



## **Ballot Measure 20-288**

**Caption:** Five-Year Parks and Recreation Operations and Maintenance Local Option Levy

**Question:** Shall Eugene levy \$3,150,000 per year for five years beginning July, 2018, for parks and recreation facilities operation and maintenance? This measure may cause property taxes to increase more than three percent.

**Summary:** The funds from this levy will be used to improve the cleanliness, safety and general conditions of the City of Eugene's parks, recreation facilities and natural areas. Funding will be directed to the following activities: park safety and security (two police officers, two park ambassadors), illicit activity response (illegal camp clean-up, graffiti removal, vandalism response), general park maintenance (restrooms, litter/trash pick-up, turf mowing, landscape/trees, infrastructure and weekend/after-hours maintenance), habitat and natural area maintenance (invasive weeds, wildfire risk abatement, trails, infrastructure, native plantings), and future park, community center, pool, and field maintenance (phased in over time).

Staff will prepare an annual report on spending that will be reviewed by the Citizen Advisory Board and made available to the City Council and the public. The levy will raise \$3,150,000 each year for five years for a total of \$15,750,000. The typical Eugene taxpayer is estimated to pay an average of \$41 per year over the levy's five-year period. The estimated tax rate for this levy is \$0.19/\$1000 of assessed value. The estimated tax cost for this measure is an ESTIMATE ONLY based on the best information available from the county assessor at the time of the estimate and may reflect the impact of early payment discounts, compression and the collection rate.



**COUNCIL RESOLUTION NO. 5220**

**A RESOLUTION CALLING A CITY ELECTION ON MAY 15, 2018, FOR THE PURPOSE OF REFERRING TO THE LEGAL ELECTORS OF THE CITY OF EUGENE A MEASURE AUTHORIZING A FIVE-YEAR LOCAL OPTION LEVY FOR THE FUNDING OF OPERATIONS AND MAINTENANCE OF PARKS, TRAILS, NATURAL AREAS, RIVERS AND RECREATION FACILITIES, INCLUDING INCREASED SECURITY PARTROLS.**

**PASSED: 6:1**

**REJECTED:**

**OPPOSED: Clark**

**ABSENT: Semple**

**CONSIDERED: February 12, 2018**



## **RESOLUTION NO. 5220**

### **A RESOLUTION CALLING A CITY ELECTION ON MAY 15, 2018, FOR THE PURPOSE OF REFERRING TO THE LEGAL ELECTORS OF THE CITY OF EUGENE A MEASURE AUTHORIZING A FIVE-YEAR LOCAL OPTION LEVY FOR THE FUNDING OF OPERATIONS AND MAINTENANCE OF PARKS, TRAILS, NATURAL AREAS, RIVERS AND RECREATION FACILITIES, INCLUDING INCREASED SECURITY PATROLS.**

#### **The City Council of the City of Eugene finds as follows:**

**A.** Great cities have great parks and recreation systems. For over 100 years, Eugene residents have demonstrated strong support for parks and recreation services by donating land, raising funds, and approving measures that expanded parks and recreation facilities. The results of this support can be seen from the establishment of Hendricks Park in 1906, and Spencer Butte Park in 1914, to the passage of a series of levies in the 50s and 60s that built more parks, pools, and community centers. In 1972, a bond measure created the 12-mile riverfront path system, and in 1976, voters passed a \$5 million levy for park improvements and acquisition. By the 1980s, Eugene's growing population of 100,000 enjoyed 1,500 acres of parks that included developed playgrounds, swimming pools, sports fields, and community centers. In 1998, voters passed a \$25.3 million parks and open space bond that significantly increased the number of parks, turf fields, and land for future parks and natural areas. The bond also renovated 12 existing parks, and made the expansion and renovation of Amazon Pool possible. In 1999 and 2002, local option levies passed that provided more funding for after-school recreation programming. In 2006, voters approved a \$27.5 million bond focused primarily on acquiring land for future neighborhood and community parks in growing areas, as well as the expansion of Eugene's natural areas including the Willamette riverfront system and Ridgeline Park.

**B.** Today, Eugene enjoys and benefits from over 4,700 acres of parks which includes: playgrounds, sport fields and courts, trails and pathways, gardens, and natural areas, as well as six community centers, three swimming pools and seven satellite recreation facilities that extend services by leveraging local partnerships. These assets provide essential social, environmental, and economic services that contribute to the overall health, safety, prosperity and well-being of the community. City of Eugene Parks and Recreation is a community leader in providing opportunities that inspire a lifelong passion, to imagine, explore, learn, grow and contribute. Recreation builds community by bringing people together to create a safer, healthier, and happier community. However, in order to sustain these values and benefits, adequate maintenance for this system is necessary.

**C.** In 2015, the Parks and Open Space and Recreation Services divisions launched a process to establish a plan for the future of the parks and recreation system. During the past three years over 12,000 individuals contributed their voice to this planning effort. The three-year community engagement process has resulted in a vision that builds on Eugene's rich legacy and

promises a robust, exciting and equitable parks and recreation system for future generations. The funding of parks and recreation security, operations and maintenance has been a part of the Parks and Recreation Systems Plan discussions with the community.

**D.** Currently, there is an operations and maintenance gap of more than \$2.4 million dollars. The need for additional operations and maintenance funding has been driven by the combination of: 1) A doubling of parkland in twenty years associated with the 1998 and 2006 park bonds; 2) Reductions in general fund revenues for parks and recreation facility maintenance during the economic recession; 3) A significant increase in the need to mitigate the impacts to parks from illegal camping and other illicit activities; and 4) The deferred maintenance of an aging park and recreation infrastructure.

**E.** Polling of Eugene voters in October 2017 revealed the community's strong level of interest in addressing budget challenges through increased funding. The survey found:

- Eugene Parks and Recreation has a strong 79% approval rating.
- 51% of respondents said they use the facilities weekly and 74% use them monthly.
- 74% are willing to support maintenance and security funding and 63% are willing to support additional capital investment.

**F.** To address the shortfall in operations and maintenance funding the City Council developed a proposal for parks and recreation levy funding. The proposed levy to address the operations and maintenance funding shortfall is intended to result in park users seeing an improvement in the cleanliness, safety and general condition of Eugene's parks.

**G.** Specifically, the levy funds would be directed to the following types of activities:

- Park safety and security
  - Two dedicated Police Officers
  - Two Park Ambassadors
- Illicit activity response
  - Illegal camp clean-up
  - Graffiti removal
  - Vandalism response
- General park maintenance
  - Reopen restrooms
  - Litter and trash pick-up
  - Turf mowing
  - Landscape bed and tree maintenance
  - Infrastructure maintenance (irrigation, lighting, furnishings, etc.)
  - Weekend/after-hours maintenance
- Habitat and natural area maintenance
  - Invasive weed management
  - Wildfire risk abatement

- Native plantings
- Trail maintenance
- Infrastructure maintenance (roads, parking lots, fences, signs, portable restrooms, etc.)
- Future park, community center, pool and field maintenance (phased in over time)

**H.** A five-year levy can serve as a stop gap measure for funding operations and maintenance activities while a more sustainable solution is identified and implemented. The City is committed to working towards securing sustainable funding for parks and recreation operations and maintenance, including exploring the formation of a private foundation endowment as a potential funding mechanism.

**I.** On January 22, 2018, the City Council agreed that a five-year Local Option Levy of \$3,150,000 per year should be placed on the May 15, 2018 ballot. This amount will pay for the \$2.4 million existing funding gap, plus future park, community center, pool and field maintenance that is phased in over time. It also accounts for inflation in future costs over the period, and property tax discounts and delinquencies.

**J.** The typical Eugene taxpayer is estimated to pay an average of \$41 per year (about \$3.40 per month) over the five-year period of the levy, with an estimated tax rate of \$0.19/\$1000 of assessed value.

**K.** In order to ensure accountability in the use of levy funds, several components will be included in the levy implementation:

- a.** Levy funds will be budgeted and accounted for in separate funds that are easily identifiable by members of the public, in accordance with state law.
- b.** Staff will prepare an annual summary of levy spending. A Citizen Advisory Board will annually review the report to determine whether spending complied with the intention of the ballot measure.
- c.** The City Manager will provide an annual memorandum to the City Council about parks and recreations operations and maintenance levy spending. The memorandum will include the staff report and any comments from the Citizen Advisory Board after their review.

**NOW, THEREFORE, based upon the above findings,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EUGENE, a Municipal Corporation of the State of Oregon, as follows:**

**Section 1.** A city election is called for the purpose of referring to the legal electors of the City of Eugene a measure authorizing a five-year Local Option Levy in the amount of

\$3,150,000 per year, beginning July 1, 2018, to fund operations and maintenance of parks, trails, natural areas, rivers and recreation facilities, including increased security patrols.

**Section 2.** The City Council orders this city election to be held in the City of Eugene, Oregon, concurrently with the election on May 15, 2018, in accordance with the provisions of Chapter 254 of the Oregon Revised Statutes, and the ballots shall be counted and tabulated and the results certified as provided by law.

**Section 3.** The City Recorder is directed to give not less than ten days' notice of the city election by publication of one notice in the Register Guard, a newspaper published in the City and of general circulation within the City.

**Section 4.** This Resolution shall become effective immediately upon its adoption.

**The foregoing Resolution adopted the 12<sup>th</sup> day of February, 2018**

*Deputy*   
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**City Recorder (AIC)**