Broadening support for land conservation through economic messaging

2020 Massachusetts Land Conservation Conference

Jennifer Plowden, 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.

In Massachusetts outdoor recreation generates:

- $16.2 billion in consumer spending annually
- 120,000 direct jobs
- $5.9 billion in wages and salaries
- $911 million in state and local tax revenue
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
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
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](#)

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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.
Communications

MESSENGERS

- Nontraditional advocates who are authentic to the benefit
  - Doctors, public health officials
  - Farmers/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
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)
Thank you!

- Jennifer Plowden, Senior Conservation Economist, jennifer.plowden@tpl.org (617) 586-4431
Resources

- **The Trust for Public Land**
  - Conservation Economics: [www.tpl.org/conservation-economics](http://www.tpl.org/conservation-economics)
  - Research Library: [https://www.tpl.org/how-we-work/research-library](https://www.tpl.org/how-we-work/research-library)

- **Health**
  - Centers for Disease Control and Prevention - obesity data: [http://www.cdc.gov/obesity/data/adult.html](http://www.cdc.gov/obesity/data/adult.html)
  - County Health Rankings: [http://www.countyhealthrankings.org](http://www.countyhealthrankings.org)

- **Economic Development**

- **Outdoor Recreation**
  - Oregon State University - Recreation Use Values Database: [http://recvaluation.forestry.oregonstate.edu/database](http://recvaluation.forestry.oregonstate.edu/database)
  - Outdoor Industry Association: [https://outdoorindustry.org/state/massachusetts/](https://outdoorindustry.org/state/massachusetts/)

- **Tourism**
  - National Park Service: [https://www.nps.gov/subjects/socialscience/vse.htm](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/
  • 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)

• 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