



LandVote 2001

Americans
Invest in Parks &
Open Space





The Trust for Public Land, founded in 1972, is the only national nonprofit working exclusively to protect land for human enjoyment and well-being. TPL helps conserve land for recreation and spiritual nourishment and to improve the health and quality of life of American communities.

Conservation Finance Program

TPL's Conservation Finance Program assists land trusts, communities, states and others in creating and expanding sources of public funding for land conservation. Since 1996, the Program has helped pass more than 140 local and state ballot measures that have generated over \$26 billion in new funding for parks and open space.

Center for Land and People

TPL's Center for Land and People is dedicated to exploring, understanding, and celebrating the importance of the connection between land and people to the spirit, health, economic vitality, and quality of life in natural and human communities. The Center engages in research, publishing, presentations, and other activities.



The Land Trust Alliance, founded in 1982, promotes voluntary land conservation across the country and provides resources, leadership and training to the nation's 1,200-plus nonprofit, grassroots land trusts, helping them to protect important open spaces.

February, 2002

Dear Friends:

The Trust for Public Land and the Land Trust Alliance are pleased to bring you LandVote 2001, the nation's most comprehensive annual accounting of state and local ballot measures for parks and open space.

These election results contained in LandVote 2001 make clear that Americans are strongly committed to land conservation and to devoting tax dollars for this purpose – even at a time of national uncertainty resulting from the challenges of terrorism and recession.

On Election Day 2001, voters in 17 states approved state and local ballot measures that generated \$1.2 billion in funding for recreational lands, water supplies, productive farmland and other open space. All told in 2001, 137 measures were approved by voters – totaling almost \$1.7 billion for open space and parks.

In addition to this publication, we hope that you will take advantage of:

- LandVote on-line, through both www.tpl.org and www.lta.org;
- the expertise in designing and passing open space ballot measures available from TPL's Conservation Finance Program;
- the vast array of services and assistance that LTA provides to more than 1,200 land trusts as well as landowners, landowner advisors, and public agencies around the country; and
- the publications and presentations of TPL's Center for Land and People in offering inspiration for conservation and in fostering the connection between people and special places.

We look forward to working with you on your conservation endeavors.

Thank you very much.

Sincerely,



Will Rogers
President
The Trust for Public Land

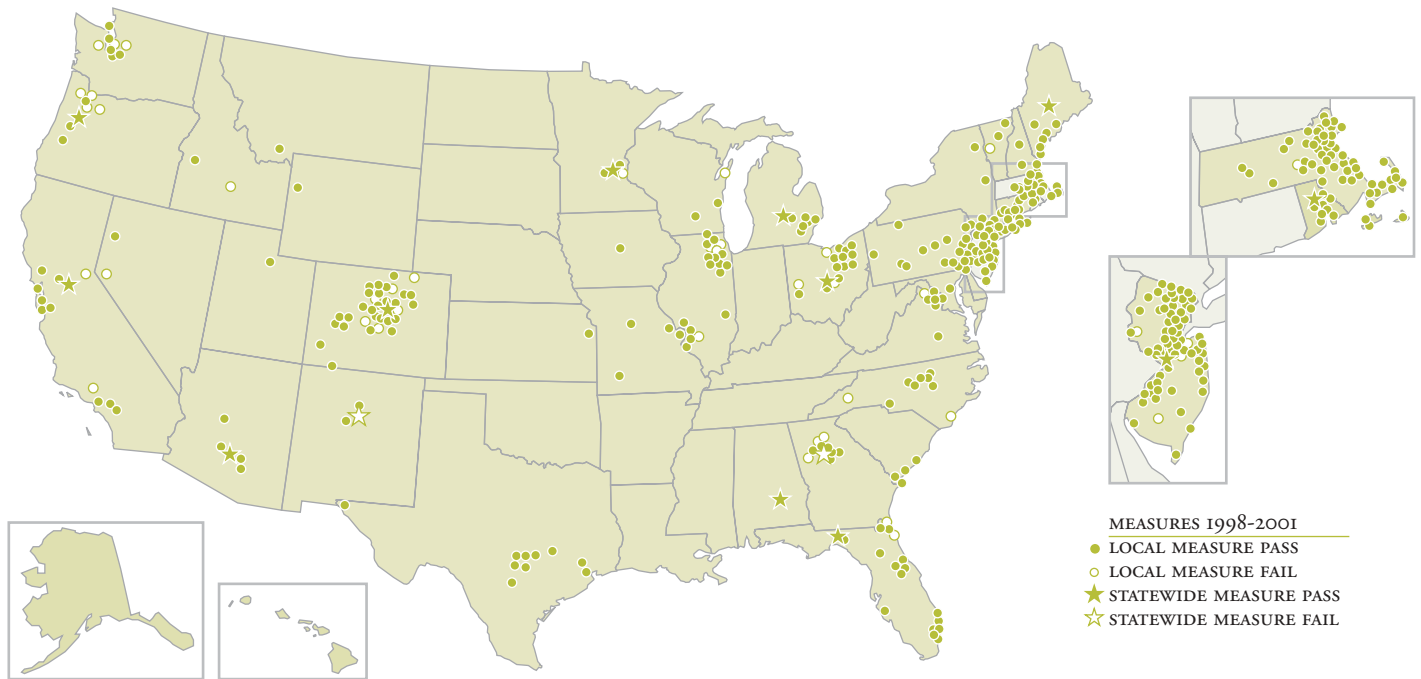


Andrew E. Zepp
Acting President
Land Trust Alliance

Introduction

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Land Conservation Voting Results

1998	1999	2000	2001
126 measures passed (84%)	92 measures passed (90%)	174 measures passed (83%)	137 measures passed (70%)
\$8.3 billion created	\$1.8 billion created	\$7.5 billion created	\$1.7 billion created

Americans Vote to Protect Land

In 2001, American voters continued to support new endeavors to create public funding for open space protection – despite the country’s unprecedented national security challenges and an economy in recession.

In a typically slow “off-year” following a Presidential election, 196 ballot measures – in 190 different communities and 24 states – were placed before voters. Of these, 137 measures were passed – a 70 percent national rate of approval – generating approximately \$1.7 billion in new public funding for parks and open space.

From big cities to small towns, sprawling suburban counties to mountain gateway communities, a total of more than 1.6 million Americans cast votes to safeguard their drinking water, save working farms, create parkland and protect plant and wildlife habitat.

Most of the year’s votes took place on November 6, when voters in 17 states passed 86 of 115 measures. At 75 percent this was a slightly higher rate than for the year as a whole. In total, on Election Day 2001 voters approved nearly \$1.2 billion in government funding for parks and open space.

This year’s 137 successful measures exceed the number passed during the last “off-year” elections. (State and local governments hold fewer elections in odd-numbered years than in even-numbered years.) In 1999, 92 measures were passed.

The state with the most local ballot measures before voters in 2001 was Massachusetts (68), with cities and towns having the first chance to take advantage of the state’s Community Preservation Act, an innovative financing mechanism enacted in 2000. Other leading states were New Jersey (55), Colorado (12), and Ohio and Texas (7 each).

The largest successful ballot measure, in terms of dollars generated, occurred in Morris County, New Jersey. Voters there increased the existing open space tax by two cents, generating an additional \$9.6 million annually (\$192 million total) for land conservation for 20 years.

Other large successful ballot measures took place in Middlesex County, NJ (\$188 million), Santa Clara County, CA (\$160 million), DeKalb County, GA (\$125 million), Houston, TX (\$80 million), McHenry County, IL (\$68.5 million), Harris County, TX (\$60 million) and Douglas County, CO (\$43 million).

Unlike previous years, no state sought to create new funding for open space through the ballot box in 2001, due in part to the fact that only two states conducted gubernatorial elections, when large ballot measures generally occur. However, Colorado voters approved the use of bonded indebtedness in order to make more rapid use of state lottery revenue approved for open space in 1992.

Useful Terms and Explanations

Ballot measure: A question on a state or local ballot that is submitted to voters directly for their approval. Each state has widely differing rules for placing such questions on the ballot. The measure may be a referendum, which is referred by a legislative body (town or city council, county board of commissioners, or state legislature), or an initiative, which is placed on the ballot by a citizens' petition. They may also be called propositions or articles.

Conservation Finance: That area of land conservation that involves the tools and techniques necessary to create and expand state and local public funding for parks and open space. Components of conservation finance include: fiscal and legal research, design of ballot measures, public opinion surveys, message development and communications, and campaign strategy and management.

Bond issue: The issuance of bonded debt, i.e. borrowing, by a government agency in order to finance land conservation. The authorization to issue bonds is often granted through a ballot measure, in which voters directly give their approval or disapproval. In tabulating results for 2001, LandVote counts the face value of the bonds authorized, rather than the much higher cost of repaying the bonds in the future. Where bonds are being used to finance both land protection efforts and other capital improvements (building construction or facility improvements, for example), LandVote separates these and counts only the amount of the bond for land protection.

Property, income, sales, use and excise taxes: The primary fiscal means by which state and local governments pay for land conservation. In those instances where a ballot measure authorizes a new tax, LandVote counts the estimated revenue

generated for the duration of the tax. In cases where 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. Where a ballot measure increases an existing open space tax, LandVote counts only the value of the added increment. Where possible, LandVote also counts only funding for land conservation, not other related funding.

Advisory measure: A ballot measure that expresses the "advice" of the voters. Advisory measures can be effectively binding when placed on the ballot with the explicit understanding that the referring legislative body will follow the course of action "advised" by the voters. LandVote tabulates binding advisory measures in the same way that it does tax and bond measures. Sometimes advisory measures are non-binding and are placed on the ballot simply to gauge public support for land conservation without committing the funds.

Town meetings: In New England, special public elections are often held at town meetings, rather than on an election day. Because the effect is the same as an election, LandVote counts town meetings as ballot measures.

Abbreviations and Symbols Used

Co.	County
Bor.	Borough
Twp.	Township
PD	Park District
P&RD	Park and Recreation District
RD	Recreation District
①	City or Town Measure
②	County Measure
★	Statewide Measure

Photo: Micheal Moore



Woodbury, MN

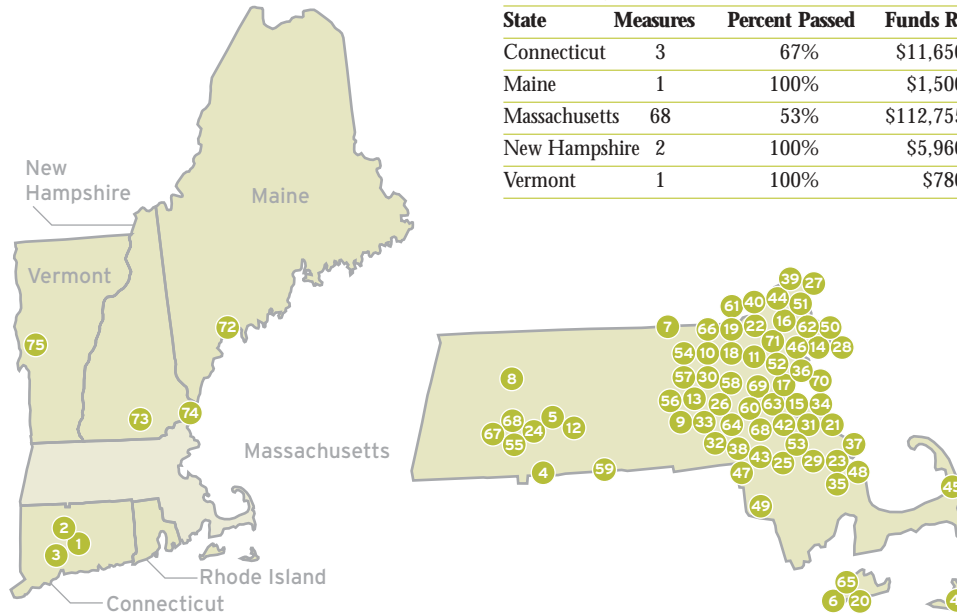
Photo: Joseph Ingenito



Bay area urban program, Alameda County, CA

New England Summary

State	Measures	Percent Passed	Funds Raised
Connecticut	3	67%	\$11,650,000
Maine	1	100%	\$1,500,000
Massachusetts	68	53%	\$112,755,805
New Hampshire	2	100%	\$5,960,000
Vermont	1	100%	\$780,000



New England Region

New England Region 2001 Election Results

State / Jurisdiction	Date	For	Against	Description	Funds for Open Space
1 CT Glastonbury	November 6	Pass	75.1% 24.9%	Bond issue for land acquisition	\$3,000,000
2 CT South Windsor	November 6	Fail	46.4% 53.6%	\$4.9 million bond for acquisition, development and improvement of parks, recreation land, and facilities	
3 CT Southbury	October 17	Pass	87.5% 12.5%	Authorization to acquire specific parcel of land, a portion of which is to remain dedicated for open space preservation	\$8,650,000
4 MA Agawam	November 6	Pass	60.8% 39.2%	Community Preservation Act (1% surcharge)	\$1,648,973
5 MA Amherst	April 3	Pass	69.9% 30.1%	Community Preservation Act (1% surcharge)	\$1,094,093
6 MA Aquinnah	May 9	Pass	61.5% 38.5%	Community Preservation Act (3% surcharge)	\$228,986
7 MA Ashby	May 1	Pass	100.0% 0.0%	Town Meeting vote to purchase a specific parcel of land for conservation and passive recreation	\$691,000
8 MA Ashfield	May 5	Fail	30.0% 70.0%	Community Preservation Act (2% surcharge)	
9 MA Ashland	May 1	Fail	33.2% 66.8%	Community Preservation Act (3% surcharge)	
10 MA Ayer	April 23	Pass	53.7% 46.3%	Community Preservation Act (3% surcharge)	\$1,319,736
11 MA Bedford	March 10	Pass	62.6% 37.4%	Community Preservation Act (3% surcharge)	\$4,231,012
12 MA Belchertown	May 21	Fail	40.4% 59.6%	Community Preservation Act (3% surcharge)	
13 MA Berlin	May 14	Fail	48.5% 51.5%	Community Preservation Act (3% surcharge)	
14 MA Beverly	November 6	Fail	40.1% 59.9%	Community Preservation Act (3% surcharge)	
15 MA Boston	November 6	Fail	43.2% 56.8%	Community Preservation Act (2% surcharge)	
16 MA Boxford	May 15	Pass	56.0% 44.0%	Community Preservation Act (3% surcharge)	\$2,079,193
17 MA Cambridge	November 6	Pass	71.1% 28.9%	Community Preservation Act (3% surcharge)	\$25,744,753
18 MA Carlisle	May 22	Pass	53.7% 46.3%	Community Preservation Act (2% surcharge)	\$1,233,940
19 MA Chelmsford	April 3	Pass	60.7% 39.3%	Community Preservation Act (0.5% surcharge)	\$1,317,155
20 MA Chilmark	April 25	Pass	63.0% 37.0%	Community Preservation Act (3% surcharge)	\$682,533
21 MA Cohasset	April 7	Pass	56.9% 43.1%	Community Preservation Act (1.5% surcharge)	\$1,197,211
22 MA Dracut	May 7	Pass	57.8% 42.2%	Community Preservation Act (2% surcharge)	\$2,719,209
23 MA Duxbury	March 24	Pass	68.5% 31.5%	Community Preservation Act (3% surcharge)	\$5,333,333
24 MA Easthampton	November 6	Pass	53.5% 46.5%	Community Preservation Act (3% surcharge)	\$1,905,927
25 MA Easton	April 24	Pass	51.6% 48.4%	Community Preservation Act (3% surcharge)	\$3,499,449
26 MA Framingham	April 3	Fail	30.0% 70.0%	Community Preservation Act (3% surcharge)	
27 MA Georgetown	May 14	Pass	50.9% 49.1%	Community Preservation Act (3% surcharge)	\$1,237,364
28 MA Gloucester	November 6	Fail	32.4% 67.6%	Community Preservation Act (3% surcharge)	

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New England Region (continued)

“We have a unique opportunity to protect the natural and cultural fabric of our communities while ensuring that they remain livable for future generations. Through the Community Preservation Act, dozens of communities throughout the state have ensured that we leave a lasting legacy for our children, by preserving for them the irreplaceable heritage of our communities.”

— **Bob Durand**

Secretary
Executive Office of Environmental
Affairs, Massachusetts

29	MA	Halifax	May 19	Fail	42.9%	57.1%	Community Preservation Act (3% surcharge)	
30	MA	Harvard	April 3	Pass	72.2%	27.8%	Community Preservation Act (1.1% surcharge)	\$665,490
31	MA	Hingham	April 28	Pass	59.2%	40.8%	Community Preservation Act (1.5% surcharge)	\$1,500,000
32	MA	Holliston	May 22	Pass	68.8%	31.2%	Community Preservation Act (1.5% surcharge)	\$1,479,638
33	MA	Hopkinton	May 21	Pass	61.2%	38.8%	Community Preservation Act (2% surcharge)	\$2,551,242
34	MA	Hull	May 21	Fail	42.0%	58.0%	Community Preservation Act (1% surcharge)	
35	MA	Kingston	May 12	Fail	44.8%	55.2%	Community Preservation Act (3% surcharge)	
36	MA	Malden	November 6	Fail	36.1%	63.9%	Community Preservation Act (3% surcharge)	
37	MA	Marshfield	April 28	Pass	58.4%	41.6%	Community Preservation Act (3% surcharge)	\$4,575,443
38	MA	Medway	May 7	Pass	53.3%	46.7%	Community Preservation Act (3% surcharge)	\$2,231,946
39	MA	Merrimac	May 14	Fail	49.2%	50.8%	Community Preservation Act (3% surcharge)	
40	MA	Methuen	November 6	Fail	28.3%	71.7%	Community Preservation Act (3% surcharge)	
41	MA	Nantucket	April 3	Pass	62.1%	37.9%	Community Preservation Act (3% surcharge)	\$3,443,063
42	MA	Newton	November 6	Pass	50.9%	49.1%	Community Preservation Act (1% surcharge)	\$10,187,420
43	MA	Norfolk	May 1	Pass	56.2%	43.8%	Community Preservation Act (3% surcharge)	\$1,794,282
44	MA	North Andover	March 20	Pass	56.0%	44.0%	Community Preservation Act (3% surcharge)	\$5,281,293
45	MA	Orleans	May 15	Fail	40.3%	59.7%	Community Preservation Act (2% surcharge)	
46	MA	Peabody	November 6	Pass	51.8%	48.2%	Community Preservation Act (1% surcharge)	\$3,130,153
47	MA	Plainville	April 2	Fail	29.8%	70.2%	Community Preservation Act (3% surcharge)	
48	MA	Plympton	May 19	Fail	45.5%	54.5%	Community Preservation Act (3% surcharge)	
49	MA	Rehoboth	April 2	Fail	47.9%	52.1%	Community Preservation Act (3% surcharge)	
50	MA	Rockport	April 3	Fail	47.8%	52.3%	Community Preservation Act (3% surcharge)	
51	MA	Rowley	May 8	Pass	57.3%	42.7%	Community Preservation Act (3% surcharge)	\$1,190,513
52	MA	Saugus	November 6	Fail	44.5%	55.5%	Community Preservation Act (1% surcharge)	
53	MA	Sharon	May 1	Fail	48.9%	51.1%	Community Preservation Act (1% surcharge)	
54	MA	Shirley	May 15	Fail	29.5%	70.5%	Community Preservation Act (3% surcharge)	
55	MA	Southampton	May 7	Pass	58.7%	41.3%	Community Preservation Act (3% surcharge)	\$774,426
56	MA	Southborough	May 14	Fail	49.3%	50.7%	Community Preservation Act (3% surcharge)	
57	MA	Sterling	May 21	Fail	34.5%	65.5%	Community Preservation Act (3% surcharge)	
58	MA	Stow	May 15	Pass	63.8%	36.2%	Community Preservation Act (3% surcharge)	\$1,614,185
59	MA	Sturbridge	April 9	Pass	53.2%	46.8%	Community Preservation Act (3% surcharge)	\$1,616,499
60	MA	Sudbury	March 26	Fail	45.9%	54.1%	Community Preservation Act (3% surcharge)	
61	MA	Tyngsborough	May 8	Pass	66.4%	33.6%	Community Preservation Act (3% surcharge)	\$1,957,817
62	MA	Wakefield	April 24	Fail	43.5%	56.5%	Community Preservation Act (1% surcharge)	
63	MA	Waltham	November 6	Fail	41.2%	58.8%	Community Preservation Act (3% surcharge)	
64	MA	Wayland	April 24	Pass	57.8%	42.2%	Community Preservation Act (1.5% surcharge)	\$2,264,702
65	MA	West Tisbury	April 12	Fail	44.7%	55.3%	Community Preservation Act (3% surcharge)	
66	MA	Westford	May 1	Pass	64.7%	35.3%	Community Preservation Act (3% surcharge)	\$5,450,639
67	MA	Westhampton	June 2	Fail	47.6%	52.4%	Community Preservation Act (1% surcharge)	
68	MA	Weston	May 5	Pass	65.8%	34.2%	Community Preservation Act (3% surcharge)	\$4,883,187
69	MA	Westwood	April 30	Fail	42.7%	57.3%	Community Preservation Act (3% surcharge)	
70	MA	Winthrop	May 7	Fail	45.6%	54.4%	Community Preservation Act (3% surcharge)	
71	MA	Woburn	November 6	Fail	33.6%	66.4%	Community Preservation Act (3% surcharge)	
72	ME	Falmouth	November 6	Pass	72.9%	27.1%	Bond for land acquisition and open space preservation	\$1,500,000
73	NH	Amherst	March 13	Pass	66.4%	33.6%	Town Meeting vote to dedicate 50% of land use tax for land acquisition	\$1,960,000
74	NH	North Hampton	March 13	Pass	100.0%	0.0%	Town Meeting vote to approve a bond for acquisition of conservation land	\$4,000,000
75	VT	Middlebury	March 6	Pass	100.0%	0.0%	Town Meeting vote for 1¢ property tax increase for land acquisition	\$780,000

Funds for CPA measures were estimated by multiplying the fiscal year 2001 tax revenues by the surcharge amount, and then adjusting this amount to approximate the impact of the exemptions passed in that community. The annual total is then multiplied by 20 years, the standard duration used in LandVote for measures with no sunset date. For complete information on CPA and exemptions adopted, please see www.tpl.org/cpa.

Community Preservation Act, Massachusetts

Prompted by the December 2000 enactment of the Community Preservation Act (CPA), dozens of communities in Massachusetts are voting to adopt modest local property tax increases in order to become eligible for newly available state funds. In the year since the Act became law, 67 Massachusetts communities have held ballot votes on the issue, with 35 (52 percent) voting to adopt it.

The CPA enabling legislation, which was debated by lawmakers for nearly 18 years, grants Massachusetts' 351 cities and towns the right to raise local property taxes to fund land conservation, historic preservation, and affordable housing. It also provides significant matching funds – some \$26 million annually – to adopting communities.

In order for a municipality to qualify for state matching funds, the legislative body (e.g. Town Meeting or City Council) must vote to place a property tax surcharge of no more than 3 percent on the ballot. The surcharge may be in any increment. Alternatively, CPA may be placed on the ballot

through a petition signed by at least 5 percent of the city or town's registered voters. Up to three optional exemptions may be chosen: low income, \$100,000 of residential property value, or commercial and industrial properties.

Once CPA is placed on the ballot, local voters must then vote to approve it. Participating cities and towns can opt out of CPA after five years and can change the surcharge or exemptions at any time.

A minimum of 10 percent of the annual revenues raised through the surcharge must be used for each of three core community concerns: land protection, historic preservation, and affordable housing. The remaining 70 percent can be allocated for any combination of these three uses.

If a municipality approves CPA, it must also establish a citizen-led Community Preservation Committee that will make annual recommendations to the legislative body on how the money should be spent.

New England Region (continued)

Photo: John McKeith



Zacharias Farm, Falmouth, ME

Photo: Susan Lapidis



Scott Farm, Mansfield, MA

Photo: Christine Anderberg



Carter Hill, protected by the Town of North Andover, MA with funds raised under CPA

Photo: Susan Lapidis



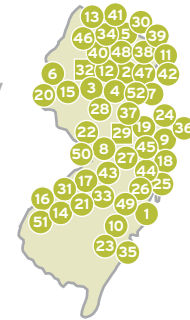
Eastern Promenade, Portland, ME

Mid-Atlantic Region



Mid-Atlantic Summary

State	Measures	Percent Passed	Funds Raised
New Jersey	55	82%	\$498,656,661
New York	6	83%	\$14,750,000
Pennsylvania	6	67%	\$20,600,000



Mid-Atlantic Region 2001 Election Results

State / Jurisdiction	Date	For	Against	Description	Funds for Open Space
1 NJ Barnegat Twp.	November 6	Pass	63.8% 36.2%	1¢ property tax increase for conservation, recreation, farmland, and historic preservation	\$1,280,000
2 NJ Bloomfield Twp.	November 6	Pass	66.5% 33.5%	1¢ property tax increase for open space, recreation, and conservation	\$4,100,000
3 NJ Califon Bor.	November 6	Pass	67.5% 32.5%	5-year, 3¢, non-binding property tax increase for conservation, recreation, farmland and historic preservation (est. \$87,475)	
4 NJ Chatham Bor.	November 6	Pass	65.6% 34.4%	5-year, 1¢, non-binding property tax increase for open space, recreation, and conservation (est. \$390,000)	
5 NJ Clinton Twp.	November 6	Fail	38.0% 62.0%	5¢ property tax increase for open space preservation	
5 NJ Clinton Twp.	November 6	Fail	36.8% 63.2%	2.5¢ property tax increase for open space	
5 NJ Clinton Twp.	November 6	Fail	47.3% 52.7%	Continuation of existing 5¢ property tax for open space preservation	
6 NJ Delaware Twp.	November 6	Pass	74.6% 25.4%	2¢, non-binding property tax increase for open space and farmland preservation (est. \$2.3 million)	
7 NJ Demarest Bor.	November 6	Pass	60.5% 39.5%	5-year, 1¢ property tax increase for recreation, conservation, and historic preservation	\$283,645
8 NJ Eastampton Twp.	June 1	Pass	80.7% 19.3%	20-year, 20¢ property tax increase for land acquisition, farmland, open space, or recreation	\$1,500,000
9 NJ Eatontown Bor.	November 6	Fail	41.3% 58.7%	1¢ property tax increase for open space acquisition	
10 NJ Egg Harbor Twp.	November 6	Pass	61.0% 39.0%	2¢ property tax increase for conservation and recreation	\$6,502,200
11 NJ Emerson Bor.	November 6	Fail	47.1% 53.0%	1¢ property tax increase for recreation, conservation, farmland and historic preservation	
12 NJ Fairfield Twp.	November 6	Pass	56.4% 43.6%	5-year, 1¢ property tax increase for recreation and conservation	\$730,000
13 NJ Franklin Twp.	November 6	Pass	61.8% 38.2%	2¢ property tax increase for recreation, conservation, and farmland preservation	\$380,000
14 NJ Gibbsboro Bor.	November 6	Pass	79.5% 20.5%	2¢ property tax increase for open space, recreation, farmland and historic preservation	\$560,000
15 NJ Glen Gardner Bor.	November 6	Pass	72.8% 27.2%	5-year, 1¢, non-binding property tax increase for conservation, recreation, farmland and historic preservation (est. \$47,529)	
16 NJ Gloucester Twp.	November 6	Pass	66.5% 33.5%	2¢ property tax increase for open space, recreation farmland and historic preservation	\$8,903,980

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17	NJ	Hainesport Twp.	November 6	Pass	70.4%	29.6%	5-year, 1¢ property tax increase to purchase property for recreation	\$89,820
18	NJ	Hamilton Twp.	November 6	Pass	73.6%	26.4%	10-year dedication of existing and surplus municipal funds for open space trust fund	
18	NJ	Hamilton Twp.	November 6	Fail	39.5%	60.5%	10-year, 1¢ property tax increase to fund the open space trust fund	
19	NJ	Holmdel Twp.	November 6	Fail	49.7%	50.3%	1.5¢ property tax increase for open space, recreation, farmland and historic preservation	
20	NJ	Hope Twp.	November 6	Pass	53.0%	47.0%	5¢ non-binding property tax increase for recreation, conservation and farmland preservation (est. \$1.3 million)	
21	NJ	Jackson Twp.	November 6	Pass	64.9%	35.1%	1.5¢ property tax increase for recreation, and water quality protection	\$4,000,000
22	NJ	Lawrence Twp.	November 6	Pass	76.9%	23.1%	2¢ property tax increase for conservation, recreation, farmland and historic preservation	\$4,900,000
23	NJ	Little Egg Harbor Twp.	November 6	Pass	55.8%	44.2%	1¢ property tax increase for conservation	\$1,800,000
24	NJ	Little Silver Bor.	November 6	Pass	65.0%	35.0%	1¢ property tax increase for open space, recreation, farmland and historic preservation	\$1,268,380
25	NJ	Manasquan Bor.	November 6	Pass	58.9%	41.1%	5-year, 1¢, non-binding property tax increase for open space, recreation, conservation and historic preservation (est. \$315,175)	
26	NJ	Manchester Twp.	November 6	Pass	75.5%	24.5%	1¢ property tax increase for open space and historic conservation	\$3,400,000
27	NJ	Marlboro Twp.	November 6	Pass	55.6%	44.4%	\$1 per \$10,000 property tax increase for open space, passive recreation, farmland and historic preservation	\$5,322,020
28	NJ	Mendham Twp.	November 6	Pass	56.5%	43.5%	7-year, 1¢ property tax increase for land conservation and recreation	\$663,089
29	NJ	Middlesex Co.	November 6	Pass	53.6%	46.4%	2¢ property tax increase for land conservation, recreation, farmland or historic preservation	\$188,000,000
30	NJ	Midland Park Bor.	November 6	Pass	54.5%	45.5%	5-year, 1¢ property tax increase for open space, recreation, farmland and historic preservation	\$240,500
31	NJ	Moorestown Twp.	November 6	Pass	66.8%	33.2%	7-year, 4¢ property tax increase for farmland acquisition and preservation	\$4,827,845
32	NJ	Morris Co.	November 6	Pass	64.0%	36.0%	2¢ property tax increase for open space, recreation, and farmland preservation	\$192,000,000
33	NJ	Mount Laurel Twp.	November 6	Pass	78.0%	22.0%	20-year, 2¢ property tax increase to acquire lands for conservation and recreation	\$12,095,940
34	NJ	Oakland Bor.	November 6	Fail	49.2%	50.8%	5-year, 1¢ property tax increase for open space and recreation (est. \$550,000)	
35	NJ	Ocean City	November 6	Fail	40.2%	59.8%	1¢ property tax increase for open space, recreation, and historic preservation (est. \$6.8 million)	
36	NJ	Oceanport Bor.	November 6	Pass	71.2%	28.8%	1¢ property tax increase for open space and recreation	\$951,080
37	NJ	Old Bridge Twp.	November 6	Pass	77.3%	22.7%	Non-binding referendum to dedicate proceeds from sale of Township-owned land to open space acquisition (est. \$50 million)	
38	NJ	Pequanock Twp.	November 6	Pass	63.1%	36.9%	2¢ property tax increase for land acquisition for recreation and conservation	\$4,370,000
39	NJ	Pompton Lakes Bor.	November 6	Pass	76.9%	23.1%	1¢ property tax increase for open space and recreation	\$400,000
40	NJ	Ridgewood Village	November 6	Pass	55.9%	44.1%	0.5¢ property tax increase for open space, recreation, farmland, and historic preservation	\$3,900,000
41	NJ	Ringwood Bor.	November 6	Pass	73.4%	26.6%	1¢ property tax increase for open space, recreation, conservation, and farmland and historical preservation	\$1,400,000
42	NJ	River Edge Bor.	November 6	Pass	52.4%	47.6%	1¢ property tax increase for open space, recreation, farmland, and historic preservation	\$1,400,000
43	NJ	Southampton Twp.	November 6	Pass	57.9%	42.1%	2¢ property tax increase for farmland preservation	\$2,097,800
44	NJ	Stafford Twp.	November 6	Pass	52.3%	47.7%	1¢ property tax increase for conservation, recreation, farmland, and historic preservation	\$20,000,000

continued on page 8

Mid-Atlantic Region (continued)

“Since its inception in 1993, our Open Space and Farmland Preservation Program has helped to safeguard more than 10,000 acres of land here. Now, with our latest successful referendum, many more thousands of acres will join them. No, an ‘asphalt jungle’ we will never be.”

— **Jack Schrier**
Freeholder
Morris County, New Jersey

*Mid-Atlantic Region
(continued)*

45	NJ	Tinton Falls Bor.	November 6	Fail	45.3%	54.7%	1¢ property tax increase for open space, recreation and farmland preservation	
46	NJ	Upper Saddle River Bor.	November 6	Pass	61.7%	38.3%	5-year, 1¢ property tax increase for open space, farmland and historic preservation	\$618,100
47	NJ	Verona Twp.	November 6	Pass	70.7%	29.3%	20-year, 4¢ property tax increase for purchase of Verona Hilltop property	\$3,900,000
48	NJ	Wanaque Bor.	November 6	Pass	70.3%	29.7%	1¢ property tax increase for open space and recreation	\$1,000,000
49	NJ	Warren Twp.	November 6	Pass	58.4%	41.6%	1¢ property tax increase for open space, conservation and recreation	\$5,400,000
50	NJ	West Amwell Twp.	November 6	Pass	59.0%	41.0%	2¢ property tax increase for open space, conservation, recreation, farmland or historic preservation	\$840,000
51	NJ	West Deptford Twp.	November 6	Pass	52.1%	47.9%	1¢ property tax increase for parks, open space, recreation, farmland and historic preservation	\$2,700,000
52	NJ	West Orange Twp.	November 6	Pass	70.9%	29.1%	1¢ property tax increase for land conservation and recreation	\$6,832,262
53	NY	Ardsley Village	November 6	Pass	71.4%	28.6%	Bond for open space and park land acquisition	\$1,750,000
54	NY	Dobbs Ferry	November 6	Pass	75.3%	24.7%	Bond for acquisition and preservation of open space and parks	\$3,000,000
55	NY	Easthampton	November 6	Pass	64.0%	36.0%	Bond for open space acquisition	\$5,000,000
56	NY	Southold	November 6	Pass	62.0%	38.0%	Bond for acquisition and preservation of open space and agricultural lands	\$2,000,000
57	NY	Tarrytown	March 20	Pass	76.0%	24.0%	Bond for land acquisition and open space	\$3,000,000
58	NY	Wilton	June 26	Fail	43.0%	57.0%	\$3 million bond to protect open space resources	
59	PA	Chestnuthill Twp.	November 6	Fail	43.8%	56.2%	0.25% earned income tax increase for open space (est. \$16 million)	
60	PA	Franconia Twp.	November 6	Pass	67.9%	32.1%	0.25% earned income tax increase for farmland and open space acquisition	\$8,500,000
61	PA	Hamilton Twp.	November 6	Fail	42.2%	57.8%	6-year, 0.25% earned income tax for open space and farmland (est. \$2 million)	
62	PA	Patton Twp.	November 6	Pass	63.1%	36.9%	Bond for purchasing land for preservation of open space	\$2,500,000
63	PA	Plumstead Twp.	November 6	Pass	75.9%	24.1%	Bond for open space, agricultural, recreation and historical lands	\$6,000,000
64	PA	Stroud Twp.	November 6	Pass	53.5%	46.5%	6-year, 0.25% earned income tax increase for open space preservation	\$3,600,000

Photo: Cesar Alonso



Dancing Rock, Ashokan Reservoir, NY

Photo: Ken Sherman



Growing Place, Baltimore, MD

New Jersey: A Continuing Investment in Land

New Jersey continued its strong commitment to funding open space protection at the ballot box in 2001. Voters passed 44 individual measures in November, most by large margins. New Jersey also had two of the nation's largest measures in 2001. Morris County voters overwhelmingly approved a 67 percent increase in the county's open space levy, yielding an additional \$9.6 million per year for land conservation. In Middlesex County, voters approved an additional \$9.4 million per year. Nineteen of New Jersey's 21 counties now have dedicated land conservation funds, as do 179 of the state's 566 municipalities.

There are several elements to New Jersey's success in voter-approved land conservation funding. State enabling legislation has been in place since 1989 that explicitly empowers local governments to place open space funding measures on the ballot. The state of New Jersey has also created a powerful financial

incentive for local governments to establish voter-approved open space funds – a special account of state grant funds that is available only to communities with local open space taxes. Third, because they live in a small state that has experienced “sprawl” development for decades, the majority of New Jersey voters understand that open space is a finite – and dwindling – resource, and view conservation as a truly “now or never” issue. Finally, local elected officials have been responsive to their constituents, and consistently have given voters the opportunity to vote on open space referenda.

Even in uncertain times, the New Jersey “recipe for success” – empowered local governments, financial incentives, an educated and active electorate, and responsive elected officials – continues to benefit the land and people of the Garden State, and provide useful lessons for communities across the nation.

*Mid-Atlantic Region
(continued)*

Photo: David W. Harp



Chicamuxen Creek, VA

Photo: Dwight Hiscano



Good Luck Point, Ocean County, NJ

Southeast Region



Southeast Summary

State	Measures	Percent Passed	Funds Raised
Florida	4	100%	\$42,400,000
Georgia	4	50%	\$142,700,000
North Carolina	1	100%	\$20,000,000

“I’m very proud that people stepped up and did the right thing for our kids. Every acre of our county is under threat of development, and our bond referendum will go a long way toward saving our trees, giving young people more places to play, and improving the quality of life for all our residents.”

— **Vernon Jones**
Chief Executive
DeKalb County, Georgia

Southeast Region 2001 Election Results

State / Jurisdiction	Date	For	Against	Description	Funds for Open Space
1 FL Fernandina Beach	April 10	Pass	54.0% 46.0%	Bond for land conservation, wildlife, beach access, and city parks	\$6,000,000
2 FL Lake Co.	November 6	Pass	63.2% 36.8%	15-year, 1¢ sales tax extension for park preservation	\$30,000,000
3 FL Oviedo	September 4	Pass	72.1% 27.9%	Bond for land acquisition for parks and recreational use	\$3,000,000
4 FL Winter Springs	September 4	Pass	64.5% 35.5%	Bond to expand Central Winds Park	\$3,400,000
5 GA Alpharetta	June 19	Fail	45.2% 54.8%	\$22 million portion of a bond for open space and park acquisition and development	
6 GA DeKalb Co.	March 20	Pass	58.7% 41.3%	Bond to acquire land for parks and natural areas, preserve greenspace, and improve parks	\$125,000,000
7 GA Hall Co.	November 6	Fail	32.6% 67.4%	0.5 mill property tax increase for preserving natural lands and parks (est. \$40 million)	
8 GA Suwannee	November 6	Pass	58.5% 41.5%	Bond for acquisition and preservation of open space, green space, parks, trails and greenways	\$17,700,000
9 NC Orange Co.	November 6	Pass	66.9% 33.1%	Bond for parks, open space and recreational facilities	\$20,000,000

Photo: Craig Tanner

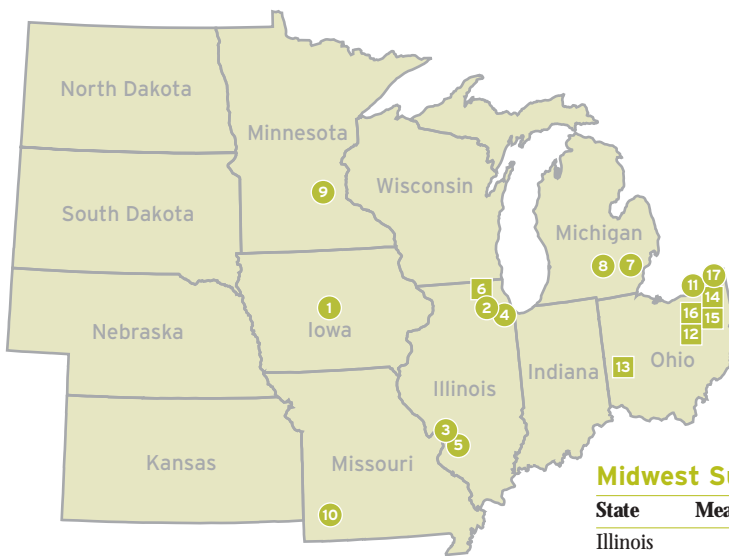


Chattahoochee River, Fulton and Gwinnett Counties, GA

Photo: Phil Schermeister



Lake Overstreet, Tallahassee, FL



Midwest Summary

State	Measures	Percent Passed	Funds Raised
Illinois	5	60%	\$97,265,000
Iowa	1	100%	\$4,970,000
Michigan	2	100%	\$30,722,500
Minnesota	1	100%	\$15,000,000
Missouri	1	100%	\$18,700,000
Ohio	7	57%	\$40,566,500

Midwest Region 2001 Election Results

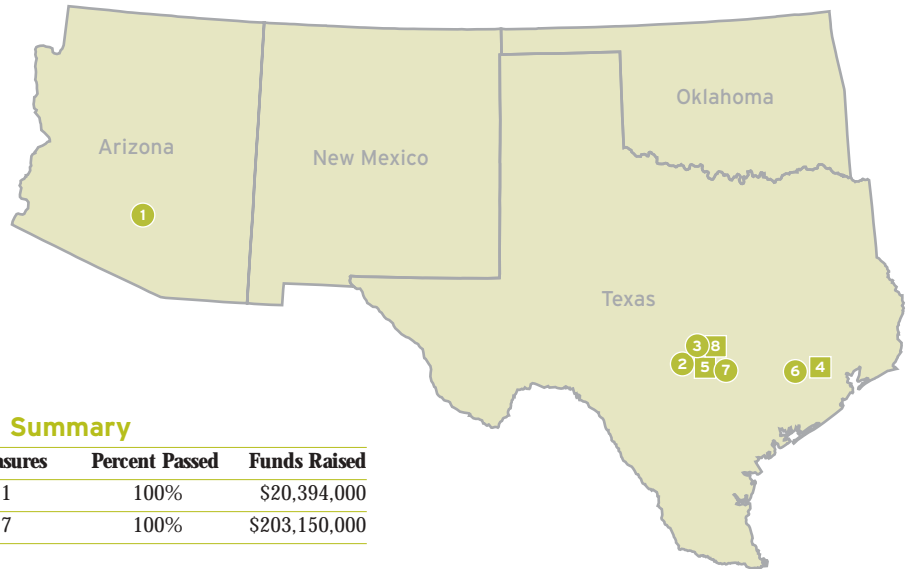
State / Jurisdiction	Date	For	Against	Description	Funds for Open Space
1 IA Ames	November 6	Pass	86.3% 13.7%	Bond to acquire and develop new parks and recreation facilities	\$4,970,000
2 IL Campton Twp.	April 3	Pass	53.9% 46.1%	Bond for land acquisition	\$18,765,000
3 IL Godfrey Village	April 3	Fail	18.3% 81.7%	\$3.7 million bond for open space fund and land conservation	
4 IL Lemont Twp.	April 3	Pass	62.3% 37.7%	Bond for acquisition, maintenance, development, and renovation of open space lands	\$10,000,000
5 IL Mascoutah	April 2	Fail	49.7% 50.3%	\$323,000 bond to expand Scheve Park	
6 IL McHenry Co.	April 3	Pass	51.7% 48.3%	Bond to acquire and preserve open space, protect water supply, natural areas and wildlife habitats and provide recreational opportunities	\$68,500,000
7 MI Birmingham	November 6	Pass	58.0% 42.0%	Bond for parks and recreation, including land acquisition	\$25,000,000
8 MI Oakland Twp.	September 19	Pass	60.3% 39.7%	10-year, 0.75 mill property tax increase for land acquisition and protection of natural habitat	\$5,722,500
9 MN Minnetonka	September 11	Pass	52.2% 47.8%	Bond for parks renewal and open space preservation	\$15,000,000
10 MO Greene Co.	November 6	Pass	59.9% 40.1%	0.25% sales tax increase for parks acquisition, development of trails, historic and natural resource preservation and the zoo	\$18,700,000
11 OH Gates Mills	November 6	Pass	75.1% 24.9%	5-year, 1 mill property tax renewal to preserve forests, open space, and natural or wetland areas	\$90,500
12 OH Holmes Co.	November 6	Fail	24.4% 75.6%	5-year, 0.25% sales and use tax increase for recreation and trails (est. \$4 million)	
13 OH Miami Co.	November 6	Pass	53.9% 46.1%	10-year, 1.1 mill property tax increase for nature preserves, protection of wildlife and area river corridors	\$21,000,000
14 OH Portage Co.	November 6	Fail	44.1% 55.9%	10-year, 1 mill property tax increase for park lands, green space, wildlife habitat and water quality protection (est. \$26.2 million)	
15 OH Stark Co. PD	November 6	Pass	54.6% 45.4%	6-year, 0.5 mill property tax increase for acquisition, development, operation, and maintenance of a park system	\$19,200,000
16 OH Wayne Co.	November 6	Fail	40.1% 59.9%	10-year, 0.25% sales tax increase for farmland, woods and pastures (est. \$23 million)	
17 OH West Geauga RD	November 6	Pass	65.6% 34.4%	2-year, 0.3 mill property tax renewal for acquisition of environmentally sensitive lands	\$276,000

Midwest Region

“We see creeping urbanization and the disappearance of farmland throughout our region of northern Illinois. By working together in coalitions and actively supporting ballot measures for open space, local conservation organizations, public officials, and citizens are protecting irreplaceable land forever and determining our own future.”

— **Brook McDonald**
Executive Director
The Conservation Foundation
Naperville, Illinois

Southwest Region



Southwest Summary

State	Measures	Percent Passed	Funds Raised
Arizona	1	100%	\$20,394,000
Texas	7	100%	\$203,150,000

Southwest Region 2001 Election Results

State / Jurisdiction	Date	For	Against	Description	Total Funds for Conservation
1 AZ Gilbert	November 6	Pass	69.4% 30.6%	Portion of a bond issue for open space acquisition	\$20,394,000
2 TX Alvin	November 6	Pass	62.8% 37.2%	Bond for land acquisition, parks and historical preservation	3,150,000
3 TX Cedar Park	November 6	Pass	59.1% 40.9%	Bond for parks and recreation	\$10,600,000
4 TX Harris Co.	November 6	Pass	67.6% 32.4%	Bond for acquisition and development of parkland	\$60,000,000
5 TX Hays Co.	June 2	Pass	69.8% 30.2%	Bond for open space and parks	\$3,500,000
6 TX Houston	November 6	Pass	70.0% 30.0%	Bond for acquisition and construction of parks	\$80,000,000
7 TX Round Rock	November 6	Pass	67.6% 32.4%	Bond for city parks	\$17,300,000
8 TX Travis Co.	November 6	Pass	56.5% 43.5%	Bond for park land purchase and improvement	\$28,600,000

“Houston and Harris County’s overwhelming support for park bonds is a decisive step toward a superb park system. This community is coming together as never before to protect its quality of life and to recognize the ecological treasure it has in the Texas Gulf Coast.”

— **Ann Lents,**
Board Member
The Park People
Houston, Texas

Photo: Nevada Wier



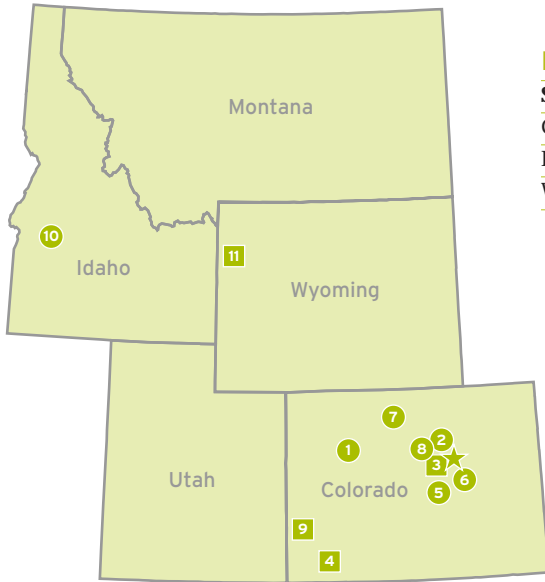
Agua Caliente, Tuscon, AZ

Photo: Eric Swanson



Town Lake, Austin, TX

Rocky Mountain Region



Rocky Mountain Summary

State	Measures	Percent Passed	Funds Raised
Colorado	12	75%	\$192,397,940
Idaho	1	100%	\$10,000,000
Wyoming	1	100%	\$3,950,000

Rocky Mountain Region 2001 Election Results

State / Jurisdiction	Date	For	Against	Description	Total Funds for Conservation	
★ CO Statewide	November 6	Pass	57.7%	42.3%	Authorization for bonding of Great Outdoor Colorado lottery proceeds for open space, parks, wildlife and recreation*	\$115,000,000
1 CO Basalt	November 6	Pass	58.0%	42.0%	Bond for acquiring land for open space, parks, water quality protection, flood control, and wildlife preservation	\$3,000,000
2 CO Broomfield	November 6	Pass	77.4%	22.6%	0.25% sales tax extension for open space, parks natural space and wildlife	\$8,000,000
3 CO Douglas Co.	November 6	Pass	69.8%	30.2%	Bond for acquiring and preserving open space, wildlife habitats, agricultural lands, scenic vistas, recreational opportunities and creating new parks and trails	\$43,000,000
4 CO La Plata Co.	November 6	Fail	23.8%	76.2%	2% use tax increase to preserve open space and protect water quality, wildlife habitat, farms and scenic corridors (est. \$26 million)	
5 CO Manitou Springs	November 6	Pass	57.9%	42.1%	12-year, 0.8 mill property tax extension for acquisition and preservation of open space, new parks and scenic vistas	\$537,580
5 CO Manitou Springs	November 6	Pass	61.8%	38.2%	12-year, 0.1% sales tax extension for open space, park lands and scenic vista acquisition and preservation	\$860,360
6 CO Parker	November 6	Fail	37.5%	62.5%	15-year, 0.1% sales tax increase for park land acquisition and open space preservation (est. \$7.5 million)	
6 CO Parker	November 6	Pass	58.4%	41.6%	\$12.5 million bond for open space and park land acquisition and preservation**	
7 CO Roaring Fork P&RD	November 6	Fail	41.3%	58.7%	2.5 mill property tax increase for open space acquisition and agricultural and scenic land preservation (est. \$25.4 million)	
8 CO Superior	November 6	Pass	52.4%	47.6%	0.03% sales tax extension for open space preservation	\$8,000,000
9 CO San Miguel Co.	November 6	Pass	60.5%	39.5%	1.5 mill property tax increase for acquisition, development, and maintenance of open space, parks, trails, historic preservation, and fairgrounds	\$14,000,000
10 ID Boise	May 22	Pass	59.0%	41.0%	Property tax increase for preserving land in the Boise foothills as open space and natural areas	\$10,000,000
11 WY Teton Co.	May 8	Pass	64.0%	46.0%	Portion of a 1% specific-purpose excise tax increase for land acquisition and development of a natural park and playing fields	\$3,950,000

* Although we include the statewide measure in the total funds raised, it provides the authority to bond against existing lottery proceeds, not new funds

** While the Parker bond issue was approved by voters, the bonds cannot be issued without the approval of the supporting sales tax issue, which failed.

Rocky Mountain Region (continued)

“The Foothills Protection measure (a \$10 million property tax increase) recognized that Boise has seen record growth in just the last decade and that we had to act now to preserve the Foothills for future generations. Our campaign, led by hundreds of committed, hardworking citizens, brought together diverse interests to pass the measure by an incredibly large margin. Our community stepped forward and said, ‘We’re willing to sacrifice for our future.’”

— **Brent Coles**
Mayor
Boise, Idaho

Keeping Colorado a Special Place

The State of Colorado has been a leader in the field of conservation finance for a long time. In 1967, the City of Boulder became the first local government in the country to implement a dedicated tax for open space protection and parkland acquisition. Since that time, more than 50 Colorado communities have passed measures to protect and preserve their own special resources.

According to the 2000 census, Colorado is the third fastest growing state in the nation. Five of the nation's ten fastest growing counties are in Colorado. Such rapid growth puts unprecedented stress on the state's landscapes. The region's natural habitats and the species they harbor are vanishing. Agricultural lands and their associated traditional way of life are disappearing forever. Basic infrastructure needs – parks, playgrounds and trails – are not keeping up with the exploding population. This runaway development places a premium on open spaces and recreational resources – the very amenities that are driving Colorado's population growth.

Recognizing the need to protect special places, Colorado voters created the Great Outdoors Colorado Trust (GOCO) in 1992, which spends lottery revenues – \$40 million per year – on critical parks, wildlife, and open space projects throughout the state. GOCO also encourages local communities to create their own funding sources by providing critical matching dollars for locally funded projects.

Colorado's local communities are also taking measures into their own hands. This year alone, 11 communities placed funding measures on the ballot for voter approval. Taken together, at the state and local levels, hundreds of millions of dollars are available each year to fund the critical land conservation projects that aim to keep Colorado a special place.

Truly, a culture of open space protection has taken hold in the state.

Photo: Lin Adler



Virgin River Confluence, Hurricane, UT

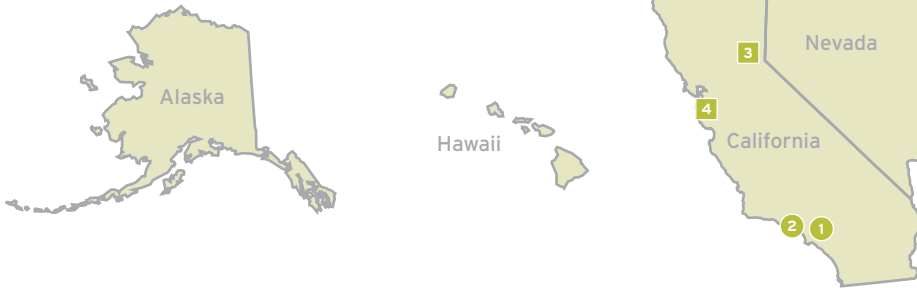
Photo: Bill Gillette



Wet Mountain Valley, Westcliffe, CO

West Summary

State	Measures	Percent Passed	Funds Raised
California	4	50%	\$168,388,000
Washington	2	50%	\$8,000,000



West Region

West Region 2001 Election Results

State / Jurisdiction	Date	For	Against	Description	Funds for Open Space
1 CA Duarte	June 26	Fail	41.1% 58.9%	Special \$48 per parcel tax for open space acquisition and preservation (est. \$5 million)	
2 CA Malibu	November 6	Fail*	61.3% 38.7%	\$15 million bond for parks, playgrounds, playing fields, trails, and community centers	
3 CA Placer Co. P&RD	November 20	Pass	63.4% 36.6%	\$58 per lot annual assessment for maintenance, acquisition and development of park land and recreation areas, and walking and bike trails	\$8,388,000
4 CA Santa Clara Co.	November 8	Pass	50.8% 49.2%	\$20 per house annual assessment for acquisition, preservation and development of open space, parks, trails, and waterways	\$160,000,000
5 WA Bainbridge Island	November 6	Pass	67.6% 32.4%	Bond for acquisition and preservation of forested areas, open space, wildlife habitat, farms, trails and park creation	\$8,000,000
6 WA North Bend	September 18	Fail**	58.0% 42.0%	\$3.6 million bond to purchase Tollgate Farm to use as park and open space, wildlife habitat, and recreational fields	

* Measure needed 2/3 majority to pass

** Measure needed 60 percent majority to pass

“Californians love their land and strongly support protecting it. Open space funding measures provide an effective tool for the public to make wise investments to preserve threatened wildlife and water resources. Voter approved measures make a tremendous difference in protecting California’s threatened coast, scenic, wildlife and agricultural lands.”

— **Corey Brown**
Executive Director
Big Sur Land Trust, California

Photo: Nelson Matthews



Casper Headlands, Casper, CA

Photo: Phil Schermeister



Chief Joseph Ranch, Wallowa County, OR

Passing Open Space Ballot Measures

The Fundamentals of Winning Votes for Land Protection: A Discussion with an Expert

In 2001, Americans voted overwhelmingly for parks and open space funding. Through its Conservation Finance Program, The Trust for Public Land helped pass several dozen of the year's successful ballot measures, partnering with land trusts, civic organizations, community leaders, public officials, and public policy experts. Steven Glazer, a top ballot measure strategist and expert in the politics of land use, has advised land conservation campaigns in more than 25 states, including California's \$2.1 billion park bond and the multi-state and multi-county park district sales tax measures in Missouri and Illinois. In this interview with LandVote, Glazer discusses the fundamentals of designing and passing funding measures for parks and open space.

LandVote: What does it take to pass a tax increase for land acquisition?

Glazer: I believe there are four key components to winning a land conservation measure.

First, the land protection benefit must be viewed by voters as a compelling need. Second, the tax must be affordable. Third, the voters must have confidence and trust that the money will be spent correctly. Fourth, a good campaign must be conducted, one that builds broad support from community leaders and organizations and that communicates the key benefits of the measure to undecided voters.

LandVote: Explain what you mean by the need for the land conservation benefit to be "compelling"?

Glazer: When you are asking voters to shell out their hard earned money, the benefit cannot be merely good or nice. For a majority of voters to vote for a tax increase for parks, the need has to be very strong, very compelling. Early polling of voters by community leaders is key to identifying the various aspects of land conservation that voters find most compelling.

LandVote: What are the types of land preservation benefits that find the greatest support from voters?

Glazer: Because every community and state is unique, and generalizing is always difficult, I usually recommend that each area conduct a professionally administered opinion poll of voters.

Because the Trust For Public Land has conducted more than 100 surveys throughout the country over the past six years, we now have some data as to what ranks high in general. Survey results from 2001 revealed very high support for the protection of drinking water sources and the water quality of rivers, lakes, and streams. Protecting forest lands that improve air quality, conserving farms and natural areas at risk, and protecting wildlife habitat are also significant concerns across the country.

LandVote: Are active recreation and trails compelling items?

Glazer: Yes, new playing fields and trails are popular, but in some cases they are not the most popular component of a land conservation program. There are two important clarifications that need to be made. First, land conservation

programs can and should include benefits that serve a wide range of community interests. Second, communities can promote new ballfields and trails, but they usually need to make them part of a larger list of benefits that voters may feel are even more important.

LandVote: Can you give an example of how a land preservation program can serve various interests?

Glazer: Yes. Conserving land provides a multitude of benefits, and it is very important to communicate this. For instance, support for hiking trails alone may not be large enough for voters to pass a tax increase. However, if part of the trail is along a waterway, it may provide an important watershed buffer. If trails link nature areas, it can provide important habitat corridors for wildlife. Communicating the additional advantages of protecting water sources, wildlife habitat, and more, can make the critical difference in getting a majority of voters to approve a tax increase.

LandVote: You stated that a second key component of a successful land conservation tax measure is that it be affordable. How do you determine that?

Glazer: Leadership and community vision for open space protection are very important, but taxpayer fiscal tolerance for that vision is crucial. We determine affordability the same way we identify compelling needs. We often conduct a poll and ask the taxpayer what level of taxation is appropriate for land conservation and at what level would they support the benefits that they find most compelling.

LandVote: Third among your key components is overcoming voter anxiety that their tax money will not be spent wisely? How might this be done?

Glazer: This is a challenge for all levels of government, and it is also an essential area for land conservation proponents to address. One of the best ways to assure the public that a proposed conservation measure will work efficiently is to write fiscal accountability provisions – safeguards – right into the measure. In this manner, voters can be assured that their tax money will be carefully handled. For example, most public entities conduct yearly financial audits of tax dollars and issue annual reports on their use. In addition, community advisory committees are routinely created to bring a greater level of public advice and scrutiny to government. Both can be included explicitly in a ballot measure.

LandVote: So, we have a measure that is compelling in its purposes, affordable, and provides assurances that it will be implemented without waste. Is that it?

Glazer: Don't forget the fourth key component: a good campaign must be conducted. It should include diverse community leaders and organizations. Campaign funds must be raised in order to communicate the measure's most compelling benefits to targeted voter groups. If a campaign has done its work well, the measure should have minimal opposition, and the focus of the public debate will be on the measure's benefits and accountability. These are the keys to a successful result.

LandVote: Thank you very much, Steven Glazer.

For more information on these fundamentals and conservation ballot measures, contact TPL's Conservation Finance Program

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On-line Resources



LandVote on-line

Accessible through either www.tpl.org or www.lta.org

Check back throughout 2002 for status and results on land conservation measures across the nation.



www.tpl.org

Visit the Conservation Finance Program, one of TPL's National Programs, for more information on:

- **Strategies:** The nuts and bolts on raising state and local conservation funds.
- **Local Case Studies:** Real-life stories from successful county and local conservation finance measures.
- **State Funding Profiles:** Summary information on state funding profiles for parks and open space conservation.
- **Services:** A complete listing of Conservation Finance services and information on TPL's team of experts.



www.lta.org

A wealth of information for the land conservationist seeking current information on a variety of topics:

- **LTA In Your Region:** LTA provides an array of programs, including direct grants to nonprofit land trusts, training programs, answers to more than 3,000 inquiries for assistance and information each year, and one-on-one mentoring to help land trusts build organizations that are equipped to protect open space.
- **Public Policy:** As the national umbrella organization of land trusts, LTA works for public policies that support land trusts' efforts and promote their land conservation goals.
- **Publications:** Books, videos, brochures – they're all available from LTA's shelves to help land trusts, financial advisers, attorneys and others explain the philosophy and benefits of land protection.
- **Find A Land Trust:** Landowners, volunteers and others interested in protecting open spaces can use the website to locate a nonprofit land trust in their community.

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