

## **MEASURE FF** NO-TAX-INCREASE EXTENSION MEASURE



Wildfire Protection. Safe Parks and Trails. Public Access. Natural Habitat.  
(November 2018 Ballot)

## What is Measure FF?

- Measure FF is on the November 2018 ballot to extend existing, voter-approved local funding.
- In 2004, voters in western Alameda and Contra Costa counties approved Measure CC to provide additional local funds for regional park and open space needs.
- Measure CC is set to expire soon.
- Measure CC is a \$1/month parcel tax.
- **Measure FF Does Not Increase Tax Rate**

East Bay   
Regional Park District  
Healthy Parks Healthy People



# What Communities Benefit?

• Measure FF includes the communities of:

- Alameda
- Albany
- Berkeley
- El Cerrito
- El Sobrante
- Emeryville
- Kensington
- Oakland
- Piedmont
- Richmond
- San Pablo



# Measure FF Community Engagement



- Conducted public outreach to engage the community about local park and open space needs.
- Three community meetings, 4 public board meetings, and engaged key, long-time stakeholders.



- The proposed list of services and projects were available to the public for six months before Board action.
- The East Bay Park District Board of Directors unanimously placed Measure FF on the ballot.



## Why Is Local Funding Needed?

- Since 2004, voter-approved local funding has helped maintain and improve public access, natural habitat, and visitor use facilities.
- **Measure FF** extends existing funding.
- **Measure FF** Does Not Increase Tax Rate



## Wildfire Protection & Public Safety



- Measure FF will continue funding for fire hazard reduction, firefighters, and sustainable forest management.
- Voter-approved funding currently supports thinning or removing hazardous vegetation on over 500 acres annually.
- Wildfire protection is the top spending priority in Measure FF.



## Maintaining & Improving Public Access



Crab Cove Visitor Center, Robert  
W. Crown Memorial State Beach,  
Alameda

- Measure FF will provide funding to improve visitor use facilities such as restrooms and picnic areas, and for continued trail maintenance and expansion.
- Continued year-round operations/ open hours at Crab Cove Visitor Center in Alameda.



## Protecting & Restoring Natural Habitat



Redwood Regional Park,  
Oakland

- Measure FF will provide funding for:
  - Redwood conservation
  - Watershed protection
  - Preservation/Restoration of natural habitat, including urban creeks, marshes, and shorelines.
  - Ongoing erosion control



## Fiscally Accountable, Taxpayer Safeguards



- As a public agency, the East Bay Regional Park District has been very responsible in managing its resources.
- Measure FF includes the same fiscal accountability and transparency requirements included in Measure CC and regularly practiced by the Park District.
- For every \$1 invested by local taxpayers the Park District has secured \$2 from external sources.



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