LTA Rally 2019
C03. Communicate economic benefits, create new allies, & empower advocates

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Outline

- Introduction to The Trust for Public Land
- Worksheet introduction
- Overview of economic benefits and audiences
- Communications and messaging
- Worksheet re-cap
- Questions
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
Crazy French Ranch

Chris Pague

Lauryn Wachs

The Nature Conservancy
Economic benefits studies in cities, counties, and states (2008-2019)
Conservation economics

TRANSLATING PERCEIVED VALUES INTO DOLLARS AND CENTS

- Conserved lands can:
  - Propel economic development
  - Enable recreation
  - Increase public health
  - Bolster tourism
  - Provide natural goods and services
  - Support agriculture, 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?
- Worksheet - Step 1
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, timber, fisheries, etc.
- Quality of life
  - Awards won
  - Business quotes and surveys
Economic development

- Esri Business Analyst
  - Businesses, sales, employees
  - Recreation, natural resources
- Headwaters Economics Economic Profile System
  - Socioeconomic reports of communities, counties, and states
Recreational use

- Understand resident use
  - Trail counts
  - Surveys
- Combine with value of recreational use
  - Oregon State University - Recreation Use Values Database
    - http://recvaluation.forestry.oregonstate.edu/database
Improved health

- Access increases physical activity
- Adults who exercise regularly save $1,230-$2,460/year
- Centers for Disease Control and Prevention obesity data
  - [http://www.cdc.gov/obesity/data/adult.html](http://www.cdc.gov/obesity/data/adult.html)
Overall Rank

An overall ranking for all Health Outcomes combined.

1. Wake (WA)
2. Orange (OR)
3. Union (UN)
4. Mecklenburg (MK)
5. Camden (CM)
6. Currituck (CK)
7. Dare (DA)
8. Chatham (CH)
9. Cabarrus (CA)
10. Watauga (WT)
11. Polk (PL)
12. Durham (DR)
13. Henderson (HD)
14. Buncombe (BU)
15. Johnston (JO)

http://www.countyhealthrankings.org/
Tourism

- Conserved lands attract non-residents
- Visitors spend money in local communities.

Sources
- Offices of Travel and/or Tourism
- Convention and visitors bureaus
- Research universities
Tourism

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

https://www.nps.gov/subjects/socialscience/vse.htm
Outdoor recreation

IN NORTH CAROLINA OUTDOOR RECREATION GENERATES:

$28.0 BILLION IN CONSUMER SPENDING ANNUALLY

$8.3 BILLION IN WAGES AND SALARIES

$1.3 BILLION IN STATE AND LOCAL TAX REVENUE

260,000 DIRECT JOBS

56% OF NORTH CAROLINA RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

https://outdoorindustry.org/state/massachusetts/
Outdoor recreation

Natural goods and services

- Conserved lands can reduce the costs of stormwater management by capturing precipitation and slowing its runoff.
- Vegetation improves air quality by removing air pollutants, including:
  - Carbon monoxide
  - Nitrogen dioxide
  - Ozone
  - Particulate matter
  - Sulfur dioxide

http://www.itreetools.org/
Natural goods and services

- Over a dozen 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 North Carolina’s Conservation Trust Fund returns $4 in natural goods and services
Resiliency

PROTECT COMMUNITIES FROM NATURAL HAZARDS

• Extreme events

• SHELDUS™ is a county-level hazard loss data set for the U.S. for 18 different natural hazard events types such thunderstorms, hurricanes, floods, wildfires, and tornados.

• http://hvri.geog.sc.edu/SHELDUS/
Natural goods and services

- Mapping and valuing ecosystem services
  - Carbon
  - Coastal vulnerability
  - Crop pollination
  - Fisheries
  - Habitat quality
  - Managed timber production
  - Recreation
  - Sediment retention
  - Water purification

- [http://www.naturalcapitalproject.org/invest/](http://www.naturalcapitalproject.org/invest/)
Farming, forestry, commercial fishing

- Working lands support industries
- USDA Census of Agriculture
  - [https://www.agcensus.usda.gov/](https://www.agcensus.usda.gov/)
- Bureau of Economic Analysis – BEARFACTS
- Census – County Business Patterns
  - [http://www.census.gov/programs-surveys/cbp.html](http://www.census.gov/programs-surveys/cbp.html)
Farming, forestry, commercial fishing

- Drawing visitors (CA)
- Supporting forest products industry (NH)
- Providing habitat, elk management (SD)
- Ensuring water quality (GA)
- Protecting the watershed (MT)
- Ensuring quality of life and attracting businesses (WA and OR)

[https://www.tpl.org/sites/default/files/files_upload/ForestService_LWCF_Final_07.22.2014_1_0.pdf]
Enhanced property value

- Homes near conserved lands are frequently worth more than properties located elsewhere.
  - 5% up to 500 feet

- An increase in property values generally means increased property tax revenues.

- Additional sources:
  - Dr. Virginia McConnell
  - Dr. Margaret Walls
  - Dr. John Crompton
  - National Association of Realtors
  - CEOs for Cities
  - Urban Land Institute
Cost of community services

- Residential lands often require more in government services than they pay in taxes
- Nationally
  - Residential: $1.16 in services for every $1
  - Working and open lands: $0.35 in services for every $1
- Other communities
  - [http://www.farmlandinfo.org/sites/default/files/COCS_08-2010_1.pdf](http://www.farmlandinfo.org/sites/default/files/COCS_08-2010_1.pdf)
Develop your messages

• Identifying research needs
  • Who are your primary audiences for sharing economic information in favor of conservation?
  • What are you trying to get them to do?
  • What does success look like?

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

Worksheet – Step 2
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/ranchers/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)
Communicate the benefits

• Identifying research needs
  • Who are your primary audiences for sharing economic information in favor of conservation?
  • What are you trying to get them to do?
  • What does success look like?

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

• Communicating benefits
  • What will be your deliverable?
  • Who will be your messengers?
  • Who are your partners?
  • How will you reach your audience?

Worksheet – Step 3
Learning from each other

• Identifying research needs
  • Who are your primary audiences for sharing economic information in favor of conservation?
  • What are you trying to get them to do?
  • What does success look like?

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

• Communicating benefits
  • What will be your deliverable?
  • Who will be your messengers?
  • Who are your partners?
  • How will you reach your audience?
Additional information

• The Trust for Public Land
  • www.tpl.org

• Conservation Economics Reports
  • www.tpl.org/conservation-economics

• Team Contacts
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