

THE TRUST *for* PUBLIC LAND

LAND FOR PEOPLE



CONSERVATION FINANCE SUCCESS *Tigard, Oregon*

Leaders in the fast-growing Portland suburb of Tigard were discouraged when a 2009 ballot measure to fund new parks and open space failed by only 509 votes. But rather than abandon the effort, city leaders made the unusual choice to come back with a new measure the following year. In consultation with The Trust for Public Land's Conservation Finance service, they examined the 2009 measure to see what went wrong. One criticism of voters was that the city didn't seem to have a concrete plan for how the money would be spent. And the measure hadn't emphasized that new parklands would, in addition to providing recreation, also protect water quality, a popular conservation goal.

With support from The Trust for Public Land, the city reached out to the public and developed a map showing

"park opportunity areas" so that voters could visualize how the funds raised in a new measure would be spent. Polling was done to understand voter priorities—and ballot language was written to show how the new measure would reflect those priorities, including water quality protection. The Trust for Public Land collaborated in a field canvass of key precincts, worked with local park activists on the campaign, and oversaw fundraising and direct mail efforts.

Passed in November 2010, Tigard's Bond to Acquire Open Spaces, Protect Clean Water, Improve Parklands will raise \$17 million—80 percent or more to acquire land for open space, park, wildlife and fish habitat and to protect local water quality; 20 percent or less to improve parks, recreation areas and trails; and up to 10 percent for downtown parks.

About the Conservation Finance service

The Trust for Public Land is the nation's leader in helping state and local governments design, pass, and implement legislation and ballot measures that create new public funds for parks and land conservation. Our technical services include feasibility research, public opinion polling, measure design, and the design and evaluation of conservation programs.

To pass ballot measures, we work with our lobbying and campaign affiliate, The Conservation Campaign (TCC), a 501(c)(4) nonprofit corporation that mobilizes public support for measures that create public funds for land conservation.

Since 1996, we've helped pass more than 450 measures—an 81 percent success—creating \$34 billion in voter approved funding for parks and open space.



Measure snapshot

Year: 2010

Name: Bond to Acquire Open Spaces, Protect Clean Water, Improve Parklands

Measure type: Bonds funded by additional property tax

Goal: To acquire open space and parklands, protect water, and improve existing parks and trails in a fast-growing suburb

Services provided: Strategic assessment of previous failed measure, polling, ballot language, campaign planning and support, fundraising

Winning margin: 52 percent

Funds generated: \$17 million

Lessons learned: The importance of aligning ballot language to voters' goals, and of being able to illustrate how and where funds might be spent.

Conservation results: To date, eight properties totaling more than 108 acres have been preserved for parkland, with improvements underway or scheduled at seven parks.

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The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.

tpl.org

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