

Broadening support for land conservation through economic messaging

2020 Massachusetts Land Conservation Conference

Jennifer Plowden, The Trust for Public Land

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

THE
TRUST
FOR
PUBLIC
LAND

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



Our impact

MASSACHUSETTS

187 places created or protected

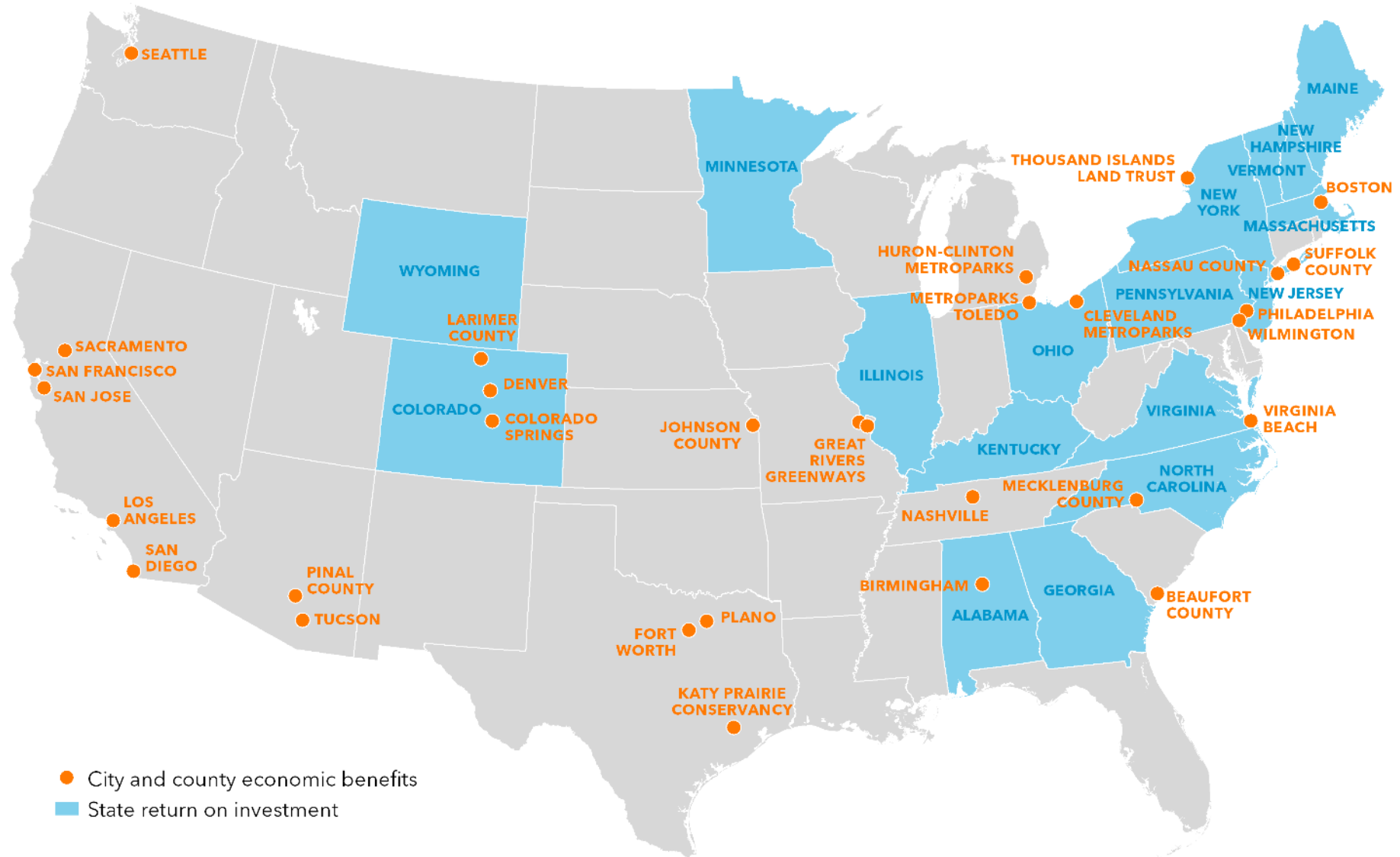
14,116 acres protected

246,236 people with 10-minute walk

176 municipal CPA adoptions

\$2.1 billion in CPA funds generated

\$225 million in state matching funds

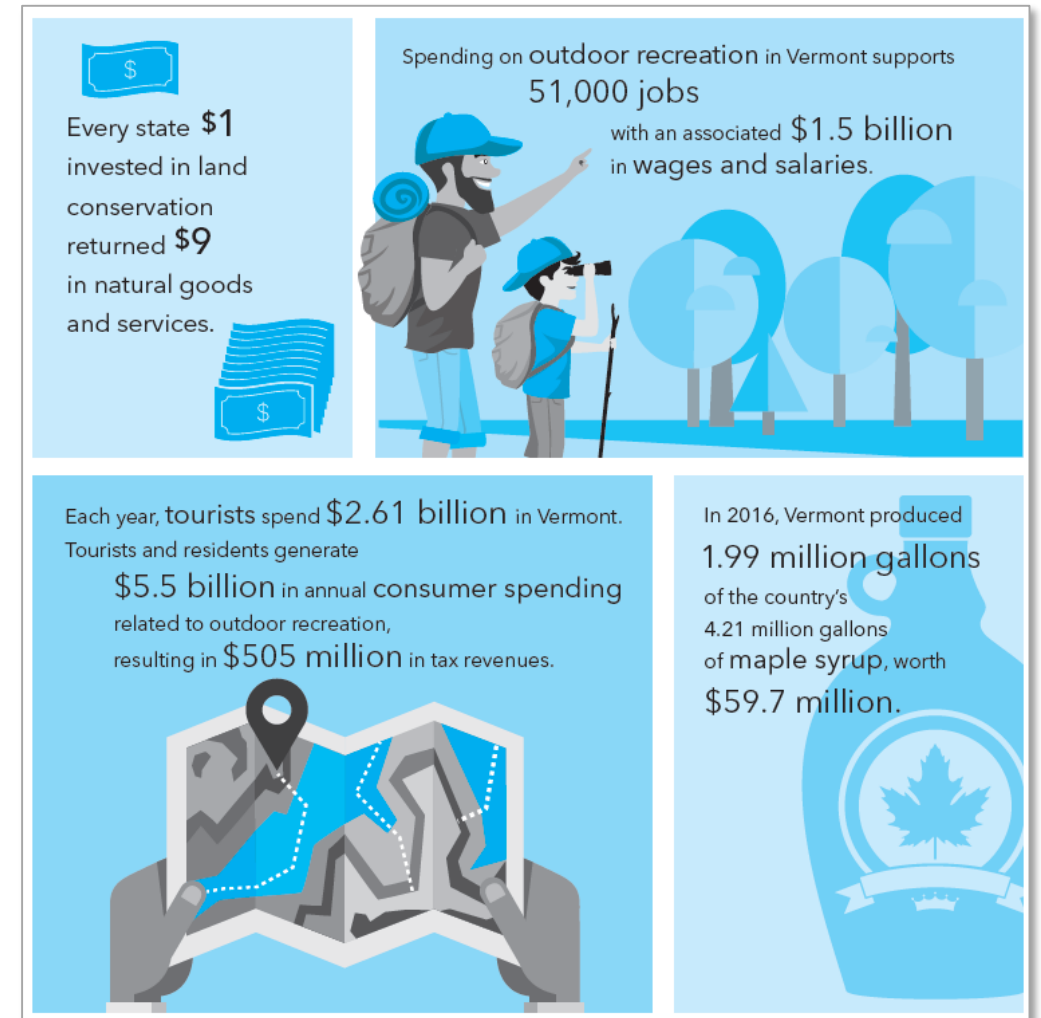


Economic benefits studies in cities, counties, and states (2008-2019)

Conservation economics

TRANSLATING PERCEIVED VALUES INTO DOLLARS

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



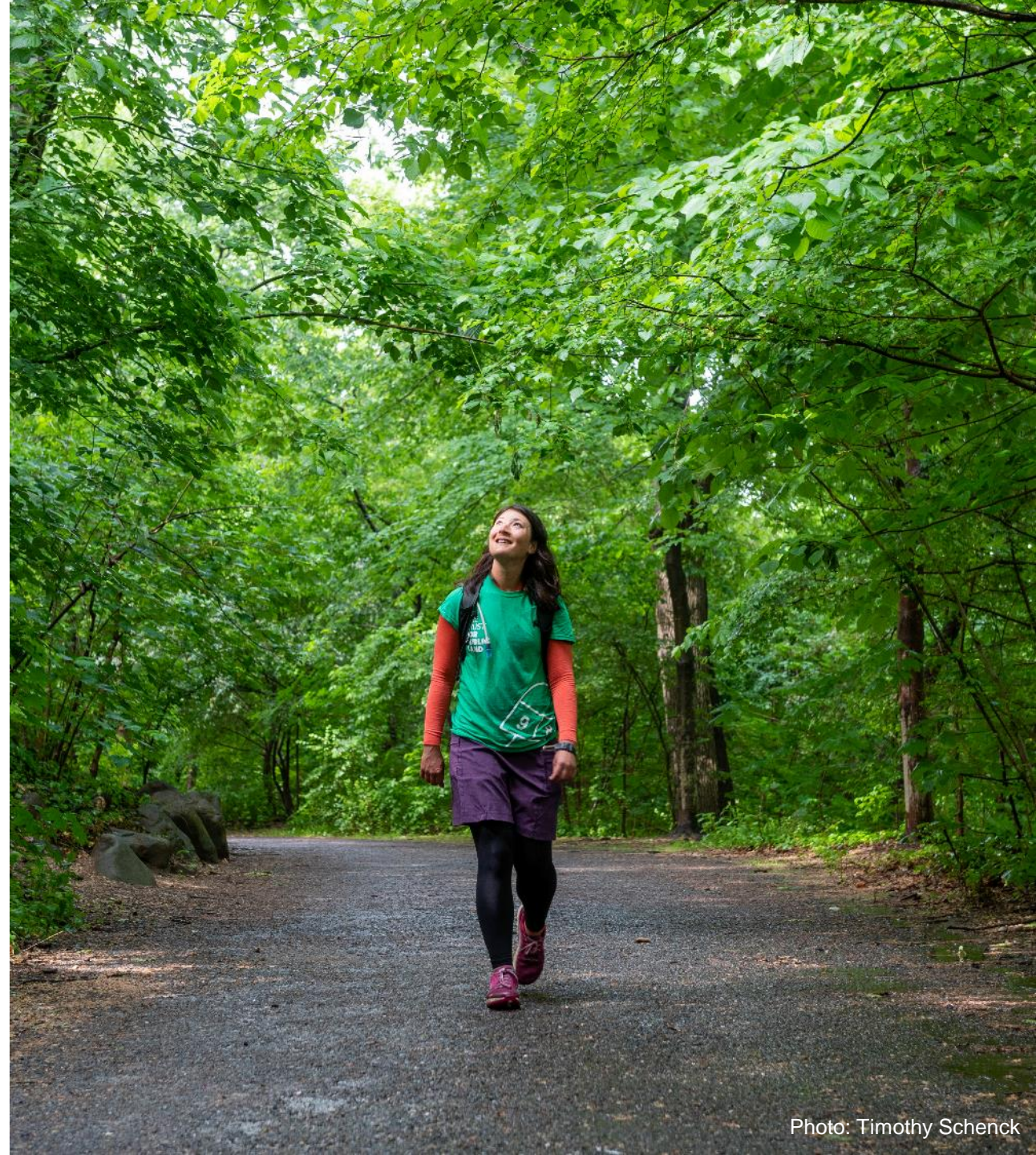
Identify research needs

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



Improved health

- Conserved lands and the [pandemic](#)
- Key to how we cope and how we'll recover
- Sunlight, fresh air, exercise, and green space improve physical and emotional health



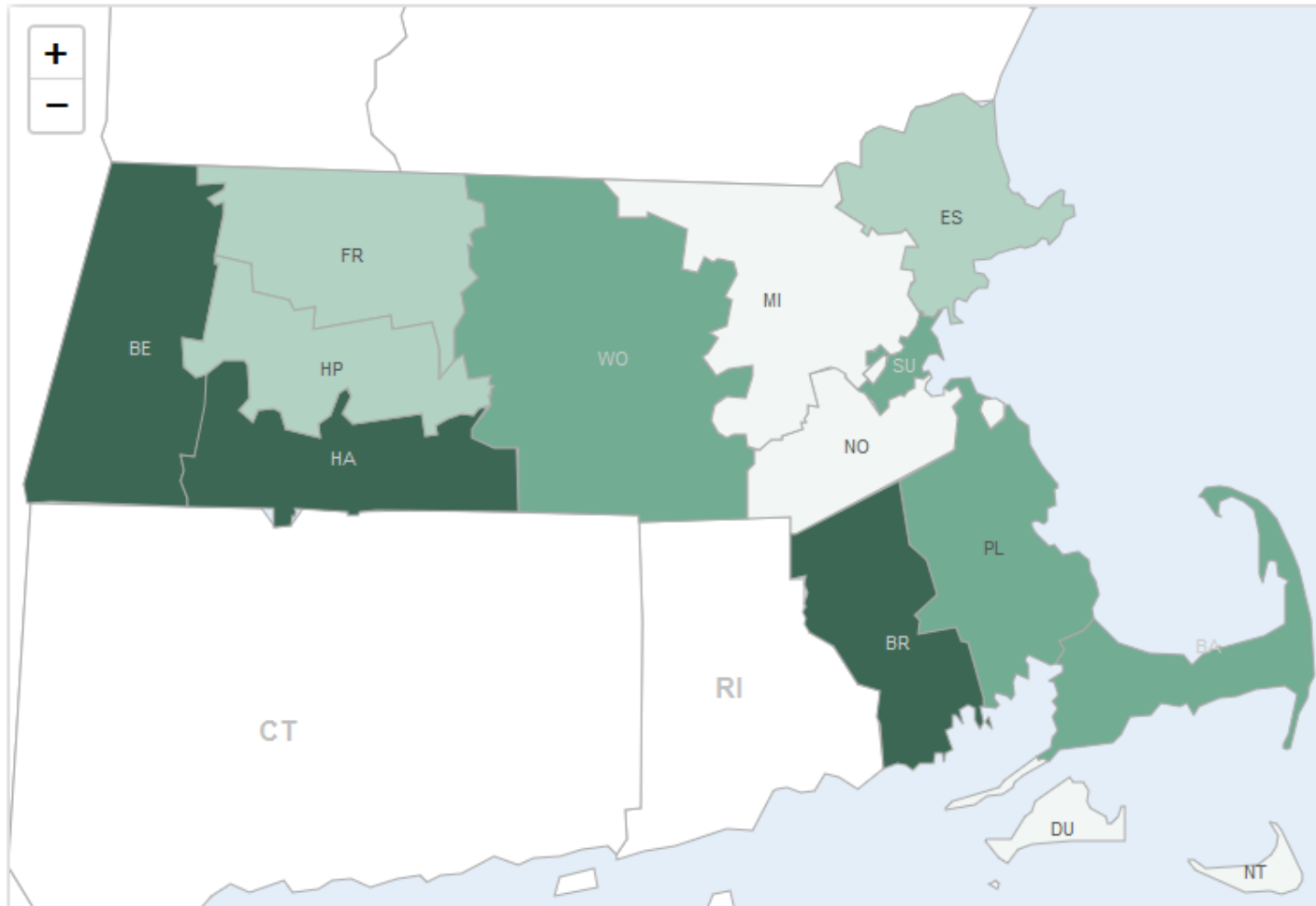
Improved health

- Access increases physical activity
- Adults who exercise regularly save [\\$1,230-\\$2,470/year](#)
- Centers for Disease Control and Prevention - [obesity data](#)



Improved health

- Robert Wood Johnson Foundation - [County Health Rankings](#)



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, farming, timber, fisheries, etc.
- Quality of life
 - Awards won
 - Business quotes and surveys



Economic development

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



Outdoor recreation

- Understand resident use
 - Trail/vehicle counts
 - Surveys
- Combine with value of recreational use
 - Oregon State University - [Recreation Use Values Database](#)



Outdoor recreation

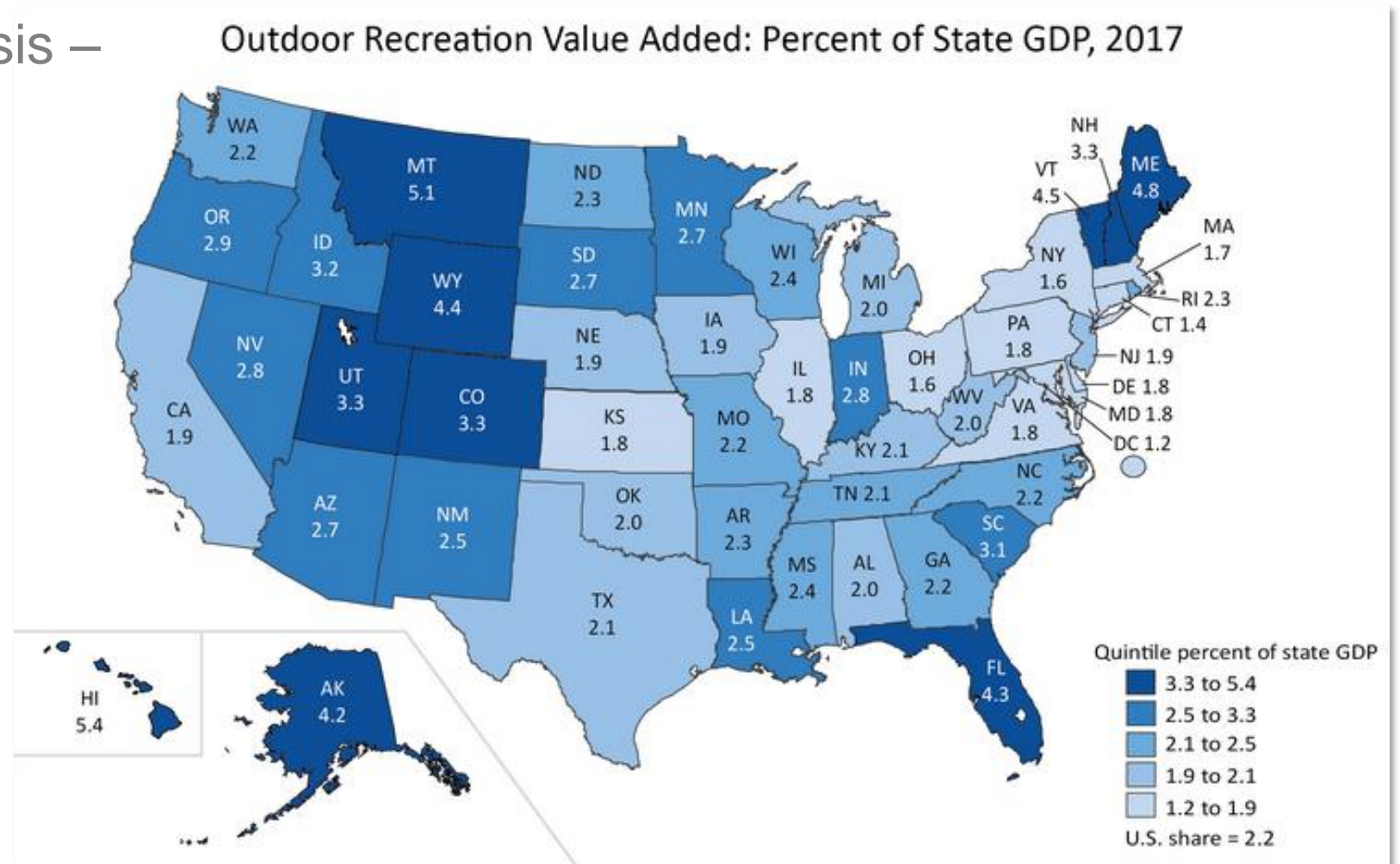
- Outdoor Industry Association – [state-level data](#)

59%
OF
MASSACHUSETTS
RESIDENTS PARTICIPATE
IN OUTDOOR RECREATION
EACH YEAR



Outdoor recreation

- Bureau of Economic Analysis – [outdoor recreation data](#)



Tourism

- Conserved lands attract non-residents
- Outdoor recreation: [7.9% of visitors](#)
- Visitors spend money in local communities.



Tourism

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

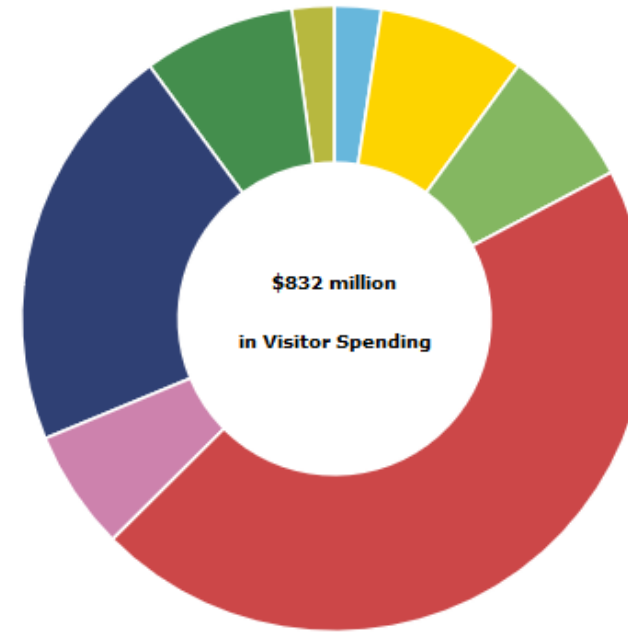
Economic Contributions to the Massachusetts Economy

In 2018, 9.6 million park visitors spent an estimated \$832 million in local gateway regions while visiting National Park Service lands in Massachusetts. These expenditures supported a total of 10.5 thousand jobs, \$479 million in labor income, \$793 million in value added, and \$1.2 billion in economic output in the Massachusetts economy.

● Visitor Spending ○ Jobs ○ Labor Income ○ Value Added ○ Economic Output

Click on a State for more information or select a State

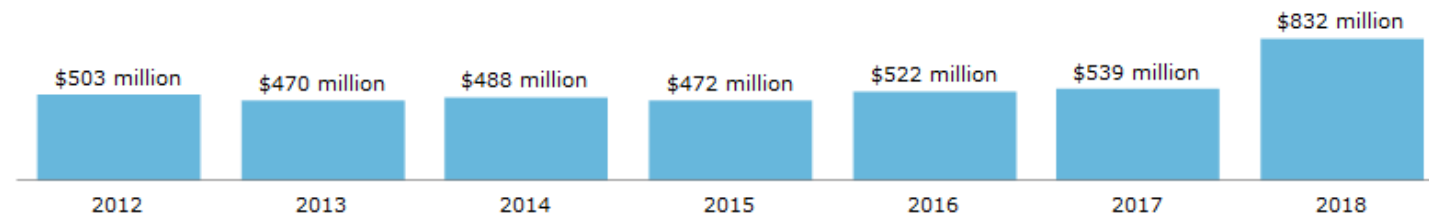
Massachusetts



Directly Affected Sectors

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

Contributed to the Massachusetts Economy



Natural goods and services

- Over a dozen [ROI analyses](#) by The Trust for Public Land
- Every **\$1 invested in state land conservation programs returns \$4 to \$11** in natural goods and services.
- Every \$1 invested by [Massachusetts](#) returns \$4 in natural goods and services

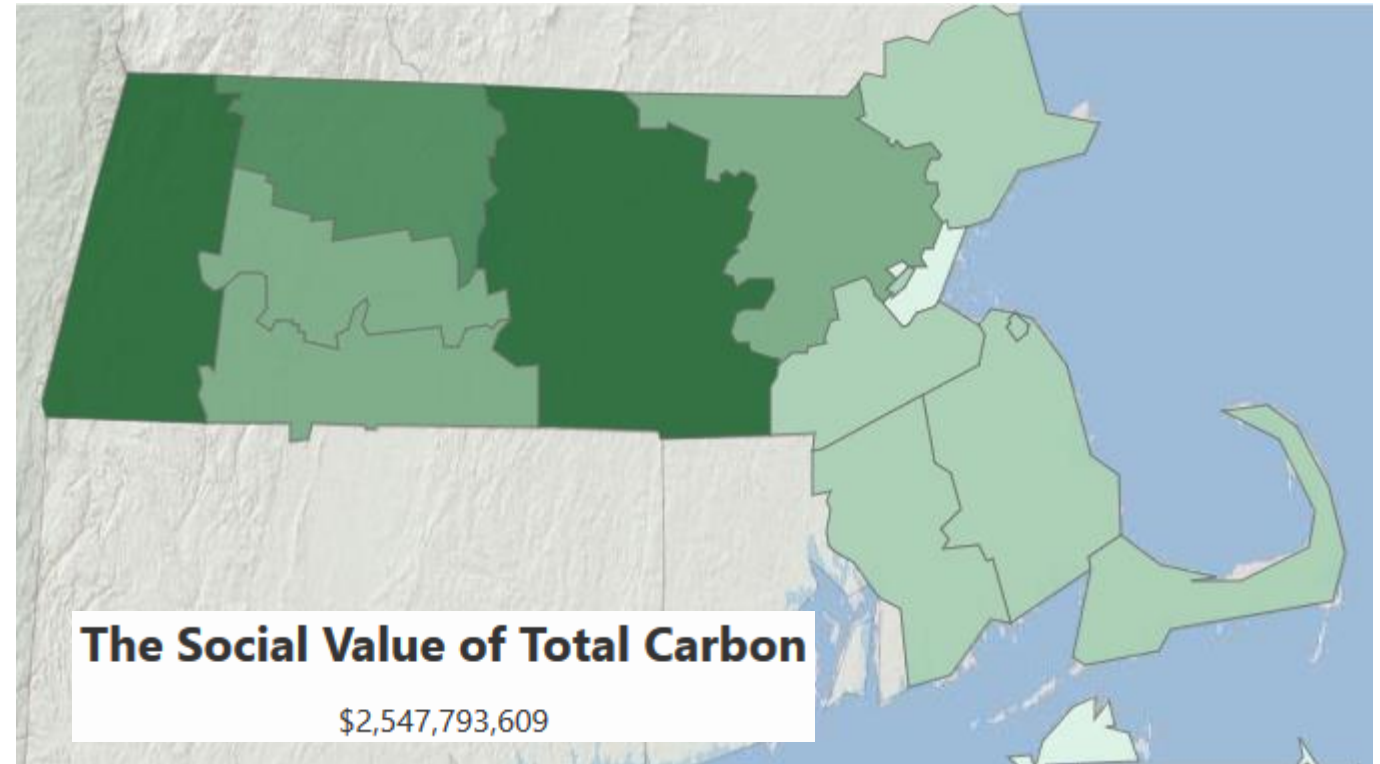
The Return on Investment in Parks
and Open Space in Massachusetts



THE TRUST *for* PUBLIC LAND
CONSERVING LAND FOR PEOPLE

Natural goods and services

- The Trust for Public Land and American Forests - [Forest Carbon Map](#)
 - Existing carbon stocks
 - Threats (e.g., development)
 - Co-benefits (e.g., sourcewater protection, habitat)



Natural goods and services

- Improve air quality by removing air pollutants.
- Capture precipitation and slow runoff, reducing stormwater management costs and improving water quality.
- USFS - [i-Tree](#)



Natural goods and services

- Resiliency to extreme events
- SHELDUS™ - [hazard loss data set](#)
 - Thunderstorms
 - Hurricanes
 - Floods
 - Wildfires



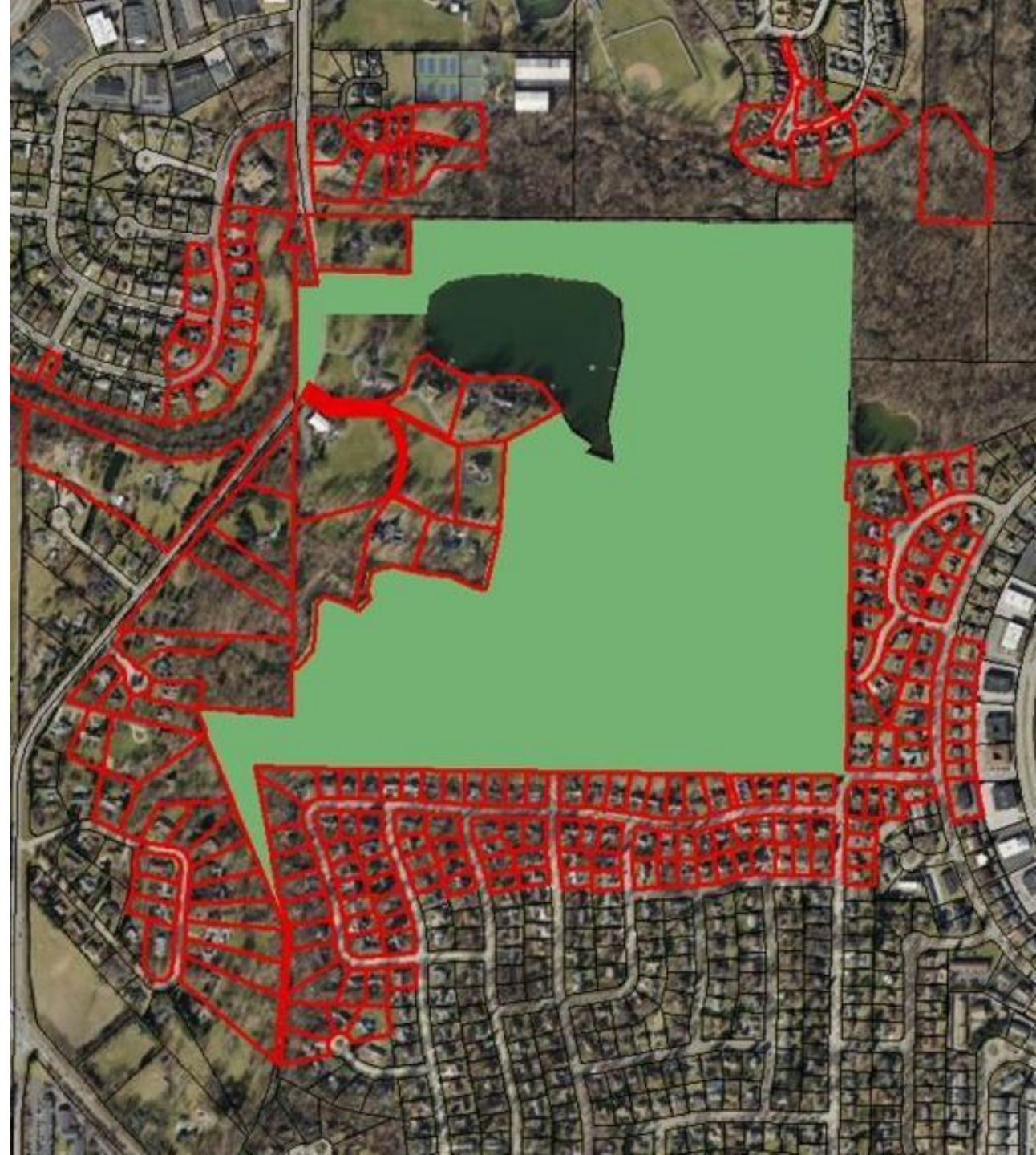
Farming, forestry, commercial fishing

- Working lands support industries
- USDA - [Census of Agriculture](#)
- Bureau of Economic Analysis – [BEARFACTS](#)
- Census – [County Business Patterns](#)



Enhanced property value

- Homes near conserved lands are frequently worth more than properties located elsewhere.
 - 5% up to 500 feet
- Conservation easements increase surrounding property values
- An increase in property values generally means increased property tax revenues.



Cost of community services

- Residential lands often require more in government services than they pay in taxes
- UMass Amherst – [Paul Catanzaro and Helena Murray](#)



	Great Barrington (2018)	Whately (2017)	Upton (2018)	Haverhill (2017)
RATIO OF REVENUES TO EXPENSES				
Residential	1: 1.12	1: 1.13	1: 1.00	1: 1.04
Commercial/Industrial	1: 0.37	1: 0.56	1: 0.51	1: 0.75
Open Space	1: 0.35	1: 0.46	1: 0.34	1: 0.74

Develop your messages

- What benefits will be compelling to your audience?
- How will you find local economic information?
- How will you frame the benefits?

Communications

DELIVERABLES



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



Cleveland Metroparks creates **\$873 MILLION** in economic value each year



Reservations provide stormwater infiltration valued at **\$20.4 MILLION ANNUALLY** and reduce pollution costs by **\$8.09 MILLION A YEAR**

\$616 MILLION ANNUALLY in direct visitation

Health benefits accrue to **114,000 ADULTS** yielding medical cost savings of **\$160 MILLION ANNUALLY**

PER YEAR BENEFIT for recreational use of Cleveland Metroparks

See the full report, THE ECONOMIC BENEFITS OF CLEVELAND METROPARKS at tpl.org/cleveland-metroparks-2018

Summary

Stormwater infiltration: \$5.50 million	Health: \$12.5 million	Enhanced property value: \$40.8 million
Air pollution: \$1.46 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



Communications

MESSENGERS

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



Photo: Darcy Kiefel



Photo: William Poole



Photo: Ted Wood



Photo: David Leinweber



Photo: Jerry and Marcy Monkman

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



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



Thank you!

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Resources

- The Trust for Public Land
 - Conservation Economics: www.tpl.org/conservation-economics
 - Research Library: <https://www.tpl.org/how-we-work/research-library>
- Health
 - Parks and pandemics: <https://www.tpl.org/parks-and-the-pandemic>
 - Centers for Disease Control and Prevention - obesity data: <http://www.cdc.gov/obesity/data/adult.html>
 - County Health Rankings: <http://www.countyhealthrankings.org/>
- Economic Development
 - Esri Business Analyst: <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
 - Headwaters Economics – Economic Profile System: <https://headwaterseconomics.org/tools/economic-profile-system/tool-about/>
- Outdoor Recreation
 - Oregon State University - Recreation Use Values Database: <http://recvaluation.forestry.oregonstate.edu/database>
 - Outdoor Industry Association: <https://outdoorindustry.org/state/massachusetts/>
 - Bureau of Economic Analysis: <https://www.bea.gov/news/2019/outdoor-recreation-satellite-account-us-and-prototype-states-2017>
- Tourism
 - Massachusetts Travel and Tourism, 2017 Annual Report: https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&ved=2ahUKEwjvILOKI8XpAhXgmHIEHUx0AJQQFjACegQIBhAB&url=https%3A%2F%2Fwww.massvacation.com%2Fwp-content%2Fuploads%2F2018%2F07%2F2017_annual_report.pdf&usq=AOvVaw1YW3h9Etm5hMI52FmkDZ0-
 - National Park Service: <https://www.nps.gov/subjects/socialscience/vse.htm>

Resources (continued)

- Natural Goods and Services
 - Massachusetts ROI: <https://www.tpl.org/return-investment-parks-and-open-space-massachusetts>
 - TPL's Research Library: <https://www.tpl.org/how-we-work/research-library>
 - Forest Carbon Map: <https://web.tplgis.org/carbonmap/>
 - USFS – i-Tree: <http://www.itreetools.org/>
 - Sheldus: <http://hvri.geog.sc.edu/SHELDUS/>
 - InVEST: <http://www.naturalcapitalproject.org/invest/>
- Farming, forestry, and commercial fishing
 - 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>
- Property value
 - John Crompton: <https://rpts.tamu.edu/the-proximate-principle-impact-of-parks-on-property-value/>
 - Journal of Forestry: <https://academic.oup.com/jof/article/116/6/555/5095608>
 - National Association of Realtors: <https://www.nar.realtor/trails-and-greenways#section-166076>
 - CEOs for Cities: How walkability raises home values in U.S. cities (2009)
 - Urban Land Institute: The case for open spaces: why the real estate industry in parks and open spaces (2018)
<https://americas.uli.org/healthy-places/the-case-for-open-space-why-the-real-estate-industry-should-invest-in-parks-and-open-spaces/>
 - Great Rivers Greenway: <https://www.tpl.org/economic-benefits-great-rivers-greenway-report-and-fact-sheet>
- Cost of community services
 - American Farmland Trust: http://www.farmlandinfo.org/sites/default/files/COCS_08-2010_1.pdf
 - UMass Amherst, Paul Catanzaro and Helena Murray: Fiscal impacts of land use in Massachusetts: up-to-date cost of community services analyses for 4 Massachusetts communities (2019), <https://masswoods.org/communityconservation>