



Memorandum

To: Town Council
From: Thomas Dansie, Town Planner
Date: November 7, 2014
Re: **November 12, 2014 Town Council Meeting**
Item B4: Request for Technical Assistance from Trust for Public Lands

The Council has been working with the Paiute Indian Tribe in identifying and acquiring land for the Tribe to develop as an alternate to the 178 acres of hillside property they currently own. The Tribe's 178 acres would then be preserved as open space with minimal development. The acquisition of alternative lands will require the purchase of the Tribe's current property, or at least the purchase of the development rights on the Tribe's current property (through a conservation easement).

The Town has been working with the Trust for Public Lands (TPL) to find potential funding for the purchase of the Tribe's property. Options include grants, foundations, land preservation associations, and town-generated funds. TPL can help the Town more specifically identify funding sources through its Conservation Finance program.

The Conservation Finance program is a service TPL provides free of charge to communities to help identify the best way to generate money for open space and conservation area purchases. Often this financing is accomplished through open space bonds created by ballot measures. The attached brochure summarizes and highlights the Conservation Finance program.

There are no costs to the Town to receive technical assistance through the Conservation Finance program. However, as part of TPL's work they may recommend public opinion surveys to help inform their recommendations. The Town will be responsible for the costs of the public opinion surveys which could run as high as \$15,000. In discussing the program with TPL representatives it appears there may even be ways to help the Town cover the costs of the public opinion surveys.

Should the Council desire to receive assistance through the Conservation Finance Program the Council should authorize the Mayor to sign the attached technical assistance request letter. Again, the Town will not incur any costs or obligations for participating in the program. The only potential costs are associated with a potential public opinion survey, and the Town is under no obligation to proceed with that action.

THE TRUST *for* PUBLIC LAND

CONSERVING LAND FOR PEOPLE



CONSERVATION FINANCE

Creating public funding for conservation

To protect their quality of life and safeguard land and water for future generations, many communities are seeking innovative ways to finance conservation. The Conservation Finance program at The Trust for Public Land (TPL) advises state and local governments on how best to design, pass, and implement measures that dedicate new public funds for parks and natural areas. TPL's services identify the right amount and source of funding and create measures with the very best chance of success. As a result, TPL has been involved in more than 400 successful ballot measures since 1996, creating \$34 billion in new funding for land conservation.

Technical assistance services

TPL provides professional technical services to state and local government executives, legislatures, and public agencies that need to research and evaluate conserva-

tion finance options. TPL's pragmatic, hands-on approach focuses on researching and developing legislative and ballot measures that reflect public priorities. Our technical assistance services include:

- *Feasibility research* – TPL explores fiscal capacity and finance options, evaluates legal issues and election history, and defines best practices.
- *Public opinion surveys* – TPL manages surveys by expert polling firms to gauge voter support for alternative funding methods and amounts.
- *Measure design* – For ballot measures, TPL recommends the optimal funding method, amount of funding, election timing, and ballot language. For legislative measures, TPL also advises on program design and recommends funding methods and amounts.
- *Program design and evaluation* – TPL provides models and recommendations for operating conservation programs.

Campaign Services

TPL helps community leaders and citizen groups craft campaigns to win approval of ballot and legislative measures for parks and land conservation. TPL's lobbying and campaign affiliate organization, The Conservation Campaign (TCC) raises campaign funds, sponsors ballot measure committees, and supports adoption of legislative measures. TCC is the only national organization devoted solely to creating, renewing, and protecting funding for land conservation.

Campaign services offered by TPL and TCC include: selection and management of professional pollsters, design and analysis of campaign polls; campaign planning, management, and fundraising; selection and oversight of campaign consultants; writing and production of direct mail, radio, and television advertisements; public education and get-out-the-vote programs; and managing compliance with campaign finance and lobbying laws.



Conservation Finance Research

The Trust for Public Land maintains the nation's most comprehensive databases on land conservation funding topics, providing insight into emerging trends in land conservation. The Conservation Almanac (conservationmanac.org) is a powerful online resource for discovering, analyzing, and mapping the results of federal, state, and local funding for land conservation. TPL's LandVote® database (landvote.org) brings together a comprehensive history of all conservation-related ballot measures since 1988. TPL's conservation economics research quantifies the economic benefits and fiscal impacts of land conservation. Publications include *The Conservation Finance Handbook* (2004) and *The Conservation Program Handbook* (2009).

THE
TRUST
for
PUBLIC
LAND



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
conservationcampaign.org*

GET TPL ON YOUR BALLOT OR LEGISLATIVE MEASURE TEAM:

IN THE EAST:

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November 12, 2014

Paul Maynard, Utah Program Director
The Trust for Public Land
850 S. 400 West, #119
Salt Lake City, UT 84101

David Weinstein, Associate Conservation Strategies Director - West
The Trust for Public Land
1410 Grant Street, #D210
Denver, CO 80203

Dear Mr. Maynard and Mr. Weinstein:

By this letter, the Town of Springdale officially requests technical advice and assistance from The Trust for Public Land in connection with our efforts to develop a dedicated funding source for land conservation, acquisition, and recreation, and potential related ballot measure. As part of your advice and assistance, I understand you may undertake feasibility research, conduct a public opinion survey, and develop strategies for our consideration.

We are interested not only in the factual information that you can provide to us, but also your organization's opinions and recommendations on public financing measures available to us.

This request will continue in effect for any advice you offer or presentations you submit for the use of the Town related to such matters. In addition, we would like to take this opportunity to request that you continue to be available to provide technical advice and assistance in this area and on related matters in the future.

Thank you for your organization's contribution to the work of the Town of Springdale.

Sincerely,

Stanley J. Smith
Mayor
Town of Springdale
P.O. Box 187
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Springdale, UT 84767