Parks Maintenance
Traditional Funding Models

Agenda:

• Recap of Session 1
• Presentation: Public Funding for Parks Maintenance (10 min)
• Breakout Groups (35 min)
• Closing
Session 1: Standards and Assessments

How to equitably prioritize maintenance across parks given the variability of needs?

Challenges

- Balance creating **standardization vs. unique** and creative adjustments to maintain assets.
- Staff may lack *training, capacity,* and using technology or software to complete maintenance assessments and evaluations.
- Address **maintenance backlogs** for older parks while keeping up with new parks and facilities (especially in rapidly-growing cities).
- **Lack of available data,** like park visitation and/or asset conditions to demonstrate increased activity in parks.

Approaches

- **Determine standards** for staffing and activities (i.e. anticipated time spent per specific task).
- Identify **preventative standards and proactive audits** to improve maintenance systems.
- **Encourage staff participation** in maintenance assessments or inventories.
- Account for **community stewardship resources** into maintenance approach, like prioritizing service between parks with friends of groups and stewardship and those with none.
Session 1: Standards and Assessments

How to approach climate mitigation in daily operations and maintenance?

Insights from the cohort

• **Adjust hours** for maintenance based on season.
• Seek **creative solutions and adapt approaches** to daily maintenance.
• Incorporate climate resilience into department’s **long-range planning documents**.
• **Foster collaboration** with emergency response departments.
• Adjust **natural habitats** to support native species given changing climate conditions.
Poll

Does your city use one (or more) of the following sources to fund parks operations and maintenance?

- Property Tax
- Income Tax
- Sales and Use Taxes
- Real Estate Transfer Tax
- Earned/Generated Revenue
- Special Districts
Parks Maintenance Finance
Where Does Public Funding for Land Conservation Come From?
### Public Funding for Land Conservation in the United States, 1998-2021

<table>
<thead>
<tr>
<th>Level of Government</th>
<th>Amount</th>
<th>Annual Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>$34,564,386,890</td>
<td>$1,502,799,430</td>
</tr>
<tr>
<td>State</td>
<td>$18,649,102,833</td>
<td>$810,830,558</td>
</tr>
<tr>
<td>Federal</td>
<td>$14,523,328,573</td>
<td>$631,449,068</td>
</tr>
<tr>
<td>Total</td>
<td>$67,736,818,296</td>
<td>$2,945,079,056</td>
</tr>
</tbody>
</table>

Local: Spending authorizations via local ballot measures. Source: TPL’s LandVote Database

State and Federal: Actual spending. Data not complete for all 50 states. Source: TPL’s Conservation Almanac
What is the “Big Idea”? Engaging Voters to Approve Funding for Conservation

Is it really possible to get voters to raise their TAXES to invest in parks and conservation?
Proof of Concept:
77% long-term approval rate, good times and bad

- Clinton
- Bush
- Obama
- Trump
- Biden
- War in Afghanistan
- Katrina
- 2008 Election
- 2016 Election
- Covid-19
- Dot-Com Crash
- 9/11
- Great Recession
- Iraq War
- 2008 Election
Not Red or Blue, But Green - November 3, 2020
Not Red or Blue, But Green - November 3, 2020

• 15 county measures – 14 passed (93%)
• Biden counties: 9 of 9 (100%)
• Trump counties: 5 of 6 (83%)
Track Record of the Concept: Tens of Billions of $ for Land Conservation
Common Revenue Streams

<table>
<thead>
<tr>
<th>Revenue Stream</th>
<th>Selected examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property tax</td>
<td>Washington, New Jersey, Massachusetts</td>
</tr>
<tr>
<td>Sales tax</td>
<td>Arizona, Colorado, Florida, New Mexico</td>
</tr>
<tr>
<td>General Obligation bonds</td>
<td>Arizona, California, Colorado, Montana, New Mexico, Utah</td>
</tr>
<tr>
<td>Income tax</td>
<td>Pennsylvania</td>
</tr>
<tr>
<td>Real estate excise tax/fees</td>
<td>Washington, Maryland, New York</td>
</tr>
</tbody>
</table>
## Finance Mechanism, Passage Rates, Funds Approved

### Local Conservation Finance Ballot Measures Nationwide (1996-2023)

<table>
<thead>
<tr>
<th>Finance Mechanism</th>
<th>Number/Measures</th>
<th>Pass</th>
<th>% Pass</th>
<th>Total Funds Approved</th>
<th>Parks and Open Space Funds Approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bond</td>
<td>975</td>
<td>817</td>
<td>84%</td>
<td>$28,092,940,348</td>
<td>$12,162,468,736</td>
</tr>
<tr>
<td>Income tax</td>
<td>101</td>
<td>73</td>
<td>72%</td>
<td>$732,491,012</td>
<td>$533,591,012</td>
</tr>
<tr>
<td>Property tax</td>
<td>1211</td>
<td>880</td>
<td>73%</td>
<td>$21,805,284,836</td>
<td>$11,193,244,727</td>
</tr>
<tr>
<td>Real estate trans. tax</td>
<td>38</td>
<td>32</td>
<td>84%</td>
<td>$3,153,759,354</td>
<td>$2,744,107,886</td>
</tr>
<tr>
<td>Sales tax</td>
<td>223</td>
<td>169</td>
<td>76%</td>
<td>$63,117,425,375</td>
<td>$10,646,526,309</td>
</tr>
<tr>
<td>Other</td>
<td>115</td>
<td>87</td>
<td>76%</td>
<td>$17,029,764,148</td>
<td>$1,952,108,887</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2663</strong></td>
<td><strong>2058</strong></td>
<td><strong>77%</strong></td>
<td><strong>$133,931,665,073</strong></td>
<td><strong>$39,232,047,557</strong></td>
</tr>
</tbody>
</table>

*Source: Trust for Public Land, LandVote database November 2023*
What is the Trust for Public Land’s Conservation Finance Program?

We create and protect new public funding for land conservation, parks, and restoration through the research, design, and passage of ballot measures and legislation and serve as thought leaders in the field.
Our Record of Success

✓ 649 wins
✓ 83% passage rate
✓ $93 billion created
✓ Over 175 million “Yes” Votes
Thank You!

For More Information:

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Discussion questions

30 minutes

1. What are the current sources of your operations and maintenance budgets?
2. What are your main challenges in funding operations and maintenance?
3. Who are your coalition supporters (including elected officials, staff, NGOs, stakeholders)? Who are your opponents?
4. What are the largest climate and/or equity related challenges and opportunities in your community?
Welcome back!

Fill out the exit ticket before you leave.
Contact Us

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NEW! ORLP Grant Assistance

Submissions due January 10

- Confirm project eligibility by using the ORLP Toolkit.
- Submit project to ORLP Technical Assistance Form.
Thank you!

Next session
Wednesday, February 7 – Non-traditional Funding Models

Questions? Comments?
Reach out to Christina Jang
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