

THE TRUST *for* PUBLIC LAND  
CONSERVING LAND FOR PEOPLE



**Protecting Drinking Water Through Land Conservation**

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## The Challenge

- America's natural open spaces are disappearing at a rate of three million acres a year (USDA)



*... or six acres in  
the last minute*



# Conserving Land for People

The Trust for Public Land conserves land for people to enjoy as parks, gardens, and other natural places, ensuring livable communities for generations to come.

*TPL Mission Statement*

*With over 400 staff working in 40+ offices in six regions.*



## **Why source water protection?**

### ***People care about clean drinking water***

- Water quality is consistently one of the most important reasons that voters support new funding for land conservation.
- Drinking water quality is the number one reason.
- 89% of Americans agree that federal investment to guarantee clean and safe water is a critical component of our environmental well-being. (2005 Luntz poll)



## Why should water suppliers care about land conservation?

- First step in a multiple-barrier approach
- Permanently protects critical natural resources
- Reimburses landowners fairly for value of property
- Affords more control for land management practices, even outside the communities' jurisdiction
- Can be blended with other regulatory and voluntary strategies, such as zoning and BMPs.



## Why should water suppliers care about land conservation?

- *The most effective way to ensure the long-term protection of water supplies is through land ownership by the water supplier and its cooperative public jurisdictions. AWWARF, 1991.*
- *One of the best tools for reducing the transmission of waterborne diseases is the establishment of watershed protection programs. The American Academy of Microbiology, 1996.*



## Research Suggests It's Economical

**Hypothesis:** As watersheds get built-out, raw water quality declines and drinking water treatment costs increase.

**Preliminary Findings:** For every 10% decline in forest cover, there may be a 12% increase in chemical treatment costs.





# Conservation Services

## Conservation Vision

**Helping communities develop implementation strategies for their open space goals.**

## Conservation Finance

**Helping government partners and communities create funding for land conservation.**

## Conservation Transactions

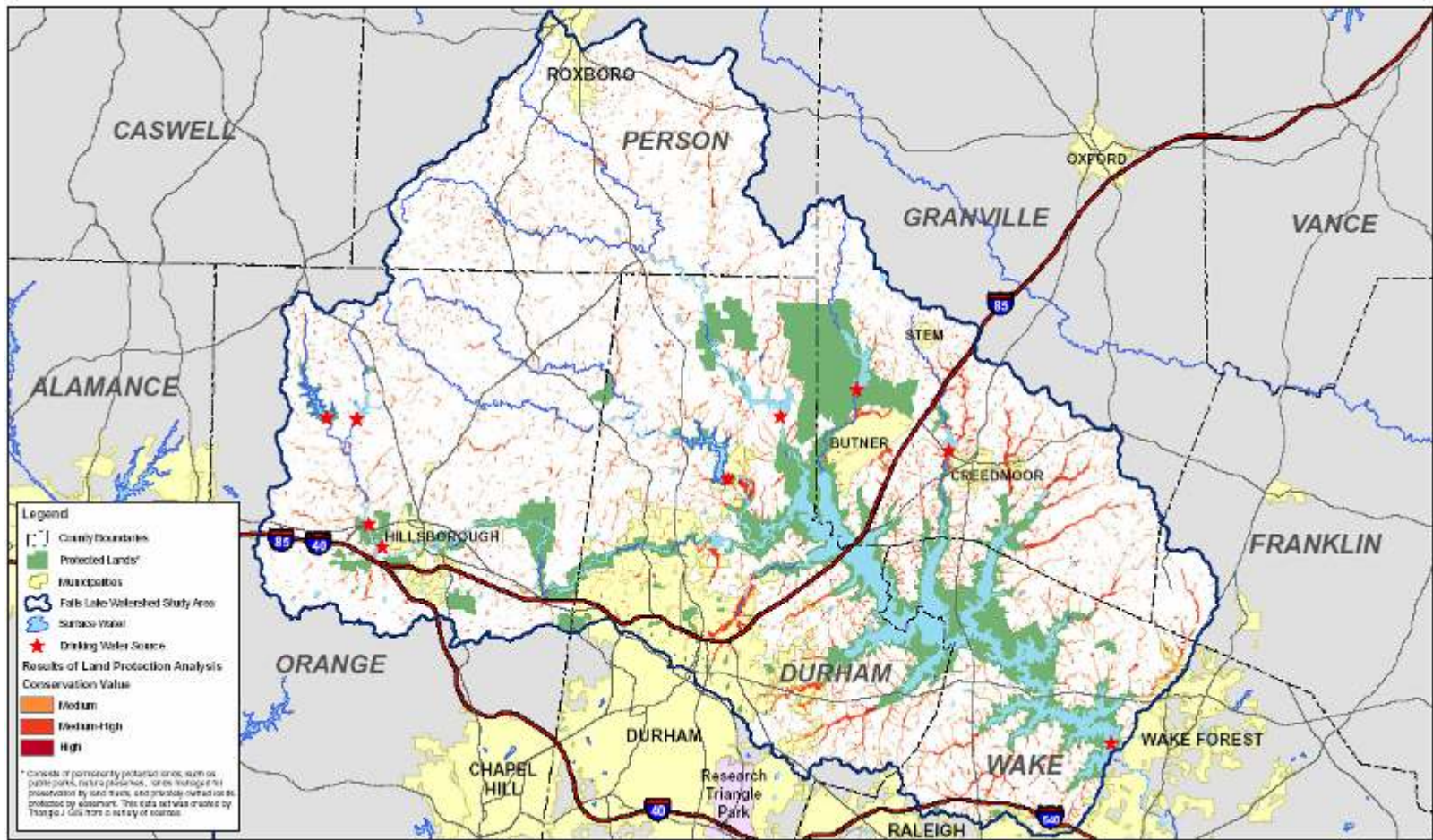
**Helping government partners and communities evaluate and purchase land.**





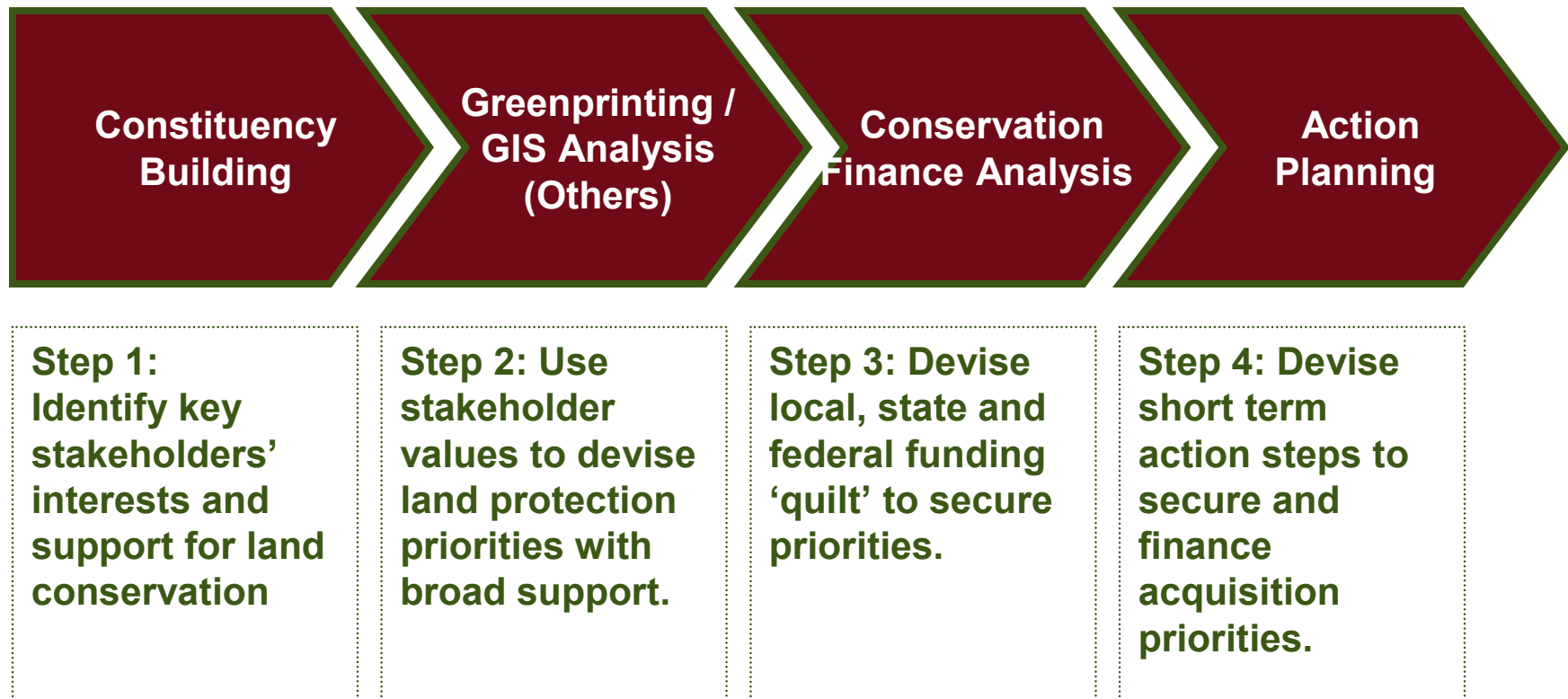
# Case study: Upper Neuse River Basin

High Priority Lands for Overall Land Protection in the Falls Lake Watershed



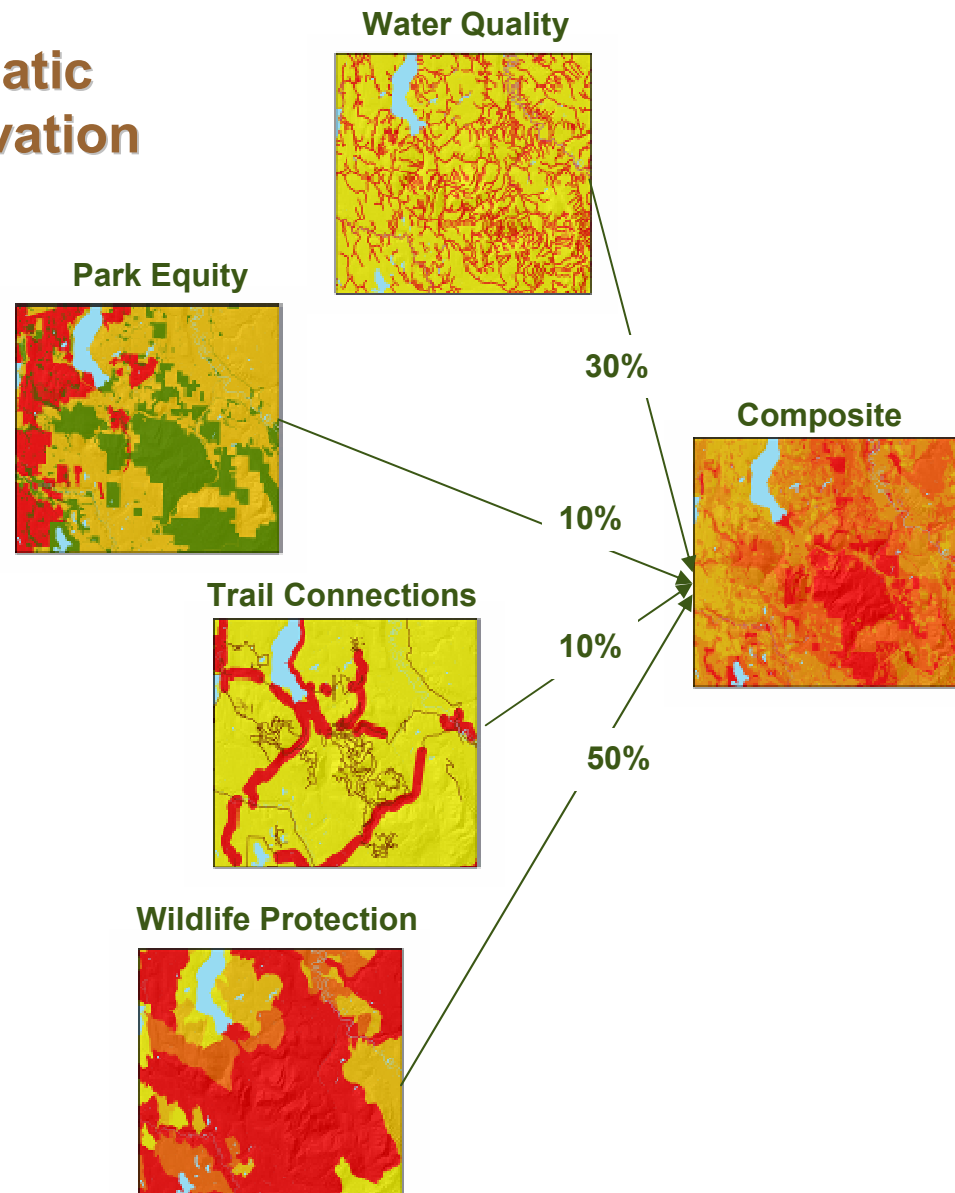


# Conservation Visioning



## Greenprint Modeling – A Systematic Approach to Prioritizing Conservation

- Hierarchical model combines the criteria building blocks into a composite conservation priority map.
- Relative weightings reflect regional conservation priorities.
- Alternative conservation scenarios are created by adding additional criteria or by modifying relative importance of existing criteria.





# Greenprinting Results – Maps and Reports

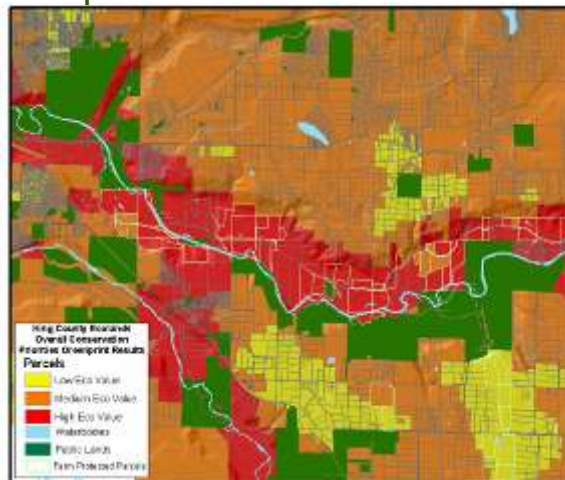
Greenprinting visuals provide unique insight for formulating conservation acquisition strategies.

## Strategic analysis reports

Color-coded overview maps



Parcel by parcel ranking maps



Strategic	Acres	Estimated	Conservation	Estimated	Acres	Estimated
Category	Count	Value	Value	Value	Count	Value
Medium Lands	B	100	1,000,000	10%	10,000	100,000,000
	A	2,000	20,000,000	2,000	20,000,000	200,000,000
	A	10,000	100,000,000	10,000	100,000,000	1,000,000,000
	B	50,000	500,000,000	50,000	500,000,000	5,000,000,000
	C	100,000	1,000,000,000	100,000	1,000,000,000	10,000,000,000
Forest Lands	B	100	1,000,000	10%	10,000	100,000,000
	A	2,000	20,000,000	2,000	20,000,000	200,000,000
	A	10,000	100,000,000	10,000	100,000,000	1,000,000,000
	B	50,000	500,000,000	50,000	500,000,000	5,000,000,000
	C	100,000	1,000,000,000	100,000	1,000,000,000	10,000,000,000
Rural Home/Industrial	B	100	1,000,000	10%	10,000	100,000,000
	A	2,000	20,000,000	2,000	20,000,000	200,000,000
	A	10,000	100,000,000	10,000	100,000,000	1,000,000,000
	B	50,000	500,000,000	50,000	500,000,000	5,000,000,000
	C	100,000	1,000,000,000	100,000	1,000,000,000	10,000,000,000
Never Lands	B	100	1,000,000	10%	10,000	100,000,000
	A	2,000	20,000,000	2,000	20,000,000	200,000,000
	A	10,000	100,000,000	10,000	100,000,000	1,000,000,000
	B	50,000	500,000,000	50,000	500,000,000	5,000,000,000
	C	100,000	1,000,000,000	100,000	1,000,000,000	10,000,000,000



## TPL's Conservation Finance Program

- Provides technical assistance to government officials and community leaders to create funding to protect lands that matter to their communities
- Since 1994, TPL has helped create more than \$25 billion through local and state ballot measures and via passage of legislation
  - 78% approval rate for ballot measures
- Leading provider of knowledge on conservation finance in the U.S. – LandVote, Conservation Almanac, Economic Benefits Report



# National Conservation Finance Trends Ballot Measures 1998 - 2005





# Potomac's State Conservation Funding

## Maryland

- 1) Program Open Space
- 2) Rural Legacy Program
- 3) Maryland Agricultural Land Preservation Foundation
- 4) Maryland Greenprint Program

## Virginia

- 1) Virginia Land Conservation Foundation
- 2) Virginia Outdoors Foundation

## Pennsylvania

- 1) Pennsylvania Agricultural Conservation Easement Purchase Program
- 2) Growing Greener II
- 3) Community Conservation Partnership Program

## West Virginia

- 1) Nongame and Wildlife Heritage Program
- 2) West Virginia Farmland Protection Program



## State Spending in Potomac Watershed 1999 - 2004

State	2004 Pop	Total Spending	Annual Avg.	Annual Spending Per Capita
Maryland	5,558,058	\$ 580,000,000	\$ 116,000,000	\$ 20.87
Pennsylvania	12,406,292	\$ 439,908,478	\$ 87,981,696	\$ 7.09
Virginia	7,459,827	\$ 43,200,000	\$ 8,640,000	\$ 1.16
West Virginia	1,815,354	\$ 8,814,255	\$ 1,762,851	\$ 0.97

Sources : <http://www.biodiversitypartners.org/policy/funding.shtml>

Maryland Land Conservation Programs, Gov. Ehrlich's office 12.03

WV Dept. of Natural Resources

PA Dept. of Conservation and Natural Resources, PA Dept. of Agriculture



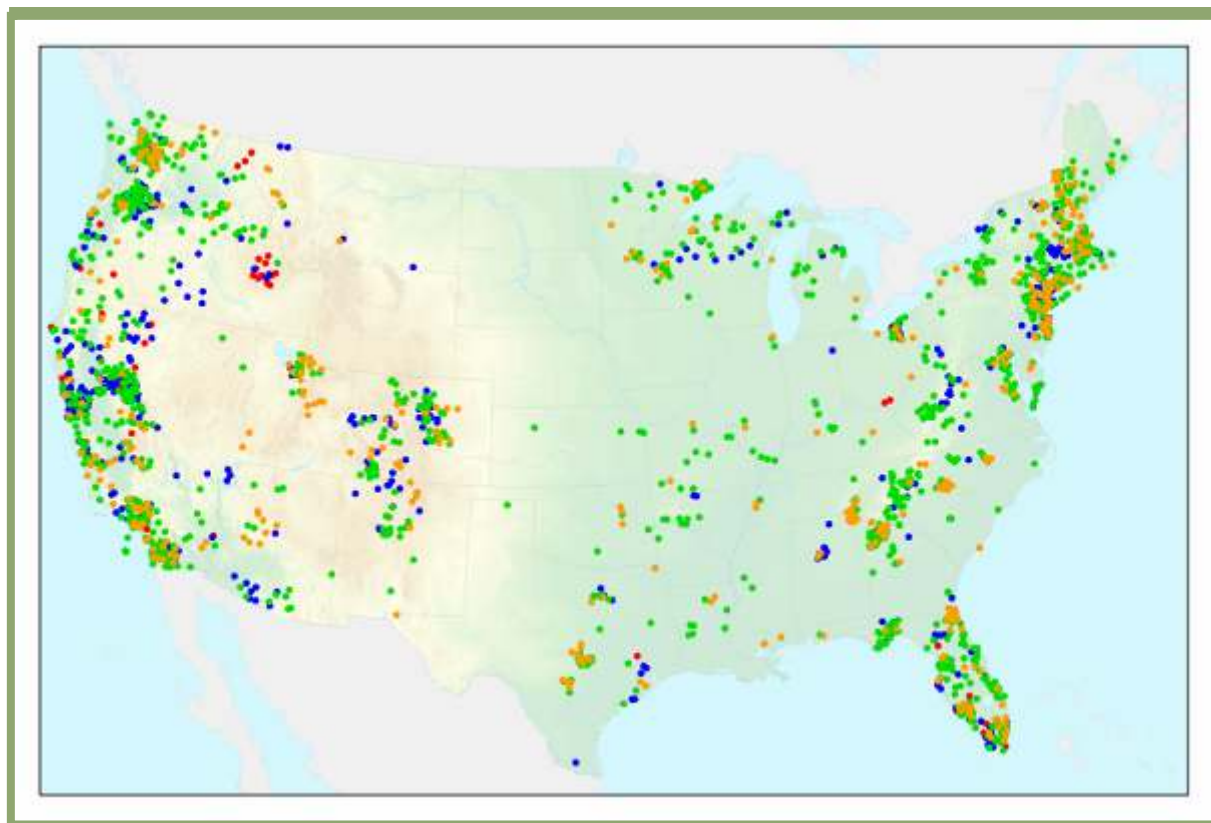


## Local Financing Sources

- Water utility rate or storm water utility fee
  - Can be dedicated fees as supplement to rate structure
- Municipal or county general fund appropriation
  - Including reallocation of resources or legislatively approved tax levy
- Property tax levy
  - Voters often willing when revenues earmarked for land protection, particularly for source protection
- General obligation bond
  - Most popular open space financing tool
- Sales Tax
  - Raises large amounts of money, legal authority to implement varies widely



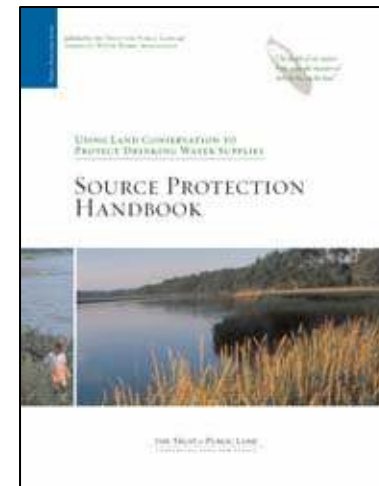
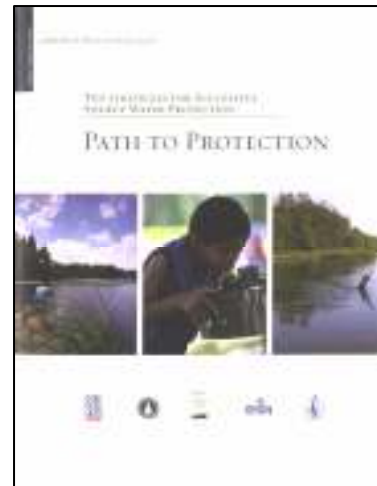
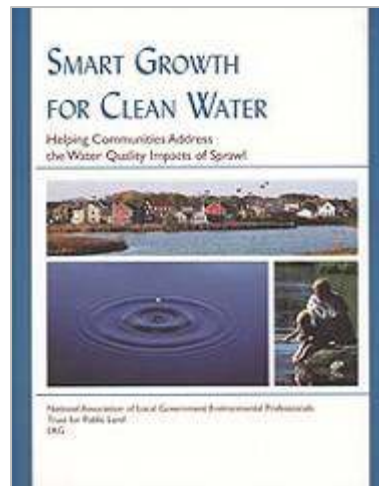
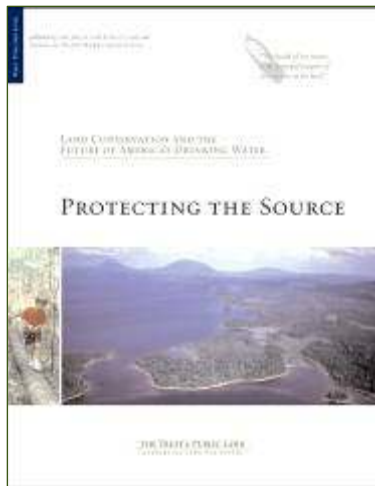
## Conservation Transactions: 2,700 Projects, nearly 2 million acres



- 1970's
- 1980's
- 1990's
- 2000's



# Resources Available



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