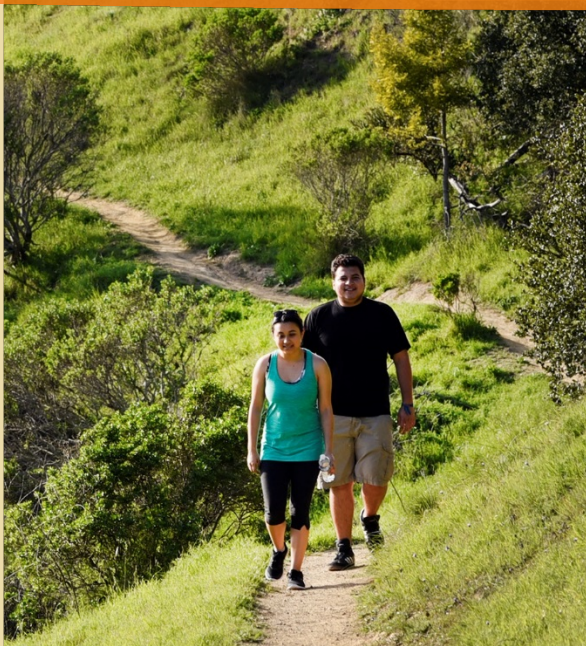


# MEASURE FF NO-TAX-INCREASE EXTENSION MEASURE

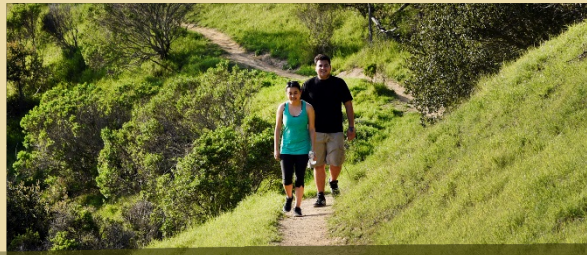


Wildfire Protection. Safe Parks and Trails. Public Access. Natural Habitat.  
*(November 2018 Ballot)*



# 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**



# What Communities Benefit?

- Measure FF includes the communities of:

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



## Regional Parks

- Alameda Point
- Anthony Chabot
- Crown Beach/Crab Cove
- Gateway
- Kennedy Grove
- Lake Chabot
- Leona Canyon
- Martin Luther King, Jr.
- McLaughlin Eastshore
- Miller-Knox
- Point Isabel
- Point Molate
- Point Pinole
- Redwood
- Roberts
- Sobrante Ridge
- Sibley
- Huckleberry
- Claremont Canyon
- Temescal
- Tilden
- Wildcat Canyon



# Measure FF Community Engagement



## ABOUT MEASURE CC

Measure CC was passed by Oakland, Berkeley, Richmond, Alameda, San Pablo, El Cerrito, Albany, Emeryville, and Piedmont in 2004 with 72% support to provide local funding for park infrastructure, maintenance, safety, and services. Measure CC is a \$12/year parcel tax. Measure CC is set to expire soon. Measure CC has provided over \$37.4 million over the past 13 years for park improvement and services in the Measure CC area.

### Goals, Projects and Services

- Public Safety, Wildlife Prevention, and Healthy Forest
- Park Infrastructure and Maintenance
- Environmental Stewardship and Habitat Protection



Measure CC Public Meeting

- 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.



**SIERRA CLUB**  
SAN FRANCISCO BAY

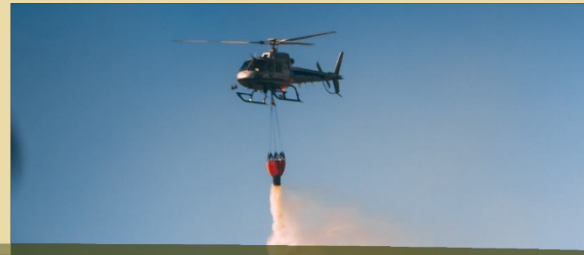
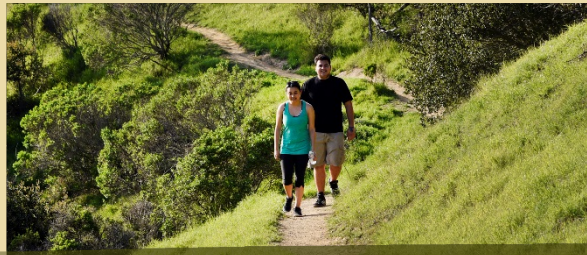


- The proposed list of services and projects were available to the public for six months before Board action.
- The East Bay Park District Board of Directors unanimously placed Measure FF on the ballot.

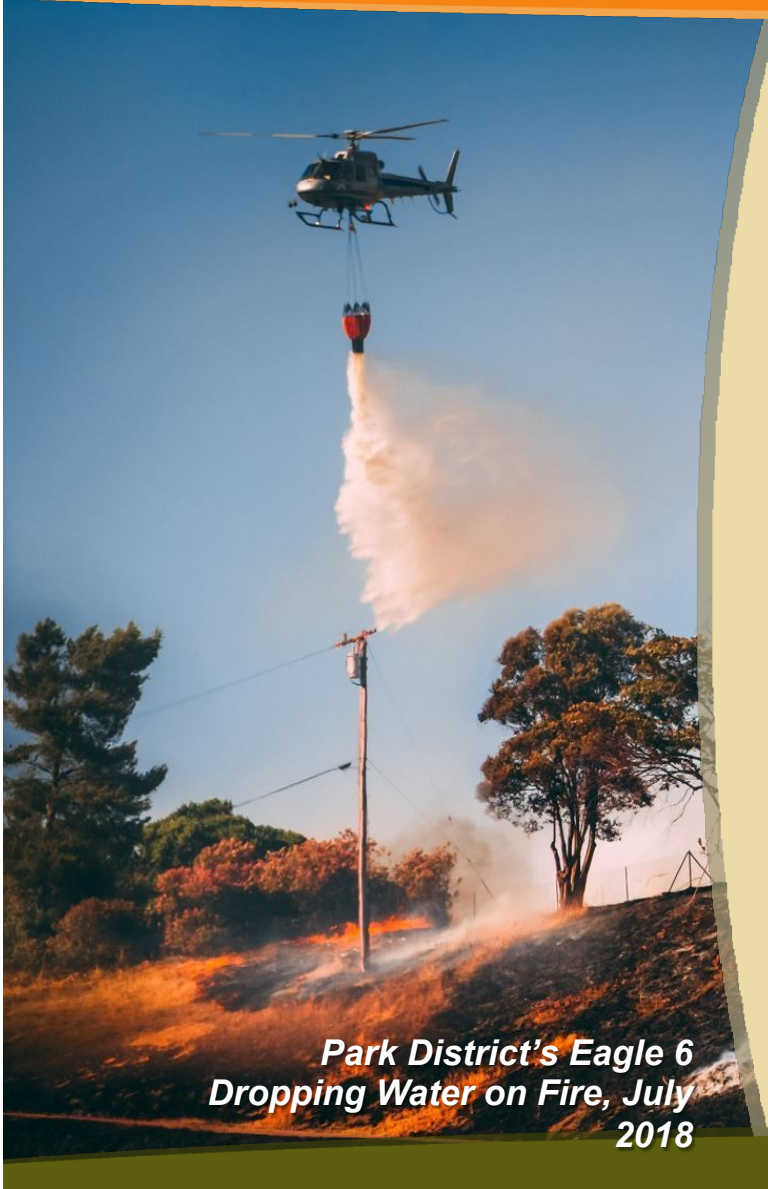


# Why Is Local Funding Needed?

- 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



*Park District's Eagle 6  
Dropping Water on Fire, July  
2018*

- 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.



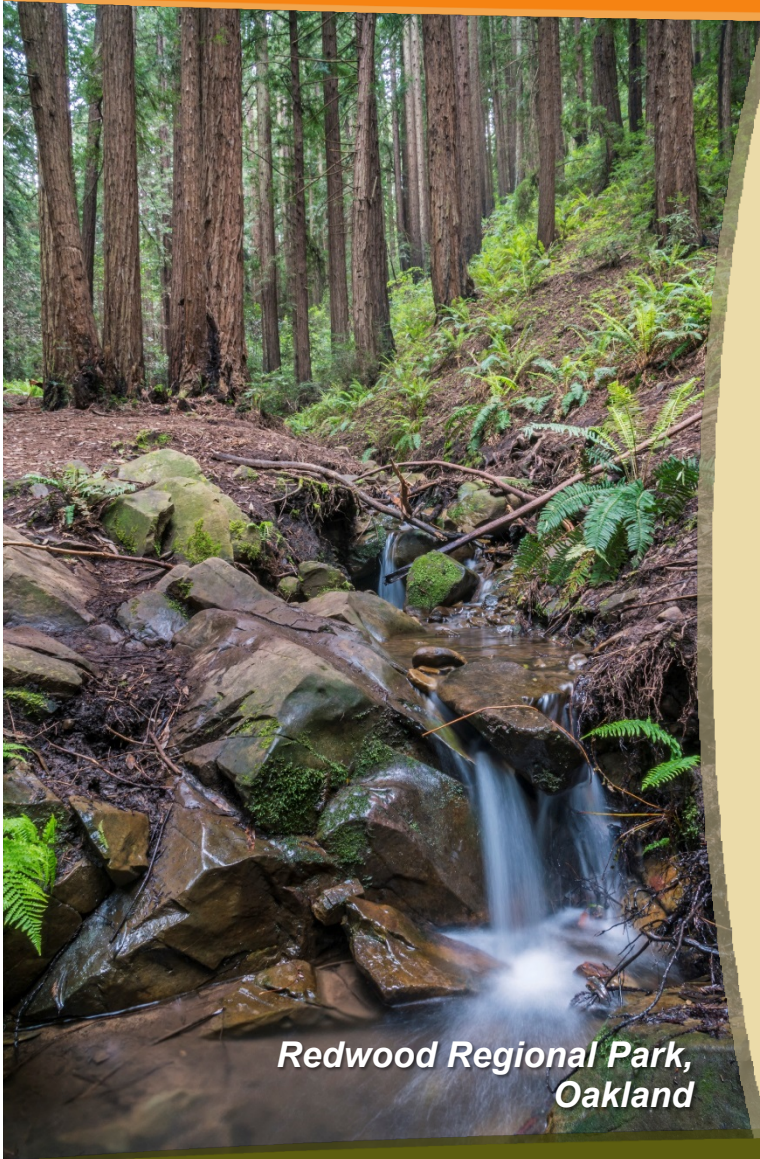
# Maintaining & Improving Public Access



*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*

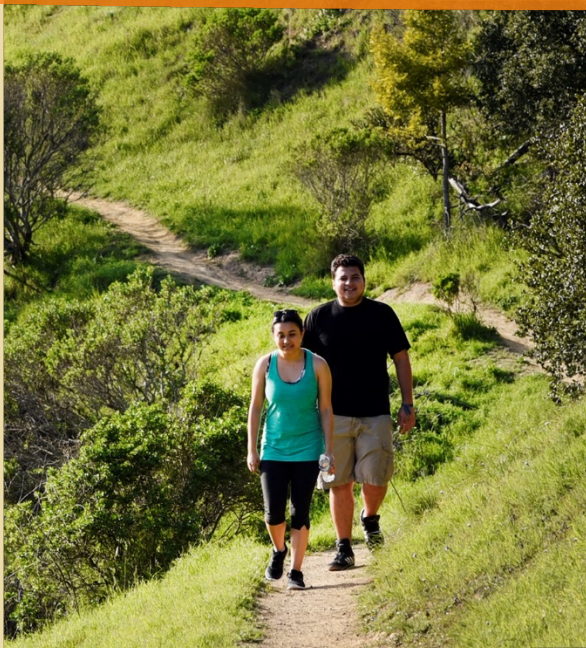
- Measure FF will provide funding for:
  - Redwood conservation
  - Watershed protection
  - Preservation/Restoration of natural habitat, including urban creeks, marshes, and shorelines.
  - Ongoing erosion control



# 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.

# MEASURE FF NO-TAX-INCREASE EXTENSION MEASURE



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