

FW: Council 6/18/24, Agenda Item 3.5: "Potential November 2024 Ballot Measure Polling"

City Clerk <city.clerk@sanjoseca.gov>

Thu 6/13/2024 4:48 PM

To:Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachments (543 KB)

Joint letter on park fund polling, June 2024.pdf;

From: Lames <[REDACTED]>

Sent: Thursday, June 13, 2024 4:11 PM

To: The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>

Cc: City Clerk <city.clerk@sanjoseca.gov>; Maguire, Jennifer <jennifer.maguire@sanjoseca.gov>; Cicirelli, Jon <Jon.Cicirelli@sanjoseca.gov>

Subject: Council 6/18/24, Agenda Item 3.5: "Potential November 2024 Ballot Measure Polling"

[External Email]

Mayor Mahan and Councilmembers,

Attached please find our letter regarding Council 6/18/24, Agenda Item 3.5: "Potential November 2024 Ballot Measure Polling".

A Parks Parcel Tax should be about parks.

Thank you,

~Larry Ames, on behalf of a number of involved park supporters.

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The Honorable Matt Mahan, Mayor of San José
and Members of the City Council
via email, June 13, 2024

re: Council 6/18/24, Agenda Item 3.5: “Potential November 2024 Ballot Measure Polling”

Dear Mayor and Councilmembers,

We, the undersigned, are writing about the potential November 2024 Parks Ballot Measure. While many of us have served or are serving on various city or county commissions, task forces, boards, and associations, we speak as individuals, and we sign our organization names only for the purpose of identification.

Parks are important to us in the community! Parks are the heart of our communities, the places we go to get outdoors for our physical and mental health, to play with our kids, to meet our neighbors: to enjoy life!

In March, Staff proposed conducting a poll regarding park funding, and a number of us wrote to say we agreed with you that our parks need to be maintained, and we suggested asking the public for ideas and support. Fees on new developments help fund new parks for new residents, and also help with some major improvements in existing parks; taxes on the sale or remodeling of existing homes also help some with major repairs – but there is a significant backlog of needed maintenance. We all need to be willing to do our share.

Council commissioned a poll to ask the community for recommendations on how to deal with the backlog. The initial poll results echo our expectations, showing that the public doesn’t want to try getting money by giving long-term leases of our parks for commercial purposes, but people do appear to be willing to consider a parcel tax to keep our parks, playgrounds, trails, and other facilities clean and well-maintained, and to provide gang prevention, senior health and nutrition, and children and youth programs.

We urge you to continue ballot language refinement for the measure to combine park maintenance with neighborhood services, and to abandon the investigation of a measure that would dilute core services from Parks, Recreation and Neighborhood Services (PRNS). We are concerned that combining a park measure with homeless services is likely to attract resistance from strong park supporters. We also think it may be a hard sell to ask residents to pay a tax for parks if the city discounts park fees for high-rise residential developers. We hope that your consultant has some suggestions on how to mediate those oppositional forces.

We thank you for surveying the public! We look forward to seeing how your further community surveys will shape the ballot language. We also look forward to providing our insights at your August Council meeting.

We all want our San José to continue to be a wonderful place to live, work, and play for all of our residents!

Sincerely,

Lawrence Ames, chair, District 6 N’hd Leaders Group; vice chair, SJ Parks & Rec Cmsn.

Jean Dresden, founder, San Jose Park Advocates

Rod Diridon, Sr., former Santa Clara Co. Supervisor; past chair, California High-Speed Rail Authority

Gloria C. Duffy, President and CEO, Commonwealth Club of California

Vicki Alexander, Boardmember, Santa Clara Valley Open Space Authority

Kathy Sutherland, Delmas Park

Barbara Marshman, former Opinion Page Editor, San José Mercury News

Bob Levy, Santa Clara Co. Planning Cmsnr; former San José and Santa Clara County Parks Commissioner

Dan Chapman, 40+ year resident of the Shasta Hanchett Neighborhood

Eric Carruthers, retired principal planner, Santa Clara County and resident of San José (Willow Glen)

Virginia Holtz, former SJ Parks & Rec Cmsnr; former Boardmember, Santa Clara Valley Open Space Authority

Susan Price, past Chair of RoseGlen NA

David Noel, President, Erikson Neighborhood Association

FW: Parks!

City Clerk <city.clerk@sanjoseca.gov>

Fri 6/14/2024 9:10 AM

To:Agendadesk <Agendadesk@sanjoseca.gov>

From: TERRY CHRISTENSEN <[REDACTED]>
Sent: Friday, June 14, 2024 2:25 AM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Parks!

[External Email]

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Mayor and Council Members,

I hope that on June 18 you will oppose eliminating or reducing park fees for major developments outside of downtown. We desperately need those fees from development around the Little Portugal BART station and elsewhere to fund the Five Wounds Trail, not to mention other parks on the Eastside in particular.

And I hope you'll support putting a measure on the November ballot to fund parks (*not* including other city services).

Best regards and thanks for your service.

Terry Christensen
Friend of Five Wounds Trail

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FW: June 18, 2024 Council Agenda Item 3.5

City Clerk <city.clerk@sanjoseca.gov>

Fri 6/14/2024 9:11 AM

To:Agendadesk <Agendadesk@sanjoseca.gov>

From: Aurelia Sanchez [REDACTED]

Sent: Thursday, June 13, 2024 7:45 PM

To: City Clerk <city.clerk@sanjoseca.gov>

Cc: Torres, Omar <Omar.Torres@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; Dang, Tara <Tara.Dang@sanjoseca.gov>; The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>

Subject: June 18, 2024 Council Agenda Item 3.5

[External Email]

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Dear Mayor and City Council members,

I just recently learned that our city is considering plans to submit a parcel tax to voters for park maintenance and other "services" and am concerned regarding the wording "other services". I hope that "other services" do not involve directing any park money for the unhoused especially since Measure A, Measure E and Prop. 1 have been passed directing billions of dollars to the unhoused. In addition, any bond or parcel tax should be dedicated for parks only and not gang enhancements, senior and children lunches or public events like concerts etc. San Jose is carrying the burden of supportive and affordable housing and this limits tax dollars for park fees and taxes for our schools especially San Jose Unified School District. Our park maintenance for years has been suffering due to poor planning and the constant waiving of fees from developers. My neighborhood Spartan Keyes has no sport fields or well maintained open spaces for families to play or visit and while downtown San Jose continues to build dense housing there has been no plans to utilize our greens spaces for the benefit of future families. Many of our parks and trails are unsafe and blighted and our playgrounds are old and need to be replaced. San Jose can never be a great city if parks and trails are not maintained for every district in our city and families and visitors can enjoy our city's wonderful climate which allows outdoor activities for most of the year.

Best,
Aurelia Sanchez
District 3

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FW: Item 3.5 Potential November 2024 ballot measure

City Clerk <city.clerk@sanjoseca.gov>

Fri 6/14/2024 9:11 AM

To:Agendadesk <Agendadesk@sanjoseca.gov>

-----Original Message-----

From: Craig Ash [REDACTED]

Sent: Thursday, June 13, 2024 7:24 PM

To: City Clerk <city.clerk@sanjoseca.gov>

Subject: Item 3.5 Potential November 2024 ballot measure

[External Email]

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Focus July's polling on park maintenance and park services.

Any tax for parks should go to parks. No more money for homeless and other bottomless pit non core city charter services (Which homeless are not part of). They are a county services responsibility.

Sincerely, Craig Ash, [REDACTED]

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FW: Item 3.5: Potential November 2024 ballot polling

City Clerk <city.clerk@sanjoseca.gov>

Fri 6/14/2024 1:46 PM

To:Agendadesk <Agendadesk@sanjoseca.gov>

From: Alie Victorine [REDACTED]
Sent: Friday, June 14, 2024 1:34 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Item 3.5: Potential November 2024 ballot polling

[External Email]

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June 14, 2024

Honorable Mayor and Councilmembers,

I am writing today to show my support for the city council to proceed with further exploration of a possible parcel tax proposal to maintain and improve our parks, trails and community centers which would be placed on the November ballot. Further I support the "Measure B" over the "Measure A" wording, because the emphasis needs to be on and stay on parks. I hope that the council continues to explore the best wording so that future funds can't be reallocated away from parks. Protect Our Parks!

The multi-million dollar park maintenance backlog affects all residents of San Jose, but especially those living in lower-economic neighborhoods, such as D-7, and our neighboring districts D-3, D-5 and D-8. As the D7 Leadership Group president, I see parks throughout D-7 that need care and attention, including our gem, Kelley Park. I worry that many of our neighborhood parks' playground infrastructure will soon fail, and will not be able to be replaced. Walkways that lead to parks such as Umbarger Walkway and Barberry Green Paseo are not maintained. Future parks will never be developed because the ones we have aren't maintained, such as the out of order bathrooms at Selma Olinder Park.

As the president of the Seven Trees Neighborhood Association, I am appalled at the lack of maintenance at our beautiful community center. Weeds, trash, dead trees are what greet visitors to one of the busiest community centers in the city. The programs that are offered at the center reach all ages from pre-school to seniors, and the at-risk youth program is making a very positive difference in our community. These programs need to be funded and expanded, not be constantly at the threat of cuts.

Finally as the lead for the Coyote Meadows Coalition, I recognize that the dream of creating an urban open space park at the northern end of D-7 will not come to fruition if we don't take care of the parks we have. And currently the two mitigation areas in Coyote Meadows are not being taken care of due to lack of funds. Protecting nature and wildlife should also be a priority for our city.

So I applaud the city for looking into ways to fund our parks, but I urge that care be taken to create a proposition that does not have loopholes, which could lead to broken promises and distrust down the road.

Thank you,
Alie Victorine



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FW: Item 3.5 Potential November 2024 ballot measure

City Clerk <city.clerk@sanjoseca.gov>

Mon 6/17/2024 7:55 AM

To:Agendadesk <Agendadesk@sanjoseca.gov>

From: Terry Christensen [REDACTED]
Sent: Monday, June 17, 2024 2:10 AM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Item 3.5 Potential November 2024 ballot measure

[External Email]

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Mayor and Council Members,

I hope that next week you will oppose eliminating or reducing park fees for high rise developments outside of downtown. We desperately need those fees from development around the Little Portugal BART station to fund the Five Wounds Trail, not to mention other parks on the Eastside in particular.

And I hope you'll support putting a measure on the November ballot to fund parks (not including other city services).

Best regards,

Terry Christensen
Friends of Five Wounds Trail
CommUniverCity

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FW: Letter of support - RE: Item 3.5

City Clerk <city.clerk@sanjoseca.gov>

Mon 6/17/2024 10:38 AM

To:Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachments (84 KB)

LOS - RE_ Item 3.5 .pdf;

From: Emily Schwing [REDACTED]

Sent: Monday, June 17, 2024 10:18 AM

To: City Clerk <city.clerk@sanjoseca.gov>

Subject: Letter of support - RE: Item 3.5

[External Email]

You don't often get email from [REDACTED] [Learn why this is important](#)

Hi there,

Please see Veggielution's letter of support for Item 3.5.

Thanks!

--



Emily Schwing
Acting Executive Director

[REDACTED]
[Instagram](#) | [Website](#) | [LinkedIn](#)

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Veggielution
www.veggielution.org | info@veggielution.org
647 S King Rd, San Jose, CA 95116 | (408) 753-6705



200 E. Santa Clara St
San Jose, CA 95113
Sent via electronic mail

RE: Item 3.5 on 6/18/2024 City Council agenda, Potential November 2024 Ballot Measure Polling

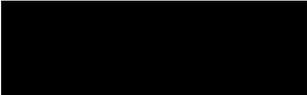
Dear San José City Council and Honorable Mayor,

Veggielution is writing to express our strong support for the proposed measures to enhance and maintain open spaces and parks in San José in item 3.5. As an organization that values the benefits these spaces provide to our community, we believe the staff's recommendations are crucial for the continued well-being of our city's residents.

Reviewing survey results is essential to ensure that the proposed measures, including parcel tax measures, a bond measure, and a charter amendment for long-term leases in city parks, reflect our community's needs and desires. Directing the City Manager and City Attorney to draft ballot language for a parcel tax measure is a prudent and necessary action. The funds from this tax will be vital for cleaning, maintaining, and improving our parks, playgrounds, trails, restrooms, and recreation facilities. This investment in our city's infrastructure will enhance the aesthetic appeal of our neighborhoods and contribute to the health and well-being of all residents by providing safe and well-maintained recreational spaces.

In conclusion, we urge the Council to support the staff recommendations, considering the substantial benefits they will bring to our community. Investing in our parks is an investment in the quality of life, health, and happiness of every San José resident.

Thank you for your attention and dedication to this important matter.


Emily Schwing
Veggielution
Acting Executive Director

FW: Item 3.5 Potential November 2024 ballot measure

City Clerk <city.clerk@sanjoseca.gov>

Mon 6/17/2024 3:30 PM

To:Agendadesk <Agendadesk@sanjoseca.gov>

-----Original Message-----

From: J <[REDACTED]>

Sent: Monday, June 17, 2024 2:57 PM

To: City Clerk <city.clerk@sanjoseca.gov>

Subject: Item 3.5 Potential November 2024 ballot measure

[External Email]

[You don't often get email from [REDACTED] Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Dear Mayor Mahan and City Councilmembers,

I'm writing today about your upcoming discussion on polling for a potential Park Parcel Tax measure for the November 2024 ballot. I understand the polling for this parcel tax mentioned that it would help fund park maintenance and park services, but will also fund other services that are not park related.

I ask that if you decide to move forward with the measure, please consider that the Park Parcel Tax funds go ONLY to park maintenance and park services. As a voter, I would be willing to vote yes for the measure if ALL funds went to our beloved City parks. As a homeowner, who would be paying the parcel tax if passed, I would be happy to know that the wonderful folks in the PRNS Department would receive additional funding they so desperately need.

Again, if you elect to move forward with this Parcel Tax measure, please have it allocate ALL funding go to Park maintenance and Park services. Our wonderful PRNS staff and beloved City parks desperately need it.

Thank you very much for your time and consideration of this matter.

Sincerely,

Jennifer Roberts
San Jose Resident

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FW: Support Letter for Parks Ballot Measure

Mossing, Mackenzie <Mackenzie.Mossing@sanjoseca.gov>

Mon 6/17/2024 5:37 PM

To:Agendadesk <Agendadesk@sanjoseca.gov>

📎 1 attachments (1 MB)

SJPF.Advocacy.Letter.Ballot.Measure.6.17.24.pdf;

Forwarding a letter of support on Item 3.5



Mackenzie Mossing

Chief Policy Officer

200 E. Santa Clara Street, 17th Floor, San Jose, California 95113

e: mackenzie.mossing@sanjoseca.gov

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From: James P. Reber [REDACTED]

Sent: Monday, June 17, 2024 5:15 PM

To: Mahan, Matt <Matt.Mahan@sanjoseca.gov>

Subject: Support Letter for Parks Ballot Measure

[External Email]

Dear Mayor Mahan:

Please see the attached letter of support for the prospective ballot measure to fund San Jose Parks.

San Jose Parks Foundation fully endorses this plan of action.

Thank you.

JPR

James P. Reber, Executive Director

San Jose Parks Foundation

P.O. Box 53841, San Jose, California 95153

Direct: 408.505.0438

web: sanjoseparks.org

facebook: [sanjoseparksfoundation](#)

The San Jose Parks Foundation is a community-based nonprofit organization dedicated to advocating for San Jose's parks and trails and the programs within them, by empowering residents and volunteers and securing private donations.



San Jose Parks Foundation

June 17, 2024

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- Abronzino Field House
- Almaden Winery Park
- Backesto Park
- Buena Vista Park
- Butcher Dog Park
- Community Mural Pocket Park
- Erickson Park
- Farmworker Caravan
- Five Wounds Trail
- Guadalupe Oak Grove Park
- Hamann Park Mural
- Japanese Friendship Garden
- Keep Coyote Creek Beautiful
- La Colina Park
- Lake Cunningham Park
- Martin-Fontana Parks Assoc.
- Miner Park
- Pueblo Play Playground
- Roosevelt Park Roller Hockey Rink
- San Jose Family Camp
- San Jose Parks Advocates
- Santa Teresa Bernal NA
- Save Our Trails
- Seven Trees - Project Kultoor
- Sherman Oaks Playground
- Sons Of San Jose Memorial
- South Bay Clean Creeks Coalition
- St. James Park
- Theodore Lenzen Park
- Thousand Oaks Park
- United Veterans Council of SCC
- Viva CalleSj

James P. Reber
Founding Executive Director

Diana Dunckelmann
Finance

Honorable Mayor Matt Mahan &
Members of the San Jose City Council
San Jose City Hall
200 East Santa Clara Street, 18th Floor
San Jose, California 95110

Dear Mayor Mahan and Members of the City Council:

I write to you today on behalf of the Board of Trustees and myself as the Founder and Executive Director of San Jose Parks Foundation, as well as our many community partners and supporters.

We urge you to move forward on drafting a ballot measure to help fund San Jose Parks. This is an issue that we believe has strong community support and which is vital to bringing our parks, trails, community centers and the programs within them up to the standards that the City of San Jose requires.

San Jose Parks Foundation stands ready to advocate for this, to raise funds for the campaign and to do whatever is required to successfully bring this issue to fruition.

As the unique non-profit partner for San Jose's Parks, San Jose Parks Foundation supports all of them, large and small and we believe this opportunity is very important to the future quality of life in our city.

Thank you.

Sincerely,



James P. Reber
Executive Director

FW: SPUR Public Comment for Item 3.5

City Clerk <city.clerk@sanjoseca.gov>

Tue 6/18/2024 8:20 AM

To:Agendadesk <Agendadesk@sanjoseca.gov>

📎 1 attachments (79 KB)

SPUR Comment Letter SJ Parks Funding June 18, 2024.pdf;

From: Sujata Srivastava [REDACTED]

Sent: Tuesday, June 18, 2024 8:04 AM

To: City Clerk <city.clerk@sanjoseca.gov>

Cc: The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; Groen, Mary Anne <maryanne.groen@sanjoseca.gov>; Mossing, Mackenzie <Mackenzie.Mossing@sanjoseca.gov>; Alanis, Diana <Diana.Alanis@sanjoseca.gov>; Lomio, Michael <Michael.Lomio@sanjoseca.gov>; Arreola, Kiara <Kiara.Arreola@sanjoseca.gov>; Velazquez, Daniela <Daniela.Velazquez@sanjoseca.gov>; Cicirelli, Jon <Jon.Cicirelli@sanjoseca.gov>; Yotam, Avi <Avi.Yotam@sanjoseca.gov>; Andrew Sandler [REDACTED] Ciana Moreno [REDACTED] Mel Sarmiento <[REDACTED]>; O'Reilly, Torie <Torie.O'Reilly@sanjoseca.gov>

Subject: SPUR Public Comment for Item 3.5

[External Email]

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Dear City Clerk,

Attached is SPUR's letter in support of Agenda Item 3.5 on the City Council Agenda for 6/18/2024.

Thank you for your consideration.

Sujata Srivastava (she • her)
Chief Policy Officer | **SPUR**

SPUR

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June 18, 2024

San Jose City Council
200 E Santa Clara Street
San Jose, CA 95113

Re: Support for Item 3.5 Potential November 2024 Ballot Measure Polling

SPUR is a nonprofit public policy organization that brings people together from across the political spectrum to develop solutions to the big problems cities face. We are writing in support of Item 3.5, which would further consider a November 2024 parks funding ballot measure.

San José has approximately \$500 million in deferred park maintenance and infrastructure costs. This figure does not include the cost of ongoing maintenance. Although the City has made gains in replacing many of the maintenance staffing lost during the Great Recession, the staffing levels are still well below that peak. Given revenue trends, it is unlikely that the city will be able to close the gap on deferred maintenance or pay for adequate maintenance going forward without securing more sustainable funding resources.

San José's parks are not just green spaces, they are a vital part of the city's ecological and social infrastructure. They play a crucial role in the health of our residents and visitors, and have the potential to mitigate many climate risks like flooding and extreme heat. Moreover, well-maintained parks have a direct impact on property values and economic prosperity in adjacent neighborhoods. Our report, 'Guadalupe River Park: A Shared Future in Downtown San José', highlights that the revitalization of Guadalupe River Park could potentially boost nearby property values by \$2 billion. This increase in value can be harnessed and reinvested into community facilities, infrastructure, and social programs, creating a virtuous cycle that yields broad environmental, economic, and social dividends.

It's clear that the condition of our city parks will continue to deteriorate unless we implement significant and sustainable funding mechanisms. We urge the City Council to take the lead in this matter and direct staff to conduct further polling. This will provide the necessary data to consider placing a measure on the ballot for the November 2024 presidential election, a crucial step toward securing the future of our parks.

Sincerely,



Sujata Srivastava, Chief Policy Officer
SPUR

FW: Public Comment Re: 6/18/2024 Council Agenda Item 3.5 Potential November 2024 Ballot Measure Polling

City Clerk <city.clerk@sanjoseca.gov>

Tue 6/18/2024 8:24 AM

To:Agendadesk <Agendadesk@sanjoseca.gov>

📎 1 attachments (534 KB)

20240618 CSJ City Council Agenda Item 3.5 - GRPC Public Comment - 20240617.pdf;

From: Jason Su [REDACTED]

Sent: Monday, June 17, 2024 10:02 PM

To: City Clerk <city.clerk@sanjoseca.gov>; The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; District3 <district3@sanjoseca.gov>

Cc: Groen, Mary Anne <maryanne.groen@sanjoseca.gov>; Mossing, Mackenzie <Mackenzie.Mossing@sanjoseca.gov>; Alanis, Diana <Diana.Alanis@sanjoseca.gov>; Lomio, Michael <Michael.Lomio@sanjoseca.gov>; Arreola, Kiara <Kiara.Arreola@sanjoseca.gov>; Velazquez, Daniela <Daniela.Velazquez@sanjoseca.gov>; Cicirelli, Jon <Jon.Cicirelli@sanjoseca.gov>; Yotam, Avi <Avi.Yotam@sanjoseca.gov>; Andrew Sandler <[REDACTED]>; Ciana Morenc [REDACTED]; Joe Salvato [REDACTED]; Mel Sarmento [REDACTED]; O'Reilly, Torie <Torie.O'Reilly@sanjoseca.gov>

Subject: Public Comment Re: 6/18/2024 Council Agenda Item 3.5 Potential November 2024 Ballot Measure Polling

[External Email]

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Dear Honorable Mayor, Members of the City Council, and City Clerk,

Thank you for receiving our comment letter on behalf of the Guadalupe River Park Conservancy for City Council 6/18/2024 Agenda Item 3.5 "Potential November 2024 Ballot Measure Polling."

Thank you,

--

Jason Su (he/him)

Executive Director | [Guadalupe River Park Conservancy](#)



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June 17, 2024

San Jose City Council
200 E Santa Clara Street
San Jose, CA 95113

Re: Support for Item 3.5 Potential November 2024 Ballot Measure Polling

Dear Honorable Mayor & City Council,

The Guadalupe River Park Conservancy provides community leadership for the active-use and development of the Guadalupe River Park through education, advocacy, and stewardship. We express **support for Agenda Item 3.5 Potential November 2024 Ballot Measure Polling**, and believe this is an opportunity to support key community priorities on parks maintenance, cleanliness, and beautification. Parks uplift communities through several ways:

Parks and open spaces are physical, social, and green infrastructure: High-quality parks support community connection, public health, and create economic and civic value. Parks are also key elements of green infrastructure that support our environmental resilience and ongoing fight against climate change.

Parks support equity and public health priorities: Parks nurture connection to nature and the environment through access and programming, promote a culture of volunteerism and civic engagement, enhance positive physical and mental health outcomes, and improve food systems security.

Parks as a vessel for economic recovery goals: Our parks play a role in our future economic competitiveness. They have long served as economic generating engines such as: large scale events, street vending, tourism, platform for public art, and business attraction opportunities.

Studies by Trust for Public Land and LandVote show support for land conservation and park measures throughout the country, even through the pandemic, and ongoing funding sources for maintenance is more limited than for other purposes (see below).

There is no lack of need within San Jose's parks system, particularly with a maintenance backlog of over half a billion dollars. We support Agenda Item 3.5 Potential November 2024 Ballot Measure Polling and encourage City Council's consideration.

Regards,



Jason Su, Executive Director

Attached:

1. LandVote, "TPL LandVote Database," Summary of Measures by Year, 1988-present
2. Trust for Public Land, "\$8.7 Billion for Parks, Climate, and Conservation Approved by Voters"
3. Trust for Public Land, "Fundamentals of Funding for Local Parks and Greenspace," Executive Summary

Measures

- 2020 Measures
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Welcome to the TPL LandVote Database!

[2022 results available!](#)

[Click here to view detailed results of land conservation and park measures in 2022.](#)

Across the country, dozens of state and local governments each year vote to raise public funds in support of land conservation. The Trust For Public Land's LandVote® is a source of information about these measures. The database brings together the most comprehensive history available for conservation finance measures that have been

Use the reports, accessed from the measures menu above or the list at left, to explore the database. In each report, click on the columns to sort by different variables. A report, there are tables displaying the totals. Click graph to see a bar chart of the totals. You may also customize any existing report or create a new report. Searching for Use the find feature on the measures menu.

See the latest list of [Upcoming Elections](#) and learn how to get involved.

For help or advanced queries email landvote@tpl.org. For more information about the data, please see the note below.

The Trust for Public Land helps states and communities raise public funds for conservation. More information on TPL's [conservation finance services](#) can be found on [TFL](#)

Citing LandVote®: To recognize the valuable role of LandVote®, users of LandVote® are asked to formally acknowledge the data source. This acknowledgment should be formatted as follows:

The Trust for Public Land, LandVote®, 2022, www.landvote.org.

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Summary of Measures by Year, 1988-present

Date	Full Report Email More		Total Funds Approved (tot)	Conservation Funds Approved (tot)
	Number of Measures	Pass? (tot)		
1988	26	24	\$1,458,633,862	\$1,167,978,862
1989	29	22	\$1,409,488,521	\$867,676,870
1990	43	25	\$2,316,633,904	\$2,226,065,904
1991	18	12	\$192,302,360	\$172,657,360
1992	39	28	\$2,681,264,000	\$2,048,579,000
1993	23	19	\$595,334,860	\$550,130,753
1994	50	32	\$1,043,022,125	\$619,729,511
1995	43	34	\$1,346,612,844	\$1,122,119,344
1996	99	69	\$6,212,422,178	\$1,643,314,498
1997	84	71	\$2,668,353,306	\$838,636,504
1998	173	141	\$7,336,666,744	\$5,732,244,489
1999	110	99	\$2,581,575,522	\$2,140,109,028
2000	211	172	\$11,462,441,431	\$4,989,371,452
2001	198	138	\$1,786,283,640	\$1,351,156,655
2002	182	134	\$8,530,249,162	\$5,425,951,207
2003	126	95	\$1,771,740,328	\$1,252,196,985
2004	214	159	\$25,985,915,413	\$3,792,588,095
2005	142	112	\$2,627,294,896	\$1,606,487,155
2006	185	138	\$29,148,559,432	\$6,746,669,765
2007	103	69	\$3,709,955,926	\$2,041,988,707
2008	130	92	\$11,108,012,360	\$8,052,960,160
2009	40	25	\$1,059,164,056	\$607,668,083
2010	51	43	\$2,384,010,217	\$2,192,064,866
2011	26	16	\$540,221,467	\$313,755,748
2012	71	56	\$2,382,328,913	\$818,680,495
2013	21	16	\$1,401,972,735	\$343,072,735
2014	54	39	\$30,768,304,044	\$13,206,357,243
2015	36	27	\$694,265,736	\$319,968,947
2016	97	77	\$12,385,278,910	\$3,395,519,633
2017	36	31	\$3,408,718,657	\$677,100,481
2018	62	54	\$11,912,823,578	\$3,592,338,065
2019	41	33	\$2,183,636,332	\$917,002,999
2020	56	52	\$4,852,038,723	\$1,815,647,987
2021	34	28	\$1,379,596,883	\$506,295,910
2022	74	65	\$10,926,399,400	\$2,826,716,579
2023	35	32	\$2,030,878,313	\$1,659,324,178
2024	6	6	\$398,270,000	\$29,600,000
Totals (37 groups)	2968	2285	\$214,680,670,778	\$87,609,726,253

Note About the Data

LandVote tracks two major types of conservation ballot measures:

\$8.7 Billion for Parks, Climate, and Conservation Approved by Voters

San Francisco
2022-11-09

San Francisco, CA- In one of the most competitive Midterm elections in recent memory, voters across the country showed once again at the ballot box that they are not simply partisan red or blue, but willing to vote for a greener and healthier future for their communities.

According to a Trust for Public Land analysis, on Election Day, voters approved nearly \$8.7 billion in new funding for parks, climate resilience, and land conservation. The \$8.7 billion approved by voters on November 8 is the largest amount of new state and local funding approved for conservation since 2016.

Trust for Public Land actively helped design and organized voter support for parks, climate, and land conservation measures on the November 2022 ballot in 33 communities. Thirty of these measure have been approved, creating \$8 billion in new funding. Altogether, the Trust for Public Land worked with local residents on over one-half of all of the parks and conservation measures on the ballot this November.

"The effects of climate change and the pandemic over the last few years have had a huge impact on people's lives and their communities. Parks and protected natural areas continue to demonstrate their immense value for providing clean air, clean water, and wildlife habitat, helping to mitigate and make communities more resilient to a changing climate, and improving our physical and mental health." said Will Abberger, director of Conservation Finance at Trust for Public Land. "There's so much power in asking voters to vote 'Yes' for conservation, which is why Americans of all political stripes in communities large and small across the country voted to protect and expand their access to the outdoors."

The 2022 election gave voters in 63 jurisdictions throughout the country an opportunity to weigh in on the value of outdoors spaces to their quality of life. Ballot measures funding new parks, climate resilience and adaptation, and land and water conservation were approved in at least 54 cities, counties, special districts, and states, an 86 percent passage rate. A complete listing of all November 2022 conservation ballot measures can be found on the Trust for Public Land's LandVote website at www.LandVote.org

TPL is the national leader in supporting community organizations, and advising state and local governments, to design, pass, and implement state and local public funding measures for parks, climate, and conservation. Since the inception of its Conservation Finance program in 1996, the Trust for Public Land has helped pass 646 ballot measures—an 83 percent success rate—creating nearly \$93 billion in voter-approved funding for parks, land conservation, and climate change mitigation.

The following ballot measures supported by the Trust for Public Land were approved by voters:

California

- Marin County – Marin County voters approved a new parcel tax to finance a \$23 million bond to help purchase the 110-acre Tiburon Ridge, also known as the “Martha Property,” by 77 percent. Acquisition of this property would protect critically endangered open space, natural areas, wildlife habitat, and water quality for surrounding Tiburon and Belvedere.

Colorado

- Douglas County – Measure 1A, which will fund parks, trails, open space, historic preservation, and conservation for the next fifteen years, was approved by 88 percent. This renewal of the 0.17 percent sales and use tax is expected to raise \$217 million.
- Routt County – Routt County voters approved Prop 1A, the reauthorization of the County's Purchase of Development Rights (PDR) program, by 85 percent. The measure will provide continued funding for the PDR program for the next ten years to conserve water, wildlife, and working ranches. At a rate of 1.5 mills, the property tax levy is expected to raise \$29 million.
- Windsor – Issue 3F was approved by 59 percent and will increase the Town's sales and use tax by \$1.62 million annually at a rate of 0.25 percent. The measure will provide dedicated funding for open space land acquisition, stewardship, operations, and maintenance. The sales and use tax increase is expected to raise \$32 million over twenty years.

Florida

- Alachua County – Alachua County voters voted 52 percent to renew the county's popular Wild Spaces & Public Places program, which will conservatively raise \$246 million for parks and land conservation over ten years. An additional \$246 million will also be raised for repair of existing roads, fire stations and public facilities, and provision of affordable housing. This one-cent sales tax will replace the existing half cent sales tax. This is the fourth conservation funding measure before Alachua County voters in 22 years and the third with assistance from TPL.
- Brevard County – Brevard County voters approved \$50 million in bonds to extend the County's Environmentally Endangered Lands program to acquire, improve and maintain wildlife habitat, wetlands, woodlands, and lands that protect Indian River Lagoon and St. Johns River by 70 percent. Funding will also maintain and improve nature education centers. The bonds will be backed by a property tax of up to 0.1465 mills.
- Indian River County – By 78 percent, Indian River County voters approved a \$50 million bond to continue the County's highly successful conservation land acquisition program. This is Indian River County's third land conservation funding measure, following successful bond measures in 1992 and 2004. TPL assisted with the \$50 million bond measure in 2004. Funds would be used to preserve environmentally significant lands to restore the Indian River Lagoon, protect water resources, natural areas, wildlife habitat, and drinking water sources.
- Nassau County – By 68 percent, Nassau County voters approved a \$30 million bond to establish a new county land conservation program to acquire lands that improve water quality and protect drinking water sources, natural areas, beaches and the St. Mary's, Nassau and Amelia Rivers. Conservation of these lands will also help reduce flooding, conserve wildlife habitat, and provide outdoor recreation. Nassau County has already received 750 project proposals for places that residents would like to see conserved. TPL has worked with Nassau County since 2019 to move this measure to the ballot. The measure was referred to and subsequently removed from the November 2020 ballot due to the economic impacts of the COVID-19 pandemic.
- Polk County – By 58 percent, Polk County voters approved a 0.20 mill property tax increase to preserve water resources, environmental lands, and fish and wildlife habitat. The measure would generate \$200 million over twenty years and support \$75 million bond.

Illinois

- Forest Preserves of Cook County – TPL has been working since 2016 to establish dedicated funding for the Forest Preserves. Cook County voters approved the 0.025 percent property tax increase on the November ballot by 68 percent. The measure will generate over \$1 billion over 25 years. This funding will be used to implement Forest Preserves' “Next Century Conservation Plan,” which proposes to restore 30,000 acres and acquire land to expand the forest preserves, improving air and water quality and protecting wildlife habitat and natural areas for the Cook County, especially in Chicago's southeastern suburbs.

Massachusetts

- Community Preservation Act – Five Massachusetts municipalities voted to adopt the Community Preservation Act, a state program that allows communities to establish a local property tax dedicated to open space, outdoor recreation, historic preservation, and affordable housing. Worcester, the second largest city in Massachusetts, approved CPA at 52 percent, which will generate \$24 million for watershed protection and affordable housing. The towns of Boylston, Natick, Shelburne and Westborough also approved CPA.

Montana

- Ravalli County – Based on a successful 2006 land conservation bond, Ravalli County voters approved a \$10 million bond at 71 percent. The measure will extend funding for this western Montana county's Open Lands Program, designed to manage increasing county growth, preserve open space, protect the Bitterroot River, bolster the local economy, and maintain wildlife habitat through voluntary conservation easements and the creation of new recreation amenities.

New York

- New York (statewide) – At \$4.2 billion, this is the largest state measure on the November 2022 ballot. It was referred to and subsequently removed from the November 2020 ballot due to the economic impacts of the COVID-19 pandemic. In 2021, the New York Legislature again referred the measure to the November 2022 ballot. New York voters approved the bond by 67 percent. In addition to providing significant funding for climate adaptation and resiliency, the Clean Air, Clean Water, and Jobs Bond requires that at least 40 percent of the funding be dedicated to projects that improve the environment in environmental justice communities, ensuring substantial and meaningful impact in communities that have been hardest hit by pollution historically.
- Gardiner – Following the successful New Paltz, NY, measure in 2020, Gardiner became the second municipality in Ulster County to approve a new real estate transfer tax to support a local Community Preservation Fund. The new tax was approved by 74 percent. The fund will be used to protect the town's river and streams, drinking water source, working farms, and wildlife habitat. The 1.25 percent real estate transfer tax would generate an estimated \$8 million over twenty years.

North Carolina

- Buncombe County – Buncombe County voters approved two companion bond questions on the ballot: a \$30 million bond for land conservation, trails, and protecting farms and forests and a \$40 million bond for affordable housing. The bonds were approved by 69 percent and 62 percent, respectively. Both are backed by modest property tax levies. These bonds will enable Buncombe County to protect an estimated 6,000 acres of land by 2030, assist in completing a robust system of trails, and provide workforce housing in Buncombe County.

Ohio

- Cleveland MetroParks – Metropolitan Cleveland voters approved a 10-year, 2.7 mill levy for the Parks District, replacing their existing levy, by 77 percent. The measure is expected to generate \$960 million over ten years.

Pennsylvania

- Carbon County – Carbon County is the first county in Pennsylvania to consider dedicated funding for land conservation since 2008. The \$10 million bond was approved by 81 percent and will protect drinking water sources, the water quality of lakes, rivers, and streams, working farms and local food sources, and wildlife habitat.
- Westtown – Westtown voters approved both an earned income tax increase and property tax increase to help fund the acquisition of historic Crebilly Farm, site of the Revolutionary War Battle of the Brandywine. The measure passed at 66 percent.

South Carolina

- Beaufort County – Beaufort County voters approved by 53 percent the first county sales tax measure dedicated to land conservation under new state enabling legislation passed earlier this year. The

one-cent sales will apply only for two years and raise up to \$100 million to preserve land, purchase easements, and protect water quality. The measure enables land conservation not only in Beaufort County, but also in more rural and disadvantaged adjacent Jasper, Hampton, and Colleton Counties. This is the sixth land conservation funding measure considered by Beaufort County voters, following successful bond referenda in 2000, 2006, 2012, 2014, and 2018.

- Berkeley County – Berkeley County voters renewed the county's 1 percent transportation sales tax to both repair roads and, for the first time, also fund a county "greenbelt" program by 74 percent. The Berkeley County program is modeled on neighboring Charleston County's successful greenbelt program. The Berkeley County program is estimated to generate \$59 million for the purchase of property for conservation, passive and active greenspace, protecting natural resources, agricultural or heritage landscapes, and scenic corridors.
- Dorchester County – The Dorchester County approved a renewal of their transportation sales tax that also includes funding for a new "greenbelt" program by 59 percent. This measure will generate \$35 million to protect land and improve water quality in this Charleston-area community which is experiencing rapid growth. This is the third ballot measure TPL has supported in Dorchester County, having worked on successful park bonds in 2010 and 2019.

Texas

- Dallas – Proposition A, which allows the City of Dallas to increase its hotel tax by 2 percent, was approved on Tuesday with 68 percent voter support. An estimated \$300 million of the \$1.5 billion to be generated will go toward renovation and repair of the historic 277-acre Fair Park, one of Dallas's oldest parks and home to the annual State Fair of Texas. The majority of the funds will support the creation of a new convention center.
- Kendall County – Located deep in the heart of the Texas Hill Country, Kendall County is the fifth fastest growing in the country. Kendall County voters approved a \$20 million bond for land conservation to protect the Guadalupe River, drinking water sources, working farms and ranches, and wildlife habitat by 67 percent.

Utah

- Cache County – Voters in Cache County, UT approved a \$20 million general obligation bond at 54 percent. The measure will fund open space land acquisition to protect the water quality, wildlife habitat, and agricultural lands. Funds from the bond will also be spent on addition trails, trail connectivity, and maintaining the integrity of the scenic mountain vistas throughout the county.
- Salt Lake City – At 69 percent, Salt Lake City voters approved an \$85 million general obligation bond to the November ballot to fund key priorities in the city's park master plan and to ensure equitable investment into parks and trails throughout the city. City Council cited seven specific projects for funding that will improve quality of life, water and air quality, and create more access to open space for all residents, with a particular emphasis on the historically underserved west side of the city.

Washington

- King County – Voters in the greater Seattle area of King County voted 68 percent for a measure that will double the existing mill levy enabled by Washington's Conservation Futures program. The measure will generate \$440 million with the goal of conserving 65,000 acres of open space over the next thirty years, including forests, trails, rivers, farmlands, and green spaces.
- Metro Parks Tacoma – Voters in metropolitan Tacoma voted 63 percent to restore their park district's property tax levy to 75 cents per \$1,000, the maximum allowable tax rate for parks districts under state law. Restoring funding for the Metro Parks District will generate to \$148 million to fund wildfire prevention, operations and maintenance of parks and facilities, preserve open space, expand youth programming, and improve safety and security.

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Executive Summary



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Parks play an essential role in helping communities thrive. When people have access to a high-quality park close-to-home, they experience improved mental health, physical health, and social well-being. But, parks departments across the country face financial challenges that make it difficult to ensure that everyone has access to a high-quality park. For instance, one study found that following the great recession, spending on parks and recreation decreased 21% from 2008 - 2013.¹

While parks have waxed and waned on political agendas, demand hasn't gone down. In fact, we've seen the need for parks as critical civic infrastructure increase, prompted in part by the COVID-19 pandemic. City leaders and parks practitioners are being asked to do more for parks with less. But, they may not always know where to go for funding.

Trust for Public Land's *10-Minute Walk*® Program has compiled this report to share common funding mechanisms available for city parks. This report is not intended to be encyclopedic, but rather to outline a wide range of frequently-used funding tools. The table below shares 21 common funding mechanisms for parks, along with a high-level summary of what they can fund.

Funding Mechanism	Capital Costs	Maintenance	Pre-Development ¹	Activations and Programming
LOCAL AND STATE SOURCES FOR PARK FUNDING				
Municipal bonds	✓			
Property taxes	✓	✓	✓	✓
Sales and use taxes	✓	✓	✓	✓
Real estate transfer tax	✓	✓	✓	✓
Parkland dedication ordinance	✓		✓	
Developer impact fees	✓		✓	
Business Improvement District	✓	✓	✓	✓
Parks District	✓	✓	✓	✓
Lottery funds	✓	✓	✓	✓
MAJOR FEDERAL SOURCES				
NPS ORLP	✓			
DOT RAISE	✓		✓	
NEA Our Town			✓	✓
EPA Brownfields Program	✓		✓	
DOT Transportation Alternatives	✓		✓	
USFS Urban and Community Forestry		✓	✓	✓
EPA Environmental Justice Programs	✓	✓	✓	✓
DOT Reconnecting Communities and Neighborhoods Program	✓		✓	
NPS LCWF Stateside Assistance Program	✓			
HUD Community Development Block Grants	✓		✓	
PARTNERSHIPS AND PHILANTHROPY				
Park conservancy or foundation	✓	✓	✓	✓
Philanthropies	✓	✓	✓	✓

¹ Planning, design, and community engagement.

FW: Concerns with Council Agenda Item 3.5, Real Estate Transfer tax

City Clerk <city.clerk@sanjoseca.gov>

Tue 6/18/2024 10:02 AM

To:Agendadesk <Agendadesk@sanjoseca.gov>

From: Leah Toeniskoetter <[REDACTED]>

Sent: Tuesday, June 18, 2024 9:43 AM

To: The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; Kamei, Rosemary <Rosemary.Kamei@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Torres, Omar <Omar.Torres@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Ortiz, Peter <Peter.Ortiz@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Doan, Bien <Bien.Doan@sanjoseca.gov>; Candelas, Domingo <Domingo.Candelas@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Batra, Arjun <arjun.batra@sanjoseca.gov>

Cc: City Clerk <city.clerk@sanjoseca.gov>

Subject: Concerns with Council Agenda Item 3.5, Real Estate Transfer tax

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Dear Mayor and Councilmembers,

In brief for consideration today, our business members have raised several concerns and questions for item 3.5 on today's Council agenda (CM Torres memo: <https://sanjoseca.primegov.com/Portal/viewer?id=0&type=7&uid=306332fb-54c3-44d3-b813-bba8520089bb>).

We ask these be considered and debated before going through the effort of directing staff to conduct a poll. It should also be noted that we appreciate the challenge and solutions needed to build more affordable housing in our city, and would look forward to working with the City and partners to discuss additional opportunities.

These include:

- The City recently endorsed the BAHFA bond. Would an additional and substantial tax on property owners work against the City's efforts to pass BAHFA?
- Have stakeholders from the business community had any input in the recommendation? If not, holding stakeholder meetings with all neighborhood business districts should be done before a recommendation in August.
- Request that OED be directed to study the impact of this level of tax on property owners and its impact on San Jose's ability to attract business and real estate development (commercial, housing, etc).
- Request that the City also look at detrimental impacts of LA and SF taxes.
- Has the City considered selling its assets to offset money needed to fund Measure E?

On behalf of our business members, we ask you to consider these questions and consider the approach of forming a committee to discuss how to best encourage dense and affordable housing development in San Jose.

Best regards,

Leah

Leah Toeniskoetter

President & CEO

San Jose Chamber of Commerce



www.sjchamber.com

101 W. Santa Clara Street, San Jose, CA 95113



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FW: Support Polling to Increase Measure E Revenues

City Clerk <city.clerk@sanjoseca.gov>

Tue 6/18/2024 10:59 AM

To:Agendadesk <Agendadesk@sanjoseca.gov>

From: perrysandy [REDACTED]

Sent: Tuesday, June 18, 2024 10:27 AM

To: Vice Mayor Rosemary Kamei <district1@sjdistrict1.org>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; Councilmember Peter Ortiz <district5-sanjoseca.gov@shared1.ccsend.com>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; City Clerk <city.clerk@sanjoseca.gov>

Subject: Support Polling to Increase Measure E Revenues

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Council Agenda 6-18-24
Item 3.5

Dear Mayor and Councilmembers,

Please support the memo by Councilmember Torres to direct polling around adjusting Measure E to increase revenues to avoid this year's unacceptable choice to cut either affordable housing or unhoused services. It is clear that San Jose needs both and that residents are demanding both. Adjusting the Measure E formula to increase the transfer tax on those most able to pay, and reduce it for those least able, could result in significantly increased revenue for affordable housing going forward. Please support this important proposal. Thank you.

Sandy Perry

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