



County of Santa Cruz

DEPARTMENT OF PUBLIC WORKS PARKS, OPEN SPACE, AND CULTURAL SERVICES DIVISION

979 17TH AVENUE, SANTA CRUZ, CA 95062

(831) 454-7901 FAX: (831) 454-7940 TDD: (831) 454-7978

JOHN J. PRESLEIGH
DIRECTOR OF PUBLIC WORKS

APPROVED AND FILED
BOARD OF SUPERVISORS

DATE: 2/25/14
COUNTY OF SANTA CRUZ

SUSAN J. MAURIELLO

EX-OFFICIO CLERK OF THE BOARD

BY: *[Signature]* DEPUTY

AGENDA: FEBRUARY 25, 2014

February 13, 2014

SANTA CRUZ COUNTY BOARD OF SUPERVISORS
701 Ocean Street
Santa Cruz, California 95060

SUBJECT: RESOLUTION REQUESTING PLACEMENT OF A PARCEL TAX FOR
THE BENEFIT OF SANTA CRUZ COUNTY PARKS ON THE JUNE 3, 2014,
BALLOT AND RELATED ACTIONS

Members of the Board:

On February 11, 2014, your Board accepted a report on public opinion surveying in support of County Parks and Recreation programs and directed Public Works to return on today's agenda with recommendations and resolutions necessary to place a parks measure on the June 3, 2014, ballot.

Santa Cruz County parks give access to our unique natural heritage from mountains to the coastline. Access to local parks helps maintain our high quality of life and makes Santa Cruz County a great place to live and work. Santa Cruz County Parks provides playgrounds, athletic fields, picnic areas, pools, beach access and opportunities for healthy recreation for County residents.

County parks are a well-used resource by members of the community. County Parks maintains 59 parks, beach access and open space areas encompassing over 1400 acres. In addition, Parks provides after-school programs, swim lessons, art and science enrichment, and sports leagues for children. Senior programming provides opportunities for older residents to maintain fitness and an active lifestyle. Parks staff also oversees the County's Public Art Program.

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Stable, local funding is essential for our parks. For the last 20 years, County Service Area (CSA) No. 11, Parks and Recreation District service charges have allowed for the maintenance, operations and expansion of the County park system to meet the needs of the community. The current annual service charge of \$6.58 per residential unit, is used to pay costs for park acquisitions and improvements, to be completed by the end of the 2013/2014 fiscal year. As a result of budget cuts in recent years, the County has worked creatively to maintain a high level of service by leveraging resources and streamlining operations, including making Parks a division of the Department of Public Works in 2011. However, ongoing budget cuts have had a severe impact on our ability to keep up with maintenance of County parks and the list of deferred maintenance and repairs continues to grow.

As your Board may recall, with this background in mind, Gene Bregman & Associates was hired to conduct a poll of likely voters in August 2103 to determine the level of voter support for a new parcel tax to benefit County parks and programs. A parcel tax requires 2/3 voter approval. The results of that poll were shared with your Board on September 10, 2013, and again on February 11, 2013. As you will recall, the results of that survey indicated a very solid level of support for a special tax of \$6.58 per year (86 percent support), a solid level of voter support for a special tax of \$9.87 per year (72 percent), and just sufficient level of voter support for a special tax of \$14.16 per year (66 percent). Voters rated clean restroom; garbage pick-up; after school and summer recreation programs for children; and maintaining public recreational facilities, such as beach access sites, play areas, and picnic areas highest as very important services.

On the February 11, 2014, your Board accepted recommendations that a parcel tax of less than \$10.00 be considered. After careful consideration and consultation with the County's consultants the following ballot question to be put before voters in the unincorporated County outside of recreation and park district has been prepared for your consideration:

Funding for Santa Cruz County Parks

To properly maintain Santa Cruz County parks, facilities, beach access, and open space; clean bathrooms; repair roofs and electrical systems; keep facilities open and safe; provide recreation to children, teenagers, families, and seniors: shall Santa Cruz County levy an annual tax of \$8.50 per improved parcel, replacing an expiring service charge on residential units, within the County's Park and Recreation District, with all funds staying local?

Yes _____ No _____

A parcel tax of \$8.50 on all improved parcels within the unincorporated County outside of recreation and park districts will provide approximately \$355,000 per year for County parks maintenance, operations and programs. These funds would ensure that our parks are clean and maintained by providing funding necessary for frequent cleaning of park restrooms, frequent pickup of garbage at all County parks, beaches and open space areas, and the maintenance and repair of recreational and restroom facilities. In addition, the funds would be used to continue to offer safe and healthy activities for children and youth including after-school and summer recreation programs for children, swim lessons and arts and science enrichment throughout the year.

It is therefore recommended that the Board of Supervisors take the following actions:


1. Accept and file this report on the placement of a parcel tax for the benefit of Santa Cruz County Parks on the June 3, 2014, ballot.
2. Adopt the attached resolution calling and providing for a special election to be held on Tuesday, June 3, 2014, for the purpose of submitting to the qualified voters of the County of Santa Cruz a measure proposing the Levy of a Special Tax for County Parks and Recreation Purposes and Consolidating said Special County Election with Gubernatorial Primary Election on Tuesday, June 3, 2014.
3. Advise the Auditor-Controller and County Counsel of the requirements for independent analyses contained in the resolution.
4. Direct the Clerk of the Board to submit the Resolution to the County Clerk no later than 5:00 p.m. on March 7, 2014.

Yours truly,


JOHN J. PRESLEIGH
Director of Public Works

JJP:BL:rw

RECOMMENDED FOR APPROVAL:


SUSAN A. MAURIELLO
County Administrative Officer

Copy to: County Counsel
Auditor-Controller
County Administrative Office
County Clerk
Parks

4.

**BEFORE THE BOARD OF SUPERVISORS OF THE COUNTY OF SANTA CRUZ,
STATE OF CALIFORNIA ACTING AS THE GOVERNING AUTHORITY OF
COUNTY SERVICE AREA NO. 11**

RESOLUTION NO. 48-2014

On the motion of Supervisor Caput
duly seconded by Supervisor McPherson
the following resolution is adopted:

**RESOLUTION CALLING FOR A SPECIAL ELECTION TO BE HELD ON
TUESDAY, JUNE 3, 2014, FOR THE PURPOSE OF SUBMITTING TO THE
QUALIFIED VOTERS OF COUNTY SERVICE AREA (CSA) NO. 11 OF THE
COUNTY OF SANTA CRUZ, A MEASURE PROPOSING THE LEVY OF A
SPECIAL TAX FOR COUNTY PARKS AND RECREATION PURPOSES AND
CONSOLIDATING SAID SPECIAL COUNTY ELECTION WITH THE
GUBERNATORIAL PRIMARY ELECTION TO BE HELD ON JUNE 3, 2014**

WHEREAS, the Board of Supervisors established County Service Area (CSA) No. 11 in 1971 to provide for park acquisition, park development and maintenance, recreation programs, and to contribute to the overall operations of parks, open space and cultural services within the unincorporated areas of the County outside of the four independent recreation and park districts of Alba, Boulder Creek, Opal Cliffs and La Selva; and

WHEREAS, acquisition of County parks and recreation facilities within the CSA No. 11 have been financed by County service charges collected on the property tax roll; and

WHEREAS, service charges for CSA No. 11 for the 2013-14 fiscal year ending June 30, 2014 were levied in the amount of \$6.58 per residential unit; and

WHEREAS, the debt service for acquisition and improvement of County parks and recreation facilities funded by the existing services charges will be retired at the end of the 2013/2014 fiscal year; and

WHEREAS, the Board of Supervisors of the County of Santa Cruz acting as the governing authority of CSA No. 11 (Board of Supervisors) is authorized to levy a special tax if the resolution proposing that tax is approved by a vote of the members of the Board of Supervisors and the tax is approved by a two-third vote of the qualified voters voting in an election on the issue; and

WHEREAS, the Board of Supervisors has determined it is in the best interest of the County and its residents to submit to the voters a proposed special tax for County parks, recreation, and cultural facilities and services to replace the previously existing County service charges within CSA No. 11; and

WHEREAS, it is necessary that a special County election be held in accordance with law for the purpose of submitting to the qualified voters within CSA No. 11 a measure on whether to approve the proposed special tax pursuant to Government Code Sections 25215.2, and 50075 *et seq.* and in compliance with California Constitution Article XIII A; and

NOW, THEREFORE, BE IT RESOLVED AND ORDERED by the Board of Supervisors of the County of Santa Cruz acting as the governing authority of CSA No. 11 that, subject to approval of the special tax measure set forth in this Resolution by two-thirds of the qualified voters voting in a special election, a special tax be levied on all improved parcels within CSA No. 11 which consists of the unincorporated areas of the County outside of existing recreation and park districts:

1. Commencing with the 2014-15 fiscal year on July 1, 2014 a special tax is to be levied against all improved parcels within CSA No. 11 in the annual amount of \$8.50 per parcel; and
2. The County shall maintain a separate account into which the proceeds of this tax shall be deposited and then only be used for the purpose of providing, maintaining, and preserving County parks and open space and to operate recreation and cultural programs within CSA No. 11;
3. The special tax shall be collected on the property tax roll in the same manner and at the same time as County property taxes, and shall be subject to all the laws pertaining to the levy, collection, and enforcement of County property taxes;
4. If any provision of this Resolution or of the special tax measure contained herein or the application of any such provisions to any persons or circumstances is held invalid, such invalidity shall not affect any other provision or application that can be given effect without the invalid provision or application, and to this extent the provision therefore shall be severable.

BE IT FURTHER RESOLVED AND ORDERED by the Board of Supervisors of the County of Santa Cruz that a special County election shall be and the same is hereby called and ordered to be held within CSA No. 11 on Tuesday, June 3, 2014, for the purpose of submitting to the qualified voters of the CSA No. 11 the following special tax measure substantially similar to the following:

1. Santa Cruz County Parks – Special Tax Ballot Measure Question

Funding for Santa Cruz County Parks

To properly maintain Santa Cruz County parks, facilities, beach access, and open space; clean bathrooms; repair roofs and electrical systems; keep facilities open and safe; provide recreation to children, teenagers, families, and seniors: shall Santa Cruz County levy an annual tax of \$8.50 per improved parcel, replacing an expiring service charge on residential units within the County's Park and Recreation District, with all funds staying local?

Yes ____ No ____

2. The Board of Supervisors submits to the qualified voters of CSA No. 11 at said special election, said Ballot Measure Question as set forth herein and designates and refers to said measure as the measure to be set forth on the ballots for use in said election.
3. Said special election shall be held and conducted, the votes received and canvassed, and the votes received and canvassed, and the returns thereof made and the results thereof ascertained and determined in accordance with law.
4. Said special election hereby called shall be and is hereby consolidated with the Gubernatorial Primary Election to be held on Tuesday June 3, 2014, in all respects and all as required by and pursuant to law.
5. In accordance with the provision of Section 9160 (b) of the California Elections Code, the County Counsel is hereby directed to prepare an impartial analysis of this measure.
6. In accordance with the provision of Section 9160 (c) of the California Elections Code, the County Auditor is hereby directed to prepare a fiscal impact statement of this measure.
7. Arguments for and against this measure may be submitted in conformance with California Elections Code Section 9161 and following.
8. The Clerk of the Board of Supervisor shall file a copy of this Resolution with the County Clerk.
9. If enacted, the County shall prepare the annual report required by subdivision (d) of Government Code section 50075.1.
10. Any legal challenge to this resolution or to the special tax adopted by this resolution shall be brought as provided in Government Code Section 50077.5.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this 25th day of February, 2014, by the following vote:

AYES:	SUPERVISORS	Leopold, Coonerty, Caput, McPherson and Friend
NOES:	SUPERVISORS	None
ABSENT:	SUPERVISORS	None
ABSTAIN:	SUPERVISORS	None

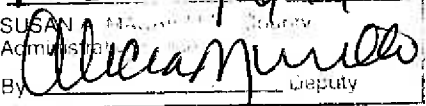
ZACH FRIEND
Chairperson of said Board

ATTEST **TESS FITZGERALD**
Clerk of said Board

Approved as to form

Office of County Counsel

Distribution:
County Counsel
County Administrative Officer
Public Works
Auditor-Controller
County Clerk Elections

STATE OF CALIFORNIA)
COUNTY OF SANTA CRUZ) ss
I, SUSAN A. MAURIELLO, County Administrative Officer and ex-officio Clerk of the Board of Supervisors of the County of Santa Cruz, State of California do hereby certify that the foregoing is a true and correct copy of the resolution passed and adopted by and entered in the minutes of the said board. In witness whereof I have hereunto set my hand and affixed the seal of the said Board on February 26, 14
SUSAN A. MAURIELLO, County Administrative Officer
By  Deputy



JOHN J. PRESLEIGH
DIRECTOR OF PUBLIC WORKS

County of Santa Cruz

DEPARTMENT OF PUBLIC WORKS PARKS, OPEN SPACE, AND CULTURAL SERVICES DIVISION

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February 24, 2014

SANTA CRUZ COUNTY BOARD OF SUPERVISORS
701 Ocean Street
Santa Cruz, California 95060

SUBJECT: PARKS AND RECREATION COMMISSION SUPPORT OF FUNDING FOR
SANTA CRUZ COUNTY PARKS

Members of the Board of Supervisors:

Santa Cruz County Parks are part of what makes Santa Cruz a great place to live, work and visit. As Santa Cruz County Parks and Recreation Commissioners, at each commission meeting, we consider community concerns, interests, and needs related to County parks, open space, beaches, and recreation programs. Demand and use of our county parks continues to grow and evolve with the changing needs of our community. The proposed park measure will provide important and stable funding to support and protect the heritage of County parks, open space, and beaches, as well as provide recreation and enrichment programs for all ages. Placement of the proposed measure to provide funding for Santa Cruz County Parks on the June 3, 2014 ballot is unanimously supported by all members of the Santa Cruz County Parks and Recreation Commission.

Yours truly,

STEVEN BENNETT
Chair
Santa Cruz County Parks and Recreation Commission



February 21, 2014

Santa Cruz County Board of Supervisors
701 Ocean Street
Santa Cruz, CA 95060

RE: February 25th Agenda, Item 55

Dear Supervisors:

Friends of Santa Cruz State Parks is proud to be part of a network of parks and open spaces that improves our quality of life here in Santa Cruz County. Our parks not only provide great benefits to local residents, they attract visitors from all over the world, who in turn support our local economy.

Having a source of sustainable funding is critical to the maintenance and support of these local treasures.

Thank you for your consideration.

Sincerely,

Bonny Hawley, Executive Director
Friends of Santa Cruz State Parks

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Alicia Murillo

From: cbdbosmail@co.santa-cruz.ca.us
Sent: Monday, February 24, 2014 7:08 PM
To: CBD BOSMAIL
Subject: Agenda Comments

Meeting Date : 2/25/2014

Item Number : 55

Name : Linda Brodman

Email : redwdm@pacbell.net

Address : 1231 Andrew Lane
Santa Cruz, CA 95062

Phone : 831 462-4041

Comments :

I recommend a yes vote for adoption of a resolution calling for a special election on Tuesday, June 3, 2014, for the purpose of submitting to voters of County Service Area No. 11-Parks and Recreation, a measure proposing a special tax to replace current district service charge for Santa Cruz County Parks and Recreation purposes.

Thank you.

Alicia Murillo

From: cbdbosmail@co.santa-cruz.ca.us
Sent: Monday, February 24, 2014 10:54 PM
To: CBD BOSMAIL
Subject: Agenda Comments

Meeting Date : 2/25/2014

Item Number : 55

Name : Mariah Roberts

Email : mariah.roberts.design@gmail.com

Address : 1750 Chanticleer
Santa Cruz, CA

Phone : Not Supplied

Comments :

Letter in support of Proposed County Parks ballot measure

2/22/14

Santa Cruz County Board of Supervisors

Dear Supervisors Leopold, Friend, Coonerty, Caput and McPherson,

As a Mom of 2 elementary school children in the Live Oak area, I would like to state for the record my support for a proposed ballot initiative to help fund County Parks.

My family regularly enjoys County Parks for play, recreation, hikes, sports and more and we know they need our support to continue offering these amazing resources. Parks & Rec programs, such as swimming lessons and Pool Guards, are a central spoke in the life and well-being of our community.

I hope you will join us in showing your support for Parks by putting this measure on the ballot. I know many young families who will certainly join you in doing so.

Respectfully,
Mariah Roberts