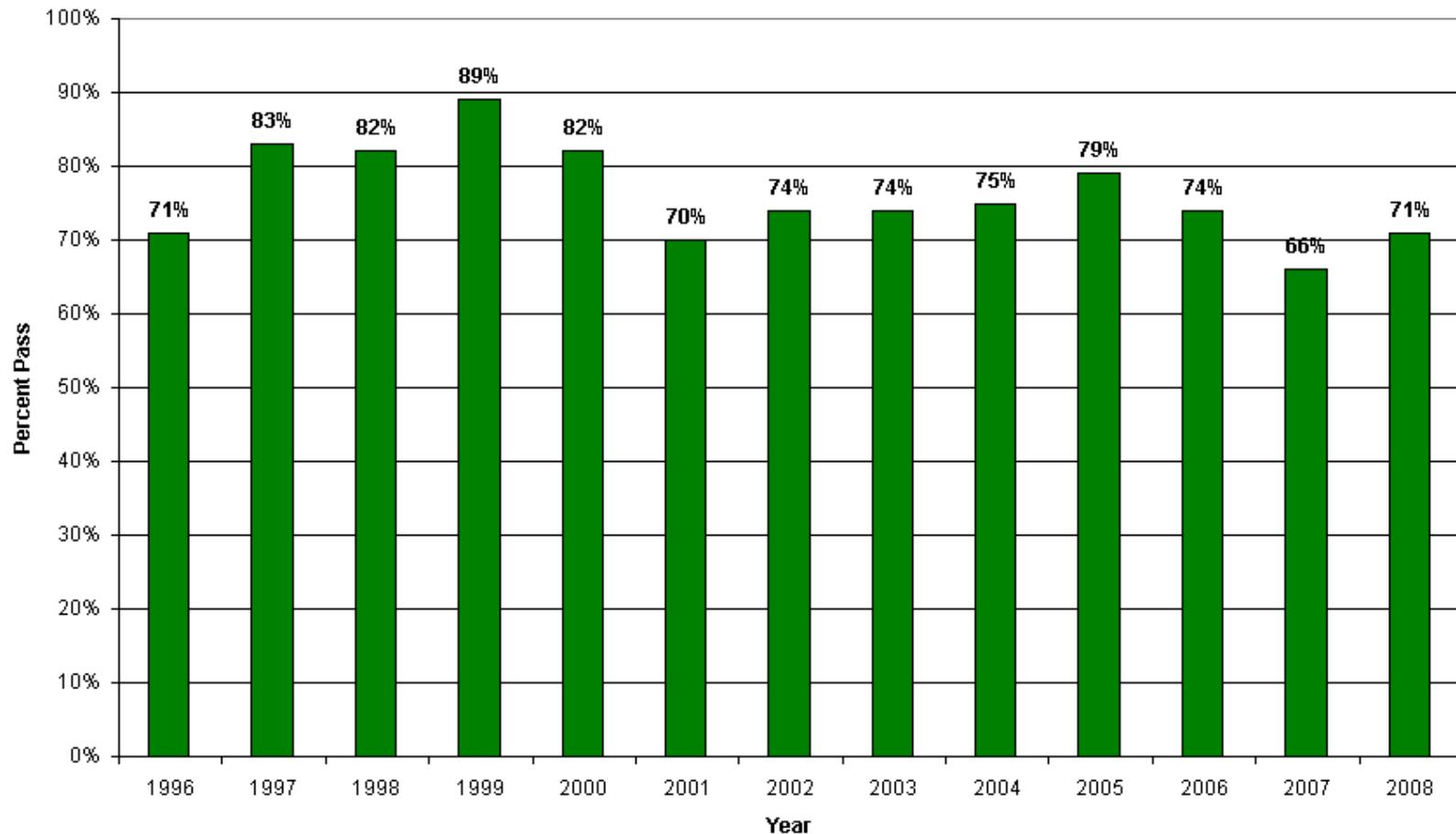
Federal Funding Potential

- First Forest Legacy project completed December 2008 in Jefferson County
 - The 154 acre tract in LaBarque Creek received \$500k in FLP funds with great leverage from many sources
- Other federal funding seems unlikely
 - Of \$15.9m in federal funding (98-08), only \$1,245 went to LMWA
 - US Forest Service (Mark Twain) and US Fish and Wildlife (Big Muddy) are primary federal focal areas

**Is it still possible to pass a local
conservation finance ballot measure?**

YES!

Conservation Measure Passage Rates



State and Local Ballot Measures 2004–2008



Is it still possible to pass a local conservation finance ballot measure?

YES!! ...but...there is little margin for error

- strong political leadership is essential
- Cohesive, broad-based civic leadership is very important
- And good measure design is even more critical

Key Questions to Consider Before Pursuing a Local Ballot Measure

- Where is the political leadership on this issue?
- What is the level of public awareness about the need for land conservation
- Is there likely to be broad based community support?
- Is there a strong working group of individuals to lead the way
- Will there be organized, well-funded opposition

Political Leadership is Critical to Success in Local Conservation Finance Ballot Measures

- Political leadership is key ingredient
 - Ideally elected officials are on board or at least open minded to let voters have their say
 - Staunch opposition by political leaders is usually an insurmountable roadblock
 - There may be the need for a grassroots effort to educate elected officials
 - Timing is everything, there may be other priorities
- Divisiveness leads to defeat, broad-based support is essential

Summary: How to Design a Winning Conservation Finance Ballot Measure

- Right Funding Source
- Reasonable Funding Level
- Compelling Purposes
- Clear, Concise Ballot Language
- The Right Timing (Choice of Election Date)
- Management/Accountability

- Plus: Political Leadership, a Broad Based Coalition and no Well-Funded Opposition

Critical Steps for a Successful Ballot Measure

- Step 1: Feasibility Research
- Step 2: Public Opinion Survey
- Step 3: Program Recommendations
- Step 4: Ballot Question
- Step 5: Campaign



For more information, please contact

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