

**MONTEREY PENINSULA REGIONAL PARK DISTRICT  
BOARD OF DIRECTORS MEETING**

**DATE:** July 03, 2024  
**TO:** Board of Directors  
**FROM:** Rafael Payan, General Manager  
**SUBJECT:** Consideration of Pursuing a Ballot Measure

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**SUMMARY:**

MPRPD is exploring various means to enhance the District's revenue streams. One of the potential options is to pursue a ballot measure, likely during the midterm cycle or via special election.

**FISCAL IMPACT:**

None at this time

**FUNDING SOURCE:**

Not applicable

**FUNDING BALANCE:**

Not applicable

**DISCUSSION:**

Director Potter and General Manager Payan recently met to discuss MPRPD potentially pursuing a new ballot measure to increase the District's revenues. The meeting included a brief discussion with a former East Bay Regional Park District official who was instrumental in successfully formulating and leading several revenue-based ballot measures for that agency and in the Bay Area.

MPRPD presently receives a good portion of its revenue from a current tax measure that yields approximately \$28 per "roof top" per year. This amount was last increased this year. The prior tax rate was \$27 per year. FY2024-25 revenues from this tax are anticipated to be \$1,408,000.

Inflation has greatly impacted the agency's ability to better provide or expand services including staffing, cyclical maintenance and capital improvement projects, educational programs, environmental and cultural resource protection and restoration, and research.

The proposed ballot measure will not be on this year's general election ballot. Rather, MPRPD will continue to enhance those services it can provide to all five (5) Wards as best possible with the funds it has.

Subject to MPRPD's Board approval, the proposed ballot measure will likely take place during the midterm election cycle. These happen midway through every 4-year general/presidential election cycle. Another possible timing option is a special election. If a district proposes a measure that will generate revenues (in this case increased

revenues) for the district, the Board of Supervisors of the county in which the district is located will determine whether or not to call for a special election and place the measure on the ballot.

**RECOMMENDED ACTION:**

It is recommended that the Board authorize staff to continue working with Director Potter to research a potential ballot measure that focuses on increasing MPRPD's tax revenues. The findings and recommendations from this research will be presented to the Board for their consideration and further direction to staff at a future Board meeting.

**ATTACHMENTS:**

Not Applicable