



Berkeley City Councilmembers
Mark Humbert, District 8
Terry Taplin, District 3
Susan Wengraf, District 6
 2180 Milvia Street, 5th Floor
 Berkeley, CA 94704
 mhumbert@berkeleyca.gov

CONSENT CALENDAR
 September 24, 2024

To: Honorable Mayor and Members of the City Council

From: Councilmember Humbert (Author), Councilmember Taplin (Co-Author),
 Councilmember Wengraf (Co-Author)

Subject: Resolution Clarifying the Intent of Measure Y (2024) – Increasing the
 Parks, Trees and Landscaping Maintenance Tax

RECOMMENDATION

In order to ensure that voters are fully informed and to inform future discussions of potential expenditures, it is recommended that the Berkeley City Council adopt the following language to clarify (but not change) the intent of Measure Y:

The intent of Measure Y is to generate additional funds by increasing the Parks Tax for park and landscape maintenance in the Waterfront including Cesar Chavez (Berkeley's largest park), improvements to Berkeley's urban forest and street tree plantings, and essential park and landscaping related capital projects.

FINANCIAL IMPLICATIONS

None. Staff time to record resolution.

CURRENT SITUATION AND ITS EFFECTS

At a special meeting on July 30, 2024, the Berkeley City Council unanimously approved¹ Item 6c to²:

1. Adopt a Resolution placing the attached measure to increase the parks, trees and landscaping maintenance tax on the ballot at the November 5, 2024 General Municipal Election.
2. Designate, by motion, specific members of the Council to file ballot measure arguments on this measure as provided for in Elections Code Section 9282.

¹<https://berkeleyca.gov/sites/default/files/city-council-meetings/2024-07-30%20Special%20Annotated%20Agenda%20-%20Council.pdf>

²<https://berkeleyca.gov/sites/default/files/documents/2024-07-30%20Special%20Item%2006c%20Ballot%20Measure%20%E2%80%93%20Increasing%20the%20Park%20Trees%20and%20Landscaping.pdf>

BACKGROUND

In an item from the December 12, 2023 Council Meeting³, the Parks, Recreation and Waterfront Commission recommended that the City Council include in upcoming community survey for possible 2024 ballot measures, a measure to increase the Parks Tax by 4ct/ft² or ~20%, and appropriate funding for the survey.

This recommendation was based on action at the regular Parks, Recreation and Waterfront Commission meeting on November 8, 2023. At that meeting, the Commission approved a motion to communicate a recommendation to Council to include an increase in the Parks Tax by 4cts/SF or ~20% in polling for possible November 2024 ballot measures. The estimated \$3.5M annually, would be divided between: major maintenance/capital projects, Urban Forest restoration, and consolidation of three Waterfront Parks into City Park system.

The vote at the meeting was:

M/S/C (Avellar/Kawczynska/U). Ayes: Abshez; Avellar; Cox; Diehm; Kawczynska; Lee; Ranuzzi; Wozniak; Noes: None; Absent: Hurtado; Leave of Absence: None.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

None. The resolution makes no change to the originally intended uses of potential funds; it merely formalizes and makes explicit the intent verbally discussed at previous Council meetings.

CONTACT PERSON

Councilmember Mark Humbert Council District 8 510-981-7180

³<https://berkeleyca.gov/sites/default/files/documents/2023-12-12%20Item%202023%20Council%20Referral%20%E2%80%93%20Request%20for%20City.pdf>