



Building Unbeatable Coalitions Behind Outdoor Recreation Initiatives

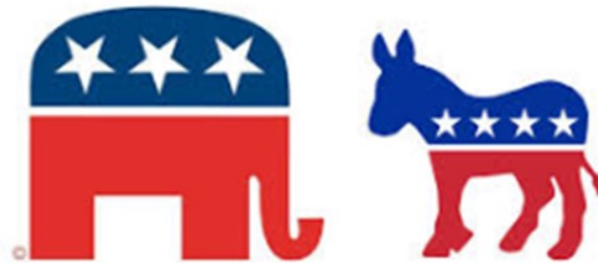
Will Abberger, Vice President and Director, Conservation Finance

Confluence of State Education Series Outdoor Recreation Roundtable

March 6, 2023

Not Red or Blue, But Green - November 3, 2020

- 15 county measures – 14 passed (93%)
- Biden counties: 9 of 9 (100%)
- Trump counties: 5 of 6 (83%)

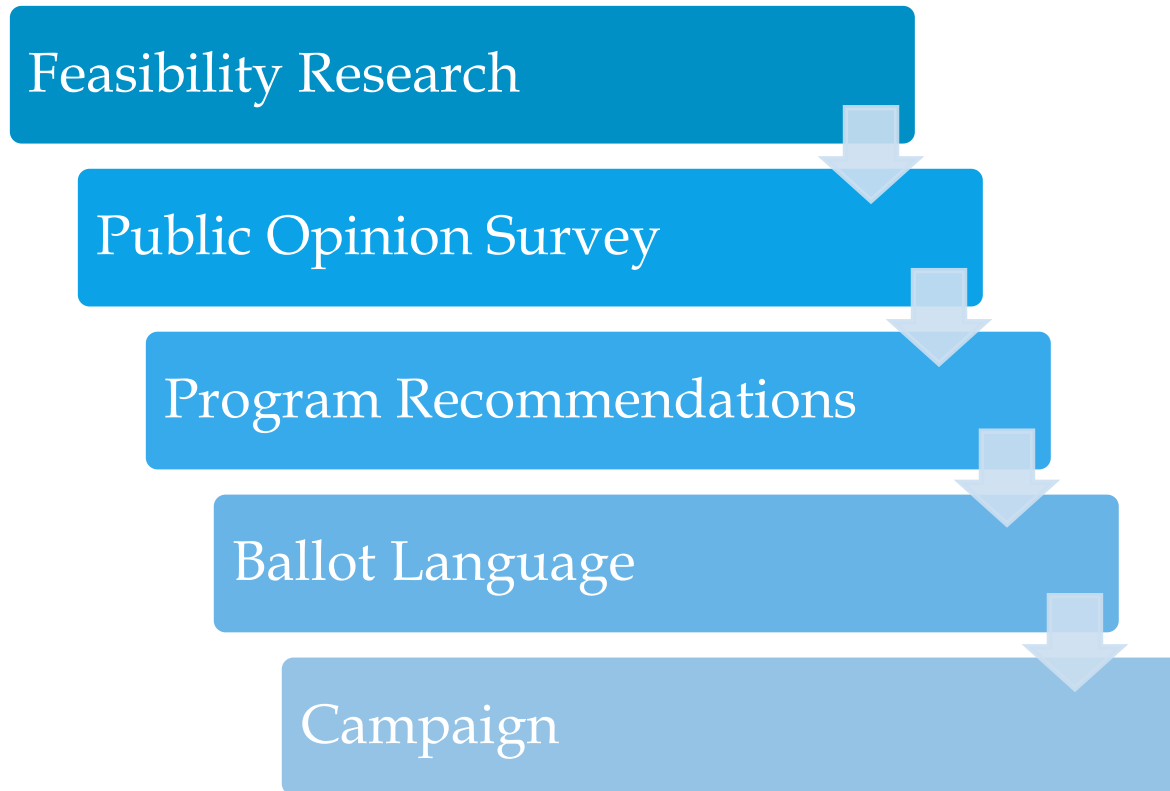


Our Record of Success

- ✓ 654 wins
- ✓ 83% passage rate
- ✓ \$94 billion created
- ✓ Over 175 million “Yes” Votes



Key Steps for Successful Ballot Measures



Indian River County (2004): \$50 million approved at 67%

Vote "FOR BONDS" to Preserve Indian River County's Quality of Life

Vote "FOR BONDS" on the Indian River County Bond Referendum Election, Water Resources Protection, Environmentally Significant Lands, Open Space, and Wildlife Habitat Preservation


Vote "FOR BONDS" on Tuesday, November 2nd


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 **ur Water Resources**


South Florida Water Management District

Are Vital to Our Quality of Life

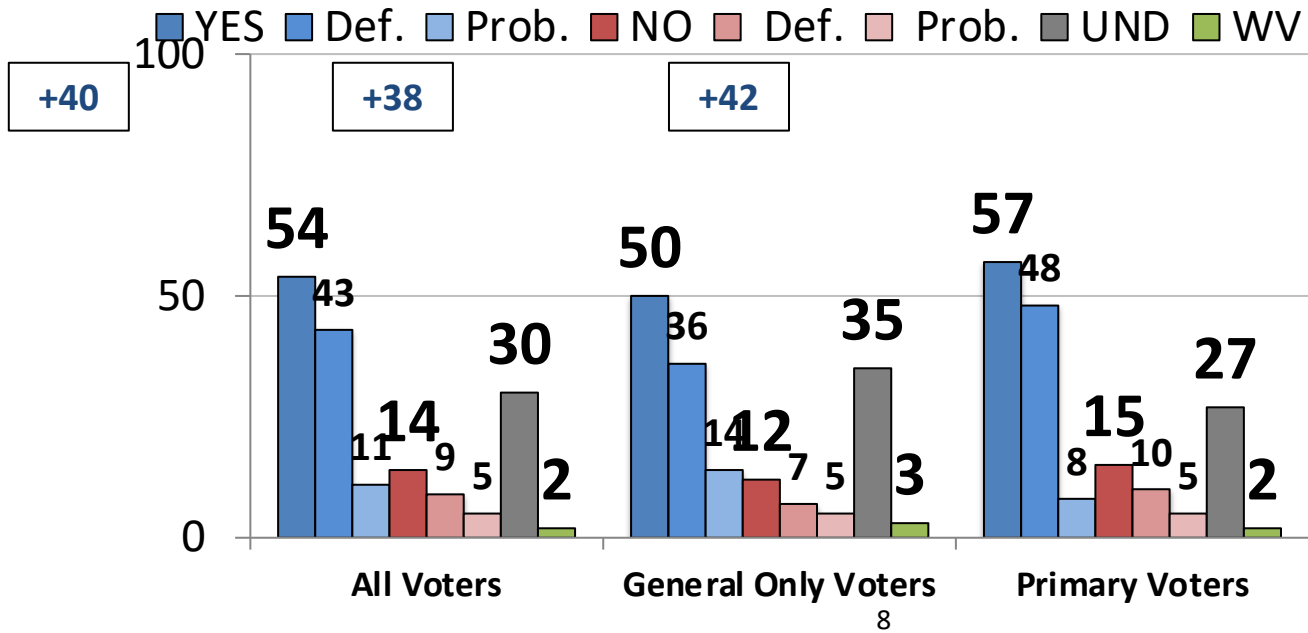
Bond Financing Costs for Indian River County

Annual Bond Issue Size	Debt Svce	Mill Levy Increase	Cost/ Year/ Avg. Residential
\$40,000,000	\$3,230,658	0.157	\$36
\$50,000,000	\$4,038,323	0.196	\$46
\$55,000,000	\$4,442,155	0.216	\$50
\$60,000,000	\$4,845,987	0.235	\$55
\$65,000,000	\$5,249,820	0.255	\$59
\$70,000,000	\$5,653,652	0.275	\$64

The proposal is called, **“Water Resources Protection, Environmentally Significant Lands, Open Space and Wildlife Habitat Preservation”** and the ballot reads:

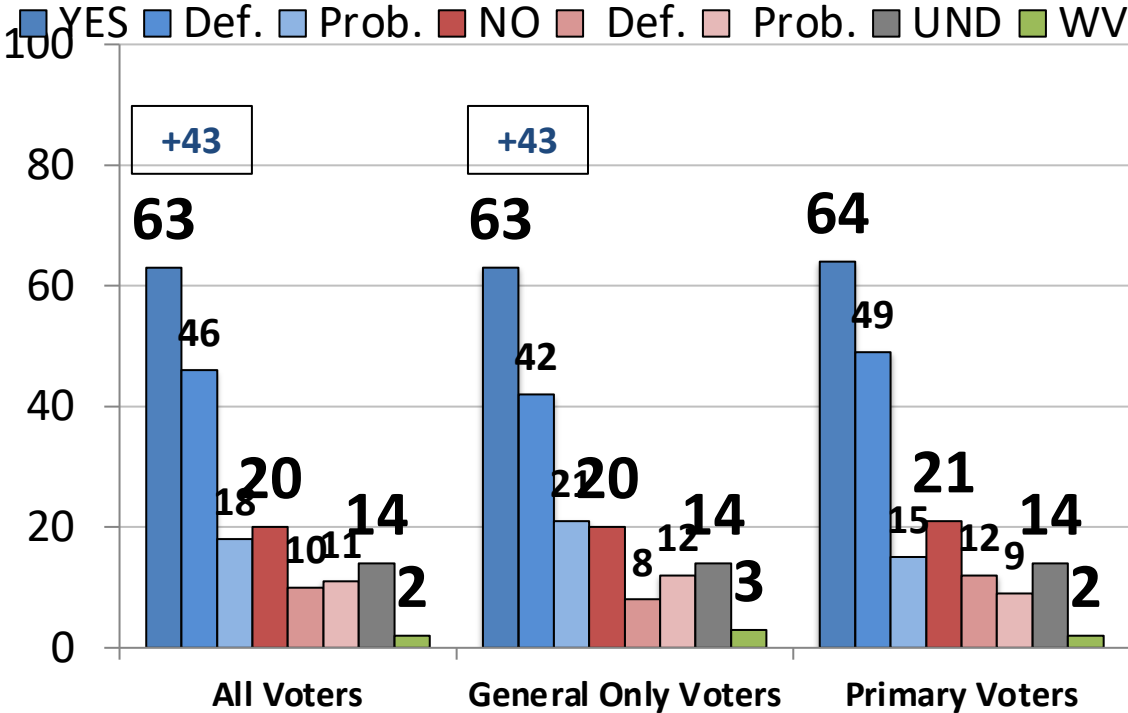
“To acquire and preserve land to protect water resources, drinking water resources, environmentally significant lands, agricultural lands, open spaces, and/or wildlife habitat, shall Indian River County be authorized to issue general obligation bonds with maturities not exceeding 15 years at interest rates not exceeding the legal maximum in an amount not exceeding **50 million dollars** payable from ad valorem taxes not exceeding **0.196 mils**, with project spending subject to annual independent audit?”

If the election were held today, would you vote YES, in favor of this proposal or vote NO, against this proposal?



Now, if you knew this ballot measure would cost the average homeowner 46 dollars per year for the next 15 years, would you vote Yes, IN FAVOR of this proposal or No, AGAINST this proposal?

+43



Dissecting Republicans, the Majority of the Electorate

2020	All Rs	R Supp.	R Pers.	R Opp.	Age	All Rs	R Supp.	R Pers.	R Opp.
Biden	8%	17%	6%	2%	<45	21%	19%	24%	12%
Trump	91%	82%	93%	93%	46-65	33%	31%	33%	31%
Ideo.	All Rs	R Supp.	R Pers.	R Opp.	>65	47%	50%	42%	56%
Lib.	3%	3%	4%	3%	Mean	56.9	58.3	55.2	60.0
Mod.	12%	18%	11%	10%	Area	All Rs	R Supp.	R Pers.	R Opp.
Cons.	83%	79%	85%	84%	North	42%	47%	41%	41%
Educ.	All Rs	R Supp.	R Pers.	R Opp.	VB/So.	45%	38%	48%	44%
N Coll.	62%	58%	66%	58%	Barr.	13%	15%	11%	15%
Coll. G.	38%	42%	34%	41%	Issue	All Rs	R Supp.	R Pers.	R Opp.
Gende	All Rs	R Supp.	R Pers.	R Opp.	Econ.	54%	47%	54%	63%
Male	46%	53%	41%	52%	QOL	13%	20%	12%	7%
Female	54%	47%	59%	48%	Crime	12%	6%	14%	15%
G/D	All Rs	R Supp.	R Pers.	R Opp.	Env.	8%	8%	12%	0%
Fast	50%	51%	56%	38%	Comm	All Rs	R Supp.	R Pers.	R Opp.
Slowly	5%	7%	4%	3%	Trust	49%	69%	55%	16%
Right	39%	42%	30%	57%	Don't	42%	27%	35%	77%

25% of Republicans are Strong/Soft Supporters. Compared to all Republicans, they are more likely to:

- Be Biden Voters (17% vs. 8%)
- Be Moderate (18% vs. 12%)
- Be College Graduates (42% vs. 38%)
- Be Male (53% vs. 46%)
- Reside in North (47% vs. 42%)
- Be Quality of Life Voters (20% vs. 13%)
- Trust the County Commission (69% vs. 49%)

50% of Republicans are Persuadables. Compared to all Republicans, they are more likely to:

- Not Be College Graduates (66% vs. 62%)
- Be Female (59% vs. 54%)

21% of Republicans are Opponents. Compared to all Republicans, they are more likely to:

- Be Male (52% vs. 46%)
- Be Seniors (5% vs. 47%)
- Be Economic Voters (63% vs. 54%)
- Believe Amount of Development is Right (57% vs. 39%)
- Be Distrustful of the County Commission (77% vs. 42%)

Messages IN FAVOR of Ballot Measure

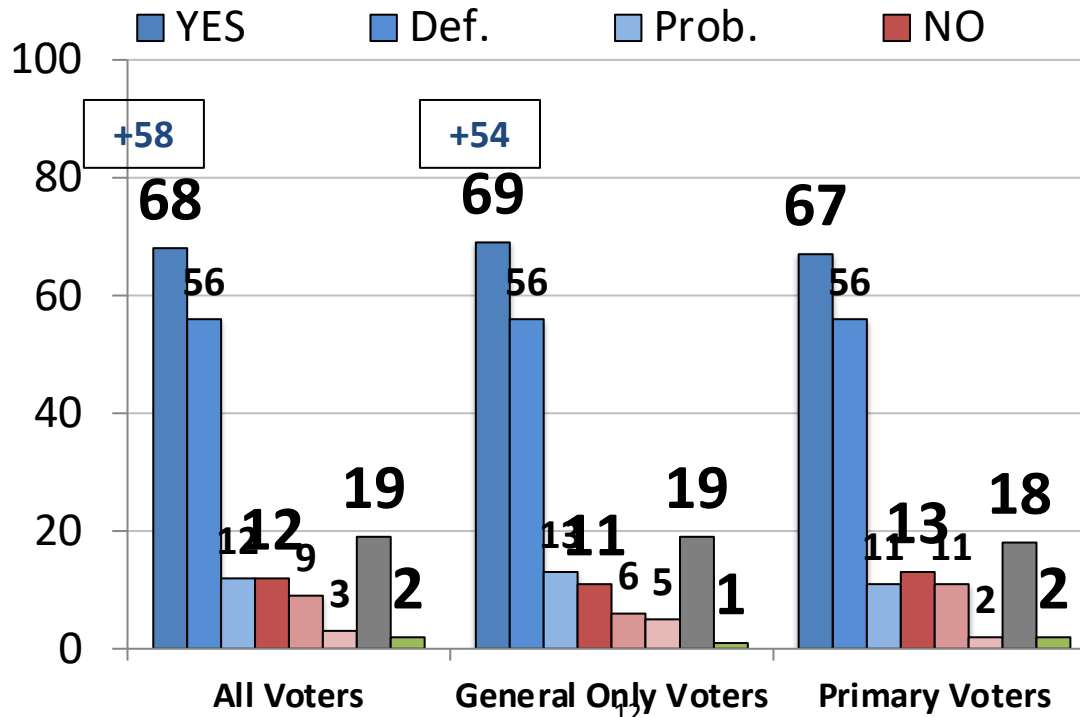
(Ranked Greatest to Least by “Very Convincing”)

TOTAL CONVINCING/Very Convincing	Total	St. Sup.	Soft Sup.	Persaud.	Opponents	Pos. Mover	Unsure
The Indian River Lagoon is in crisis. We have experienced record manatee deaths and loss of other fish and wildlife. We must act now to clean up and restore the Indian River Lagoon.	87/67	96/90	100/91	88/62	62/27	98/82	79/29
With land prices rising dramatically and the amount of natural lands dwindling, we must act now to preserve our last remaining natural areas and wildlife habitat for our children and grandchildren before they are lost to development.	82/60	93/83	100/83	85/56	49/22	94/65	74/29
Nothing is more important than having clean water to drink. By supporting this proposal, we can purchase land to protect drinking water quality by preventing runoff and toxic chemicals from flowing into Indian River County’s water supply.	85/57	96/78	100/71	86/51	56/26	96/72	73/17
Preserving natural areas, wildlife habitat and water resources can play a very important role in preserving our quality of life In Indian River County.	81/52	95/74	97/56	84/50	40/15	94/62	67/23

Post-Positive Informed Ballot:

Now, taking into account everything you just heard, I would like to ask you again about this program to preserve environmentally significant lands in Indian River County.

If the election were held today, would you vote YES, in favor of this proposal or vote NO, against this proposal?



Key Takeaways and Recommendations

- In terms of persuasion (message testing), the strongest arguments generally aligned with the most supported ballot language components. All nine of the positive messages exceeded 70% total convincing and eight exceeded 40% “very convincing,” a sign of intensity. The top four messages discussed **the Indian River Lagoon being in crisis (87% total convincing/67% very convincing), preserving last remaining natural areas and wildlife habitat (82/60), protecting drinking water quality and preventing runoff (85/57) and preserving quality of life (81/52)**. Notably, all four of these messages performed better with Persuadables. The arguments discussing small out of pocket costs (74/48), the proposal being a continuation of an existing tax (74/43) and positive economic impacts (76/40) are persuasive, but to a lesser degree and should be considered second tier messages. The environmental and quality of life benefits are noticeably more effective in driving up support. After the positive message tests, a truncated ballot test yields 68% Yes (56% Definitely), 12% No and 19% Undecided (+56) – a net improvement of 16-points from the initial \$50 million ballot test. By party, **58% of Republicans vote Yes**, as do 83% of Democrats and 72% of NPAs – margins that would result in decisive passage if held. The voter groups that had the highest positive movement from the initial \$50 million ballot to the post-positive ballot were NPA women (+29), Democratic women (+21), liberals (+21), voters under 45 (+21) and all women (+20).

The Indian River Lagoon is in crisis.

Vote "FOR Bonds" to protect Indian River County for Future Generations
Tuesday, November 8 ★ Early Voting Ends November 5



INDIAN RIVER COUNTY FOREVER

Vote Yes for Water Resources,
Indian River Lagoon and Wildlife Habitat
PO Box 643868
Vero Beach, FL 32964
IR-05

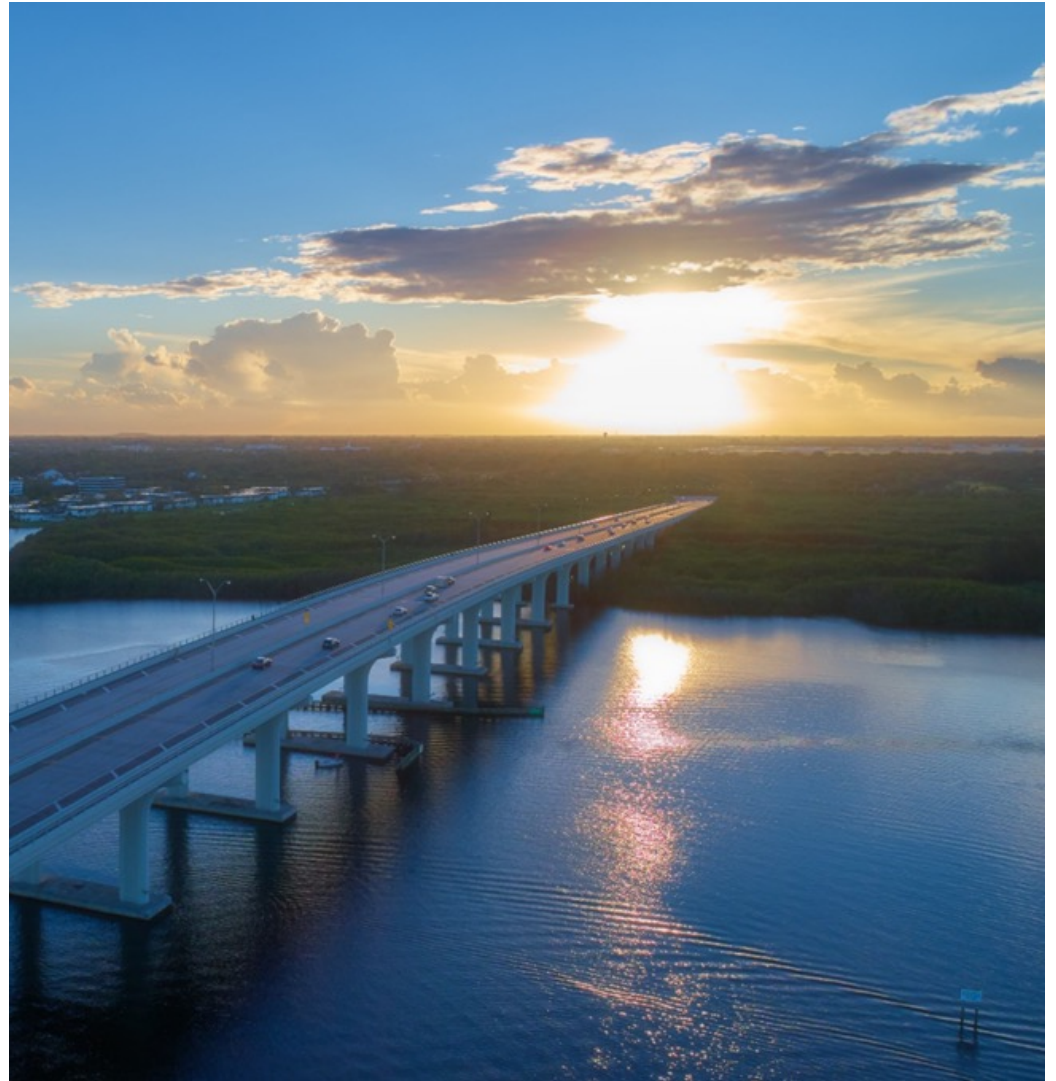
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River Lagoon and Wildlife Habitat, PO Box 643868, Vero Beach, FL 32964

For More Information: Ircforever.com
Look for it on the Back of Your Ballot

Indian River County Election Results: 11/8/22

Yes – “For Bonds”: 78%

No – “Against Bonds”: 22%



“Language of Conservation”

- *Recommendations for communicating effectively to build support for conservation*
- *Based on a representative national survey of American voters commissioned by The Nature Conservancy in 2023*
- *Built on national research in 2004, 2009, 2012, and 2018 that informed the initial and subsequent “Language of Conservation” communications guidelines, as well as significant regional and state research conducted over the last several years on behalf of TNC, TPL, and other partner organizations to*
- *Seeks to provide language and messaging recommendations in a list of easy-to-follow, broad “rules” for communication.*



Trust for Public Land (TPL) is a national nonprofit that works to connect everyone to the benefits and joys of the outdoors. As a leader in equitable access to the outdoors, TPL works with communities to create parks and protect public land where they are needed most.

Since 1972, TPL has protected more than 3 million acres of public land, created more than 5,000 parks, trails, schoolyards, and iconic outdoor places, raised \$84 billion in public funding for parks and public lands, and connected more than 9 million people to the outdoors.

Connecting everyone to the outdoors™

For More Information:

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Thank You!