



**LOS ANGELES COUNTY
REGIONAL PARK AND
OPEN SPACE DISTRICT**

RPOSD.lacounty.gov
ParksProject.lacounty.gov
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May 3, 2016

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

FROM: John Wicker
Director

A handwritten signature in blue ink, appearing to read "John Wicker".

SUBJECT: **REPORT BACK: POTENTIAL LOCAL PARKS FUNDING MEASURE**

With the imminent loss of ongoing voter-approved funding for land acquisition and capital projects and their maintenance, the Board of Supervisors (Board) placed a measure, Proposition P, on the November 2014 ballot for continuation of funding programs. Proposition P garnered 62.89 percent approval, falling short of the two thirds super-majority requirement.

Following Proposition P, the Board directed the development of the Countywide Parks and Recreation Needs Assessment, an effort that has now:

- divided the County into 186 local study areas;
- inventoried all parks and recreation assets in each study area, including the condition of individual amenities;
- analyzed the availability and accessibility of parks to local residents; and
- engaged the public in the creation of prioritized local project lists for each participating study area
- completed the Executive Summary of the Report for the Parks Needs Assessment

In August 2015 the Board directed the Regional Park and Open Space District (RPOSD) to:

- I. Research the feasibility of the most appropriate taxing mechanism between a flat parcel tax and a parcel tax based on square footage of development that could fund park and recreation projects into the future, like Prop A has done.

- A Feasibility Report has been completed with the recommendation that a parcel tax based on square footage of development is the most feasible (see attachment number 1).
 - Public Opinion Polling is being utilized to confirm the viability of the taxing mechanism and the Park Funding Measure's components; to understand which elements will have more success if measure is placed on the ballot (see attachment number 2).
- II. Draft a funding measure to meet the needs identified in the 2016 Countywide Parks Needs Assessment Final Report (see attachment number 3).
- Framework for the measure has been drafted and vetted with Supervisors' Offices.
 - The Needs Assessment Team has completed the analysis, the Executive Summary and is completing the detailed report.
 - Costs to address the needs identified are being calculated and will help determine the amount of the tax.
 - The draft measure will need to be reconciled with the findings in the Needs Assessment Report.
- III. Develop an information and education program for the RPOSD to ensure that the various communities within the County understand where their tax dollars have been expended.
- In the beginning of the year, the District launched a comprehensive outreach program to engage cities, communities, businesses, labor and civic organizations about the efforts and successes of the Regional Park & Open Space District and provide education on both the Needs Assessment and a potential funding measure.
 - To date, we have reached out to all 88 cities throughout Los Angeles County, as well as 139 chambers of commerce, 11 labor groups, and 10 government organizations. As of Friday, April 22, 2016, we have had briefings with or given presentations to 43 cities, 17 chambers, 6 labor groups, and 7 government organizations.

- Through these personal interactions, the District has gained valuable feedback from every corner of the County and provided important information about the role of parks and open space projects in our communities, as well as the future needs of the County. The District is continuing to follow up with all individuals and organizations, to schedule informational briefings, and provide additional details on the results of the Needs Assessment as well as a potential funding measure.
- The District has designed a social media and web platform information and education program to be launched in the next several weeks. The materials are under review with County Counsel.
- The District is currently using its webpage and social media to provide updates on the Parks Funding Measure on our website www.rposd.lacounty.gov, as well as on [Twitter.com/RPOSD](https://twitter.com/RPOSD), [Facebook.com/RPOSD](https://facebook.com/RPOSD), and [Instagram.com/RPOSD](https://instagram.com/RPOSD).
- The District has a media outreach program that it has begun with events such as a briefing of the Ethnic Media. Bringing together County Staff and its partners to speak to what the District has accomplished in the last 24 years in our communities.
- “Next Steps” meetings, to follow up on the Needs Assessment public outreach, will occur in May and inform the communities about how to access the Executive Summary of the report and status of a Local Parks Funding Measure. These meetings will be held across the County, with two in each Supervisorial District (see attachment number 4).

JIB:lb

Attachments

c: Chief Executive Office (S. Hamai)
Executive Office Board of Supervisors (L. Glasgow)
County Counsel (M. Wickham, C. Salseda)
Park Deputies (T. Villegas, K. Katona, M. Chong-Castillo, E. Stibal, S. Nemer)
Regional Park and Open Space District (J. Beesley, W. Ontiveros)
Parks and Recreation (R. Robinson, N. Garcia)