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**
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

- 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

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

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

(November 2018 Ballot)
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