LOS ANGELES COUNTY
REGIONAL PARK AND
OPEN SPACE DISTRICT

RPOSD.lacounty.gov
ParksProjects.lacounty.gov
twitter.com/RPOSD

510 South Vermont Avenue • Room 230 • Los Angeles • CA 90020-1975 (213) 738-2981

June 21, 2016 – Updated June 29, 2016

TO: Supervisor Hilda L. Solis, Chair
Supervisor Mark Ridley-Thomas
Supervisor Sheila Kuehl
Supervisor Don Knabe
Supervisor Mike Antonovich

FROM: John Wicker
Director

SUBJECT: **REPORT BACK: POTENTIAL LOCAL PARKS FUNDING MEASURE (RELATED TO ITEM P-1, BOARD MEETING OF MAY 3, 2016)**

On August 11, 2015, the Board instructed the Director of the Department of Parks and Recreation (Director), through the Regional Park and Open Space District (RPOSD) to analyze potential funding mechanisms and report back with a recommended revenue model and expenditure plan for funding future park projects. On May 3, 2016, the Director presented the report back with recommendations and the Board further instructed the Director to:

1) Report back with the

   a. Final Narrative Report of the 2016 Countywide Parks and Recreation Needs Assessment (Needs Assessment) for adoption by the Board.

   b. Final Draft Local Parks Funding Measure Resolution (Resolution) so that the Board may consider its adoption and placement onto the November 8, 2016 ballot.

2) Conduct additional public opinion polling, in consultation with the Chief Executive Officer, County Counsel, and the five Supervisorial offices, and make appropriate revisions to the Resolution prior to reporting back.

2016 COUNTYWIDE PARKS AND RECREATION NEEDS ASSESSMENT FINAL REPORT

The Executive Summary of the 2016 Countywide Parks and Recreation Needs Assessment (Needs Assessment) was presented to the Board on May 3, 2016. The Needs Assessment Final Report is now complete and before you so that you may consider its adoption. The narrative report reflects the full detail of the data collection and its results. The appendices, totaling nearly 3,000 pages, reflects the analyses and need maps of each study area within the County.

FINAL DRAFT PARKS FUNDING MEASURE RESOLUTION

The following Potential Local Parks Funding Measure (Funding Measure) tasks have been completed:

Informational and Educational Outreach

- Eleven (11) Community Informational Meetings:
    - In partnership with the Los Angeles Neighborhood Land Trust, RPOSD conducted eleven Community Informational Meetings where constituents and some civic leaders attended to learn about the outcome of the Needs Assessment and to understand the potential Funding Measure. Two meetings were held in each Supervisorial District and three in the Fifth Supervisorial District between May 9 and May 26.

- Outreach to all 88 cities within Los Angeles County, as well as 139 chambers of commerce, 14 labor groups and 12 government organizations, including a total of over 120 briefings or presentations on the Funding Measure with nearly:
    - 60 cities
    - 30 chambers of commerce
    - 6 labor groups
    - 11 government organizations
      (figures include multiple presentations with a number of groups and organizations)

- Electronic Media with public information on the Needs Assessment and Funding Measure seen over 7 million times, including:
    - Online video/banner
    - Social media – video and still information on Facebook, Instagram, and Twitter
    - Google AdWords: video and still information displayed based on keywords in content and search terms.

- News articles highlighting the Needs Assessment findings and Funding Measure in local print and online media in English, Spanish, Chinese, Korean, and Thai publications.

- Countywide Park Summit Quarterly Meetings held in March and June 2016 provided detailed information and updates on the Needs Assessment and Funding Measure for Park Directors, staff and interested parties.

Countywide Working Group

As instructed by the Board, the Director convened representatives of many County agencies, including the Office of the Assessor, Auditor-Controller, Chief Executive Office, County Counsel, Departments of Beaches and Harbors, Public Works, and Registrar-Recorder/County Clerk, and the five Supervisorial offices. The Countywide Working Group was instrumental in drafting the Funding Measure Plan and input from the group is reflected in the final draft.

Polling (Language Updated)

In consultation with the Chief Executive Officer, County Counsel, and the five Supervisorial offices, additional polling was conducted on the Funding Measure, including testing of tax rates of $0.03 and $0.015 per square foot. Polling was completed on the 75 word ballot statement.

- Support remains consistent for the Funding Measure, with 69 percent of likely voters in favor initially. After educational messages, support for the ballot measure increased to 75 percent.

- Statistically, there was no difference in support between the two tax rates.

- As requested by the Board Offices, Steinberg and Associates' polling on the length and order of the three potential Countywide ballot measures for the November 8, 2016, General Election – Parks, Homelessness, and Transportation – has been completed.

Funding Measure Expenditure Plan and Language Revisions (Language Updated)

Revisions have been made to the draft Funding Measure in response to the informational and educational outreach efforts. Here is a summary of substantive changes:

- The main revision is an increase of the first funding category, Community-Based Park Investment Program, from 27 percent to 35 percent of overall funding. This category represents the direct return of funds to the city and/or unincorporated area of the County by study area as defined in the Needs Assessment.

- The remaining funding category percentages were adjusted to accommodate the increase of the first category as detailed in Attachment 3: Local Parks Funding Measure Resolution.

- Based upon feedback from the Educational and Informational Outreach, 50 percent of funds collected by the tax will be returned to the cities in the Community Based Park Investment Program and Local Agency Maintenance and Servicing Funds.

- County Counsel has advised staff that the Senior Exemption is not legal for this type of measure, therefore, the measure will apply to all private property owners.

- The 75-word ballot statement was refined to reflect polling results.

The final draft, Funding Measure, is now before you so that you may consider its adoption and placement onto the November 8, 2016 Ballot.

There are three Attachments to this memo:

1) Final Narrative Report of the Needs Assessment
2) Table of the Funding Measure Expenditure Plan
3) Resolution for the Special Tax Funding Measure

If you have any questions, please contact me at (213) 738-2951 or your staff may contact Rita Robinson, Needs Assessment Project Director at (213) 738-2874 or Jane I. Beesley, Administrator of the Regional Park and Open Space District at (213) 738-2981.

JW:JIB:WRO:ee

Attachments (3)

c: Chief Executive Office (S. Hamai, J. Jones)
County Counsel (M. Wickham, C. Salseda)
Executive Officer, Board of Supervisors (L. Glasgow)
Park Deputies (T. Villegas, K. Katona, M. Chong-Castillo, E. Stibal, S. Nemer)