

Parks Funding Initiative

Neighborhood Services and Education Committee

May 19, 2022

David DeLong, Parks, Recreation and Neighborhood Services

Michelle McGurk, City Manager's Office

Ballot Measure Options

Type of Measure	Votes Necessary to Pass	Restrictions
Municipal General Obligation Bond	2/3	Acquisition of real property or improvement of real property only
Parcel Tax for General or Special Purposes	2/3	Any municipal purpose. Tax cannot be based on value of property.
Any general tax except local sales tax (Transactions and Use tax)	50% + 1 vote	Any municipal purpose.
Any special tax except local sales tax (Transactions and Use tax)	2/3	Municipal purpose defined in the measure.
General local sales tax*	50% + 1 vote	Any municipal purpose. (Subject to rate limitations.)
Special local sales tax*	2/3	Municipal purpose defined in the measure. (Subject to rate limitations.)

**San José has no additional sales tax capacity. It would require an act of the State Legislature to increase.*

Recent Actions Taken

- Citywide polling commenced in January 2022
- Four parcel tax measures tested: Parks (2), Neighborhood Improvements/BeautifySJ (1), Clean Creeks (1)
- Initial polling showed low receptivity, difficulty meeting 2/3 threshold
- Polling suspended to save resources, consider November options
- Key concerns:
 - COVID-19 fatigue
 - Increasing housing costs
 - Increasing costs for gasoline, utilities, and food
 - Concerns about inflation and future recession

Future Steps

- Continue fostering awareness about how Parks & Recreation serves the community
- Engage and educate key stakeholders about existing commitments and community expectations in view of resource/sustainability issues and needs
- Explore creative funding options to advance when the time is right
- Resume polling in mid- to late 2023