



## *Open Space – Vote “Yes”!*

### **Your support is needed to pass the Green Acres, Clean Water and Floodplain Protection, Farmland and Historic Preservation Bond on November 3, 2009!**

#### **New Jersey’s open space, farmland and historic preservation efforts will continue only if voters support the November ballot question**

- On June 25th, the New Jersey Senate and Assembly voted with strong bi-partisan support to place a \$400 million bond measure on the Nov. ballot to let voters decide whether to continue funding for the Green Acres, Blue Acres and Farmland Preservation programs, and the NJ Historic Trust.
- Funds from the 1998 Garden State Preservation Trust and the 2007 \$200 Million bond measure have all been appropriated for state, county, local and non-profit open space, farmland and historic preservation projects throughout the state, leaving coffers virtually empty for any new projects. \$400 million would continue funding for park and preservation efforts for two years at current levels.
- Without additional funds, New Jersey will suffer the first gap in funding for these efforts in over two decades and miss out on tremendous land conservation opportunities and reduced land values in the current real-estate market.
- NJ voters have approved 13 of 13 statewide ballot measures for preservation efforts since 1961. An April survey of 600 likely voters found that a majority are likely to support a Nov. bond measure, especially when told the benefits and cost.
- State preservation programs are a high-return investment in our state. A recent analysis based on extensive DEP data found that a 2-year, \$400m open space investment could protect 73,500 acres and yield \$10 in economic value for every \$1 invested, in the form of ecosystem services (such as water purification, waste treatment and flood mitigation), natural goods (such as fish and farm products), and eco-tourism revenue across the state. *The annual cost per household would be \$10.*
- Given voter concerns about the state of the economy and funded-opposition from Americans for Prosperity, a well-funded and effective campaign is needed to educate voters about the urgency, benefits and modest cost of the bond measure.
- The New Jersey–Keep It Green Campaign is a diverse coalition of 130 organizations from across the state. Our website address is [www.NJKeepItGreen.org](http://www.NJKeepItGreen.org).