

### **3.5 Potential November 2024 Ballot Measure Polling.**

#### **Recommendation:**

- (a) Review survey results for potential ballot measures for the November 5, 2024 General Election, including two parcel tax measures, a bond measure, and a charter amendment pertaining to long-term leases in City parks.
- (b) Set a City Council Special Meeting entitled “November 5, 2024 General Election Ballot Measure” for Tuesday, August 6, 2024 starting at 1:30 p.m.
- (c) Direct the City Manager and City Attorney to draft ballot language and return to City Council at the August 6, 2024 Special Meeting for consideration of placing on the November 5, 2024 ballot a measure levying a parcel tax for the purpose of funding City services to clean, maintain, and improve San José’s parks, playgrounds, trails, restrooms, and recreation facilities and fund other City services.
- (d) Direct the City Manager to conduct additional polling to refine the tax rate and ballot language.

CEQA: Statutorily Exempt, File No. PP17-001, CEQA Guidelines Section 15262, Feasibility and Planning Studies with no commitment to future actions. (City Manager)



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Sarah Zárate

**SUBJECT: POTENTIAL NOVEMBER 2024  
BALLOT MEASURE POLLING**

**DATE:** June 7, 2024

Approved

Date

6/7/24

## **RECOMMENDATION**

- (a) Review survey results for potential ballot measures for the November 5, 2024 General Election, including two parcel tax measures, a bond measure, and a charter amendment pertaining to long-term leases in City parks.
- (b) Set a City Council Special Meeting entitled “November 5, 2024 General Election Ballot Measure” for Tuesday, August 6, 2024 starting at 1:30 p.m.
- (c) Direct the City Manager and City Attorney to draft ballot language and return to City Council at the August 6, 2024 Special Meeting for consideration of placing on the November 5, 2024 ballot a measure levying a parcel tax for the purpose of funding City services to clean, maintain, and improve San José’s parks, playgrounds, trails, restrooms, and recreation facilities and fund other City services.
- (d) Direct the City Manager to conduct additional polling to refine the tax rate and ballot language.

## **SUMMARY AND OUTCOME**

Pursuant to City Council direction through approval of the Mayor’s March Budget Message for 2024-2025, staff commissioned a survey to explore potential ballot measures for the November 5, 2024 General Election, including revenue measures to fund park maintenance as well as a Charter amendment to lengthen the term for which the City can enter into leases in City parks. This memorandum outlines the results of that survey and, based on those results, proposes to narrow consideration of potential ballot measures to a parcel tax that would fund park maintenance and several other City services. Staff is seeking direction regarding whether the City Council wishes to pursue this option. If so, the next steps would involve scheduling a special meeting of the City Council for August 6, 2024, where the City Council would make a final decision as to whether to place a measure on the ballot, directing staff to bring back revised ballot language for a parcel tax to that meeting, and directing staff to conduct additional polling to inform that revised language.

## **BACKGROUND**

The City Council approved the Mayor's March Budget Message for 2024-2025 at the March 19, 2024 City Council meeting. Through approval of the Budget Message, the City Council provided the City Manager with two separate items of direction to explore ballot measures intended to improve the condition of San José's parks.

First, through a memorandum issued by Councilmembers Ortiz, Candelas, and Jimenez and approved by the City Council along with the March Budget Message, the City Manager was directed to "explore additional funding mechanisms for operations and maintenance to improve our Neighborhood Parks."

Second, the March Budget Message included direction to explore a ballot measure that would amend the City Charter to allow longer-term leases of City parkland, as follows:

The City Manager is directed to explore placing a measure on the upcoming November 2024 ballot to allow the City to enter long-term retail and commercial leases on City park land and direct the resulting revenues back into our parks.

In response to this direction, staff engaged the City's polling firm, True North Research, to conduct a survey of potential ballot measures as directed by the City Council. This memorandum outlines the results of that survey.

## **ANALYSIS**

### **Revenue Measure Options**

When designing the survey, staff evaluated three potential tax measures: a parcel tax, a bond, and a sales tax. They evaluated the feasibility of each option and their alignment with the City Council's direction to fund the operations and maintenance of City parks.

#### *Parcel Tax*

A parcel tax is a type of property tax that, unlike standard property taxes, is not levied based on the property's assessed value. Instead, parcel taxes are based on either a flat rate per nonvacant parcel or a rate that varies depending on use, size, number of units, or both on each parcel. Parcel taxes are special taxes that require two-thirds voter approval. Proceeds may be spent on services, capital improvement, or the operations and maintenance of City facilities. For example, proceeds can be spent on capital maintenance, such as replacing a park irrigation system, as well as on operating costs, such as routine maintenance of City parks or funding parks programs. Given the flexibility to spend on both operations and maintenance costs, staff identified a parcel tax as the best avenue to meet the objectives established by the City Council. The survey tested two versions of ballot language for a parcel tax.

### *Bond Measure*

Staff also considered a bond measure. The State of California Constitution provides that cities may issue general obligation bonds for the acquisition and improvement of real property if authorized by two-thirds of its voters. General obligation bonds are payable only from ad valorem property taxes, which are required to be levied in an amount sufficient to pay interest and principal on the bonds coming due in each year. These property tax revenues are generated from an additional property tax that is distinct from general property tax collections and are dedicated to paying debt service on the bonds and cannot be levied or used for any other purpose. The General obligation bonds are typically issued over a period of years and then repaid over a 20- to 30-year period from the date of issuance. Bond proceeds may only be spent on capital costs - they cannot be spent on operations, such as routine park maintenance. Since a bond measure cannot fund operating costs, it would only partially meet the City Council's objectives. The survey included one question on such a measure.

### *Sales Tax*

San José cannot currently pursue a local sales tax measure. California law provides that the combined rate of local sales taxes may not exceed two percent, and San José is currently at that cap, though it is possible to raise this cap through state legislation. Staff discussed this possibility with the City's delegation in the California Legislature but understands that such legislation could not be enacted in time to allow for a sales tax measure in November 2024. Staff will continue to work with the City's delegation to explore opportunities to raise this cap. Additional information on a general purpose sales and use tax or the potential modernization of the City's General Business Tax was provided in Manager's Budget Addendum #10, published May 21, 2024.<sup>1</sup>

### *Assembly Constitutional Amendment 1*

A statewide ballot proposition, Assembly Constitutional Amendment 1 (ACA 1), could potentially affect the passage threshold of some of the above options. Placed on the November 2024 statewide ballot by the legislature, ACA 1 would reduce the threshold to pass a bond measure or special tax (including a parcel tax) from two-thirds to 55%, provided that the bond or special tax is used for the purpose of funding public infrastructure, affordable housing, or permanent supportive housing. If approved by voters, ACA 1 would lower the threshold of passage for any qualifying bond or special tax measure that also appears on the November 2024 ballot. It is important to note that, if passed, it would only lower the passage threshold for special taxes that are limited to capital costs. It would not lower the threshold for a parcel tax that includes operating expenditures.

However, in May 2024, Assemblymember Aguiar-Curry announced that she would try to amend the ACA 1 language to remove the special tax provisions, which would eliminate the possibility of a lower passage threshold for a parcel tax, even if it were limited to capital costs. This revised

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<sup>1</sup> <https://www.sanjoseca.gov/home/showpublisheddocument/112014/638518872821730000>

language is not available at this time but will be released in print in June to conform to the June 27, 2024 deadline for qualifying statewide ballot measures. The decision to remove special taxes from the measure is based on concern about a potentially crowded ballot with many statewide measures in November 2024, recent polling results on the current ACA 1 language, and pressure from Bay Area legislators who are attempting to pass a regional housing bond. The City Manager's Office of Administration, Policy, and Intergovernmental Relations continues to monitor this legislation as it develops.

## **Survey Results**

As noted above, the survey tested support for two versions of ballot language for a parcel tax measure. It also included a question on support for a parks bond measure and for a Charter amendment that would allow longer-term leases in City parks.

The survey was conducted between May 9 and May 21, 2024 and was administered to a random sample of 800 voters in the City of José who are likely to participate in the November 2024 election. Respondents were split into two subsamples, of 400 each, who were used to test different versions of ballot language for a parcel tax. The margin of error for the entire sample is plus or minus 3.4%, while the margins for the two subsamples are plus or minus 4.9%. The two parcel tax versions tested in the subsamples are referred to as Measure A and Measure B. In each version, the ballot language specifies the purposes for which revenue generated by the parcel tax may be spent; the City would not be able to spend for a purpose that is not authorized in the ballot language. To accomplish this polling on an expeditious timeline, the questions on the bond and on park leases were not given their own subsamples; they were asked as trailing questions on the samples used for Measure A and Measure B.

### *Parcel Tax Results*

Both versions of the parcel tax language establish a rate of one cent per square foot of residential property and three cents per square foot of non-residential property, generating approximately \$31 million annually. The two versions of the language include a slightly different mix of services. Both versions authorize proceeds to be spent on park maintenance and removing trash, illegal dumping, and graffiti. In addition to these two elements, Measure A includes abatement of homeless encampments and funding park police and park rangers, while Measure B includes protecting nature and wildlife areas and funding certain programs provided by the Parks, Recreation, and Neighborhood Services Department. Note that the removal of trash, illegal dumping, and graffiti, included in both measures, and the abatement of homeless encampments, included in Measure A, could be funded citywide, not just in parks. The full text of the two versions is provided below.

Measure A
<p>In order to:</p> <ul style="list-style-type: none"> <li>• remove homelessness encampments in San José's parks, creeks and neighborhoods;</li> <li>• remove trash, illegal dumping, graffiti;</li> <li>• fund park Police and Rangers to reduce crime and increase safety;</li> <li>• and keep parks, playgrounds, trails, restrooms, and recreation facilities clean and well-maintained;</li> </ul> <p>shall City of San José's ordinance be adopted levying an annual parcel tax of 1-cent per square foot of residential property (3 cents for non-residential property), generating approximately 31 million dollars annually until repealed, with annual adjustments and citizen oversight?</p>

Measure B
<p>In order to:</p> <ul style="list-style-type: none"> <li>• keep parks, playgrounds, trails, restrooms, and recreation facilities clean and well-maintained;</li> <li>• protect nature and wildlife areas;</li> <li>• remove trash, illegal dumping, and graffiti;</li> <li>• and provide gang prevention, senior health and nutrition, and children and youth programs,</li> </ul> <p>shall City of San José's ordinance be adopted levying an annual parcel tax of 1-cent per square foot of residential property (3 cents for non-residential property), generating approximately 31 million dollars annually until repealed, with annual adjustments and citizen oversight?</p>

Over the course of the survey, respondents were tested multiple times on their support for these measures. At the beginning of the survey respondents were read the ballot language and asked whether they would support it (initial test). Respondents were subsequently given more information about the cost of the measure and were read arguments in favor and against it. Respondents' support was retested at each step (interim tests) and a final time after all the cost information and arguments had been conveyed (final test.) This approach helped to predict how voters would respond to information they received during a campaign. Table 1 below shows the results of the initial and final tests; support and opposition varied in the interim tests.

Table 1: Polling Results for Measure A and Measure B Parcel Tax Ballot Language

	Measure A Initial Test	Measure A Final Test	Measure B Initial Test	Measure B Final Test
Definitely Support	32.4	33.9	29.5	31.7
Probably Support	32.9	29.2	33.6	34.4
<b>Total Support</b>	<b>65.3</b>	<b>63.1</b>	<b>63.1</b>	<b>66.1</b>
Definitely Oppose	16.5	19.8	18.8	21.3
Probably Oppose	11.0	12.0	10.9	8.5
<b>Total Oppose</b>	<b>27.5</b>	<b>31.8</b>	<b>29.7</b>	<b>29.8</b>
Not Sure	7.0	4.2	5.9	3.7

These results suggest that a parcel tax measure in November 2024 may be viable, but there is still significant uncertainty about whether it would prevail. Staff would make three observations for

the City Council's consideration. First, although the final test of Measure B comes very close, none of these results exceed the two-thirds threshold (66.6%) required for passage. With a margin of error of plus or minus 4.9%, both passage and failure of the measure are within the margin.

Second, Assembly Bill 1416, enacted in 2022, may also affect the outcome. For statewide measures, Assembly Bill 1416 requires that a list of supporters and opponents of the measure be listed below the ballot language. The names of supporters and opponents are determined by who signed the supporting and opposing ballot arguments printed in the voter information guide. While this is a requirement for statewide measures, it is not necessarily required for local measures. The law provides that, at least 30 days before the deadline for submitting arguments for or against local measures, a county board of supervisors may elect not to list supporters and opponents for county, city, district, and school measures on the county ballot and future county ballots. The Administration recently was made aware the County of Santa Clara has not chosen to opt out of this requirement, and as such, the City can expect supporters and opponents to be listed along with any measures it places on the ballot.

The City's pollster, True North Research, advised that based on recent experience in other cities, listing supporters and opponents on a ballot tends to reduce support for ballot measures. True North Research indicated that this effect could occur irrespective of who is listed. It is difficult to determine how much support could be reduced, but True North Research indicated that it could be in the three to four percentage points. Staff engaged with the County Executive's Office at the County of Santa Clara to determine whether the County has any plans to opt out of this requirement, as provided in Assembly Bill 1416. If the County does not opt out, inclusion of supporters and opponents may reduce support for a parcel tax.

Finally, it may be possible to increase support for the ballot measure by making refinements to the ballot language. Additional polling is required to test support for the revised language. Consequently, if the City Council wishes to pursue a parcel tax, staff recommends that the City Council direct staff to conduct additional polling over the summer. This additional polling would test language that combines elements of Measures A and B, includes other services not tested in either measure, includes a lower tax rate (for example, a rate of ½ cent per square foot) or changes the mix of rates between property types. Staff will also include language in the poll question on potential supporters and opponents of the measure, consistent with the requirements of Assembly Bill 1416, to test the effect of that element on public support. Staff would then return to the August 6, 2024 Council Meeting with recommended ballot language crafted to maximize potential support for the measure.

### *Bond Measure Results*

The survey tested support for a bond in the amount of \$500 million for the purpose of repairing and improving park facilities. Unlike Measures A and B discussed above, this measure was not tested as part of a separate subsample; it was included as a trailing question on the Measure B subsample. In other words, respondents were asked after they had already been polled on the Measure B parcel tax. While combining this question with the Measure B subsample allowed the survey to be completed on an expeditious timeline, it is possible that combining two measures in

one subsample can depress support for the second measure. The language of the polling question and polling results are below.

Parks Bond Question	
Would you support or oppose a parks bond for the purpose of repairing and improving neighborhood and regional parks, playgrounds, park bathrooms, and community facilities, where the total amount of the bond was \$500 million and the average levy on property owners was 12 cents per \$100 of assessed value?	

Table 2: Polling Results for Park Bond Measure Question

	Parks Bond Measure Results
Definitely Support	13%
Probably Support	29%
<b>Total Support</b>	<b>42%</b>
Definitely Oppose	27%
Probably Oppose	20%
<b>Total Oppose</b>	<b>47%</b>
Not Sure	10%
Prefer Not to Answer	1%

Polling results for a park bond are well below the current passage threshold of two thirds. Even if Assembly Constitutional Amendment 1 was to pass and lower the threshold to 55%, the results are still below the threshold. Staff does not recommend pursuing a bond measure in this cycle. If ACA 1 were to pass, it may be worthwhile in future election cycles to refine the ballot language and conduct a poll to determine whether a revised measure could meet the lower threshold.

### *Long-Term Park Lease Results*

Section 1700.1 of the City Charter provides that the City Council may enter into long-term leases and other agreements with non-City entities for the use of public parks for terms of up to 25 years, provided that the agreement could meet several conditions, including that:

- The agreement would enhance the designated recreational purposes for the public park,
- The park subject to the agreement is more than five acres in size and has at least one community serving amenity,
- The agreement complies with an adopted City Council policy governing long-term agreements in City parks,
- That any funds received by the City from the agreement shall be used for recreational purposes.

This section only allows agreements of up to 25 years—agreements longer than this term must be authorized by the voters at the ballot.

As discussed in the Background section, the March Budget Message included directions to explore a charter amendment that would allow long-term retail and commercial leases on City



parkland. Pursuant to this direction, the survey tested support for a ballot measure that would increase the current 25-year maximum term to a total of 55 years. Like the bond question, this question was not tested with a separate subsample; it was included as a trailing question on the same subsample used to test the Measure A parcel tax language.

Long-Term Park Lease Question	
Would you support or oppose amending the City Charter to allow the City Council to lease public parkland in San José to private entities for a period of 55 years, with the requirement that such leases enhance the recreational purposes or maintenance condition of the park, and that all revenues from such leases be spent on park recreation, maintenance, and capital improvements?	

Table 3: Polling Results for Park Long Term Park Lease Question

	Parks Bond Measure Results
Definitely Support	17%
Probably Support	29%
<b>Total Support</b>	<b>46%</b>
Definitely Oppose	29%
Probably Oppose	15%
<b>Total Oppose</b>	<b>44%</b>
Not Sure	9%
Prefer Not to Answer	1%

The threshold for passage of this measure is a simple majority. Although the measure does not reach this mark, it may be possible in a future election cycle to improve performance through further refinement of the ballot language and through testing the language with its own subsample and more outreach—ensuring potential voters have a better understanding of the measure.

### Next Steps

Based on the survey data presented in this memorandum, the Administration recommends narrowing consideration of ballot measures for the November 5, 2024 General Election to a parcel tax that would fund keeping San José’s parks clean and maintained and also support several other City services. If the City Council wishes to pursue a parcel tax measure, staff recommends that the City Council schedule a special meeting of the City Council for August 6, 2024, where the City Council would make a final decision as to whether to place a measure on the ballot, direct staff to bring back revised ballot language for a parcel tax to that meeting, and direct staff to conduct additional polling to help inform that revised language.

Staff believes additional polling is necessary to determine whether a parcel tax measure is viable for the November 2024 ballot. If directed to conduct additional polling, staff will develop a revised version of the ballot language intended to maximize potential support. Revisions will include selecting City services for inclusion in the measure that will be most appealing to voters (while maintaining the focus on park maintenance) and adjusting the tax rate. Adjustments to the

tax rate will include lowering the rate to increase support and potentially changing the balance of rates between different property types. Finally, if the County does not opt out of the Assembly Bill 1416 requirement, the polling will also include language on potential supporters and opponents of the measure. If a parcel tax measure is viable based on this polling, staff will return with recommended ballot language for the City Council's consideration at the August 6, 2024 special meeting.

In advance of that meeting, staff will also monitor which other measures qualify for the ballot, whether from the County or the state, and return with this information. Voters' decision on the City's measure may be affected by which other measures appear on the ballot alongside it; understanding this context may be useful to the City Council in making a final decision.

### *Timeline*

The Santa Clara County Registrar of Voters established a timeline of important deadlines leading up to the November 5, 2024 election. These deadlines determine the timeframe in which the City Council would need to decide whether to place a measure on the ballot. Table 4 below summarizes relevant deadlines.

Table 4: Registrar of Voters Key Deadlines for the November 5, 2024 General Election

Date	Activity
August 9, 2024	Last day for ballot measures to be submitted to the Registrar.
August 13, 2024	Due date for primary ballot arguments and for the list of measure supporters and opponents.
August 20, 2024	Due date for rebuttal arguments and impartial analyses.
November 5, 2024	Election Day

The City must submit any ballot measures for the November 5, 2024 General Election by August 9, 2024. Given that August 13, 2024, is the proposed first regularly scheduled City Council meeting in August, staff recommends scheduling a special meeting on August 6, 2024. Staff would return to this meeting with a revised draft of the parcel tax ballot language. At that time, the City Council would make a final decision as to whether to place a measure on the ballot.

### **EVALUATION AND FOLLOW-UP**

Should the City Council wish to pursue a parcel tax ballot measure for the November 5, 2024 election and to schedule a special meeting on August 6, 2024 to consider placing such a measure on the ballot, staff will conduct additional polling over the summer, prepare a revised version of the ballot language, and bring it forward at the August 6, 2024 special meeting for a final decision by the City Council.

HONORABLE MAYOR AND CITY COUNCIL

June 7, 2024

**Subject: Potential November 2024 Ballot Measure Polling**

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### **COORDINATION**

This memorandum has been coordinated with the City Attorney's Office, the City Manager's Budget Office, the Finance Department, and the Parks, Recreation, and Neighborhood Services Department.

### **PUBLIC OUTREACH**

This memorandum will be posted on the City's Council Agenda website for the June 18, 2024 City Council meeting.

### **COMMISSION RECOMMENDATION AND INPUT**

No commission recommendation or input is associated with this action.

### **CEQA**

Statutorily Exempt, File No. PP17-001, CEQA Guidelines Section 15262, Feasibility and Planning Studies with no commitment to future actions.

### **PUBLIC SUBSIDY REPORTING**

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.



SARAH ZÁRATE  
Director, Office of Administration, Policy  
and Intergovernmental Relations

For questions, please contact Peter Hamilton, Assistant to the City Manager, at [peter.hamilton@sanjoseca.gov](mailto:peter.hamilton@sanjoseca.gov) or (408) 535-7998.



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Councilmember Torres,

**SUBJECT:** POTENTIAL NOVEMBER  
2024 BALLOT MEASURE POLLING

**DATE:** June 18, 2024

Approved

Date: 6/18/2024

## **RECOMMENDATION**

1. Accept the staff recommendations.
2. Direct staff to additionally poll a reformed real estate transfer tax which:
  - a. Significantly increases projected revenues beyond 2020 Measure E.
  - b. Eliminates the current tax for properties under \$3M from 2020 Measure E.
  - c. Increases the tax on higher value properties in line with recent successful measures in Los Angeles and San Francisco (i.e. 4% for properties \$5-10M, 5.5% for properties \$10-25M and 6% for over \$25M).
3. If polling on item #2 shows majority support, directing the City Manager and City Attorney to prepare draft ballot language to present to Council at Special Meeting August 6, 2024 to place a measure on the November 5, 2024 ballot.
  - a. Additionally direct staff to bring back options for Council consideration on an expenditure plan to use new revenue to address priorities including affordable housing and homelessness prevention and services.

## **DISCUSSION**

We as a city just completed our budget for FY 2024-2025 and addressed a slew of priorities. Throughout our entire budget conversation, everyone agreed that we needed more revenue to provide resources to various solutions for issues facing our community. I am excited to see staff proactively look at opportunities for parks revenue and this is the time for us to take advantage of this opportunity and begin to look at what we as a city can do to generate funds from a transfer tax beyond what we are currently receiving from Measure E.

Los Angeles recently passed a transfer tax that provides millions of dollars towards a broad array of housing solutions. We as a City should look into how a reformed transfer tax could bring in more much needed revenue to address our housing crisis while potentially lowering the tax burden of San Jose homeowners, more of whom are becoming impacted by 2020 Measure E.

While this November looks to be crowded, our community has spoken and has stated that our unhoused crisis and lack of affordable housing are key issues facing our City. If we indeed are treating this issue as an emergency, then we must be intentional and proactive in exploring all opportunities and ensure that we are doing everything within our power locally to generate funding necessary to finance critical solutions.

*The signers of this memorandum have not had, and will not have, any private conversation with any other member of the City Council, or that member's staff, concerning any action discussed in the memorandum, and that each signer's staff members have not had, and have been instructed not to have, any such conversation with any other member of the City Council or that member's staff.*

# Potential November 2024 Ballot Measure Polling

*City Council Meeting*

*Item 3.5*

*June 18, 2024*

**Sarah Zárate** Director, Office of Administration, Policy, and Intergovernmental Relations

**Peter Hamilton** Assistant to the City Manager

**City of San José**

City Manager's Office of Administration, Policy and Intergovernmental Relations

# Potential November 2024 Ballot Measure Polling

## Council Direction

Two pieces of direction provided at the March 19, 2024 City Council meeting:

“The City Manager is directed to explore placing a measure on the upcoming November 2024 ballot that would allow the city to enter **long-term retail and commercial leases** on city park land and direct the resulting revenues back into our parks.”

-- Mayor's March Budget Message for 2024-2025

“Explore additional funding mechanisms for **operations and maintenance** to improve our Neighborhood Parks.”

-- Memorandum from Councilmembers Ortiz, Candelas and Jimenez

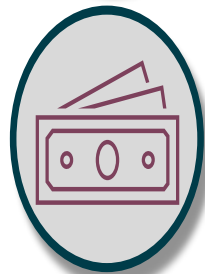
# Potential November 2024 Ballot Measure Polling

## Survey Topics



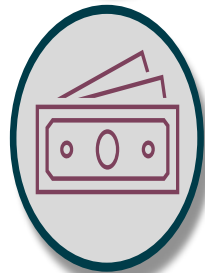
Amend the City Charter to allow for longer leases on City parkland

Passage Threshold:  
**50%**



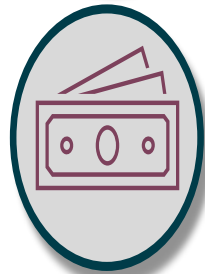
Park Bond to fund capital maintenance in City Parks

Passage Threshold:  
**66.67%**



Measure A: Parcel Tax to fund park maintenance and other services  
(*broader focus*)

Passage Threshold:  
**66.67%**



Measure B: Parcel Tax to fund park maintenance and other services  
(*narrower focus on parks*)

Passage Threshold:  
**66.67%**



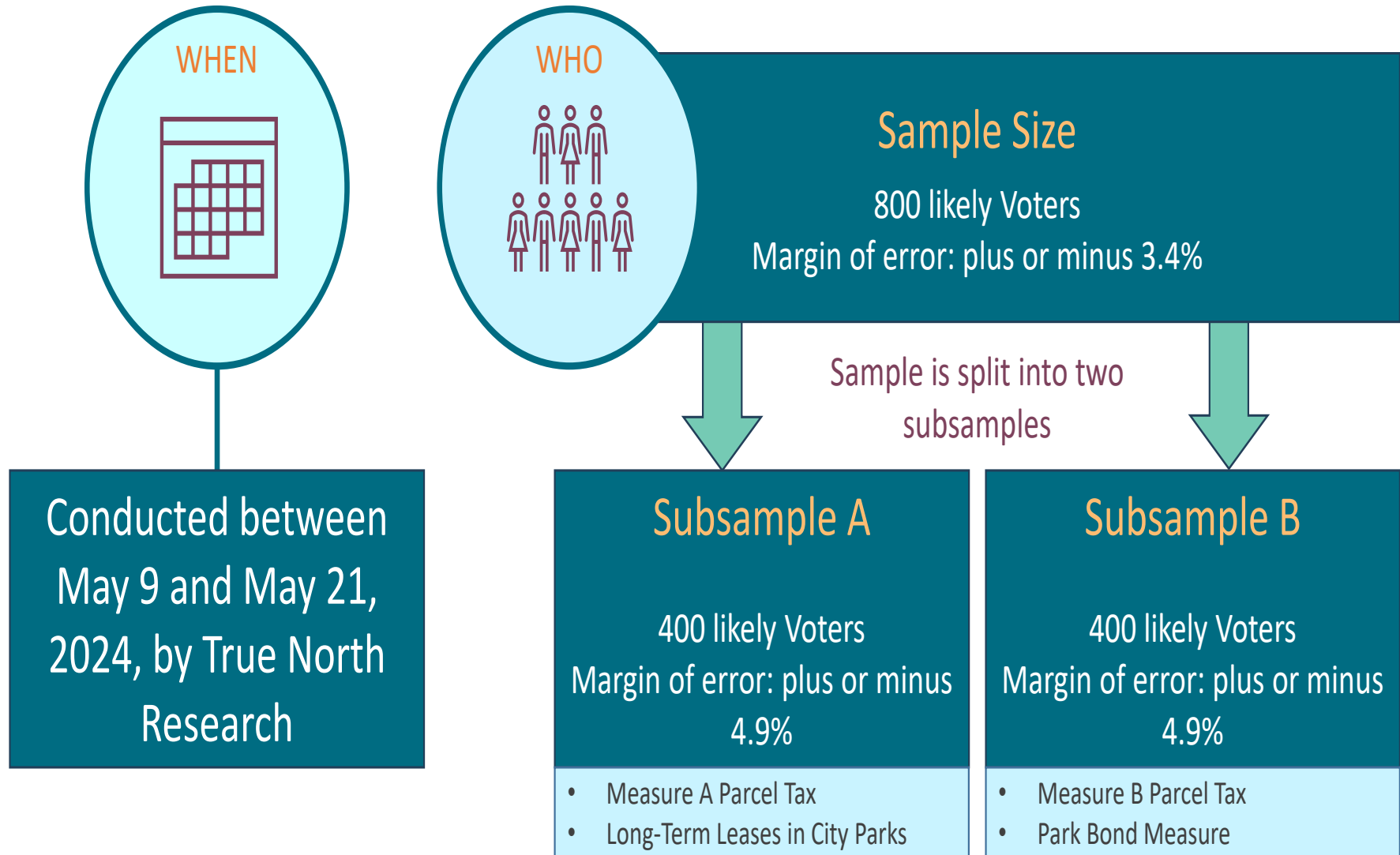
### Assembly Constitutional Amendment 1 (ACA1)

On the November 2024 ballot. Would reduce the threshold to pass a bond measure or special tax (including a parcel tax) from two thirds to 55%, provided that the bond or special tax is used for the purpose of funding public infrastructure, affordable housing, or permanent supportive housing. Possible that the legislature could narrow the measure to apply just to bond measures.



# Potential November 2024 Ballot Measure Polling

## Survey Methodology



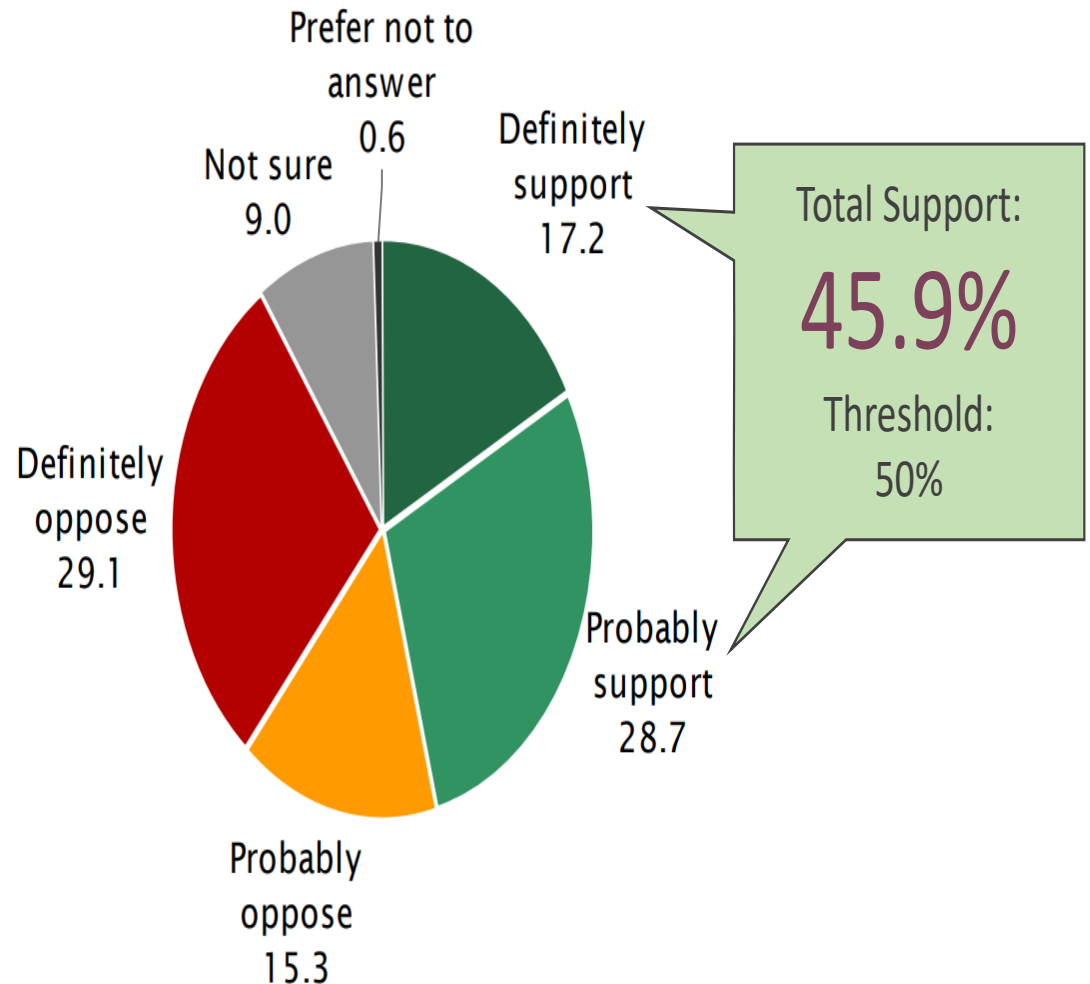
# Potential November 2024 Ballot Measure Polling

## Polling Results: Long-Term Leases in City Parks

### Question Text

Would you support or oppose amending the City Charter to allow the City Council to lease public parkland in San José to private entities for a period of 55 years, with the requirement that such leases enhance the recreational purposes or maintenance condition of the park, and that all revenues from such leases be spent on park recreation, maintenance, and capital improvements?

### Leases in City Parks Results



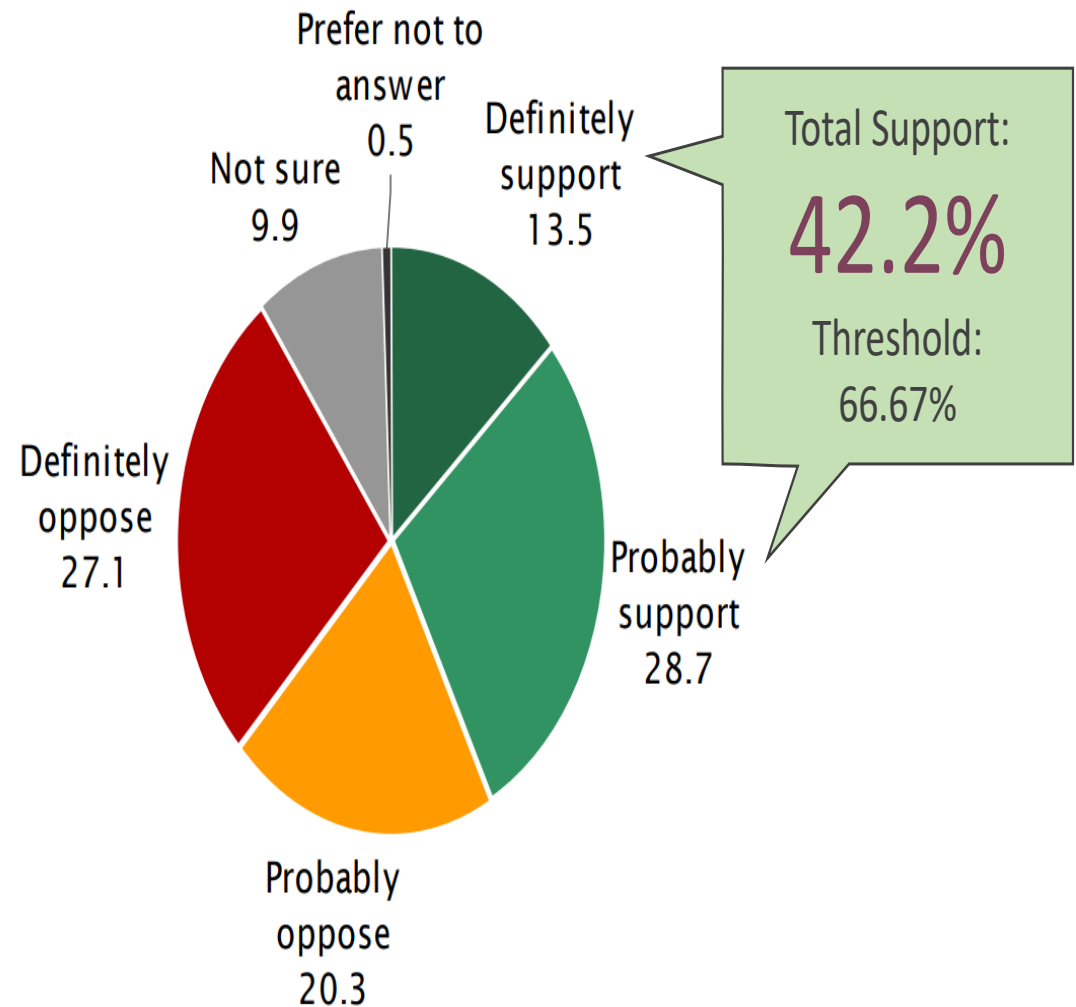
# Potential November 2024 Ballot Measure Polling

## Polling Results: Park Bond

### Question Text

Would you support or oppose a parks bond for the purpose of repairing and improving neighborhood and regional parks, playgrounds, park bathrooms, and community facilities, where the total amount of the bond was \$500 million and the average levy on property owners was 12 cents per \$100 of assessed value?

### Park Bond Results



# Potential November 2024 Ballot Measure Polling

## Next Steps: Leases in City Parks and Park Bond

- Do not recommend proceeding with these measures in November 2024; consider in future cycle.
- Staff will form a work group to further develop and refine these measures for consideration in 2026.

# Potential November 2024 Ballot Measure Polling

## Polling Results: Measure A Parcel Tax

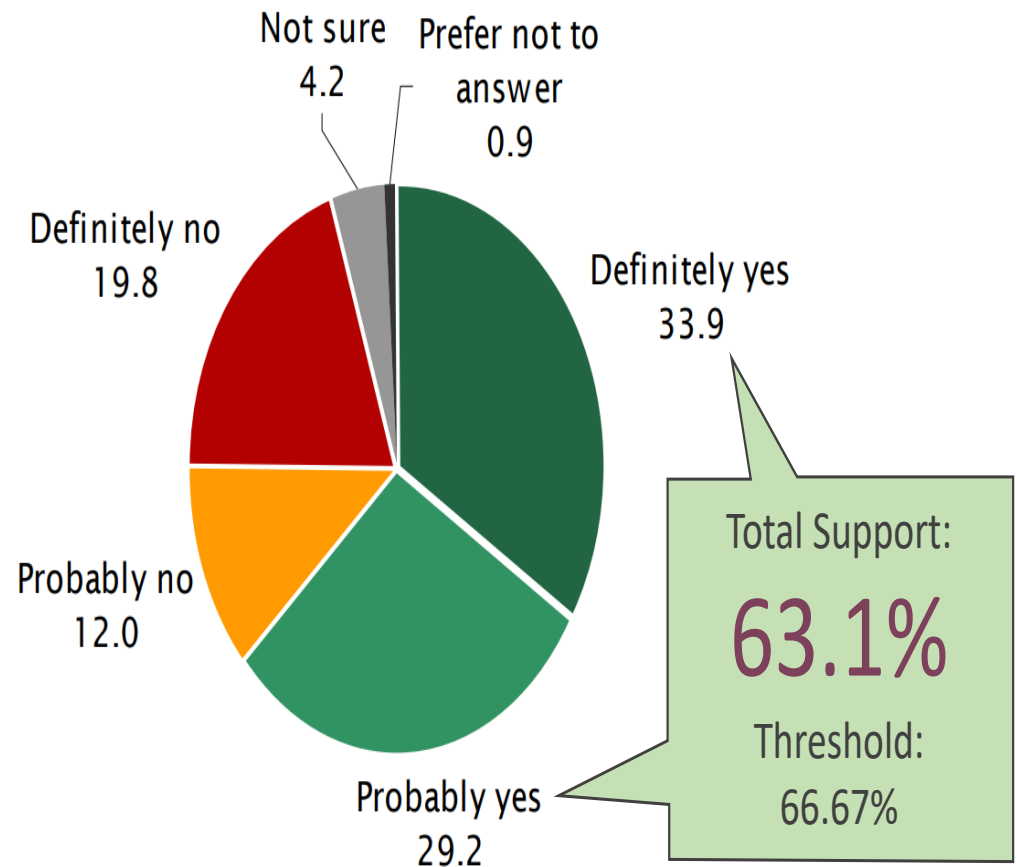
### Measure A Text

In order to:

- remove homelessness encampments in San José's parks, creeks and neighborhoods;
- remove trash, illegal dumping, graffiti;
- fund park Police and Rangers to reduce crime and increase safety;
- and keep parks, playgrounds, trails, restrooms, and recreation facilities clean and well-maintained;

shall City of San José's ordinance be adopted levying an annual parcel tax of 1-cent per square foot of residential property (3 cents for non-residential property), generating approximately 31 million dollars annually until repealed, with annual adjustments and citizen oversight?

### Measure A Final Test Results



# Potential November 2024 Ballot Measure Polling

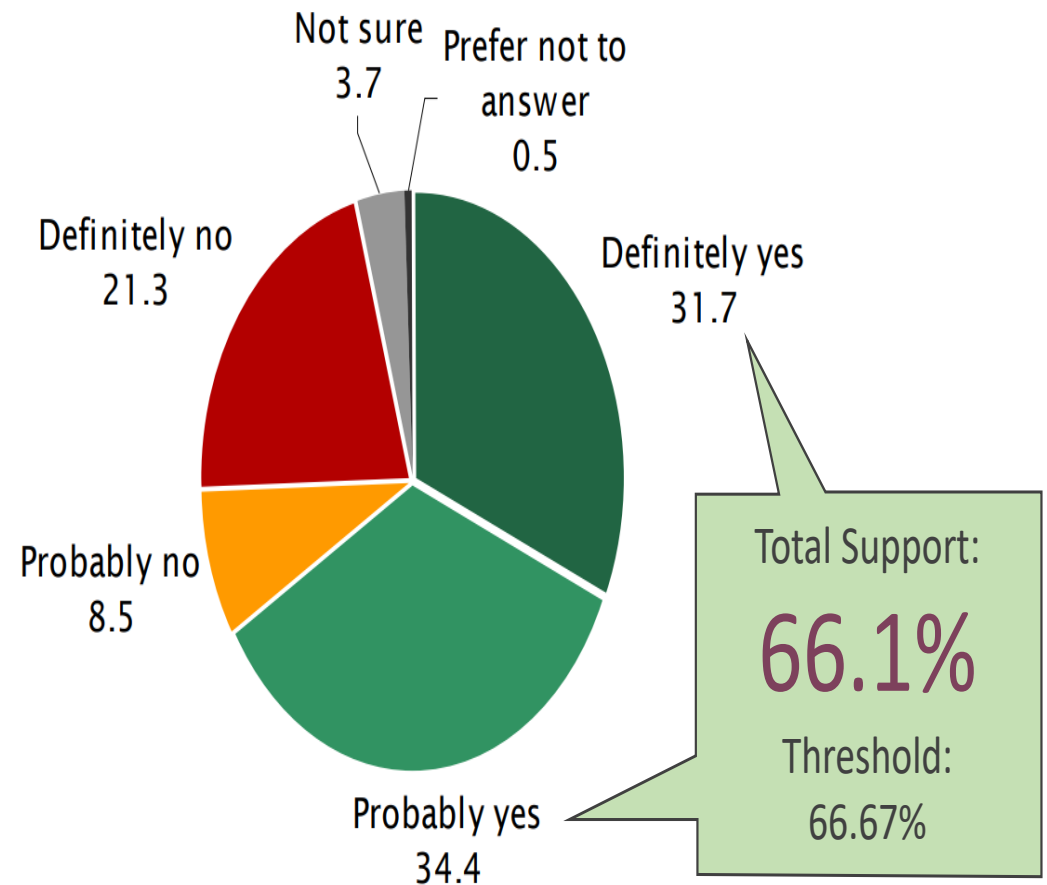
## Polling Results: Measure B Parcel Tax

### Measure B Text

In order to:

- keep parks, playgrounds, trails, restrooms, and recreation facilities clean and well-maintained;
  - protect nature and wildlife areas;
  - remove trash, illegal dumping, and graffiti;
  - and provide gang prevention, senior health and nutrition, and children and youth programs,
- shall City of San José's ordinance be adopted levying an annual parcel tax of 1-cent per square foot of residential property (3 cents for non-residential property), generating approximately 31 million dollars annually until repealed, with annual adjustments and citizen oversight?

### Measure B Final Test Results



# Potential November 2024 Ballot Measure Polling

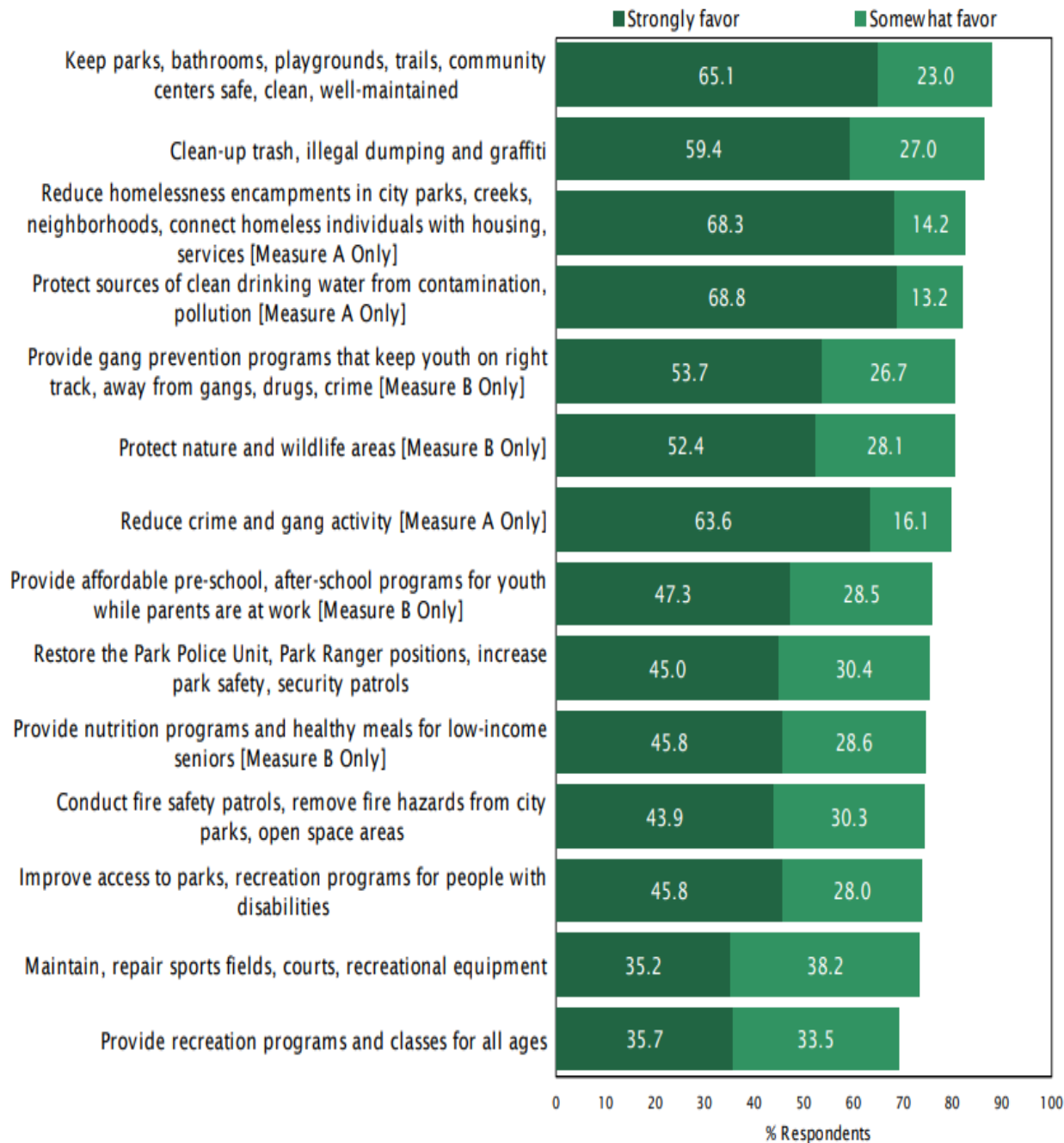
## Polling Results: Test at Lower Rate of One-Half Cent

	Final Test (1 cent per sq. ft. for residential)	Lower Rate (1/2 cent per sq. ft. for residential)
Measure A	Total Support: <b>63.1%</b> Definitely Yes: 33.9% Probably Yes: 29.2%	Total Support: <b>67.4%</b> Definitely Yes: 34.4% Probably Yes: 33.0%
Measure B	Total Support: <b>66.1%</b> Definitely Yes: 31.7% Probably Yes: 34.4%	Total Support: <b>72.8%</b> Definitely Yes: 32.7% Probably Yes: 40.1%

While support increases for both measures, nearly all **additional support** is 'soft' support (probably yes)

# Potential November 2024 Ballot Measure Polling

## Polling Results: Individual Programs and Services





# Potential November 2024 Ballot Measure Polling

## Next Steps: Parcel Tax

- Results are promising, but are still below passage threshold and given the 4.9% margin of error could be anomalous.
- Recommend that Council direct staff to conduct additional polling over the summer in order to:
  - ✓ Refine ballot language to maximize appeal to voters;
  - ✓ Adjust the mix of tax rates between property types.
  - ✓ Include language on supporters and opponents per AB 1416 and determine the language's impact;
- Staff would return to a special meeting on August 6, 2024 with the results where Council would decide on whether to place a measure on the ballot.

# Potential November 2024 Ballot Measure Polling

## Staff Recommendation Item 3.5

### RECOMMENDATION

- (a) Review survey results for potential ballot measures for the November 5, 2024 General Election, including two parcel tax measures, a bond measure, and a charter amendment pertaining to long-term leases in City parks.
- (b) Set a City Council Special Meeting entitled “November 5, 2024 General Election Ballot Measure” for Tuesday, August 6, 2024 starting at 1:30 p.m.
- (c) Direct the City Manager and City Attorney to draft ballot language and return to City Council at the August 6, 2024 Special Meeting for consideration of placing on the November 5, 2024 ballot a measure levying a parcel tax for the purpose of funding City services to clean, maintain, and improve San José’s parks, playgrounds, trails, restrooms, and recreation facilities and fund other City services.
- (d) Direct the City Manager to conduct additional polling to refine the tax rate and ballot language.

### Presenters

Sarah Zárate, Director


Peter Hamilton, Assistant to the City Manager

**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;

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**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.

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

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]

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

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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<https://aka.ms/LearnAboutSenderIdentification> ]

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>

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**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]

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

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;

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**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]

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Hi there,

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

Thanks!

--



**Emily Schwing**

*Acting Executive Director*

[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**

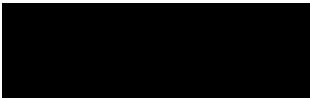
Dear San José City Council and Honorable Mayor,

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, 17<sup>th</sup> Floor, San Jose, California 95113

e: [mackenzie.mossing@sanjoseca.gov](mailto:mackenzie.mossing@sanjoseca.gov)

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*Proudly serving San José: America's 10th Largest City & the Capital of Silicon Valley*

---

**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](http://sanjoseparks.org)**

**facebook: [sanjoseparksfoundation](https://www.facebook.com/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

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## Partners & Projects

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 Kulitoora

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

P.O. Box 53841  
San Jose, CA 95153

T: 408.893.PARK  
[sanjoseparks.org](http://sanjoseparks.org)

June 17, 2024

Honorable Mayor Matt Mahan &  
Members of the San Jose City Council  
San Jose City Hall  
200 East Santa Clara Street, 18<sup>th</sup> 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.

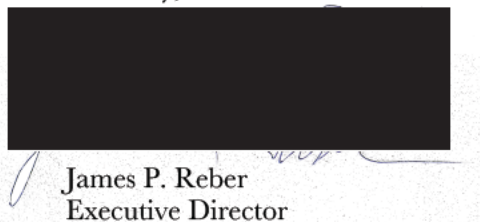
We urge you to move forward on drafting a ballot measure to help fund San Jose Parks. This is an issue that we believe has strong community support and which is vital to bringing our parks, trails, community centers and the programs within them up to the standards that the City of San Jose requires.

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

Providing private sector support for San Jose's Parks & Trails  
A 501(c)(3) nonprofit corporation

## 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]

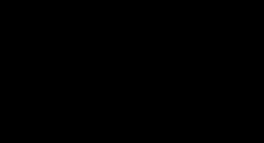
You don't often get email from [REDACTED] [Learn why this is important](#)

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

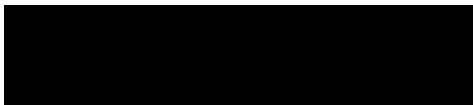
SPUR is a nonprofit public policy organization that brings people together from across the political spectrum to develop solutions to the big problems cities face. We are writing in support of Item 3.5, which would further consider a November 2024 parks funding ballot measure.

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;

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**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

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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.

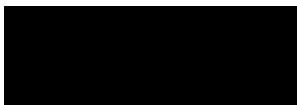
**Parks support equity and public health priorities:** Parks nurture connection to nature and the environment through access and programming, promote a culture of volunteerism and civic engagement, enhance positive physical and mental health outcomes, and improve food systems security.

**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
- All LandVote Measures by Year
- All Measures by Month
- All Measures by Region
- All Measures by State
- All Measures by Year
- History - Arizona
- History - California
- History - Colorado
- History - Connecticut
- History - Florida
- History - Georgia
- History - Hawaii
- History - Idaho
- History - Illinois
- History - Iowa
- History - Maine
- History - Massachusetts
- History - Michigan
- History - Missouri
- History - MN
- History - Montana
- History - Nebraska
- History - Nevada
- History - New Hampshire
- History - New Jersey
- History - New Mexico
- History - New York
- History - North Carolina
- History - Ohio
- History - Oregon
- History - Pennsylvania
- History - Rhode Island
- History - South Carolina
- History - Tennessee
- History - Texas
- History - Utah
- History - Vermont
- History - Virginia
- History - Washington
- History - West Virginia
- History - Wisconsin
- History - Wyoming
- Statewide Measures since 1988
- Summary of All Measures by Year
- Summary of LandVote Measures by Region, 1988-present
- Summary of LandVote Measures by State, 1988-present
- Summary of LandVote Measures by Year, 1988-present
- Summary of Measures by LandVote Region, 1988-present
- Summary of Measures by Region, 1988-present
- Summary of Measures by State, 1988-present
- Summary of Measures by Year, 1988-present
- Upcoming Elections
- November 2019 Measures
- New Table Report1
- History - Louisiana
- New Table Report2

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](mailto: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 [Tf](#)

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

The Trust for Public Land, LandVote®, 2022, [www.landvote.org](http://www.landvote.org).

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Summary of Measures by Year, 1988-present

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

###



## Executive Summary



© Allen Beauchamp / Trails and Open Space Coalition

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.<sup>1</sup>

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 <sup>1</sup>	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	✓	✓	✓	✓

<sup>1</sup> 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](http://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>

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**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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