

# 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

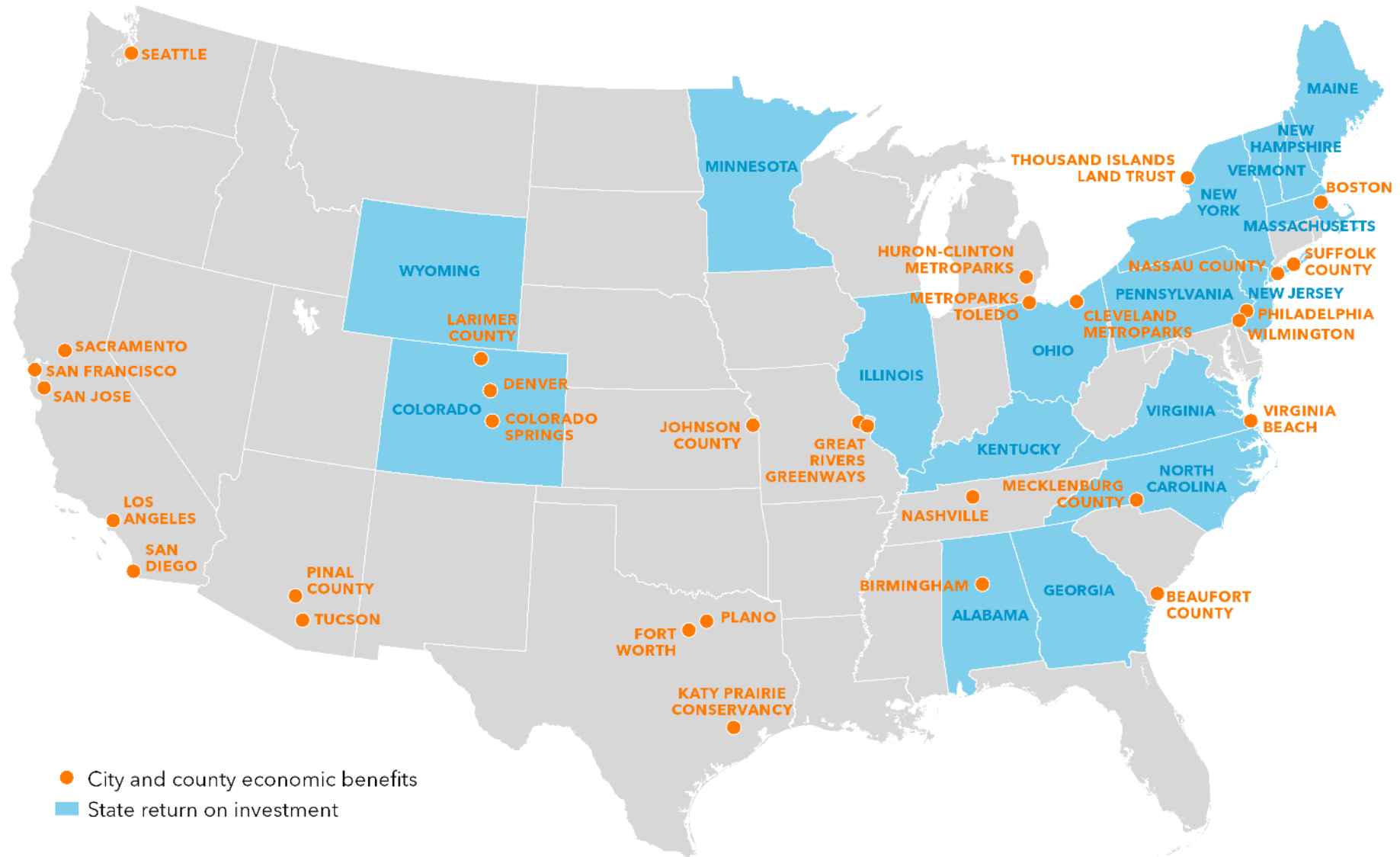
**14,116** acres protected

**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)

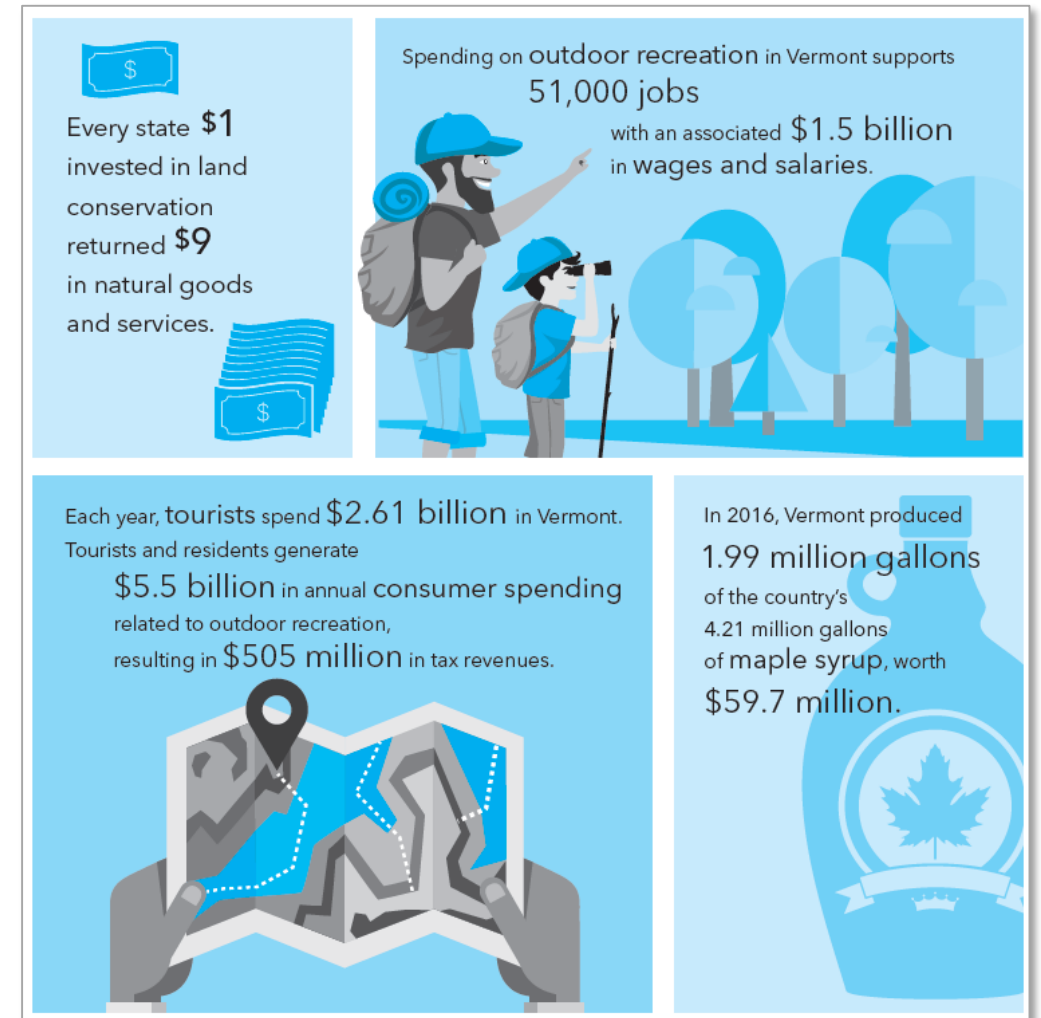
May 15, 2019. Copyright © The Trust for Public Land. The Trust for Public Land and The Trust for Public Land logo are federally registered marks of The Trust for Public Land. Information on this map is provided for purposes of discussion and visualization only. [www.tpl.org](http://www.tpl.org)



# 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



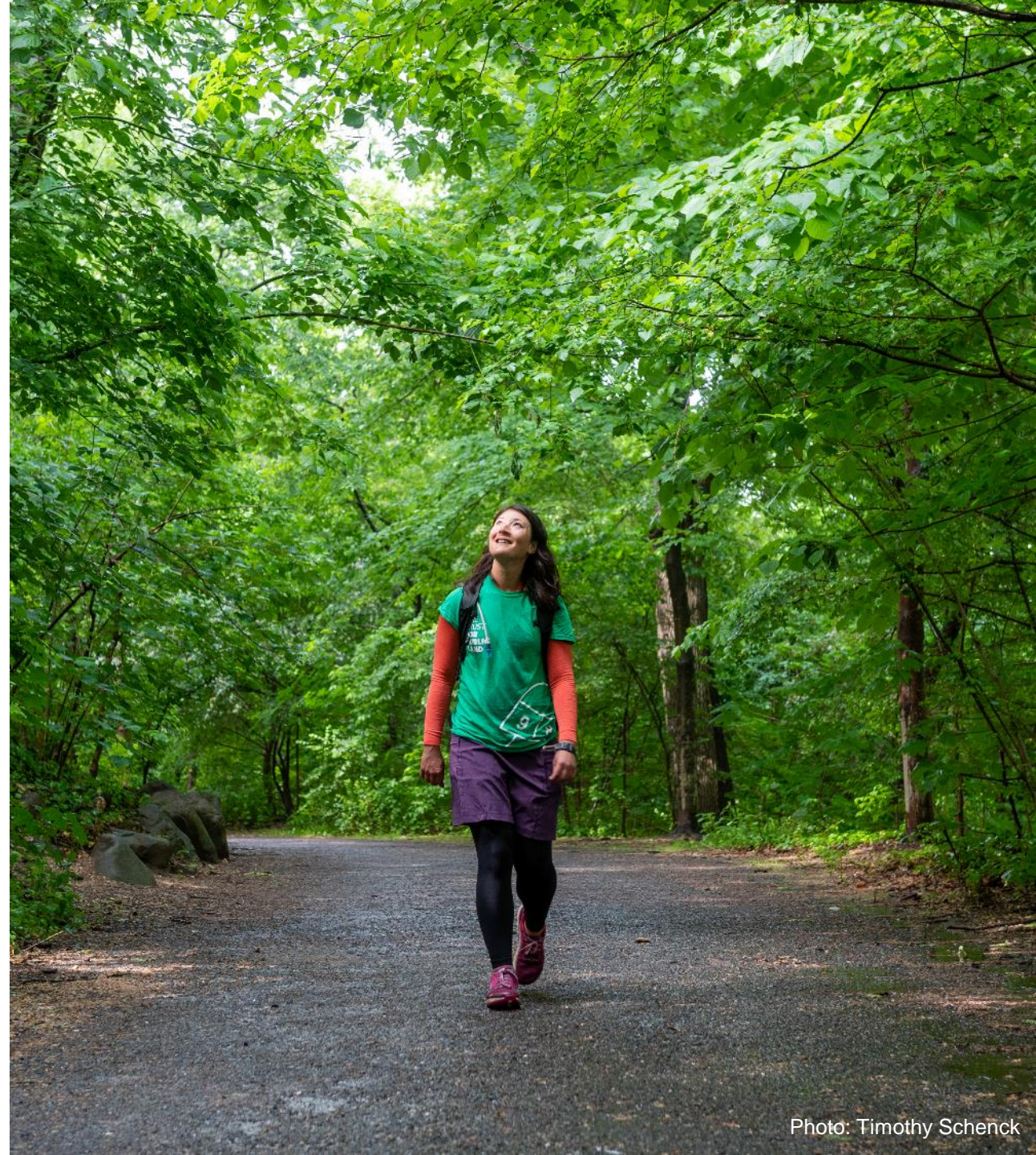
# Identify research needs

- 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





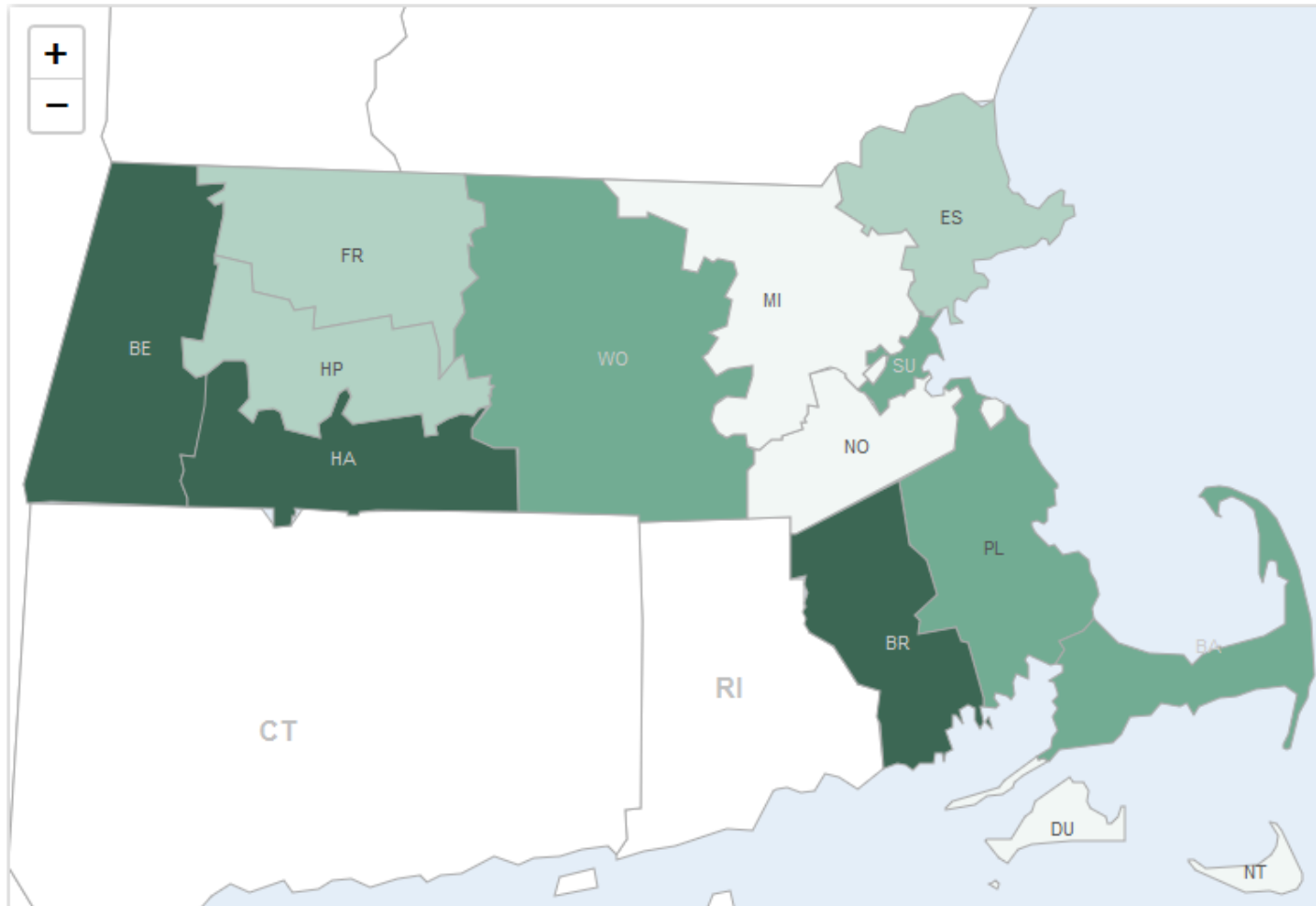
# Improved health

- 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

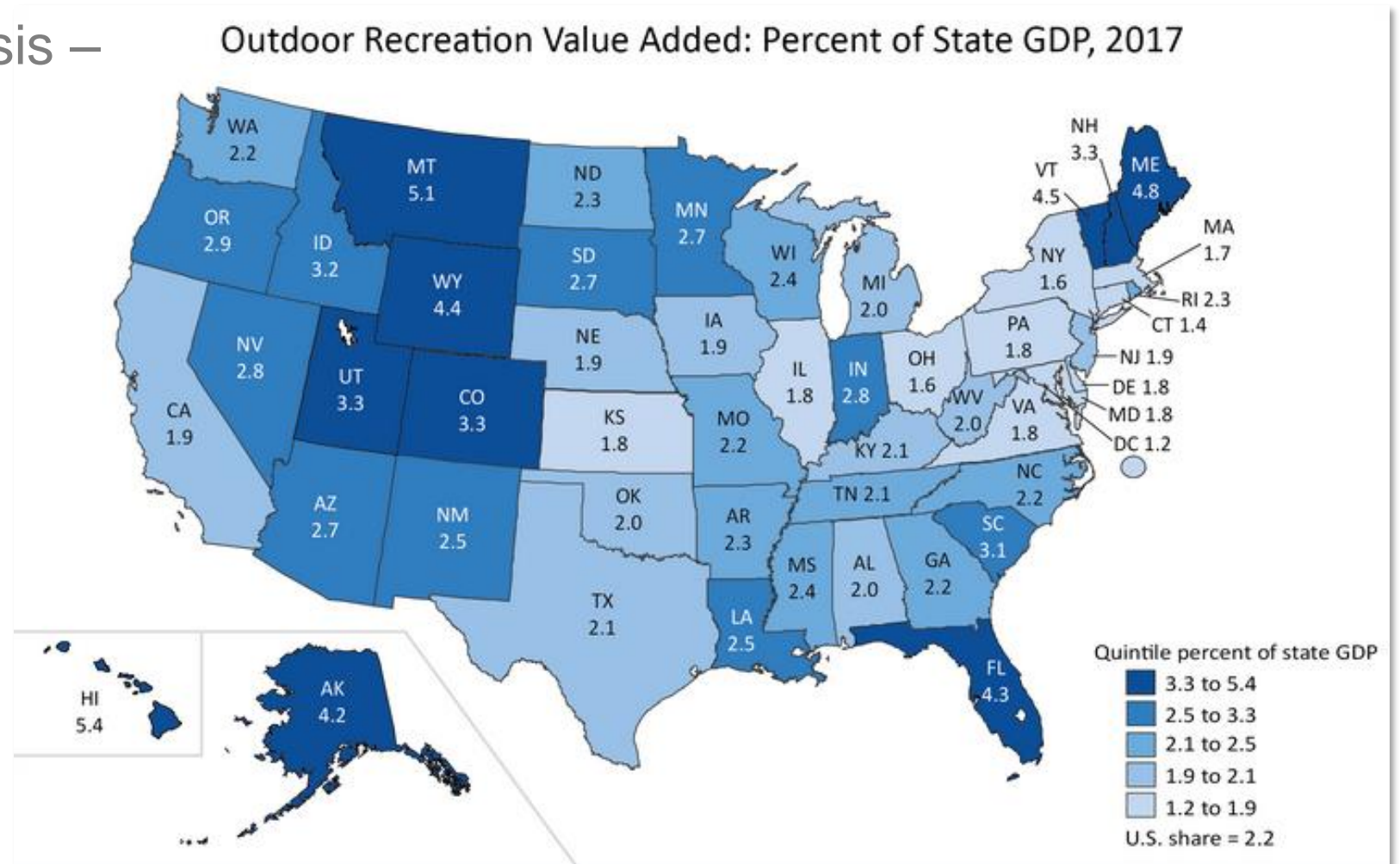
- Outdoor Industry Association – [state-level data](#)

**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

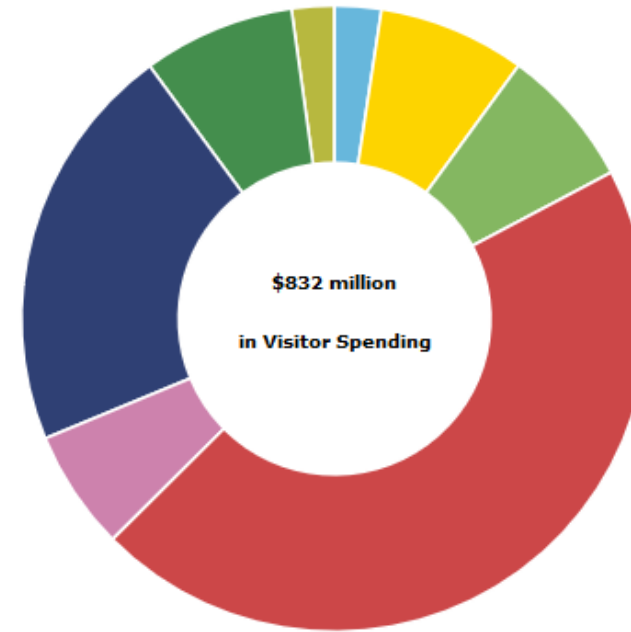
## Economic Contributions to the Massachusetts Economy

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

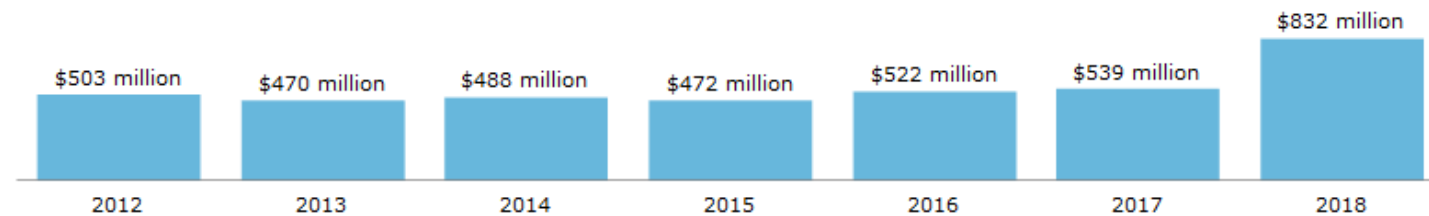
Massachusetts



### 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

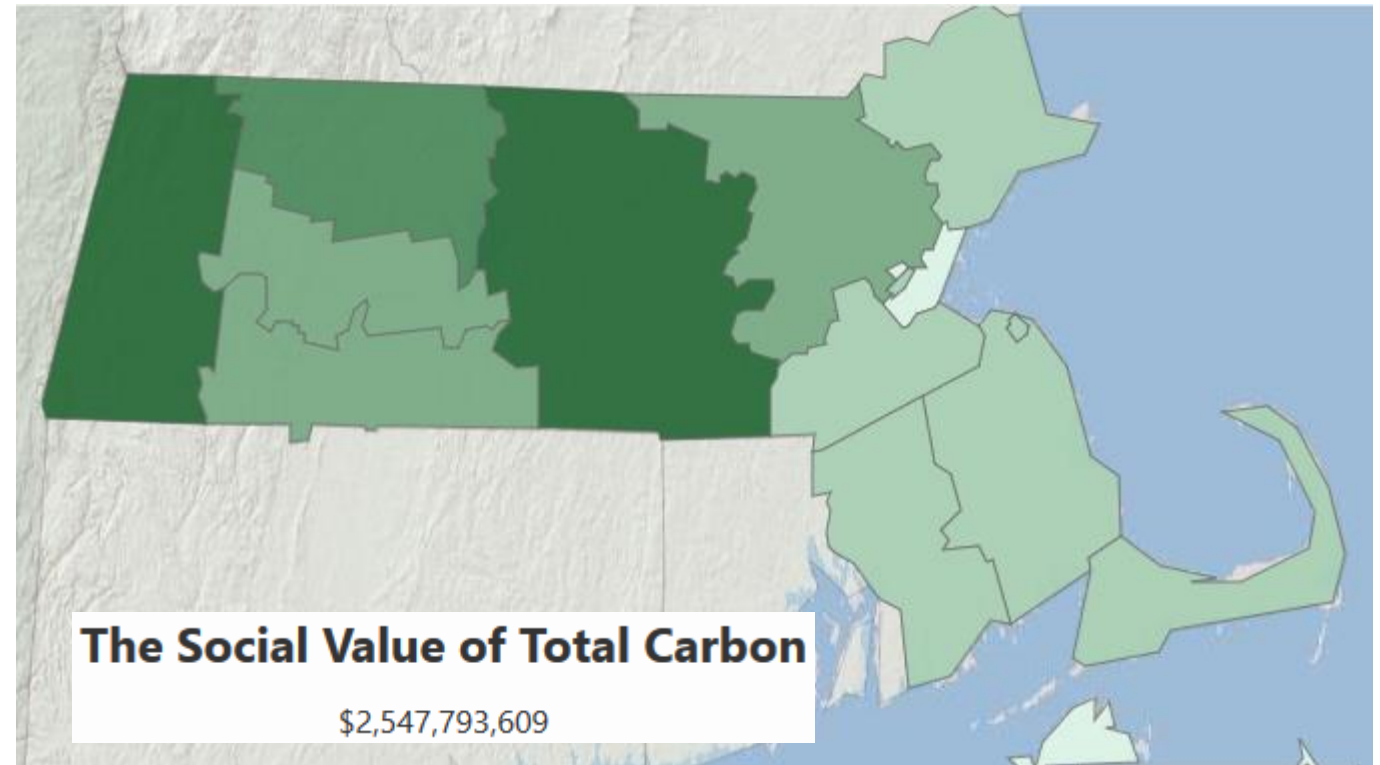
The Return on Investment in Parks  
and Open Space in Massachusetts



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



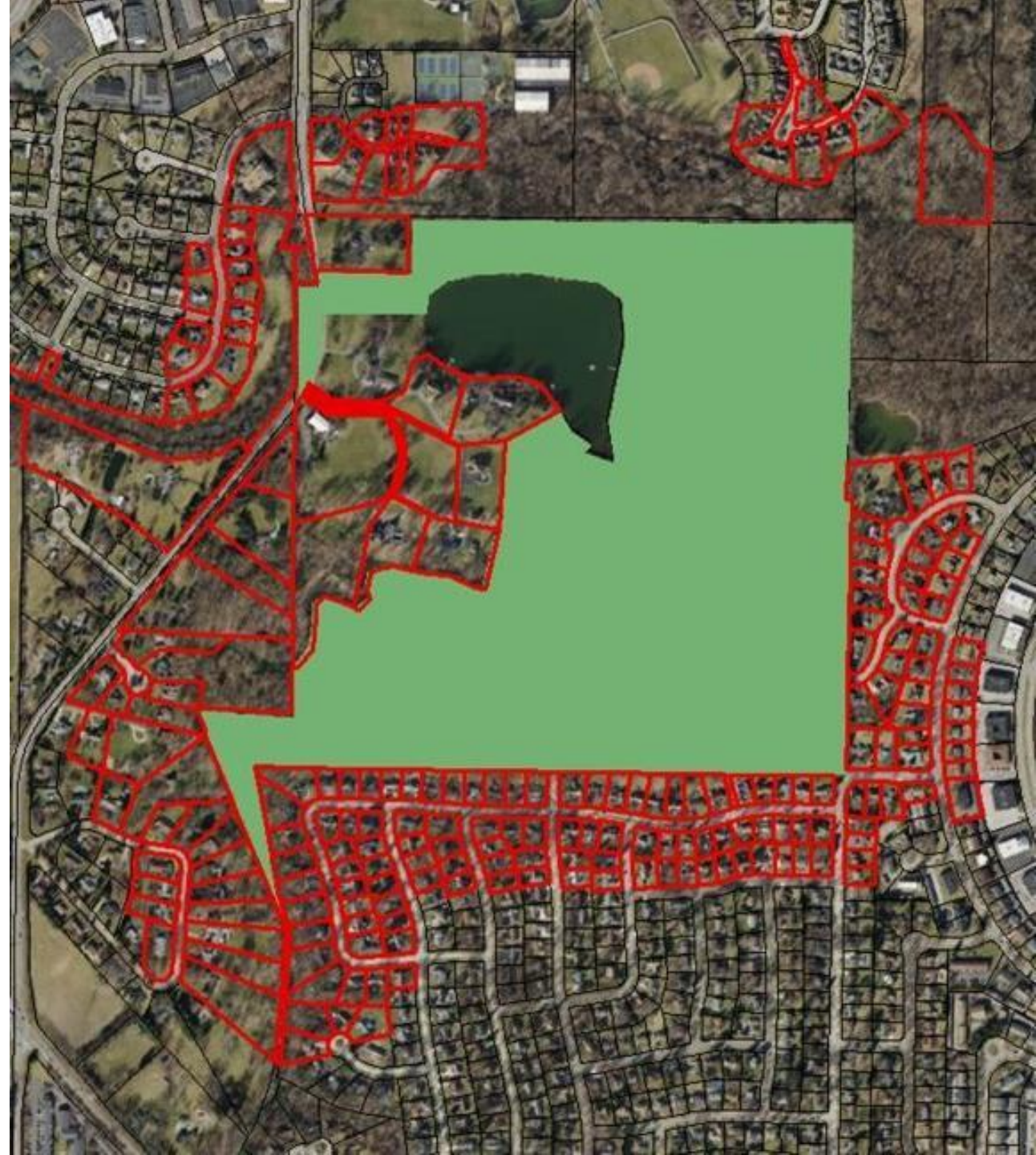
# Farming, forestry, commercial fishing

- 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)
<b>RATIO OF REVENUES TO EXPENSES</b>				
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

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- 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**



Cleveland Metro **GENERATES \$616 MILLION ANNUALLY** in direct visitation

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



### 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



**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](http://tpl.org/cleveland-metroparks-2018)



# 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

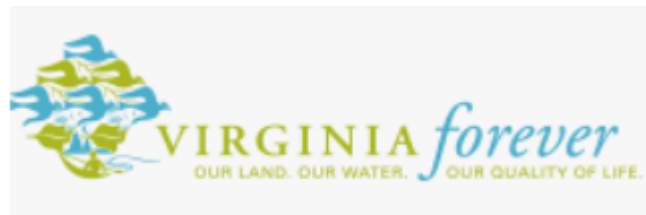


Photo: Jerry and Marcy Monkman

# 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!

- Jennifer Plowden, Senior Conservation Economist,  
[jennifer.plowden@tpl.org](mailto: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>
- 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-](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/>
- Cost of community services
  - American Farmland Trust: [http://www.farmlandinfo.org/sites/default/files/COCS\\_08-2010\\_1.pdf](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>