



PROTECT WATER QUALITY AND WILDLIFE HABITAT. INVEST IN OUR PARKS AND NATURAL AREAS. YES! ON NATURE FOR ALL

ABOUT THE MEASURE

Clean water, great parks, and open spaces for wildlife and recreation are values we must protect in our growing region. This November voters in Clackamas, Multnomah, and Washington counties can continue protecting rivers and wetlands, habitat and open space, as well as invest in parks by renewing the Nature for All bond. Without raising taxes, this measure will:

- Preserve our region's water quality—from the Willamette, Clackamas, and Tualatin rivers, to important headwaters, and local streams and wetlands;
- Protect forests, open spaces, and areas at risk from development that are important for wildlife habitat, recreation, and needed to safeguard our air and water;
- Ensure all kids—regardless of zip code or income—have great places to play by improving access and facilities at regional parks and in communities across the Metro region to better serve our growing, diverse populations.

WHAT IT WILL TAKE

This measure is backed by a broad coalition of conservation groups, social justice and community organizations, elected leaders, and individuals representing working families, health professionals, business owners, faith groups, and more. To be successful we must:

- Engage with partners throughout the region to collect compelling, relatable personal stories that amplify poll-tested messages.
- Mobilize base supporters and activate voters who benefit from increased access to nature and improved habitat and water quality.
- Raise \$500,000 to run a competitive campaign.

In 2013 the budget for the Metro Natural Areas Improvement Tax Levy (Measure 26-152) was just under \$280,000. Since that time, the number of registered voters across all three counties has increased by 20%, accounting for just under 250,000 new voters. Additionally, the 2013 campaign ran for six months leading up to a low-turnout May election, whereas the 2019 campaign will run for nearly twice as long building to a November ballot with higher projected turnout.

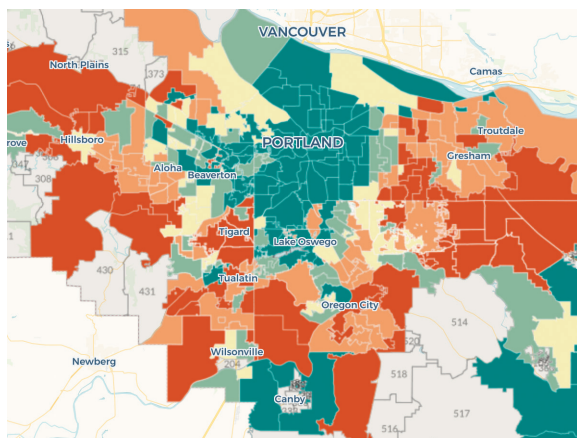


The proposed 2019 budget accounts for these factors as well as a robust direct voter contact plan with minimal overhead. Ensuring every dollar raised supports data-driven targeting and poll-tested messages, and helps leverage available non-financial resources like testimonials and endorsements from allies and stakeholders.

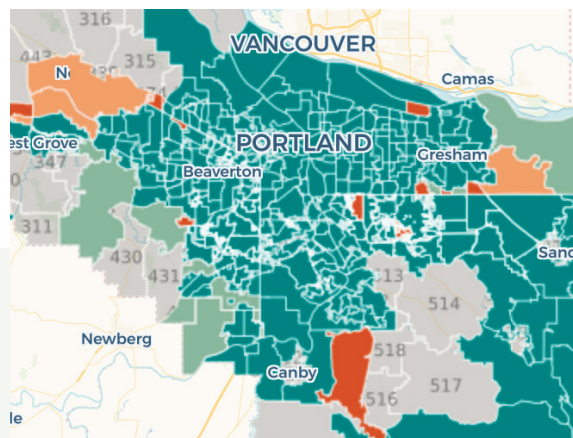
EARLY LANDSCAPE

The political climate and electoral lay-of-the-land in 2019 is favorable to our effort. Important trends are revealed by comparing results from the successful May 2013 Metro Natural Areas Improvement Tax Levy (Measure 26-152) where turnout for the measure was 31.7%, and the successful November 2016 Protect Our Natural Areas renewal (Measure 26-178) where turnout was 63.3%:

2013 MEASURE 26-152



2016 MEASURE 26-178



Please note: grey precincts represent data missing from official results.

As you can see, high turnout is favorable, however there are numerous key precincts that are likely to support our campaign even in off-year elections. We are also able to identify dense precincts with high concentrations of lower propensity voters that make necessary and efficient GOTV and persuasion targets.

There are approximately **1.2 million registered voters** in the metro area. Based on results from past local elections and the 2019 political climate, we are likely to see **36% turnout** in November, meaning we'll need to capture the votes of roughly **220,000 people** for a decisive victory on election night in all three counties. More analysis of key constituencies and geographies will be conducted in the coming weeks.

Time and time again, voters and allies in the metro area have stepped up to ensure our region's water quality, wildlife habitat, and legacy of natural beauty is preserved and made accessible to all. Strengthened by the fact voters will not be asked to raise taxes, we expect they'll continue their support in 2019.