

RCP Network Gathering 2019

Making the Pitch: An Economic Case for Conservation

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Economist**

The logo for The Trust for Public Land, featuring a green square with a gradient from light green at the top to dark green at the bottom. The text "THE TRUST FOR PUBLIC LAND" is written in white, uppercase letters, stacked vertically on the left side of the square.

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Outline

- Introduction to The Trust for Public Land
- Worksheet introduction
- Overview of economic benefits and audiences
- Communications and messaging
- Worksheet re-cap
- Questions

Our mission

LAND FOR PEOPLE

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





Our impact

FROM NEIGHBORHOOD PARKS
TO NATIONAL PARKS

5 thousand+ places created

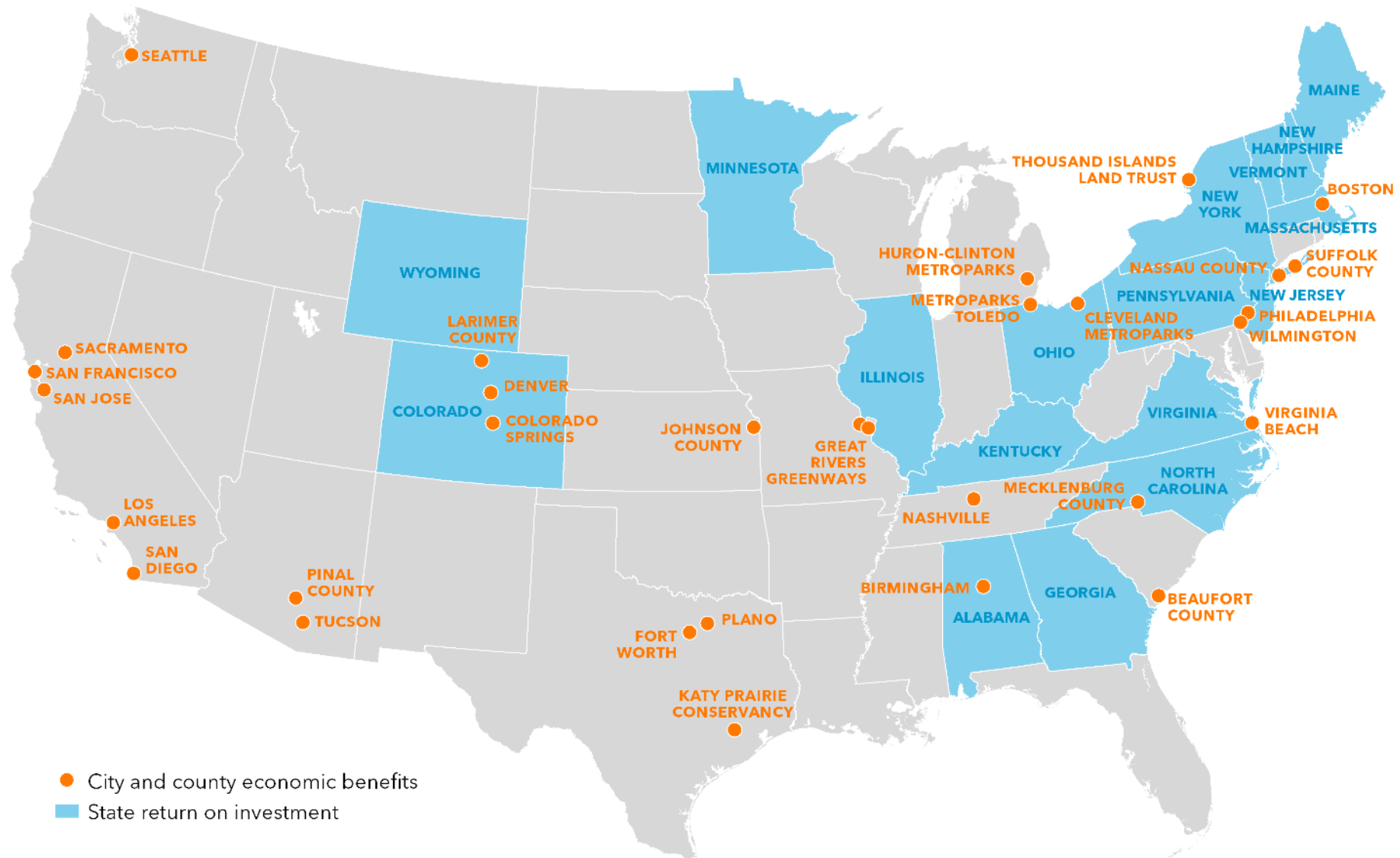
3 million+ acres protected

70 billion+ public funds generated

8 million+ people within a 10-min walk

Bethel Community Forest





Economic benefits studies in cities, counties, and states (2008-2019)

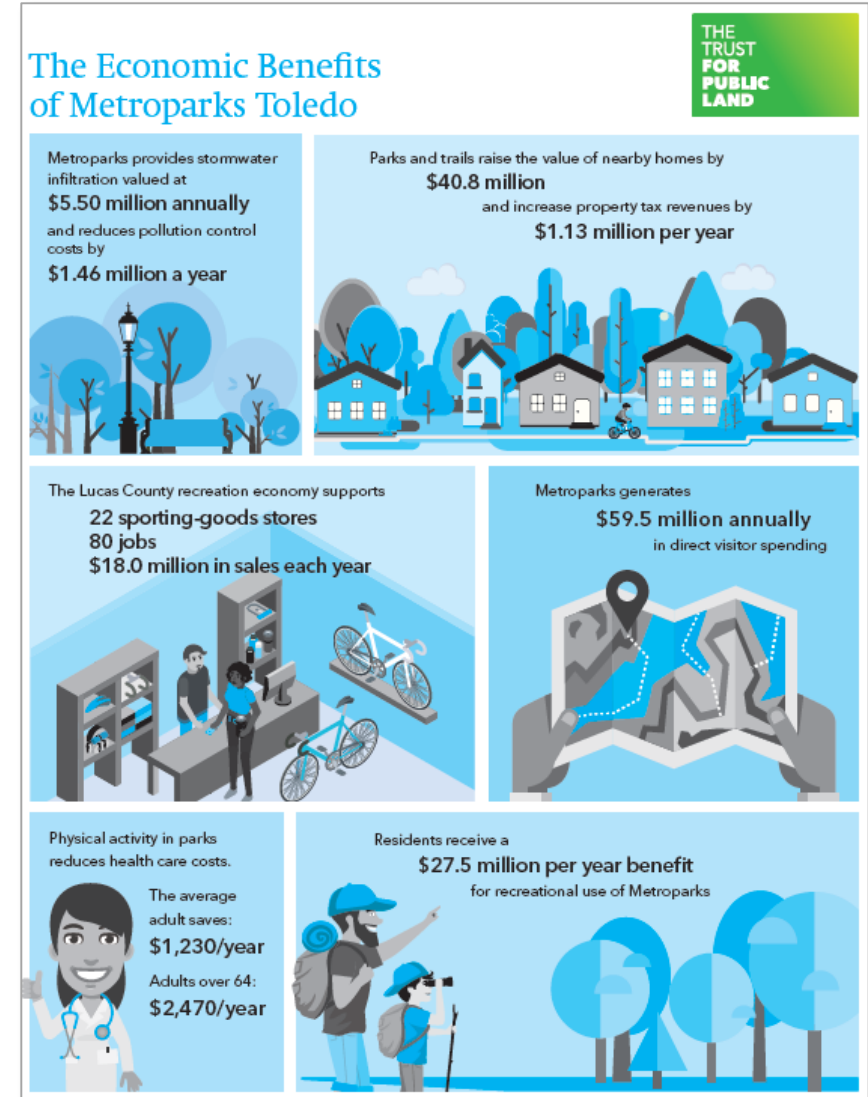
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Conservation economics

TRANSLATING PERCEIVED VALUES INTO DOLLARS AND CENTS

- Conserved lands can:
 - Propel economic development
 - Enable recreation
 - Increase public health
 - Bolster tourism
 - Provide natural goods and services
 - Support agriculture, fishing, and forestry
 - Enhance property value



Identify research needs

- Who is your audience?
- What are you trying to get them to do?
- What does success look like?
- **Worksheet - Step 1**



Economic development

- Conserved lands make the area an attractive place to live and work.
 - Attracts and retains businesses, skilled workers
- Inputs for local industries
 - Recreation, timber, fisheries, etc.
- Quality of life
 - Awards won
 - Business quotes and surveys



Economic development

- Esri Business Analyst
 - Businesses, sales, employees
 - Recreation, natural resources
- Headwaters Economics Economic Profile System
 - Socioeconomic reports of communities, counties, and states



Recreational use

- Understand resident use
 - Trail counts
 - Surveys
- Combine with value of recreational use
 - Oregon State University - Recreation Use Values Database
 - <http://recvaluation.forestry.oregonstate.edu/database>



Improved health

- Access increases physical activity
- Adults who exercise regularly save \$1,230-\$2,460/year
- Centers for Disease Control and Prevention obesity data
 - <http://www.cdc.gov/obesity/data/adult.html>





Overall Rank

An overall ranking for all Health Outcomes combined.

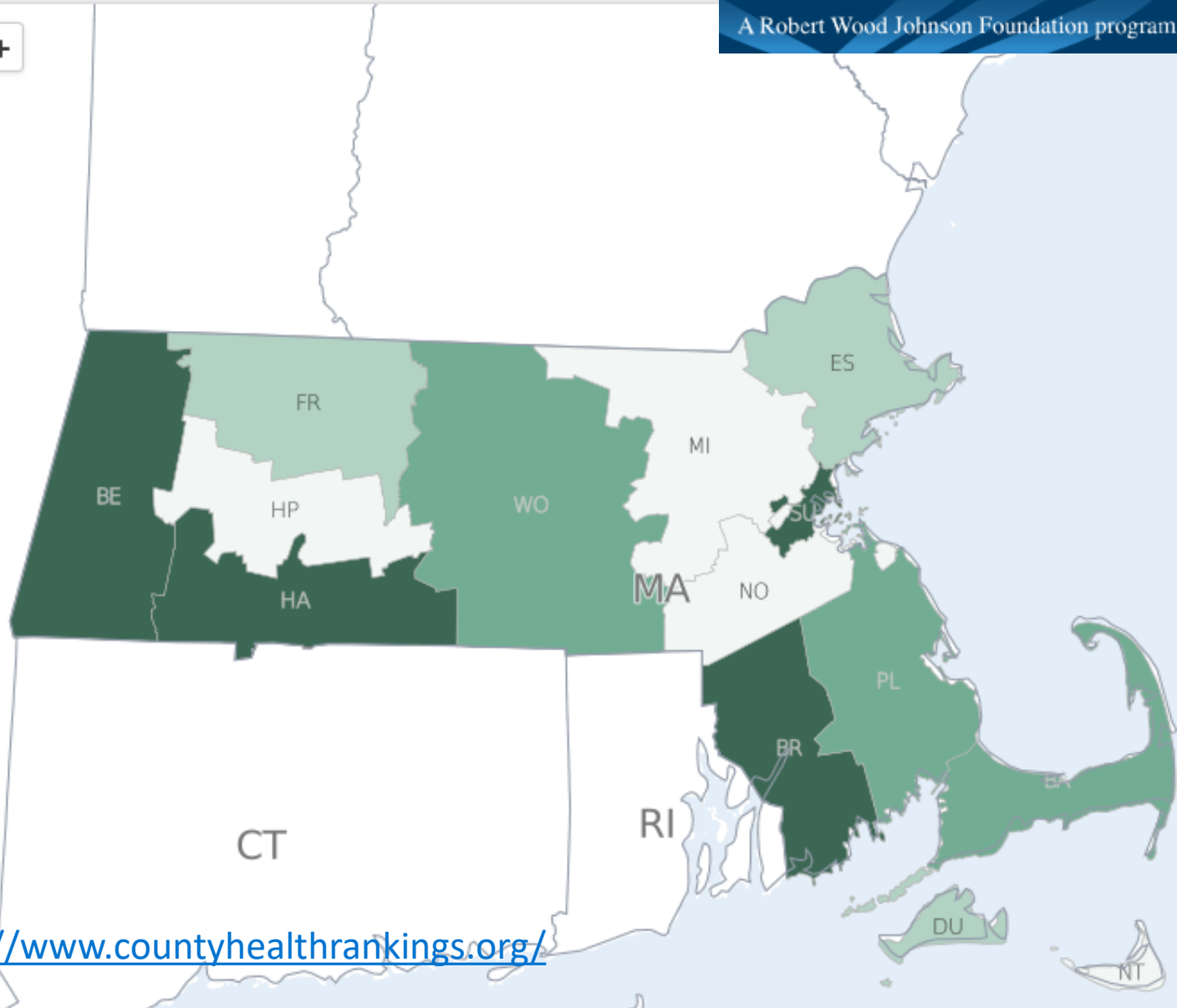
County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

Rank ▼ County

- | | |
|----|-----------------|
| 1 | Nantucket (NT) |
| 2 | Middlesex (MI) |
| 3 | Norfolk (NO) |
| 4 | Hampshire (HP) |
| 5 | Dukes (DU) |
| 6 | Essex (ES) |
| 7 | Franklin (FR) |
| 8 | Plymouth (PL) |
| 9 | Worcester (WO) |
| 10 | Barnstable (BA) |
| 11 | Suffolk (SU) |
| 12 | Bristol (BR) |
| 13 | Berkshire (BE) |
| 14 | Hampden (HA) |



<http://www.countyhealthrankings.org/>

Tourism

- Conserved lands attract non-residents
- Visitors spend money in local communities.
- Sources
 - Offices of Travel and/or Tourism
 - Convention and visitors bureaus
 - Research universities



Tourism

- National Park Service
- Visitor spending and jobs
 - National
 - State
 - Park

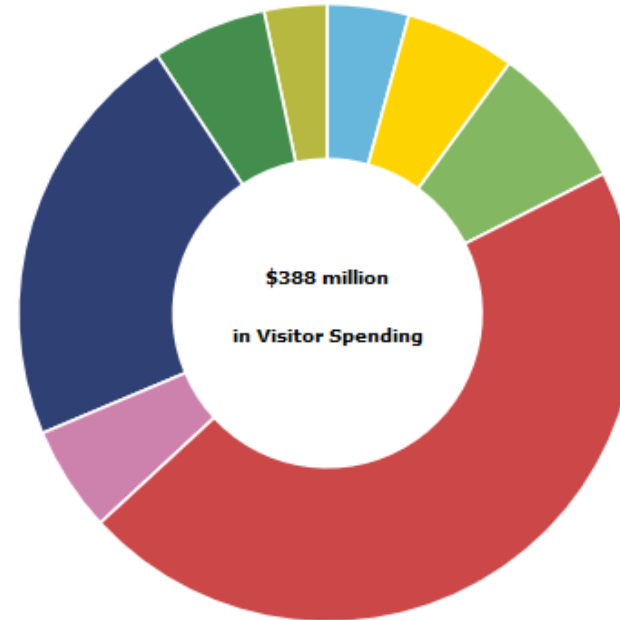
Economic Contributions to the Maine Economy

In 2018, 3.5 million park visitors spent an estimated \$388 million in local gateway regions while visiting National Park Service lands in Maine. These expenditures supported a total of 5,820 jobs, \$189 million in labor income, \$336 million in value added, and \$571 million in economic output in the Maine economy.

☒ Visitor Spending ☐ Jobs ☐ Labor Income ☐ Value Added ☐ Economic Output

Click on a State for more information or select a State

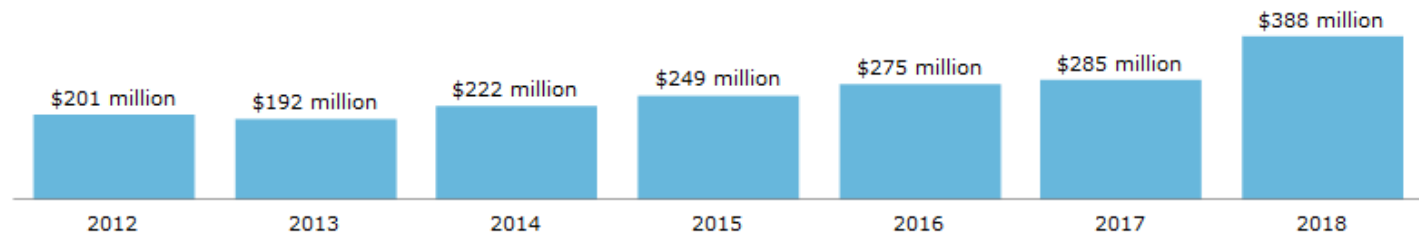
Maine



Directly Affected Sectors

- Camping
- Gas
- Groceries
- Hotels
- Recreation Industries
- Restaurants
- Retail
- Transportation

Contributed to the Maine Economy



Outdoor recreation



IN NEW HAMPSHIRE OUTDOOR RECREATION GENERATES:

**\$8.7
BILLION**
IN CONSUMER
SPENDING ANNUALLY



79,000
DIRECT
JOBS



**\$2.6
BILLION**
IN WAGES AND
SALARIES



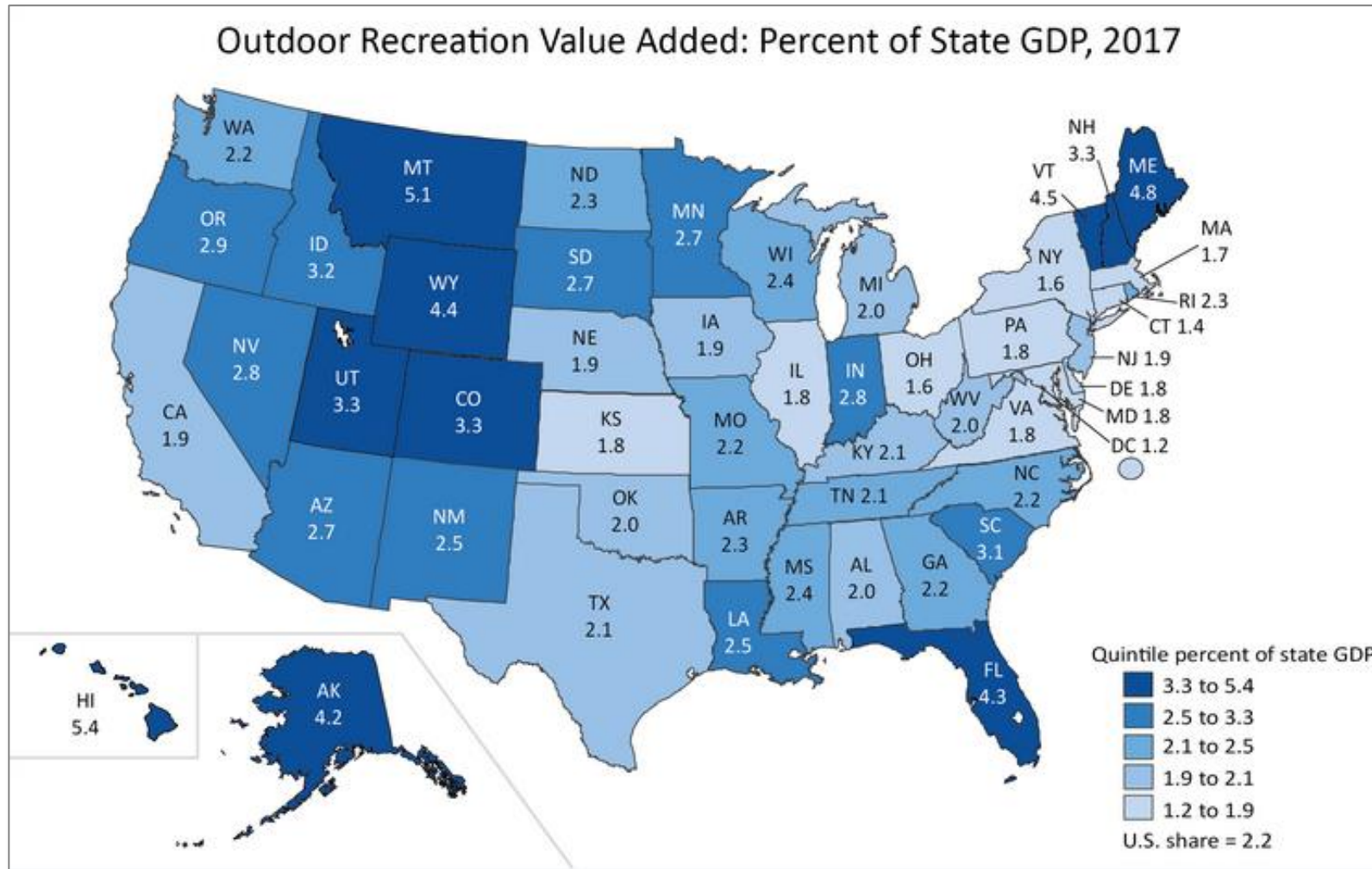
**\$528
MILLION**
IN STATE AND LOCAL
TAX REVENUE



69%
OF
NEW HAMPSHIRE
RESIDENTS PARTICIPATE
IN OUTDOOR RECREATION
EACH YEAR

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Outdoor recreation



Natural goods and services

- Conserved lands can reduce the costs of stormwater management by capturing precipitation and slowing its runoff.
- Vegetation improves air quality by removing air pollutants, including:
 - Carbon monoxide
 - Nitrogen dioxide
 - Ozone
 - Particulate matter
 - Sulfur dioxide

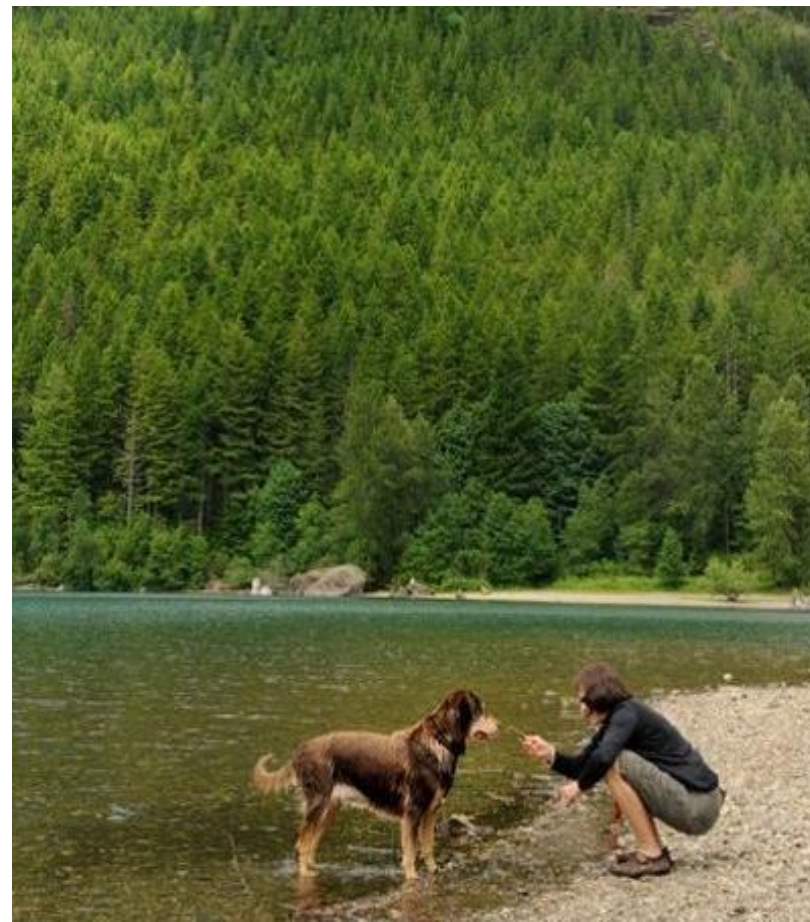


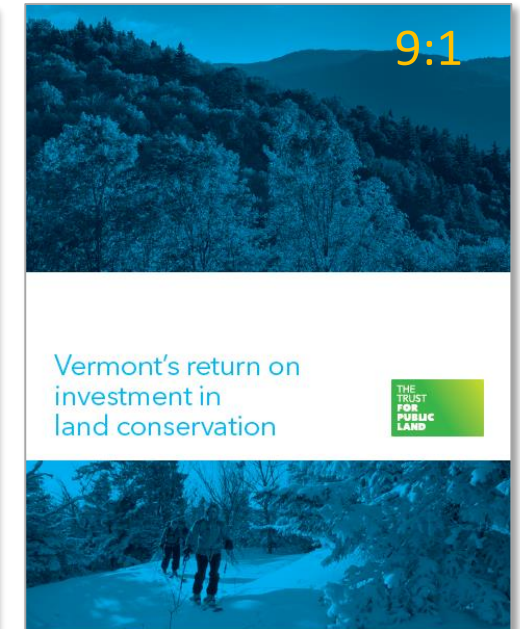
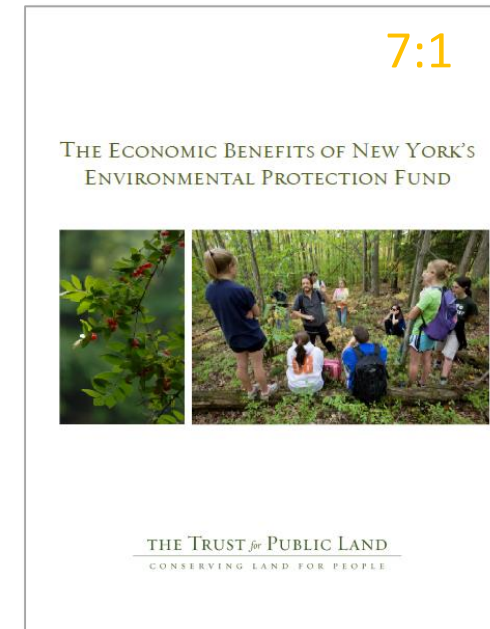
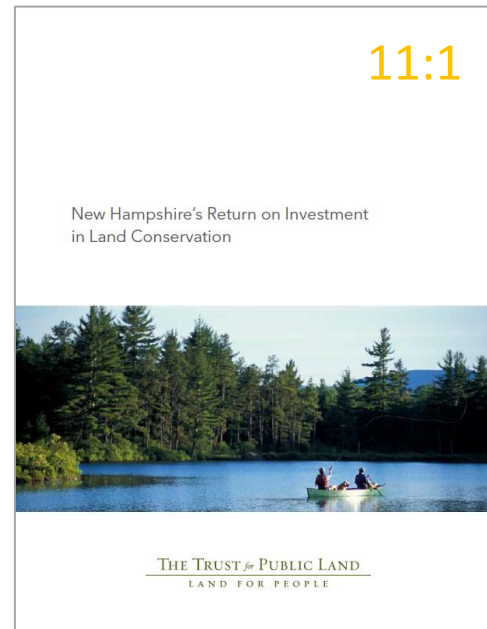
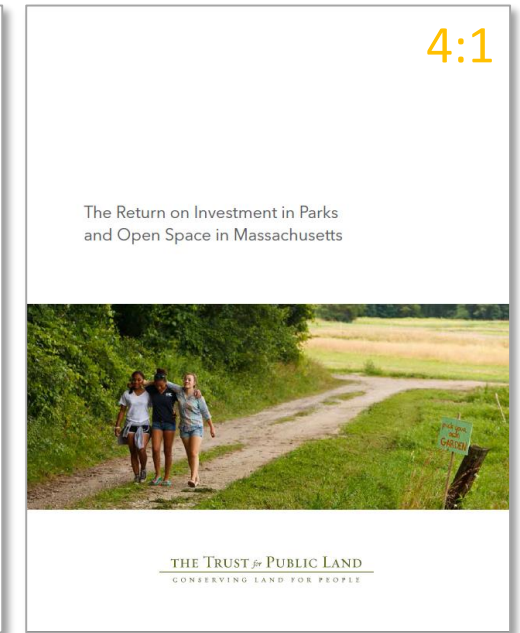
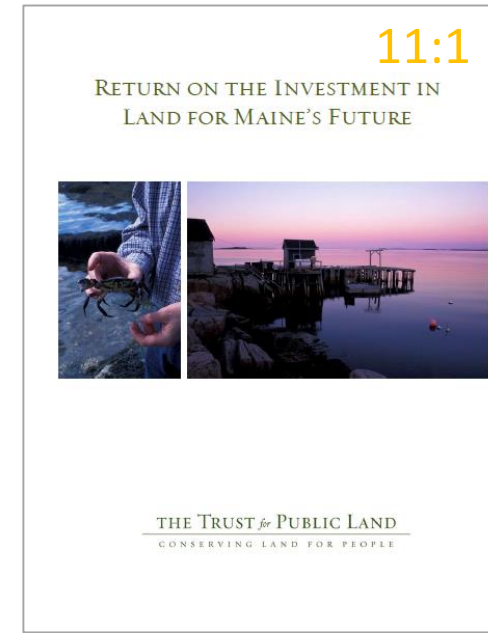
Photo: Darcy Kiefel

<http://www.itreetools.org/>



Natural goods & services

- Over a dozen analyses by The Trust for Public Land
- Every **\$1 invested in state land conservation programs returns \$4 to \$11** in natural goods and services.
- TPL has produced reports for Maine, Massachusetts, New Hampshire, New York, and Vermont.



Natural goods and services

- Maine
 - ROI 11:1
<https://www.tpl.org/return-investment-land-maines-future-full-report>
- Massachusetts
 - ROI 4:1
<https://www.tpl.org/return-investment-parks-and-open-space-massachusetts>
- New Hampshire
 - ROI 11:1
<https://www.tpl.org/nh-roi-report>
- New York (2012)
 - ROI 7:1
<https://www.tpl.org/economic-benefits-new-yorks-environmental-protection-fund>
- Vermont (2018)
 - ROI 9:1
<https://www.tpl.org/vermonts-return-investment-land-conservation>

Resiliency

PROTECT COMMUNITIES FROM NATURAL HAZARDS

- Extreme events
- SHELDUS™ is a county-level hazard loss data set for the U.S. for 18 different natural hazard events types such thunderstorms, hurricanes, floods, wildfires, and tornados.
- <http://hvri.geog.sc.edu/SHELDUS/>



Natural goods and services

- Mapping and valuing ecosystem services
 - Carbon
 - Coastal vulnerability
 - Crop pollination
 - Fisheries
 - Habitat quality
 - Managed timber production
 - Recreation
 - Sediment retention
 - Water purification
- <http://www.naturalcapitalproject.org/invest/>



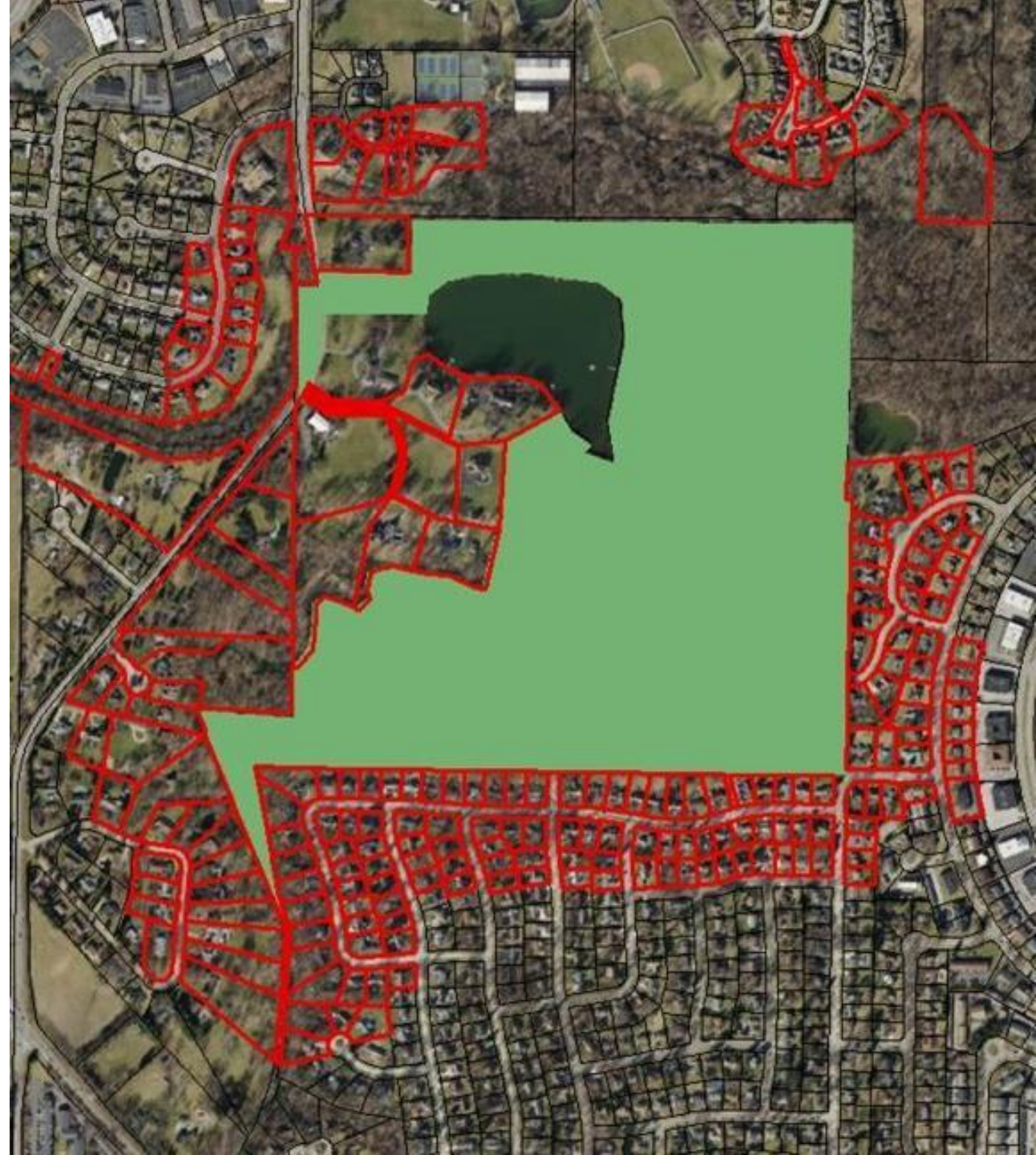
Farming, forestry, commercial fishing

- Working lands support industries
- USDA Census of Agriculture
 - <https://www.agcensus.usda.gov/>
- Bureau of Economic Analysis – BEARFACTS
 - <http://www.bea.gov/regional/bearfacts/>
- Census – County Business Patterns
 - <http://www.census.gov/programs-surveys/cbp.html>



Enhanced property value

- Homes near conserved lands are frequently worth more than properties located elsewhere.
 - 5% up to 500 feet
- An increase in property values generally means increased property tax revenues.
- Additional sources:
 - Dr. Virginia McConnell
 - Dr. Margaret Walls
 - Dr. John Crompton
 - National Association of Realtors
 - CEOs for Cities
 - Urban Land Institute



Cost of community services

- Residential lands often require more in government services than they pay in taxes
- Nationally
 - Residential: \$1.16 in services for every \$1
 - Working and open lands: \$0.35 in services for every \$1
- Other communities
 - http://www.farmlandinfo.org/sites/default/files/COCS_08-2010_1.pdf

[08-2010_1.pdf](http://www.farmlandinfo.org/sites/default/files/COCS_08-2010_1.pdf)



Photo: Rich Reid

Develop your messages

- Identifying research needs
 - Who are your primary audiences for sharing economic information in favor of conservation?
 - What are you trying to get them to do?
 - What does success look like?
- Developing messages
 - What benefits will be compelling to your audience?
 - How will you find local economic information?
 - How will you frame the benefits?

Worksheet – Step 2



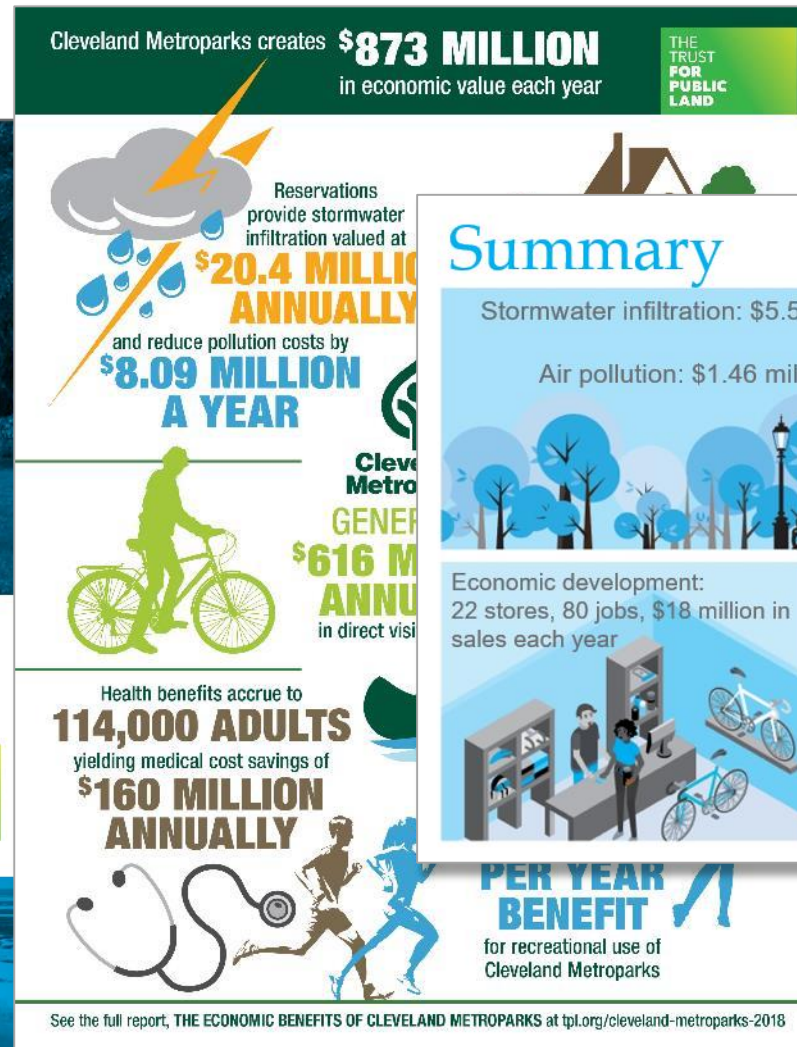
Communications

DELIVERABLES



The economic benefits of parks, trails, and conserved open spaces in Beaufort County, South Carolina

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Summary

Stormwater infiltration: \$5.50 million

Air pollution: \$1.46 million

Health: \$12.5 million

Enhanced property value: \$40.8 million
Increased tax revenues: \$1.13 million

Economic development: 22 stores, 80 jobs, \$18 million in sales each year

Tourism: \$59.5 million

Recreation: \$27.5 million

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Communications

MESSENGERS

- Nontraditional advocates who are authentic to the benefit
 - Doctors, public health officials
 - Farmers/ranchers/foresters
 - Chambers of commerce
 - Business owners
 - Educators
 - Realtors



Communications

PARTNERSHIPS

- Build a diverse coalition
 - Foster relationships with new advocates
 - Economic development, health, tourism, transportation
- Leverage partners' networks
 - Newsletters, volunteers, networking events, presentations



KEEP IT
COLORADO

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Communications

OUTREACH

- Take advantage of existing channels
 - Organization newsletters
 - E-news
- Targeted media
 - Media kits
 - Press releases
 - Interviews (e.g., TV, radio, newspaper) and editorial board
 - Social media kits (e.g., LinkedIn, Facebook, Instagram, Twitter)

Report from The Trust for Public Land in cooperation with the U.S. Forest Service on the community benefits of the Land and Water Conservation Fund (LWCF) just in time for the Act's 50th anniversary.



BLOGS.USDA.GOV

USDA Blog » Land Conservation Strengthens Rural Communities: Examples of the Land and Water...



The Trust for Public Land

August 21 - ⚙

We already know that parks are fabulous places for friends and families to gather, and they play a vital role in boosting community health and combatting climate change. Now, The Trust for Public Land has released new research with our partner [Metroparks Toledo](#) that highlights the exceptional economic benefits of public parks. The parks in Toledo, Ohio generate tens of millions of dollars in economic benefits each year, and they're key economic drivers for local communities. Read more about the key findings here:



TPL.ORG

The Economic Benefits of Metroparks Toledo

Public park and trail systems are a valuable component of healthy...



Conservation makes cents.
A new report from The Trust for Public Land



Communicate the benefits

- Identifying research needs
 - Who are your primary audiences for sharing economic information in favor of conservation?
 - What are you trying to get them to do?
 - What does success look like?
- Developing messages
 - What benefits will be compelling to your audience?
 - How will you frame the benefits?
 - How will you find local economic information?
- Communicating benefits
 - What will be your deliverable?
 - Who will be your messengers?
 - Who are your partners?
 - How will you reach your audience?

Worksheet – Step 3

Learning from each other

- Identifying research needs
 - Who are your primary audiences for sharing economic information in favor of conservation?
 - What are you trying to get them to do?
 - What does success look like?
- Developing messages
 - What benefits will be compelling to your audience?
 - How will you frame the benefits?
 - How will you find local economic information?
- Communicating benefits
 - What will be your deliverable?
 - Who will be your messengers?
 - Who are your partners?
 - How will you reach your audience?

Additional information

- The Trust for Public Land
 - www.tpl.org
- Conservation Economics Reports
 - www.tpl.org/conservation-economics
- Contacts
 - **Jessica Sargent**, Director, Conservation Economics,
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