



# Memorandum

**TO:** PARKS AND RECREATION  
COMMISSION

**FROM:** Avi Yotam

**SUBJECT:** Funding Feasibility for Parks and Update on Council Policy Priority #5 (Downtown and/or Citywide Parks Operations and Maintenance Financing District) **DATE:** 10-23-2019

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Approved:

Date:

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In November 2015, the City Council directed staff to study the feasibility of the potential formation of a special financing district and/or other sustainable funding mechanisms for operations, maintenance and capital repairs of Downtown parks, as well as for all parks within the City of San José. This direction is now City Council Policy Priority #5 (Downtown and/or Citywide Parks Operations and Maintenance Financing District).

In 2017, the Parks, Recreation and Neighborhood Services Department partnered with the Trust for Public Lands, which issued a [Park Finance Feasibility Study](#) in July 2017 identifying several options, including a parcel tax.

In summer 2017 and spring 2018, the City's contracted survey research consultant conducted public opinion polling for a potential parcel tax ballot measure similar in structure to the [Los Angeles County Safe, Clean Neighborhood Parks and Beaches Measure of 2016](#). The polling showed a majority of voters support a variety of parks and recreation programs, but support for new funding fell several percentage points short of the two-thirds requirement for a specific tax.

Staff will provide the Parks and Recreation Commission with background information on past work and a brief update on the status of work currently underway.

/s/

Avi Yotam  
Division Manager  
Parks, Recreation and Neighborhood Services

For questions, please contact Avi Yotam, Division Manager, at 408-535-3573.

Attachment: Presentation

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NEIGHBORHOOD SERVICES

# Funding Feasibility for Parks and Update on Council Policy Priority #5 (Downtown and/or Citywide Parks Operations and Maintenance Financing District)

Parks and Recreation Commission

November 6, 2019

Presenters: Avi Yotam

# City Council Policy Priority #5 (2019)

## City Council Directions and Recommendations:

- June 2014 – Downtown Parks Maintenance District for High/Mid Rise residential projects
- November 2015 – Feasibility study for the formation of a sustainable funding mechanism
- February 2017 – List projects for potential park bond for 2018 ballot
- November 2017 – Additional community outreach and polling for potential 2018 or 2020 ballot





# Parks, Recreation and Neighborhood Services System



# Challenges



- Decreased staffing
- Decrease in service levels
- Declining park conditions
- Loss of programs and services
- Infrastructure backlog

# Service Innovations

- Alternative Service Delivery
- Partnerships
- Business Intelligence
- Parks Rehabilitation
- Pricing and Revenue
- Scholarship and Access



# Status & Next Steps

Work Completed	Work Underway
<ul style="list-style-type: none"> <li>Funding Feasibility Study from TPL (2017)</li> </ul>	<ul style="list-style-type: none"> <li>Education &amp; outreach campaigns                             <ul style="list-style-type: none"> <li>ActivateSJ and Explore Your Parks education &amp; outreach</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Benchmarking against other large jurisdictions</li> </ul>	<ul style="list-style-type: none"> <li>Expenditure planning / project outlines                             <ul style="list-style-type: none"> <li>Tax models</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Research consulting / opinion polling</li> </ul>	<ul style="list-style-type: none"> <li>Continued public opinion polling                             <ul style="list-style-type: none"> <li>October 2019 in the field</li> <li>Return to Council with results</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>Stakeholder re-engagement</li> </ul>

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