Measure A
Extension

FEBRUARY 8, 2022
In 2012, 74% of voters approved a one-quarter of one percent sales tax (County Ordinance 3586) to support parks, open space, and agricultural lands across Marin. In accordance with this law, funds raised by Parks Measure A have been spent on parks and open space, farmland preservation, recreation in Marin's nineteen cities and towns, and land acquisition.

The 2012 Measure A sunsets on March 31, 2022. Preparations are underway to place a measure on the June 7, 2022 ballot for re-implementation. Initial polling shows community support at over 80%.
MEASURE A EXTENSION

MEASURE A FUNDS AT WORK

WILDLAND FIRE PREVENTION

PARK MAINTENANCE AND IMPROVEMENTS

TRAIL MAINTENANCE AND IMPROVEMENTS
EQUITY FOCUSED INITIATIVES

Community Grants, Fee Reductions, Library Pass Program, Parks Rx, Rocky Graham Park Management
MEASURE A EXTENSION

MEASURE A FUNDS AT WORK

FARMLAND PRESERVATION

CITY, TOWN, & SPECIAL DISTRICT PARKS
**MEASURE A EXTENSION**

**TIMELINE TO DATE**

- **JUNE 2021**: Parks Community Survey and virtual office hours with 45 stakeholder groups
- **AUGUST 2021**: Marin Open Space Trust poll
- **OCTOBER 2021**: Parks Community Survey and presentation to BOS on survey results and stakeholder engagement
- **NOVEMBER 2021**: Presentation to POSC on survey results and stakeholder engagement, collected public feedback on funding allocation changes
- **DECEMBER 2021**: Presentation to BOS on funding allocation changes
- **JANUARY 2022**: POSC recommended Measure A ordinance and expenditure plan move forward to BOS for consideration

**Specific Dates**

- **9th-14th**: Marin Open Space Trust poll
- **22nd**: Presentation to BOS on feasibility of continuing Measure A and poll results
- **5th-15th**: August 2021 - Parks Community Survey and virtual office hours with 45 stakeholder groups
- **18th**: Presentation to POSC on survey results and funding allocation changes
- **20th**: POSC recommended Measure A ordinance and expenditure plan move forward to BOS for consideration
- **14th**: Presentation to BOS on funding allocation changes
MEASURE A EXTENSION

KEY THEMES

• 2012 Measure A reflects a long-standing historic perspective that defines the identity and beauty of Marin.

• Maintaining and improving Marin County parks and open space remains highly valued. Strong support also continues for greenspaces and recreation in Marin cities and towns.

• Increased awareness and concern about the risk of wildfire.

• Increased awareness and concern about the impact of climate change.

• Realign and diversify sustainable agriculture investments.

• Continue the commitment to oversight and transparency.
**MEASURE A EXTENSION**

**2012 ALLOCATIONS**

- **65%**
  - **COUNTY PARKS AND OPEN SPACE**
  - Protect or restore natural resources, maintain existing county parks and open space preserves, and preserve natural lands.

- **20%**
  - **FARMLAND PRESERVATION**
  - Protect Marin County farmland at risk of subdivision and development and preserve Marin’s working farms and ranches.

- **15%**
  - **CITY AND TOWN PARKS**
  - Assist municipalities and applicable special districts in managing parks, open space preserves, recreation programs, and vegetation to promote biodiversity and reduce wildfire risk.
### Measure A Extension

**First Draft 2022**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Department</th>
<th>Description</th>
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<tbody>
<tr>
<td>75%</td>
<td><strong>County Parks and Open Space</strong></td>
<td>Protect or restore natural resources, maintain existing county parks and open space preserves, and preserve natural lands.</td>
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<tr>
<td>10%</td>
<td><strong>Sustainable Agriculture</strong></td>
<td>Protect, restore, and care for Marin County agriculture to support sustainable ecosystems, climate resilience, community gardens, and working farms and ranches.</td>
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<tr>
<td>15%</td>
<td><strong>City and Town Parks</strong></td>
<td>Assist municipalities and applicable special districts in managing parks, open space preserves, recreation programs, and vegetation to promote biodiversity and reduce wildfire risk.</td>
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MEASURE A EXTENSION

PROPOSED ALLOCATIONS

65% COUNTY PARKS AND OPEN SPACE
Protect or restore natural resources, maintain existing county parks and open space preserves, and preserve natural lands.

20% SUSTAINABLE AGRICULTURE
Protect, restore, and care for Marin County agriculture to support sustainable ecosystems, climate resilience, community gardens, and working farms and ranches.

15% CITY AND TOWN PARKS
Assist municipalities and applicable special districts in managing parks, open space preserves, recreation programs, and vegetation to promote biodiversity and reduce wildfire risk.
• 5% cap on administrative costs
• Community oversight committee
• Annual independent financial audits
• Create a new 25% baseline designation to increase investment in direct services for fire fuel reduction.

• Land acquisition reduced to 10% and broadened to include restoration and other site improvements on acquired properties.

• 65% for park facilities maintenance and improvements, open space road and trail management, public engagement and equity, wetland and erosion control, natural resources science and research
SUSTAINABLE AGRICULTURE 20%

- Re-purpose program to include sustainable and climate beneficial initiatives that align with County goals, including:
  - carbon capture farming practices
  - ecosystem services to support soil health and water quality on working lands
  - sustainable local food supply and community gardens
  - wildlife corridors and habitat protection on working lands
  - agricultural easements (capped at 50% of total sustainable agriculture allocation)

- Increase Marin Resource Conservation District funding for stewardship and natural resource protection to 20% of the sustainable agriculture allocation.
MEASURE A EXTENSION

EXPENDITURE COMPARISON

Based on $15M annual revenue

2012 MEASURE A

- COUNTY PARKS AND OPEN SPACE
  - $7.80M land acquisition
  - $2.85M County park and open space maintenance and management

- FARMLAND PRESERVATION
  - $0.15M Resource Conservation District stewardship funding
  - $2.25M Conservation Easement Grant Program

- CITY AND TOWN PARKS
  - $1.95M municipal parks, open space, and recreation

2022 MEASURE A

- COUNTY PARKS AND OPEN SPACE
  - $6.35M land acquisition
  - $2.44M wildfire risk reduction at County parks and open space

- SUSTAINABLE AGRICULTURE
  - $0.96M Resource Conservation District stewardship funding
  - $0.60M sustainable agriculture grant program

- CITY AND TOWN PARKS
  - $2.25M municipal parks, open space, and recreation
MEASURE A EXTENSION

NEXT STEPS

- **FEBRUARY 2022**
  - 8th: BOS hosts first appearance of ordinance and expenditure plan
  - 15th: BOS will host second appearance of ordinance and expenditure plan, and consider a resolution placing Measure A on the June 7, 2022 ballot
  - Signed resolution sent to elections office

- **MARCH 2022**
  - 11th: E88 deadline for Elections Board to receive resolution and the start of arguments, rebuttals, and examination periods