

THE CONSERVATION FOUNDATION

Effective Conservation Messages

(for your neighbors)

Brook McDonald
President/CEO

We Save Land. We Save Rivers.



Established 1972



NE IL Open Space Protection



- Since 1993, more than \$1.3 billion have been approved by NE Illinois voters to preserve and protect open space and natural areas.
- 35/40 passed (88%)
- Protect 40,000 acres
- ~250,000 acres in Chicago region

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Track Record of the Concept:

75% long-term approval rate, good times and bad

2012	2013	2014	2015	2016
•70 measures	•21 measures	•52 measures	•34 measures	•104 measures
•55 measures passed (79%)	•16 measures passed (76%)	•37 measures passed (71%)	•25 measures passed (74%)	•87 measures passed (84%)
• \$800 million created	• \$300 million created	• \$13.2 billion created	• \$300 million created	• \$9.6 billion created

TCF Referenda Experience

- Organized and managed 13 successful open space referenda since 1997
- Referenda raised more than \$750 million to protect 30,000 acres and help implement agency plans
- Conducted more than 20 polls in last 20 years gauging public interest and support for open space preservation, testing messages.

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NE Illinois Polling Data

- Interviewed 12,000 high frequency voters in DuPage, Kane, Kendall, Will, Grundy and DeKalb Counties (Lake and McHenry)
- Goals of the poll:
 - Craft a “yes voter profile” for target marketing
 - Identify the “hot buttons” and key messages
 - Identify core supporters, core opponents and swing voters; which election cycle
 - Test/Craft the ballot language and \$ request



YES Voter Profile

- Women more than men (“soccer moms”)
- Educated with children
- Ages 35-55
- Concerned with quality of life issues impacting their family/children
- Includes Democrats, Independents, Republicans
- Avoid male Republicans 65 older??????

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Old Key Messages- Urgency

- Land is being developed at an all time high rate of speed with plans underway for even more. This is the time to plan for a balance between green space and development before the land is too expensive or gone.

The time to act is now.

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Message Formula

- Problem- loss of open space- fast!
- Urgency- must act now!
- Benefits- Use of Funds, Quality of life messages
- Call to Action- vote yes before we lose the opportunity, we must act now!

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Top Concerns

- **Before Recession**
- Growth Issues: Controlling Growth and Development, Alleviating Traffic Congestion, Preserving Open Space Lands and Natural Areas- **39%**
- Economic Issues: Holding Down Taxes and Government Spending, Economic Growth and Job Development- **30%**
- Improving Education- 12%
- Fighting Crime and Drugs- 12%
- Other- 7%
- **Now**
- Economic Issues- 64%
- Education- 16%
- **Growth Issues**- 9%
- Crime and Drugs- 5%
- Other- 6%

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Still Strong Quality of Life Messages

- “Conserving open space lands plays a very important role in preserving our quality of life.”
- Before- 86% Agree (59% Strongly)
- Now- 82% Agree (56% Strongly)

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Quality of Life Messages!

- Conserving open space lands plays a very important role in preserving our quality of life.
- Open space lands along rivers and streams protect water quality and our drinking water sources.
- Open space improves our air quality.
- Open space preserves wildlife habitat.
- Open space creates opportunities where people can enjoy the outdoors- KIDS.

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Words to Use and Avoid

Bad Words to Avoid	Good Words to Use
Environment	Land, air and water
Ecosystems	Natural areas
Biodiversity / endangered species	Fish and wildlife
Regulations	Safeguards/protections
Riparian	Land along lakes, rivers and streams
Aquifer	Groundwater
Watershed	Land around rivers, lakes and streams
Environmental groups	Conservation groups / organizations protecting land, air, and water
Agricultural land	Working farms and ranches
Urban sprawl	Poorly planned growth/ development
Green Infrastructure	Nature-based solutions
Ecosystem services	Nature's benefits
Landscape-scale conservation	Large, connected natural areas

Best Words, Phrases

- Clean water- water quality
- Wildlife Habitat, protect wildlife habitat
- Preserve our way of life (rural)
- Clean air, breathe clean air
- Healthy communities, build healthy communities
- Preserve land for future generations
- Kids and families outside in Nature

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Paid for by Kane County Residents for Open Space, Clean Water and Clean Air
City of The Conservation Foundation
10544 Knoch Road, Naperville, IL 60563

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Oakhurst, IL



In Kane County,
we have some of the
purest rivers and streams
in Northern Illinois.

On Tuesday, April 5th, we can vote to keep it that way.

*We can't put a price on clean, clear rivers, streams and lakes.
But for just \$3.30 a month—only 11 cents a day—we can make sure our
drinking water sources and waterways are clean.*

By voting YES for the Kane County
Forest Preserve Referendum, we can
keep pollution and overdevelopment
from clouding our drinking water.

Being able to expand our Forest
Preserves will also allow us to protect
the wetlands that provide a natural
barrier to flooding—it's the cheapest
flood insurance money can buy.

For more information, log-on to
www.kaneopenspace.org.



On Tuesday, April 5th, vote YES on the Forest Preserve Referendum.
It's a small price to pay today to protect what's great about Kane County for the future.

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**Control Flooding
Naturally.**

Vote YES on Open Space. Punch 153.

Kane County Neighbors for Open Space
Clean Water and Clean Air
2400 E. Main St., Suite 103-270
St. Charles, IL 60174

But Rate
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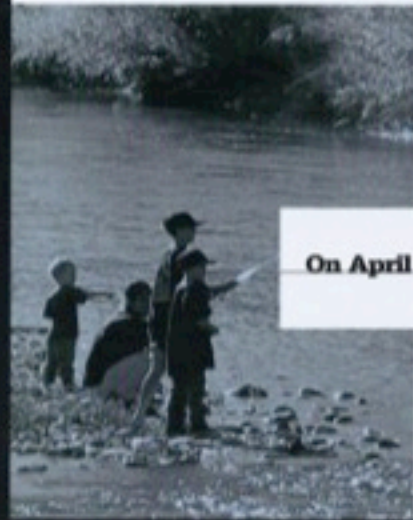
Voting YES on Open Space will keep our heads above water.

**Every spring,
our area's flooding
problems seem
to get worse.
But there's a
natural solution.**

Part of the reason our flooding problems seem to get progressively worse is because of too much growth and development. As watersheds are drained to make way for new development, it takes away much of nature's defense against rising floodwaters.

At just \$1.75 a month, the Forest Preserve Open Space Referendum is the cheapest flood insurance you can buy. A top priority of the Forest Preserves will be to protect and preserve wetlands, watersheds and greenways. This will help provide a natural barrier between rising floodwaters and our homes.

On April 13th, help keep our heads above water - vote YES on Open Space. By acting now to protect natural areas, like watersheds and greenways, we can keep Kane County from being swamped by flood waters as well as unmanaged growth and traffic.



**On April 13th, Vote YES on Open Space.
Punch 153.**

THE OPEN SPACE REFERENDUM HAS THE SUPPORT OF:
The Conservation Foundation, Greenlands Project, The Nature Conservancy, Jane Mayer-Milkinson, Aurora League of Women Voters, Elgin League of Women Voters, Geneva Park District, Kentucky Farming System, Oak-Of-Arkville, St. Charles Park District, Mike Vitell, Nancy-Dee Moore, Jeffrey S. Huber, State Representative Patricia Paul, Louise Pappas of the Fox River, Sherry West, Prothonotary, Charlene Reed, Douglas Reed, Jim Lashburn, John Thompson, Steve McHenry, Lisa Heller, Pat Bue, Mary Morrison, Mike Brock, Mike Norton, Malcolm Nelson, Bill and Nancy Borge, Robert O'Connor, Lee Galloway, Jennifer Hill



We have



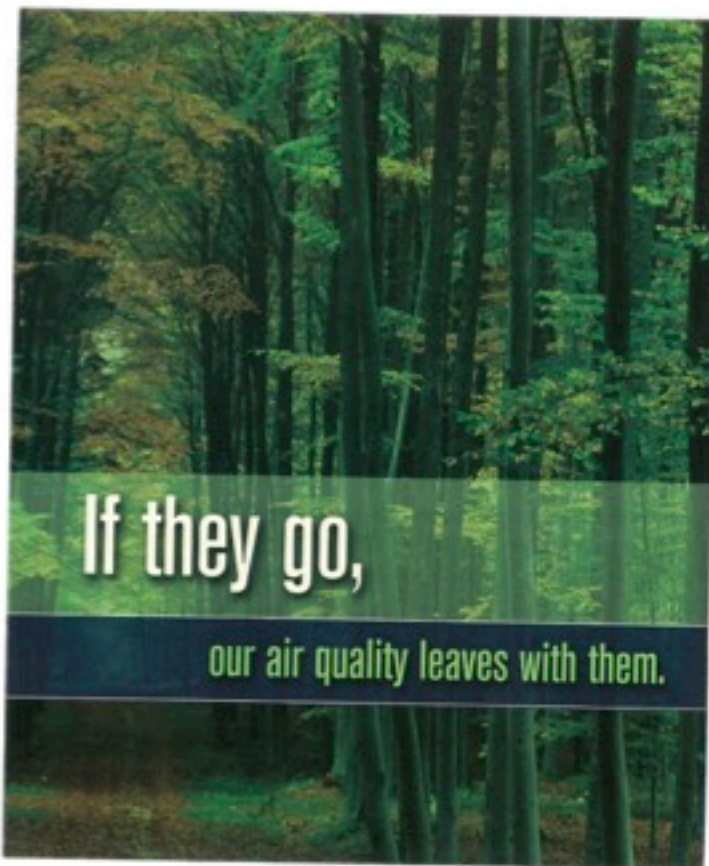
a chance to stop two floods at once.



Clean,

pure drinking water for just

**4 CENTS
A DAY.**



If they go,

our air quality leaves with them.

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ON

**We need to move fast
to preserve open space and
protect our quality of life.**

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**Our community's ability to enjoy the Fox River
could be on the line.**



The **quality of life** we enjoy
in **DuPage County** is **priceless.**

On November 7th, **we can protect it**
for just 80¢ a month.



The answer to protecting our quality of life is

PURE &
SIMPLE.

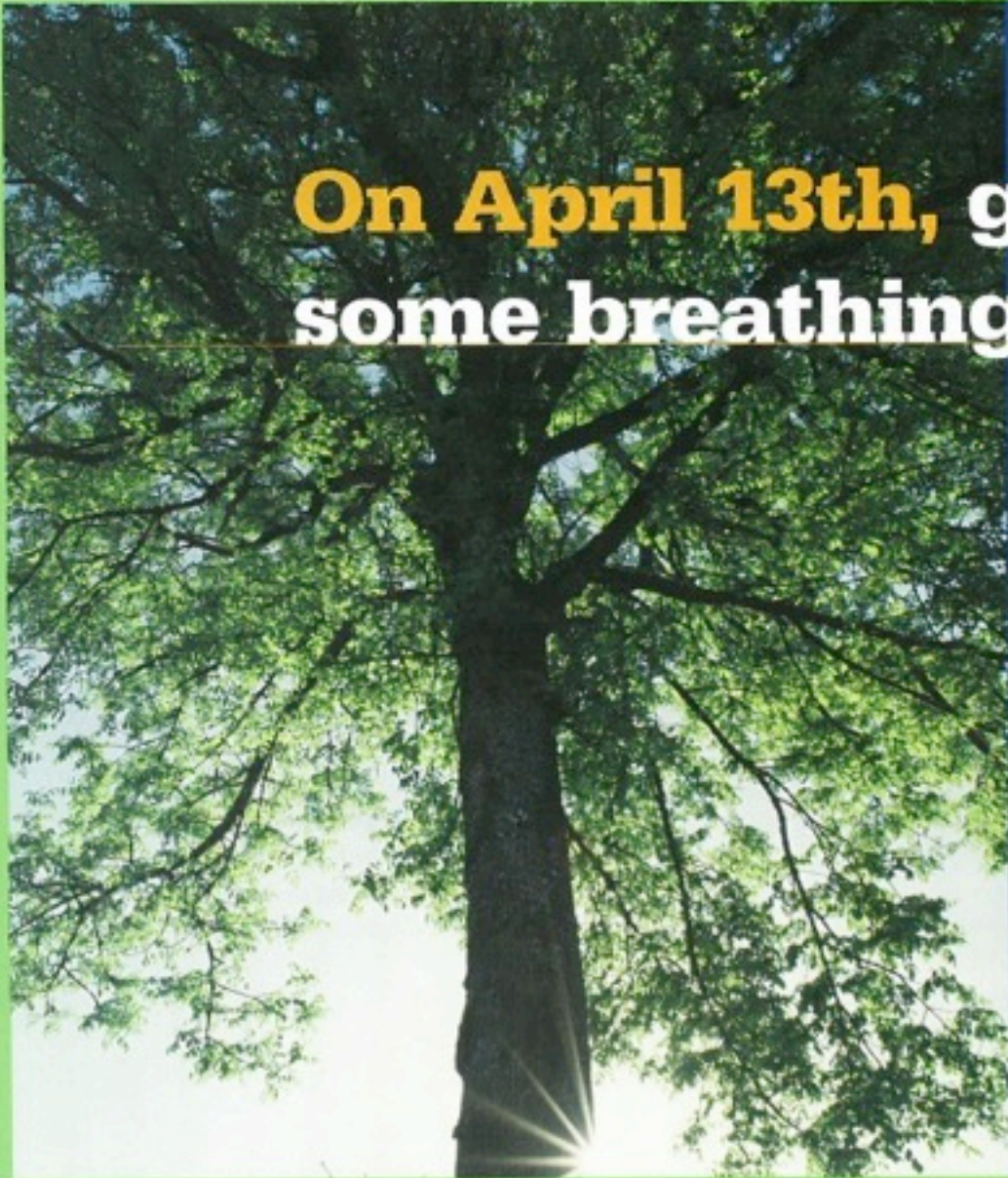


You Can't Put a Price
on a Day Like This...

**BUT IT'S YOURS
FOR ONLY
25 CENTS.**



**On April 13th, give yourself
some breathing room**



Summary

- Stay out of the weeds!
- Talk to people at a level where **THEY** are at, not where you are at or where you want them to be.
- Quality of Life!
- Context of “community.”

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