The City Council of the City of El Cerrito placed Measure __ on the November 5, 2019, ballot to ask voters to continue an existing parcel tax at current rates to fund maintenance and enhancement of City parks and recreational facilities. The existing tax will expire on June 30, 2020.

In 2000, the El Cerrito voters approved Measure A, authorizing a tax on all types of property in the City to fund the renovation and reconstruction of the El Cerrito Swim Center, the rehabilitation of Canyon Trail Clubhouse, and the performance of access and restroom renovations to the Harding, Huber, and Poinsett Park Clubhouses. Once those projects were completed, tax revenue was used for capital improvements at the Swim Center, including the installation of the Splash Park, new heaters, landscape improvements, and energy efficiency upgrades.

In April 2019, the City Council approved the Parks and Recreation Facilities Master Plan (“Master Plan”), which outlined multiple goals, priorities, and projects for City parks and open spaces. Measure __ would restrict the use of revenue from the tax for the maintenance and enhancement of the City’s park and recreation facilities described in the Master Plan, as it may be amended by the City Council. The Master Plan identified a total of 180 projects and implementation activities to meet community expectations for the City’s park and recreational facilities. Examples of priority projects include maintaining and improving the Swim Center pools, locker rooms and restrooms; protecting natural areas, greenways, and open space; increasing urban forest and vegetation management, including fire hazard reduction; maintaining and improving program space for children, families, adults, and seniors; maintaining and improving City parks, paths, and playfields; replacing aging playgrounds and improving safety with new fall surfaces; addressing recreation facilities seismic issues; upgrading irrigation systems to conserve water; and improving trash and litter clean-up.

As a special tax, Measure __ revenue would be placed into a special account and restricted to the purposes listed above and described further in the ordinance included in the voter information guide.

Measure __ requires the City’s independent auditors to prepare an annual report reviewing the collection, management, and expenditure of revenue from the tax. The City’s Financial Advisory Board would review the report as part of its review of the City’s annual audit.

The measure does not include an automatic sunset in a term of years. Instead, it states that tax would continue until repealed or amended by El Cerrito voters.

Measure __ would authorize continuing the existing tax at current rates, which are $58.46/unit for single-family properties, $45/unit for multi-family properties, and $410/acre or portion thereof for nonresidential properties. The measure is estimated to produce $650,000 annually.

A “Yes” vote is a vote to approve the continuation of a parcel tax at existing rates to fund maintenance and enhancement of El Cerrito parks and recreational facilities. A “No” vote is a vote against the tax. Measure __ would be approved if it received at least a two-thirds majority of “Yes” votes.

Sky Woodruff, City Attorney
City of El Cerrito