



Monterey Peninsula Regional Park District at 40 . . .

The Monterey Peninsula Regional Park District is an independent special district created by the voters of the Monterey Peninsula in 1972.

The District's purpose is "To acquire for preservation and/or use in perpetuity the maximum amount of significant open space areas in the District for public benefit and enjoyment within the financial capability of The Park District."

Presented by
Tim Jensen
September 2013

Before the beginning ...

STATEMENT OF COMMITTEE FOR MONTEREY PENINSULA
REGIONAL PARK AND OPEN-SPACE DISTRICT

THE NEED

One of the prime natural assets of the Monterey Peninsula region is its open-space. These hills, mountains, pastures, forests, and beaches provide a spectacular scenic backdrop to our communities and serve as a "green belt" and a potential source of recreation in a natural, unspoiled setting.

This unique heritage which gives the Peninsula its close-to-nature character is threatened. The Peninsula continues to attract new residents from all over the country. The influx of residents and tourists has produced pressure to develop these open spaces, as witness the Odello and Monterey Beach proposals. Budgetary pressures on the county and our cities have precluded, with few exceptions, any major open-space acquisitions.

There is no existing governmental agency which is in a position to act as a Peninsula-wide voice and vehicle in scenic land conservation. The county must necessarily look to the broad and diverse needs of the entire county, and the cities have neither the resources nor the power to protect our scenic land resources, most of which lie in unincorporated territory.

In short there is no existing governmental agency with adequate resources, determination or singularity of purpose to do the job.

THE PROPOSAL

The proposal is for creation of a Monterey Peninsula Regional Park and Open-Space District under existing state law.* Its purpose would be to acquire scenic lands and interests in land and to hold them for open space and recreational uses. In its early years the district would be expected to devote most of its resources to the planning for and the acquisition of land and less interests, such as scenic easements.

The boundaries of the proposed regional park and open-space district coincide with those of the Monterey Peninsula College District and include the cities of Seaside, Monterey, Del Rey Oaks, Sand City, Pacific Grove, Carmel, and Carmel Valley, Carmel Highlands and the coastlands south to Anderson Canyon.

* California Public Resources Code Article 3, Chapter 3, Division 5, commencing at Section 5500.

Presented by
Tim Jensen
September 2013

“YES!” on Measure A



Where will her children play?

brooke alger

It's not too late for open space...

Your YES vote on Proposition A will establish the Monterey Peninsula Regional Park District. The District would acquire lands for parks and open space.

"Nothing but sheer luck has left us anything worth saving... almost all the natural beauty we see here is private land waiting to be developed... prompt action to preserve open space is now a national policy... one of the choices still open is to... design and build one of the most beautiful communities in America." (Monterey Peninsula Area Plan)

A YES vote on Proposition A will —

- Help preserve scenic areas.
- Help your community to obtain parks and open space.
- Help to keep taxes from skyrocketing. Every new subdivision means higher taxes. These open spaces can not become subdivisions.
- Help maintain the real value of your property.

Vote YES on A. Page 2 in your ballot.

A	Shall the Monterey Peninsula Regional Park District be created and established?	YES	X
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Committee for Open Space, Earl Muser, Chairman

Presented by
Tim Jensen
September 2013

From the beginning . . .
First step: Purpose

STATEMENT OF GENERAL POLICY
FOR THE MONTEREY PENINSULA REGIONAL PARK DISTRICT

Adopted by the District Board of Directors
December 13, 1973

1. **PRIMARY RESPONSIBILITY AND ROLE:** To acquire for preservation and/or use in perpetuity the maximum amount of park and open space areas in the District for public benefit and enjoyment within the financial capability of the District. To this end, it is the District's intention to operate in accordance with the following policy guidelines.
2. **DEFINITIONS:**
 - a. Open Space is a land or land and water site possessing unique, outstanding natural or scenic features.
 - b. A Park Area is a site that will provide the regional users with an inspirational, educational and/or enjoyable experience while engaged in outdoor recreational activities.
3. **AUTHORITY AND GENERAL POLICIES:** The District's authority shall be as enumerated in Article 3, Division 5, Section 5500 et seq. of the California Resources Code, and the following:
 - a. Open space areas acquired for public use shall be available for unstructured passive activity at a level compatible with the carrying capacity and best use of the area as determined by the Board. Any development of land acquired for more active park use shall be consistent with the objective of protecting and preserving the natural character of the land.
 - b. District is to assist and supplement the efforts of the Federal, State County and local jurisdiction in their recreational, park and open space programs.
 - c. Encourage the State to take the leadership in the acquisition and preservation of the prime coastal lands, however, where feasible, the District should consider acquisition of scenic coastal land in accordance with the general policies stated herein.
 - d. Utilize existing legislation and encourage new legislation to assist in financing the acquisition of park and open space areas (i.e. bedroom tax and real estate transfer tax).
 - e. District shall actively seek and encourage public communication and involvement in the operation of the District and in planning for the acquisition and future use of park and open space areas.

Presented by
Tim Jensen
September 2013

MONTEREY PENINSULA REGIONAL PARK DISTRICT
INTERIM PARK PLAN
MAY 1974

PROPOSED PARKS

MARINA BEACH - Portion of beach area presently under short-term lease with Monterey County. California Department of Parks and Recreation propose to acquire beach area with passage of 1974 Park Bond Act.

LAGUNA GRANDE PARK - A 15 acre body of water located between Seaside and Monterey. "Laguna Grande, now a neglected slough and blighted with wrecking yards, is proposed as a regional park. This potentially beautiful lake along the main entrance to the peninsula has been proposed for many years as a park and is shown as such on both the Seaside General Plan and the Monterey General Plan."*

POINT PINOS - "The Coast Guard Lighthouse Reservation occupies the exposed tip of the peninsula. It is one of the favorable locations for public enjoyment of the ocean rocks and waves. The Pacific Grove City golf course is on the upland area."* This 77 acre area has been declared surplus by the U.S. Coast Guard, and Pacific Grove has submitted an application to GSA/Bureau of Outdoor Recreation for acquisition for park and open space use.

CARMEL BAY UNDERWATER PARK - Proposed as a State project by the California Department of Parks and Recreation, Carmel Bay Underwater Park will extend from Pescadero to Granite Point. This area is to be leased from the State Lands Commission by California Department of Parks and Recreation.

CARMEL RIVER PARK - A proposed park along the Carmel River is shown on both the Monterey County Conservation/Open Space Element and the Carmel Valley Master Plan as a regional park. "The Carmel River Regional Park should be the backbone of an effort to conserve the whole length of the Carmel River as an open space by a combination of easements and flood plain regulations . . ."

SAN FRANCISQUITO PARK (ROBERT LOUIS STEVENSON PARK) - Both the Monterey County Conservation/Open Space Element and the Carmel Valley Master Plan recommend a park in the vicinity of San Francisquito Flats.** The Area Plan shows a proposed park slightly to the south and identifies the area as the Robert Louis Stevenson Redwood Area, and states, "The natural beauty of this land consisting of Redwood trees interspersed with Oaks and native California trees will provide one of the finest recreational facilities in Monterey County".*(page 84) The Rancho San Carlos Plan, prepared by a consultant for San Carlos properties and adopted by the Monterey Peninsula Area Planning Commission and the County Board of Supervisors in 1966, also shows a park in the Robert Louis Stevenson Redwood Area.

*Monterey Peninsula Area Plan, accepted by Monterey Peninsula Area Planning Commission, March 1973.

**Carmel Valley Master Plan, March 1966, page 20.

From the beginning . . .
Second step: Plan

Presented by
Tim Jensen
September 2013

MONTEREY PENINSULA REGIONAL PARK DISTRICT

INTERIM PARK PLAN

ADOPTED JUNE 13, 1974

AMENDED AUGUST 12, 1976

PROPOSED PARKS

MARINA BEACH - Portion of beach area presently under short-term lease with Monterey County. California Department of Parks and Recreation propose to acquire beach area.

MONTEREY PENINSULA RECREATIONAL TRAIL - Acquisition of the Southern Pacific Railroad right-of-way from the historic Monterey Custom House 4.4 miles west to the Asilomar State Beach and Conference Grounds for recreational use. The project is coordinated and supported by the cities of Monterey and Pacific Grove who will plan, implement, operate and maintain the right-of-way to include a pedestrian path, bike-way, and possible scenic shuttle system. Project listed on the "Recommended Coastal Properties for Public Acquisition" by the California Coastal Zone Conservation Commission.

POINT PINOS - "The Coast Guard Lighthouse Reservation occupies the exposed tip of the peninsula. It is one of the favorable locations for public enjoyment of the ocean rocks and waves. The Pacific Grove City golf course is on the upland area."* This 77 acre area has been declared surplus by the U.S. Coast Guard, and Pacific Grove has submitted an application to BSA/Bureau of Outdoor Recreation for acquisition for park and open space use.

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SOBERANES BEACH - Located 8 miles south of Carmel. First recommended for public acquisition by the Park and Recreation Plan, Monterey County, 1944. The scenic character of this area is described as "table land between two rocky points having a short beach at base of bluff. Rugged rocky headlands provide scenic attraction."⁴

* Monterey Peninsula Area Plan, accepted by Monterey Peninsula Area Planning Commission, March 1973.

**Carmel Valley Master Plan, March 1966, page 20.

From the beginning . . .
Third step: Keep
Planning

Presented by
Tim Jensen
September 2013

SARRAPATA BEACH - Located 11.5 miles south of Carmel. Long beautiful sand beach bordered at each end by precipitous granite cliffs and to the east by a steep bluff. Area of scenic marine terraces, and good accessibility. Most popular beach in Big Sur area.++ Proposed for acquisition by the California Department of Parks and Recreation.

BIXBY CREEK BEACH - Proposed beach area shown on the Monterey County Conservation/Open Space Element and recommended for acquisition in the Park and Recreation Plan, Monterey County.

LITTLE SUR RIVER PARK - very wide and a mile long beach. The river forms a large lagoon back of the beach. Good access from highway which crosses river on a low bridge.+ Potential camping, picnicing and beach use. Proposed for acquisition by the California Department of Parks and Recreation.++

EXISTING PARKS - Within the jurisdiction of the MPRPD

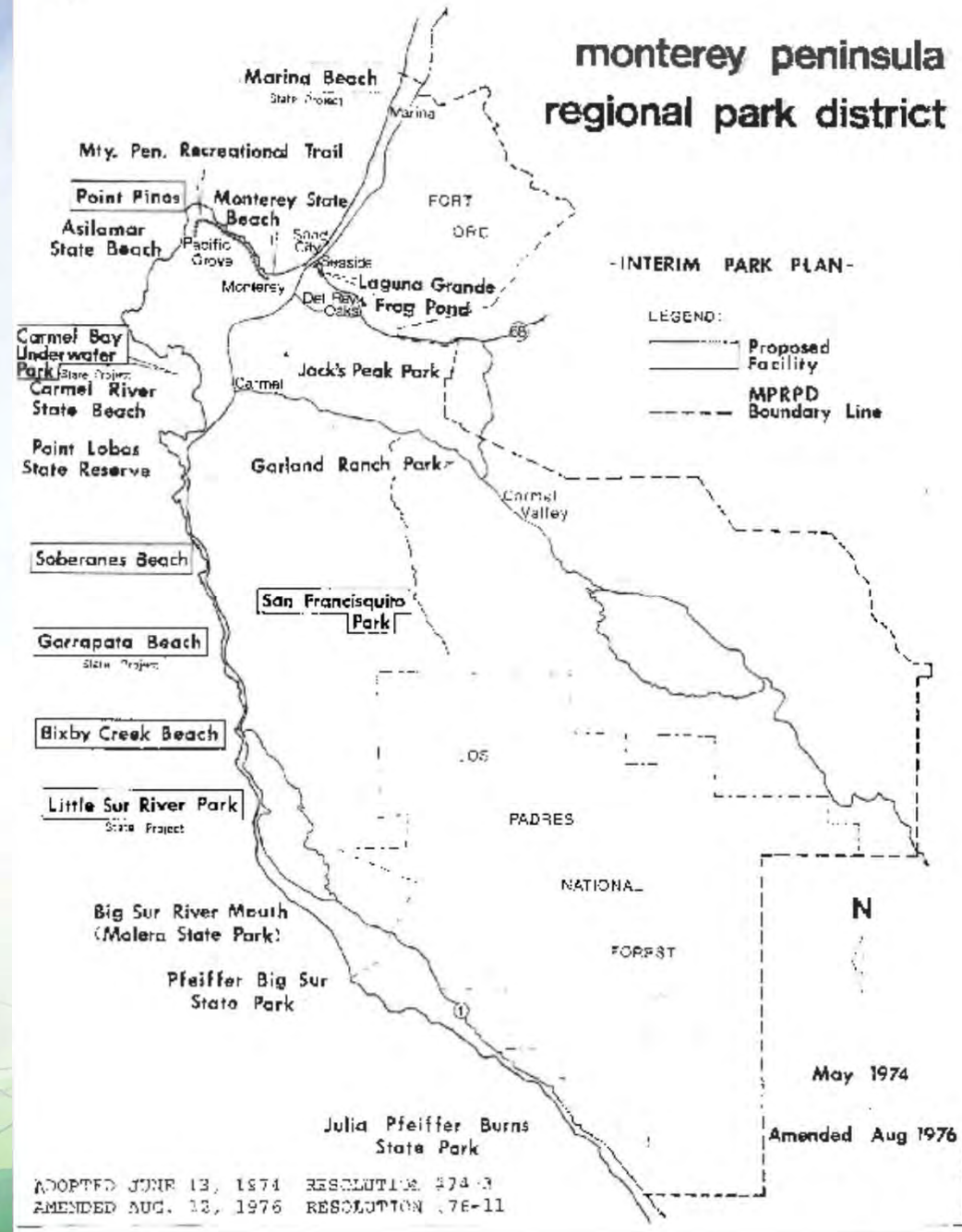
<u>STATE BEACHES AND PARKS</u>	<u>ACRES</u>
Monterey State Beach	7
Asilomar State Beach	95
Carmel River State Beach	242
Point Lobos State Reserve	1323
Andrew Molera State Park	2140
Pfeiffer-Big Sur State Park	802
Julia Pfeiffer Burns State Park	1804
	<u>6413</u>
<u>MONTEREY PENINSULA REGIONAL PARK DISTRICT</u>	<u>ACRES</u>
Laguna Grande Regional Park	25
Garland Ranch Regional Park	541
	<u>566</u>
<u>MONTEREY COUNTY PARKS</u>	<u>ACRES</u>
Jack's Peak Park	526 (to be expanded)

+ Park and Recreation Plan, Monterey County, 1944.

++ The Project Selection System for the State Beach, Park, Recreational and Historical Facilities Bond Act of 1974.

Presented by
Tim Jensen
September 2013

monterey peninsula regional park district



Presented by
 Tim Jensen
 September 2013

Keep Focused on the Mission

STATEMENT OF MISSION, POLICY FOR THE MONTEREY PENINSULA REGIONAL PARK DISTRICT

Adopted by the District Board of Directors
Revised April 1998

1. **PRINCIPAL RESPONSIBILITY AND POLICY:** To acquire for conservation areas that in perpetuity the maximum amount of park and open space areas in the District for public benefit and enjoyment within the financial capability of the District. To this end, it is the District's intention to operate an enterprise with the following policy guidelines.

2. DEFINITIONS:

A. **Open Space:** is a land or shoreline water site possessing unique natural, historic and scenic features.

B. **Active Open Space:** is a site that will provide the regional, local and/or educational, educational and/or enjoyable experience which supports or enhances recreational activities.

3. **AUTHORITY AND GENERAL POLICIES:** This District's authority shall be as enumerated in Article 3, Division 2, Section 5200 et seq. of the California Resources Code, and the following:

A. Open space areas acquired for public use shall be available for a wide range of passive activity as well as compatible with the carrying capacity and best use of the area as determined by the board. Any development of land acquired for active park use shall be consistent with the objective of protecting and preserving the natural character of the land.

B. District is to assist and implement the efforts of the Federal, State, County and local jurisdiction in their recreational, park and open space programs.

C. Encourage the State to take the leadership in the acquisition and preservation of the prime coastal lands; however, where feasible, the District should consider acquisition of such coastal land in accordance with the general policies stated herein.

D. Review existing legislation and encourage new legislation to assist in financing the acquisition of park and open space areas.

E. District staff actively seek and encourage public citizen action and involvement in the operation of the District and in planning for the acquisition and future use of park and open space areas.

F. When land is acquired for active park use, the District may enter agreements with state, local or non-profit organizations for their development, maintenance and operation of an area. Any agreement shall reserve to the District control of the direction and scope of development and management of the area.

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Tim Jensen
September 2013

Celebrate Success

Monterey Peninsula



Regional Park District

CELEBRATING 20 YEARS OF OPEN SPACE

How to Forever

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ds: land
we can hike
run can play,
new open
challenges
the life of
im.

y group of
regional open
space preserva-
tion
projects
1972 ballot
measure
is born. Since
that important
landscape,
hiking trails



A red shouldered hawk takes flight and a solitary vulture seeks patches of new birds perching. A walk to the woods is still the best way to connect our spirits to a hectic world.



Photo by Chris Burch

the entire Monterey Bay. You can hike or ride a horse over more than 25 miles of maintained trails and, if you're lucky, see a bobcat, deer or eagle. Bicyclists on the Cowles Ranch Addition to Garfield Park can pedal on trails through oak forests and fields of delicious sparganium wildflowers.

To reach its mission, the Park District established an environmental education and public outreach program in 1988. As Marine Board Director Patricia Hulett puts it, "Working to preserve and steward open space resources for future generations is one of the greatest rewards of working with the Park District."

Since appreciation and stewardship of the environment is fostered best through hands-on experiences, the Park Board hired a naturalist in 1988 to bring the natural world into our community classrooms and share the environment with park visitors. All Park staff work as a team to maintain park resources, protect habitat and enrich the experience of visitors.

Working together for preservation

In the first 20 years of operation the Park District has spearheaded the protection of over 7,250 acres with

Ambitious plans for next 20 years

The far-reaching goals in the Park District's final Master Plan will guide the board of Directors and staff successfully into the next century.

A short checklist of these ambitious long-range goals includes: protection of coastal dunes and beach access; environmental preservation in the Santa Lucia Mountains; expansion of existing park facilities and saving unique habitat areas. Also, the Park District will continue to reach out to the community by providing environmental education and serving as advisors in regional efforts to protect open space and habitat.

Director Zed Leavy recently summarized the Park District's commitments: "Just as in its first 20 years, I see the Park District of the future continuing to lead the Peninsula in preserving the open space and natural resources which make this area so special."

While embracing these formidable goals, the Board and staff must face a fiscal crunch and shrinking budget, making environmental education, policy planning and land acquisition and management

even more challenging.

By participating in long-range planning with groups like the Marine Dunes Manning Task Force, the Fort Ord Task Force, and other park agencies, the Park District is part of a community effort to develop comprehensive open space, parkland and recreation strategies for the entire Monterey region. Sharing resources and expertise benefits us all.

"The Monterey Peninsula is one of the most beautiful places to live in the world," says Director Robert Griffin. "Its beauty is preserved and showcased through the efforts of the Regional Park District and the many successful partnerships we have forged with government agencies and non-profit organizations. We will continue to aggressively reach out, new funding sources and work cooperatively with our many partners to create more community open space and further enhance the quality of life for local residents."

"The Park District began with a volunteer board, a modest budget and high hopes," says Scott Flavin, Park Board



Use a board, share a smile, and connect education in a Park

Presented by
Tim Jensen
September 2013



MUNSTERY REGIONAL PARK DISTRICT
POST OFFICE BOX 935
CANNON VALLEY, CO 80624-0935

May 22, 1998

Protecting open space: it's what we do!

- A Message from Mary Hutton, Board President



Dear friends:

The Board and staff of the Munster Regional Park District again join our community for your continued support of open space protection. Without you, there would be no Cannon Valley Regional Park, Highland Key Coastal Trail, no Longspur Group Community Park. In fact, without you, this District would not exist and our own annual community would look much different today than it does.

Thanks to the foresighted vision of our community, the District was voted into existence in November of 1977. Ten years ago celebrated our 25th anniversary. In these past 25 years the District has been blessed in the permanent protection of over 1500 acres of park, parklands, over 100 years through successive District directors and chairmen since the District's creation has served included:

In these last 25 years, most recording times, you can all be proud that the Munster Parklands Regional Park District has never had under 25 consecutive balanced budgets, and has never increased its tax rate. With the District receiving only a 10% of the property taxes collected by the county, we have been effective in securing state and federal grants that have nearly matched every local dollar.

With the past 25 years of open space money, we do not forget to look ahead for numerous opportunities. We encourage you to take some time to enjoy these open spaces now and in the future.

Respectfully,

Mary Hutton

SMITH & ASSOCIATES

Presented by
Tim Jensen
September 2013



Open Space Opens Minds

The Monterey Peninsula Regional Park District at 25

"As we look at the quiet stillness of open space we may imagine something of the feverish activity going on within it, and some of this we may see if we have the patience to watch for it."

- John Sevier, The Web of Life

Quality of Life. It is what we all strive for. It is what parents wish for their children. It is a collection of tangible and intangible realities unique to each of us, and yet common to all.

Public open space is one of these realities. What open space does for a community is similar to what an idea does for a mind. It opens up possibilities and opportunities to see and experience life in new and different ways.

Community effort. Voters created the Monterey Peninsula Regional Park District in 1972 for recreation, contemplation, wildlife and education; and as an alternative to more development, more traffic, more crowding. From Marina in the north to the Big Sur in the south and from Pacific Grove in the west to Carmel in the east, the Regional Park District has been a community partner in the protection and acquisition of open space - open space that enhances and maintains the unique quality of life particular to each community.

Open space for a sense of place. The Regional Park District, either alone or in partnership with others, has given 7500 acres of reality to the idea of open space in our communities. Open spaces like Mill Creek, Garland Ranch, "Rip" Van Winkle, Marina Dunes, Laguna Grande, and Lucke-Padison. These are not the names of subdivisions, as they may have been, they are public parklands. They are the majestic redwoods in Big Sur where you stroll away for an afternoon of solitude; the large wetland pond seen from Highway 1 in Seaside; the ballfield where your son plays on Saturday morning in Marina; the quiet pine forest trail in Pacific Grove where you walk your dog; the wonderful place in Carmel Valley where your daughter witnessed a family of quail scurrying for cover; and expanded her understanding of life; the winding trail along the water front where you get away from it all in your rollerblades or bicycle.

A special place to live. These places and activities help create that elusive quality of life for which we can all be grateful. And the Monterey Peninsula Regional Park District will continue to grow this living legacy of open spaces for future generations.

Junior Ranger Program practices conservation discovery.



Watching about young eagles in Garland Ranch Regional Park.



Presented by
Tim Jensen
September 2013

Keep moving forward

Master Plan
Monterey Peninsula Regional Park District
Post Office Box 988 • Carmel Valley, CA 95024

An Open Space Plan for the Next 10 Years



April 6, 1998



Frog Pond Wetland Preserve

printed on recycled paper

Presented by
Tim Jensen
September 2013

completed the first three steps of the process: data gathering, analysis, and a public workshop. These three steps produced a draft Master Plan which has since been revised and updated to the present document contained herein (step 4).

This document is now being circulated, with an associated Negative Declaration, for public review and comment. Following the public comment period, the Board will convene a public hearing to receive public comments (step 5). Following the public hearing, the Board will provide staff with direction. Staff will implement Board directions, colate and respond to public comments, and produce a Final Master Plan. This Final Master Plan will then be submitted to the Board for consideration with a recommendation of approval (step 6).

District Mission Statement

Open Space Acquisition

To acquire for preservation and/or use in perpetuity the maximum amount of significant open space areas in the District for public benefit and enjoyment within the financial capability of the District.

Environmental Protection

To protect natural ecosystem processes, cultural and historical sites and artifacts, plant and animal populations, watersheds and wetlands, visual resources and environmental quality.

Public Use and Enjoyment

To provide natural and developed environments which enhance the public's appreciation and understanding of open space and community through appropriate recreational, inspirational and educational activities.

Community Involvement

To encourage community involvement in the acquisition and management of open space lands through joint projects with local governments and organizations, and through citizen participation at Board meetings, in citizen advisory committees, and day to day communication.

**Presented by
Tim Jensen
September 2013**

Table 5: Long Range Land Acquisition Priority Summary

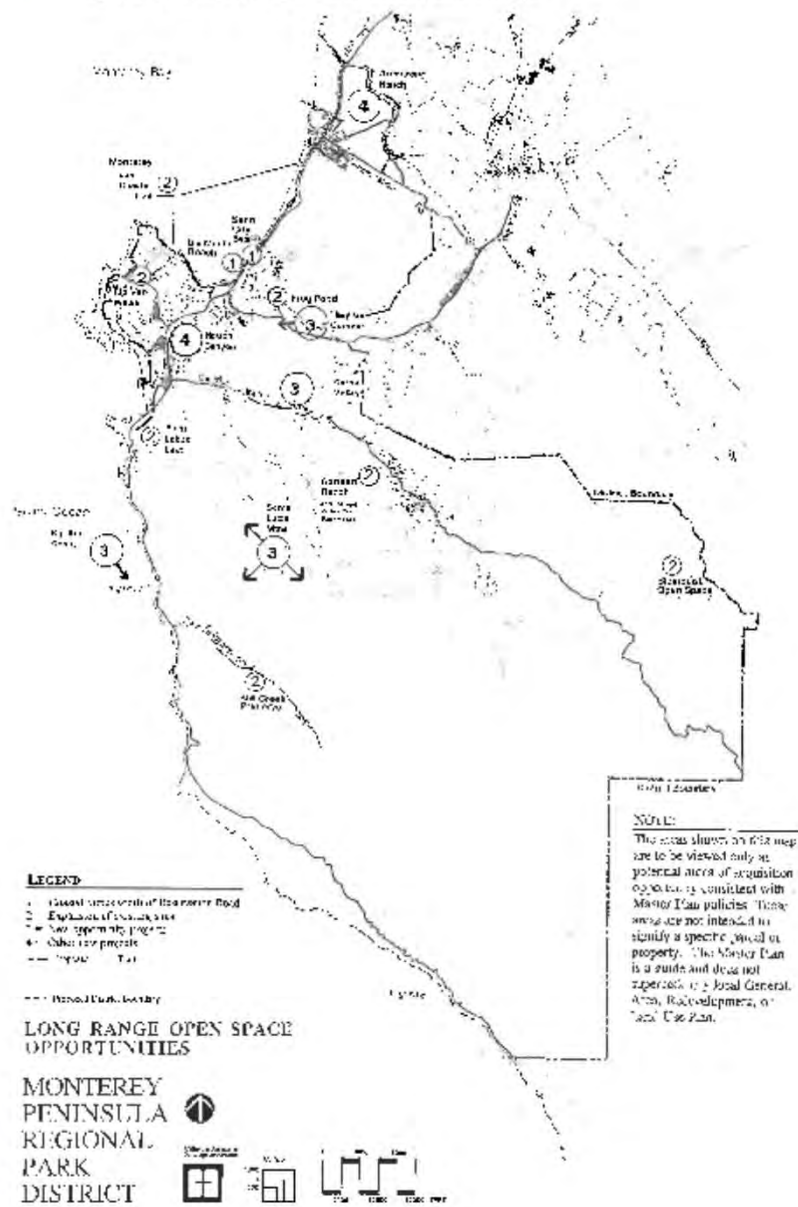
Location	Land Value	Classification	Priority	Comments
Coastal dunes South of Reservation Road	Scenic Environmental Coastal Access	Preserve Open Space	1	Exceptional value for tourism and regional recreation. Critical habitat for several endangered species. High potential for loss to development. Fair potential for interagency funding.
District-wide expansion of existing units ¹	Scenic Environmental Trail Access Coastal Access Cultural / Historic Community Rec.	Regional Park Preserve Trail Community Park Open Space	2	Acquisitions to existing units is preferred to the creation of isolated new ones, unless the new acquisition is of sufficient size or has the probability of future expansion. Threats of loss from development are mixed. Primary funding is available. Cooperation is needed from cities.
District-wide municipal jurisdictions	Community Recreation Trails	Community Park Trail	3	Appropriate open spaces are very limited within city and local community boundaries. Threats to loss mixed. High dependency on local cooperation. Very limited primary and secondary funding.
Big Sur Coast	Scenic Environmental Coastal / Trail Access Community Rec.	Preserve Trail Community Park	4	Exceptional value for tourism and regional recreation. High sensitivity for habitat and watershed values. Potential loss of critical watershed parcels uncertain with exhaustion of Prop. 70 funds. Limited primary and secondary funding.
Carmel Valley	Scenic Environmental Trail Access	Regional Park Preserve Trail	5	Exceptional value for tourism and regional recreation. High value for wildlife habitat and watershed. Exceptional trail access value, especially for a valley to coast trail. Moderate threat to loss from development. Limited primary and secondary funding.
Highway 68 Corridor	Scenic Environmental Trail Access	Regional Park Trail	6	Exceptional value for tourism, regional recreation, wildlife habitat, wetlands, and aesthetic value. High potential for development opportunities for stone circles and hiking access. High threat to loss from development. Scarce secondary funding.
Huffman Canyon (if abandoned)	Scenic Environmental Trail Access	Preserve	7	Exceptional value for tourism, community recreation, wildlife habitat, and watershed. Current owner is cautious with threat of loss to development high. Primary and secondary funding is scarce.
Armstrong Ranch (park and open space dedication)	Scenic Community Recreation	Regional Park Community Park Trails	8	Exceptional opportunity for open space and recreational land use planning and acquisition in an area of anticipated yet canalized growth and development. Threat of loss is high but unknown as to when. Secondary funding is very limited.

¹ All present and future units under the City of San Diego, or specifically approved under the LDCU of June 6, 1996, which establishes guidelines for future acquisitions within that City by the Park, Open Space and Recreation Department, and within the District and its agencies, departments, and divisions as a whole.

² Due to City of Marina City's ownership regarding parcels located within the City's Local Coastal Program (LCP), and to allow the City and the District to clarify potential land uses within the LCP, Marine Park policies do not apply within the City's Coastal Conservation and Development District (CCDD), the area south of Reservation Road. At such time when the City has an annual LCP to clarify the boundary regarding allocation of land uses within the CCDD, and the area shown has been certified by the Coastal Commission and adopted by the City Council, the District will reconsider the applicability of Marine Park policies to the CCDD.

Presented by
 Tim Jensen
 September 2013

Figuro 2: Long Range Land Accuisillon Map



Presented by
Tim Jensen
September 2013

Return to the Voters . . . for support

The Parks, Open Space and Coastal Preservation Measure for the Monterey Peninsula

What is the Parks, Open Space and Coastal Preservation Measure?

A coalition of government, business, environmental and local leaders have come together to offer a local solution that will preserve and protect our most important environmental and natural resources for current and future generations. This Parks, Open Space and Coastal Preservation Measure will provide funding to:

- Protect beaches and lands around the ocean
- Maintain and improve parks and open space areas
- Protect and preserve our natural open spaces, wildlife areas and public hiking trails. (improve public access & recreation opportunities)
- Protect lands around rivers, streams, and the Monterey Bay
- Clear dry, mountain brush to reduce the risk of fires

How Will This Measure Be Decided?

Property owners will decide this measure this Spring through a mailed-ballot process established by Proposition 218 and approved by voters in 1996.

Why is This Measure Needed?

Currently, the Park District pursues its park & open space preservation mission with inadequate funding. Over the past 33 years, The Park District has faced significant increases in property values, State budget cuts and increasing pressure for development of local lands. These increases have strained its ability to preserve local natural lands and provide needed recreational opportunities.

Now, the State is proposing to cut an extra \$200,000 from The Park District's \$1.8 million annual revenue. In response to this threat, The Park District is sponsoring the Parks, Open Space and Coastal Preservation Measure. This locally-controlled funding assessment measure is essential to allow The Park District to continue its mission of protecting our environment and enhancing our community's quality of life.

Strong Support for Parks and Open Space

True North Research, a leading public opinion research firm, conducted a survey to gauge the community's priorities and level of financial support for the proposed measure. A majority of residents supported a local investment in open space and parklands. The survey also found that

- 98% of respondents felt that maintaining local parks and recreation facilities is an important issue facing the community
- 98% of property owners believed that protecting natural open space is an important issue facing the community

What Are the Specifics of the Measure?

If approved, the Parks, Open Space and Coastal Preservation Measure could provide funding for

Palo Colorado Ranch Preservation & Management - Preserve ranch for public access. Restore natural resources including watersheds and streams, and remove invasive plants to restore native ecosystems.

Monterey Bay Coastal Trail Expansion - Expand the Monterey Bay Coastal Trail North of the Marina. Create potential links to the Salinas River Wildlife Refuge.

Monterey Bay Shoreline Preservation - Acquire dunes along the Monterey Bay to preserve coastal open space, endangered species (ex: snowy plovers), habitat protection, view sheds, and coastal access.

Carmel River Watershed Protection - Protect lands around the Carmel River to improve water quality and preserve natural habitats and watersheds.

Locke Paddon Park and Wetlands Preservation - Purchase property for the completion of public trail networks, recreation facilities and increase wetland protection and restoration efforts.

Cachagua Community Park and Open Space - Upgrade and renovate the community center. Protect archaeological resources and acquire undeveloped open space to create wildlife corridors and hiking access to the Los Padres National Forest.

Monterey Pine Forests Preservation - Create a centrally located, highly accessible, regional pine forest park to protect and preserve the last remaining large-tract native pine forest.

Trail Construction and Enhancements - Expand and enhance existing trails on public lands to improve public access and safety.

Reduce Risk of Wild Fires - Guard against wild fires by acquiring and operating a first-response fire suppression vehicle and clearing dry mountain brush to reduce the risk of wild fires.

Park Maintenance and Improvement - Provide an ongoing funding source for maintaining and improving parks and recreation facilities in the cities and other urbanized areas within the Monterey Peninsula, Carmel Valley, and Big Sur Coast.

Presented by
Tim Jensen
September 2013

BALLOT INFORMATION GUIDE AND OFFICIAL NOTICE

Mail-In Ballot

For the Proposed

PARKS, OPEN SPACE & COASTAL PRESERVATION DISTRICT



Monterey Peninsula
Regional Park District

Why Did You Receive This Ballot?

The Monterey Peninsula Regional Park District is responsible for maintaining parks, trails, recreation areas and protecting open space lands in the greater Monterey Peninsula area, including the area of your property.

This ballot allows property owners within the Monterey Peninsula Regional Park District to decide if a local funding source should be created to:

- *Maintain existing parks and recreation areas;*
- *Improve and maintain the Monterey Bay Coastal Trail and other existing trails;*
- *Protect and preserve natural open space lands and wildlife areas;*
- *Increase park safety and security patrols; and*
- *Protect lands around creeks, streams, lakes and the ocean.*

The measure will include fiscal safeguards such as an independent citizens' oversight committee, annual audits and a requirement that the funds must be used to maintain, preserve and protect parks, open space and wildlife areas in the District. Please read this notice and informational guide for more information about this ballot measure.



Funding for parks, open space, and lands around creeks and the ocean

Presented by
Tim Jensen
September 2013

About the Measure

If approved, this measure would provide funding for specific projects and services. Following is a summary of the projects and improvements the measure would provide.

Maintain Existing Parks, Trails and Open Space

The measure would provide an ongoing funding source for maintaining and improving the over 15,000 acres of existing regional parks, trails and open space areas protected, acquired or managed by the District and located throughout the Monterey Peninsula. These parks, recreation areas and natural lands include:

1. Marina Dunes Preserve
2. Locke-Paddon Wetlands Community Park
3. Vince DiMaggio Community Park
4. Los Arboles Community Park
5. Landfill Dune Preserve
6. South Monterey Bay Dunes
7. Roberts Lake Open Space
8. Laguna Grande Community Park
9. Frog Pond Wetland Preserve
10. Del Monte Dunes
11. Del Monte Beach Open Space
12. San Carlos Beach Community Park
13. Monterey Bay Coastal Trail
14. Elmarie Dyke Open Space
15. Rocky Shores
16. Lynn "Rip" Van Winkle Open Space
17. Thomas Open Space
18. Garland Ranch Regional Park
19. Laidlaw-Apple Pine Forest Preserve
20. Carmel Valley Community Park
21. Cachagua Community Park
22. Joshua Creek Ecological Preserve
23. Mill Creek Redwood Preserve
24. Blomquist Preserve
25. Palo Corona Ranch



Garland Ranch Regional Park



Rocky Shores



Roberts Lake Open Space

Additional Parks, Open Space and Recreation Facilities

The measure also provides funding for additional parks, open space and wildlife area preservation. Over the course of 15 years, the measure would provide funding for:

Palo Corona Ranch Preservation & Management - Preserve the ranch for public access. Restore natural resources including watersheds and streams, and remove invasive plants to restore native ecosystems.

Monterey Bay Coastal Trail Maintenance/Expansion - Maintain and improve the existing Monterey Bay Coastal Trail. Expand the Monterey Bay Coastal Trail to improve public access and recreation opportunities. Develop maps, brochures and interpretive panels to help visitors enjoy the Trail and the Bay.

Monterey Bay Shoreline Preservation - Acquire dunes along the Monterey Bay to preserve coastal open space, endangered species (ex: snowy plovers), habitat protection, view sheds, and improve coastal access.

Carmel River Watershed Protection - Protect watershed lands surrounding the Carmel River to improve water quality, preserve natural habitats, and provide public access to the Los Padres National Forest.

Locke Paddon Wetlands Community Park Preservation - Make the park more accessible by adding an ADA trail, a bicycle trail and an observation deck. Provide increased water quality and monitoring, and restore natural habitat.

Cachagua Community Park and Open Space - Upgrade and renovate the community center. Protect archeological resources and improve the playgrounds and sports fields.

Monterey Pine Forests Preservation - Create a centrally located, highly accessible, regional pine forest park and preserve to protect the last remaining large tract of native Monterey Pine forest.

Trail Construction and Enhancements - Expand and enhance existing trails on public lands to improve public access and safety.

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September 2013

Look inside ...

MPPRD Draft Strategic Plan FY 2012 – 2015
Board of Directors Adopted Vision, Mission, Values and Goals
July 2, 2012

Vision

To be an inspirational, inclusive, respected, sustainable and valued open space district that collaborates with and serves the community and its conservation needs through interconnected open spaces, public parks, education and advocacy for the entire community

Mission

To acquire and maintain open space in the District for preservation and use, working with partners and the community, for public benefit, enjoyment and environmental protection

Values

The Board and staff of the Monterey Peninsula Regional Park District are committed to the following values:

Transparency — We strive for a culture of openness and clarity in our communications and actions to benefit the community we serve, our partners and ourselves. Transparency is an essential responsibility of a trustworthy and respected public agency.

Integrity — We are bound by a shared commitment to the District's mission and vision, and recognize we are entrusted with irreplaceable natural resources and accountable to our community, partners and colleagues for their stewardship. We conduct our business, individually and collectively, with integrity that inspires meaningful collaboration and exemplary outcomes.

Accessible — We are committed to serving the public. Board and staff are available and responsive to our community and in touch with their park and open space needs. We initiate effective public communication and respond completely and respectfully to all inquiries.

Conservation — We recognize that natural and cultural resource conservation is the unifying link between the places we protect and the programs we offer. The quality of life in our community is enhanced by our mission and its effective implementation. We have the responsibility to lead by example, inspire others and enhance the conservation ethic of current and future generations.

Knowledge — We are responsible for balancing community needs with those of wildlife and the natural communities on which they depend. We are committed to decision-making based on a firm understanding of our unique regional history and the sciences and arts that are essential to understanding the natural systems and the contributions they make to our community.

Collaborative — We recognize that mission success is linked to effective partnerships. We value our historic partners and conduct ourselves with integrity, sensitivity, reliability and unselfishly to our current and future mutual goals. We foster new and creative collaborative partnerships and projects to better meet our mission and serve our community.

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- Y Not being a participant and not being that familiar with the organization, some of the key outcomes would be a closer relationship between the agency and the people you serve as you have gotten a bit out of touch; a more collaborative effort with the cities and county recreational programs to ensure we are maximizing opportunities for our collective constituencies; having a coordinated acquisition strategy and developing a public outreach program to reach to the public as we're as governmental partners
- Y No opinion
- Y All of these will help
- Y It depends on what the District's Board wants not what I or other agencies think; they should assess the effectiveness of what they're doing; they need specific direction on what needs to be accomplished, not lip service, biased opinions and self-focused agendas of what's best for staff; need to focus on what's best for patrons

*These responses were given by multiple respondents; the number of asterisks indicates the number of similar responses.

The District – In your own words, briefly describe the mission of the Monterey Peninsula Regional Park District. [Mission statements answer four key questions that define an organization's purpose: "Who are we? What do we do? Who do we do it for? Why do we do it?"] (1)

Questionnaire Responses - Following is the range of responses to this question on the questionnaires:

Board

- Y ***The mission of the Monterey Peninsula Regional Park District is to acquire, preserve and manage open spaces for the benefit of local residents and visitors; MPRPD is an independent special district formed by district taxpayers to obtain, preserve and protect open space within the district boundaries for the benefit of present and future residents; MPRPD is a special district created by the voters that acquires, maintains, and preserves open space for the benefit of taxpayers, residents, visitors and future generations. We do this because it is both our passion and our mandate from the voters
- Y MPRPD is an open space recreation district providing open space and recreational opportunities for residents and visitors, to present educational opportunities that inspire and encourage a love of the outdoors and the environment and ecosystems throughout our district. We value both large open spaces and recreational opportunities in neighborhoods and understand the importance of being leaders in stewardship of the land, education of the importance of open spaces and recreation and of our fiscal responsibilities for the public finances

Staff

MPRPD Board Strategic Planning Session Questionnaire Highlights
3 February 2012
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- MPRPD's mission is to preserve and protect the open and natural character and ecological processes of the Monterey Peninsula, and to provide residents of and visitors to the region access to these places and educational experiences that enhance quality of life and build upon the conservation ethic of our community
- A special open space district established by the citizens – "we" are stewards of the land who serve the public
- What do we do?
We serve the public; we manage a variety district open space lands and preserve and protect the natural, scenic and historical resources within them; promote recreational opportunities (trails and programs) and outdoor education; provide safety to the visiting public; cooperate and collaborate with other agencies and organizations with common goals.
Who do we do it for?
The citizens and visitors to the district – both current and future generations
Why do we do it?
The local citizens wanted it and established the District; we are stewards entrusted by the public and believe in what we do (i.e., protection and preservation of the resources and open space);
- MPRPD is a properly-tax funded public agency established in 1972 to acquire, conserve and protect undeveloped space for the safe and accessible enjoyment of District residents in perpetuity
- We preserve and protect parks and open space for current and future generations
- The mission of the Monterey Peninsula Regional Park District is to inspire the conservation and protection of diverse ecosystems, natural and cultural resources and open space through the acquisition and management of a system of interconnected lands that balances environmental protection, public use and education
- We are an open space district; we preserve land for public use; we do it for the public; we do it because the voters of Monterey County felt the need to establish a Park District which would find and acquire special purpose lands for them and future generations to enjoy as open space; we do it personally because we believe in it and are fully vested in the mission

Partners

- **Not specifically aware of MPRPD's mission; know it involves owning and managing public park lands; assume it also involves an education element given the various education programs; not sure what's the MPRPD's mission; in the past it was thought that the District's mission or operating plan was to take potential developable land out of circulation, i.e., put a fence around it and keep the public out; apparently that position has changed with new management
- The mission of the Monterey Peninsula Regional Park District should be to raise funds for the acquisition of both passive and active recreational space (generally speaking for operations by others) to ensure the people of the District have adequate park and recreation opportunities

- A neighborhood and community parks agency managing diverse lands for the public to access for passive recreation, nature discovery, exercise and respite; fills a critical niche that is unmet by less accessible Federal & State Parks lands - mainly community access, education and enjoyment
- A special local district that acquires, owns, and manages regional parks in order to provide nature-focused outdoor recreation and educational opportunities to the community while protecting the park lands' outstanding conservation values and ecosystems services

*These responses were given by multiple respondents; the number of asterisks indicates the number of similar responses.

The District – How would you describe the vision for the Monterey Peninsula Regional Park District? [Vision statements answer the question: "Where do we see ourselves in the future, what do we aspire to be?"] (2)

Questionnaire Responses – Following is the range of responses to this question on the questionnaire:

Board

- MPRPD is custodian and caretaker of open space and recreational properties that preserve unique and endangered environments as well as their flora and fauna; as part of that vision, MPRPD provides environmental education to share this vision with others
- The district will continue to obtain, preserve and protect additional open space, hopefully with an emphasis on the North East geographic area, and will obtain corridor connectors to ensure that our open space preserves are environmentally sustainable
- For the future, the District is obligated to acquire additional open space when they become available
- MPRPD is a leader among special districts, respected for the incredible properties that we own and manage, the educational and recreational opportunities we provide to all members of our community and for fiscal responsibility; the staff and Board members of MPRPD are true collaborative partners with local non-profits and agencies that deal with similar open space and recreation issues; the entire district values the trust of the public we serve and consistently works to maintain the highest level of trust from the public

Staff

- The vision of Monterey Peninsula Regional Park District is to be a leader in parks and open space preservation, public involvement and environmental education by balancing the evolving needs the community and the environment
- A District which leads by example in acquiring and maintaining public lands for public use for generations to come. A District which not only acquires lands but has fully analyzed how to maintain those lands and is fiscally responsible in doing so
- MPRPD is recognized and respected as a community leader for its efforts in natural area conservation and public access, education, novel and effective partnerships, good governance and community responsiveness

MPRPD Board Strategic Planning Session Questionnaire Highlights
 3 February 2012
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Return to the Voters . . .
for direction

Fairbank,
Maslin,
Maulin,
Metz &
Associates
FM3



Key Findings

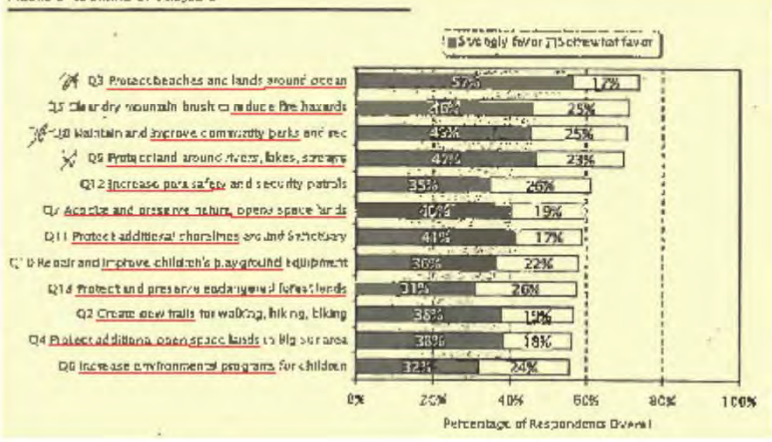
- Residents hold highly favorable views of regional parks and the Monterey Peninsula Regional Park District specifically.
- Residents use local beaches and walking trails frequently, and report feeling safe in local parks.
- Residents overwhelmingly agree that the District delivers good value for their tax dollars.
- Residents most value regional parks' role in conserving natural features of the region.
- Consistent with these values, residents place the highest priority on enhancements to regional parks that will preserve natural areas, wildlife habitat and maintain water quality in rivers, lakes and streams.
- More than two-thirds of residents would be willing to pay at least \$20 to improve and enhance regional parks.

3

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Respondents were also presented with a list of 11 projects that could be funded by a benefit assessment and were asked – for each – whether they would favor or oppose using some of the money raised by a measure to fund the project. As shown in Figure 3, all of the projects tested were favored by a majority of respondents. The largest percentage of respondents favored ‘protect beaches and lands around the ocean’ (74%), followed by ‘clear dry mountain brush to reduce fire hazards’ (71%), ‘maintain and improve community parks and recreation areas’ (70%) and ‘protect land around rivers, lakes and streams’ (70%).

FIGURE 3. RANKING OF PROJECTS



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Conclusions

- Regional parks have an enormous reservoir of goodwill among local residents, building on regular use of regional parks; widespread appreciation of the resources they protect; satisfaction with District employees; and enjoyment of the District's communications with the public.
- Only a small sliver of local residents express dissatisfaction with the District's management, and the overwhelming majority believe it provides good value for their tax dollars.
- Residents value the District's role in protecting open space and natural resources, but many do not see a pressing need to protect more.
- At the same time, a sizable majority is willing to pay as much as \$20 per year to support improvements to regional parks – with a preference for enhanced protections to natural areas, wildlife habitat, and water quality.

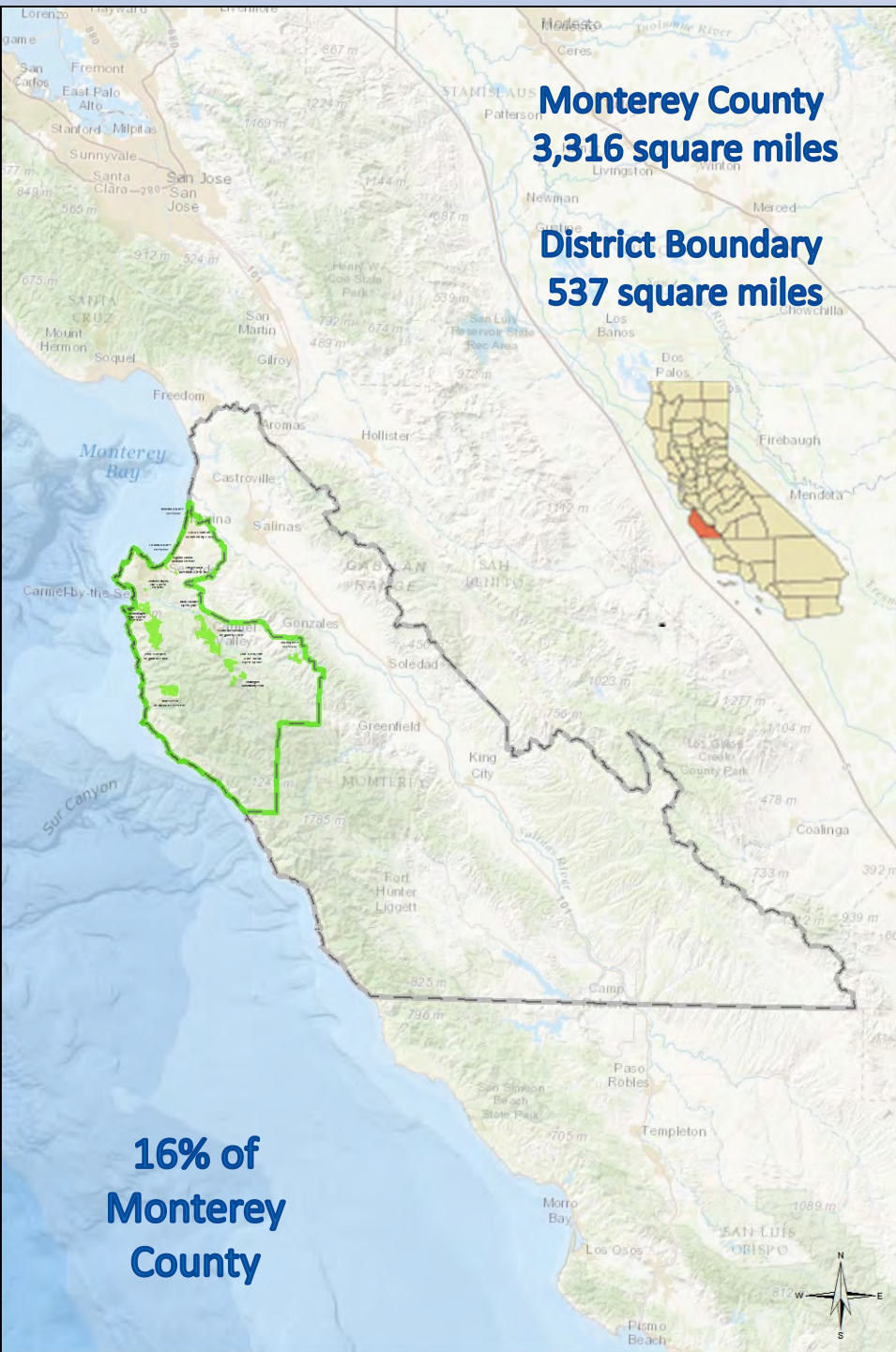
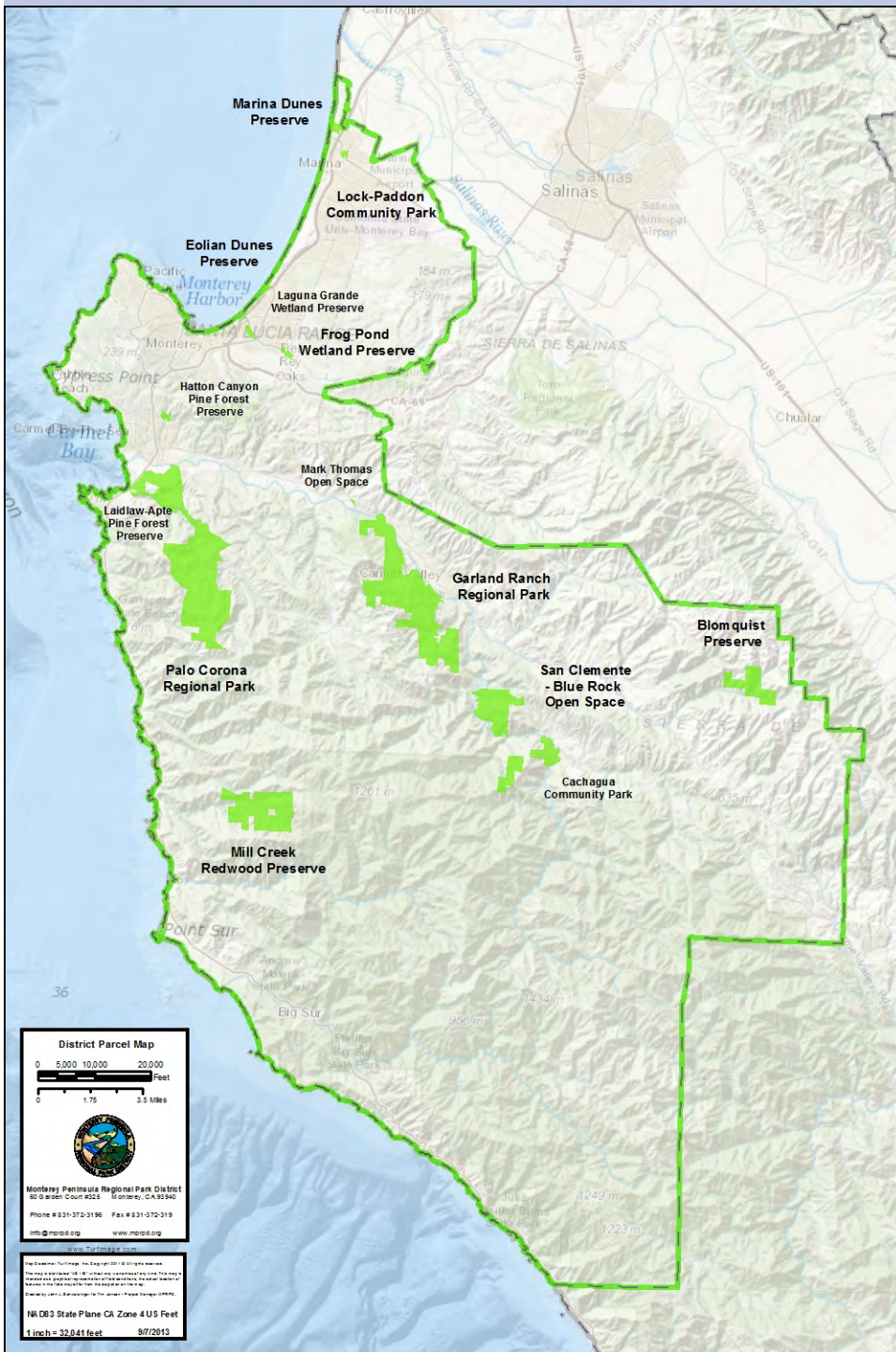
Monterey Peninsula Regional Park District at 40 . . .



And still growing

... an independent special district created by the voters ... “To acquire for preservation and/or use in perpetuity the maximum amount of significant open space areas in the District for public benefit and enjoyment ...”

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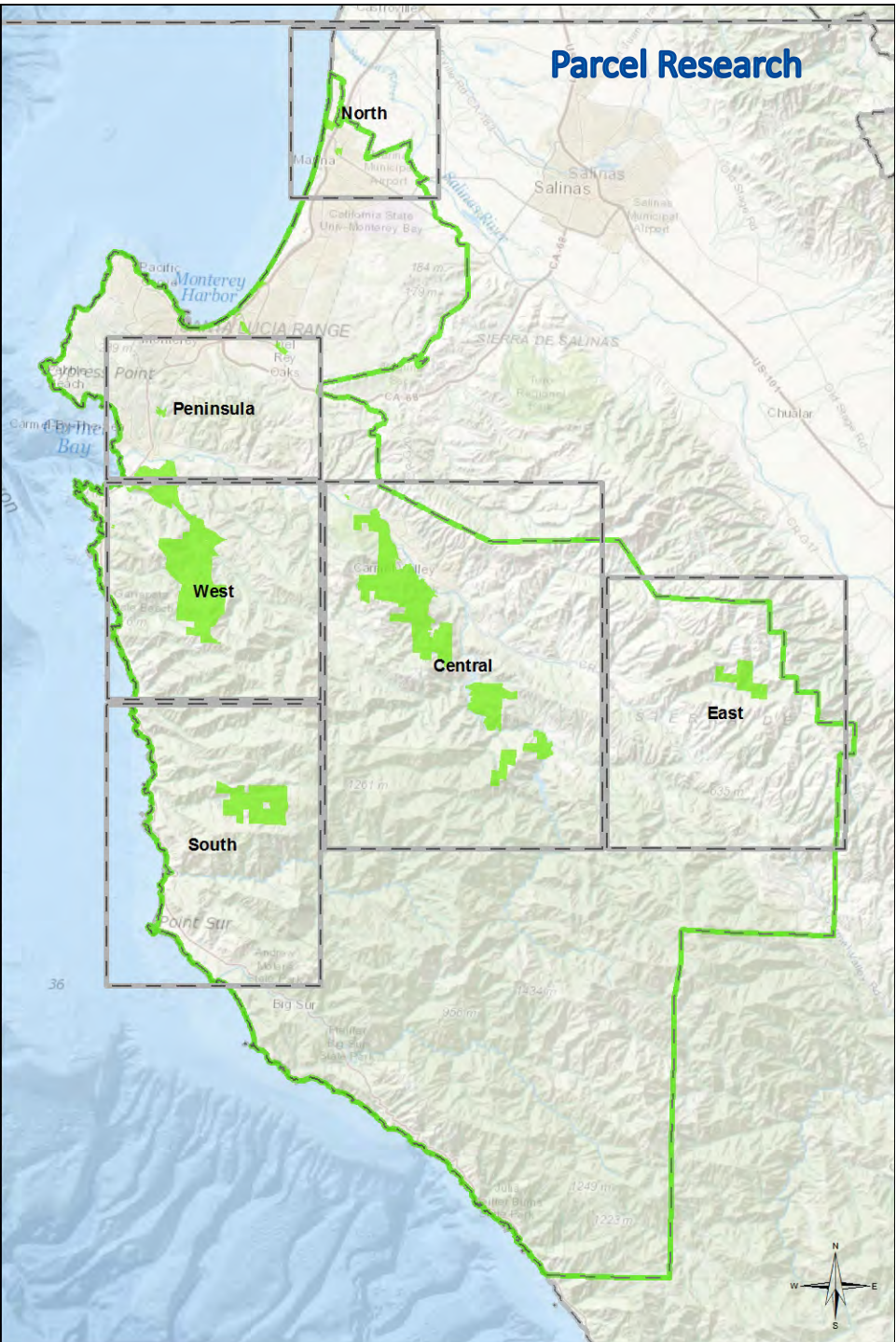
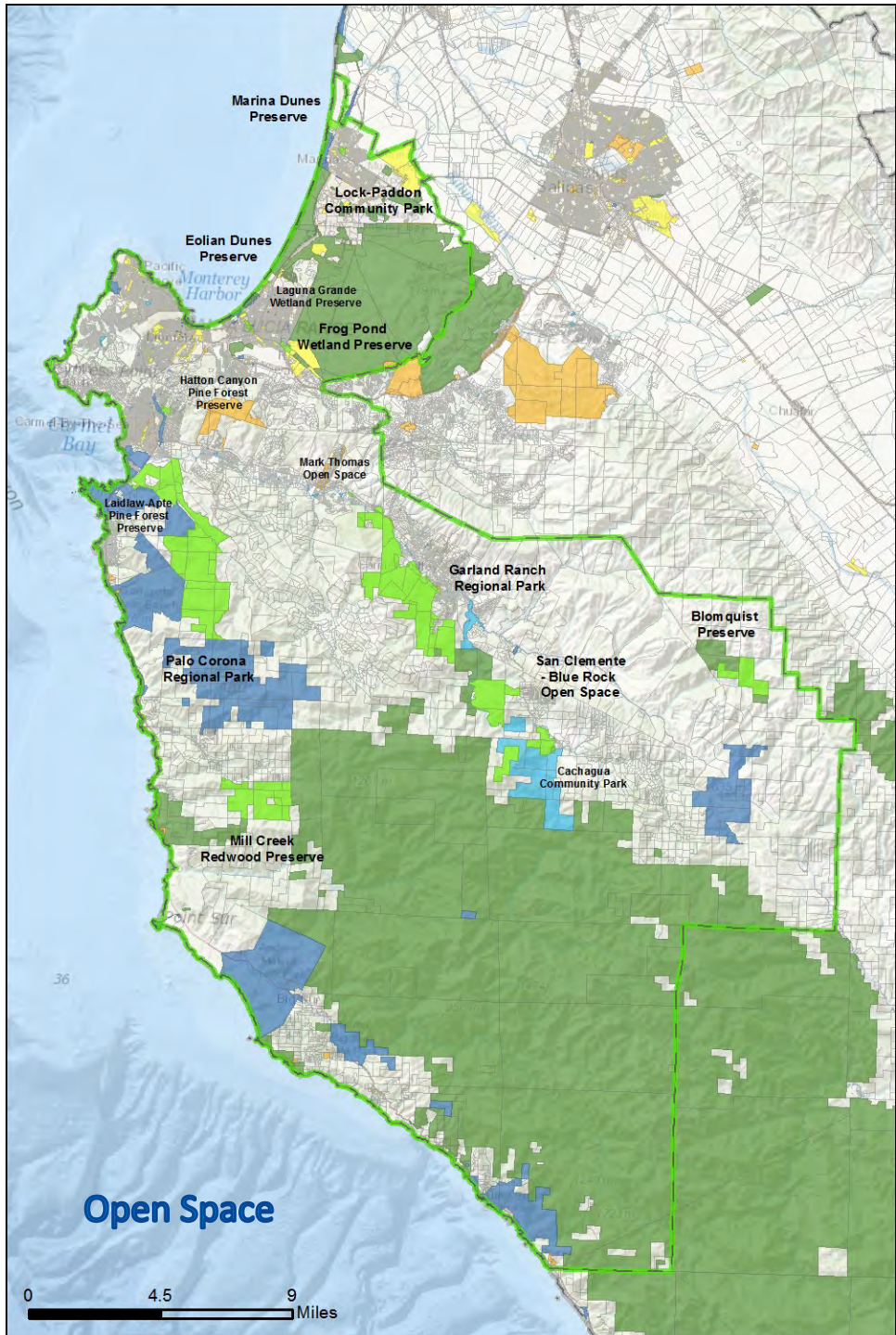
District Parcel Map

0 5,000 10,000 20,000 Feet
0 1.75 3.5 Miles

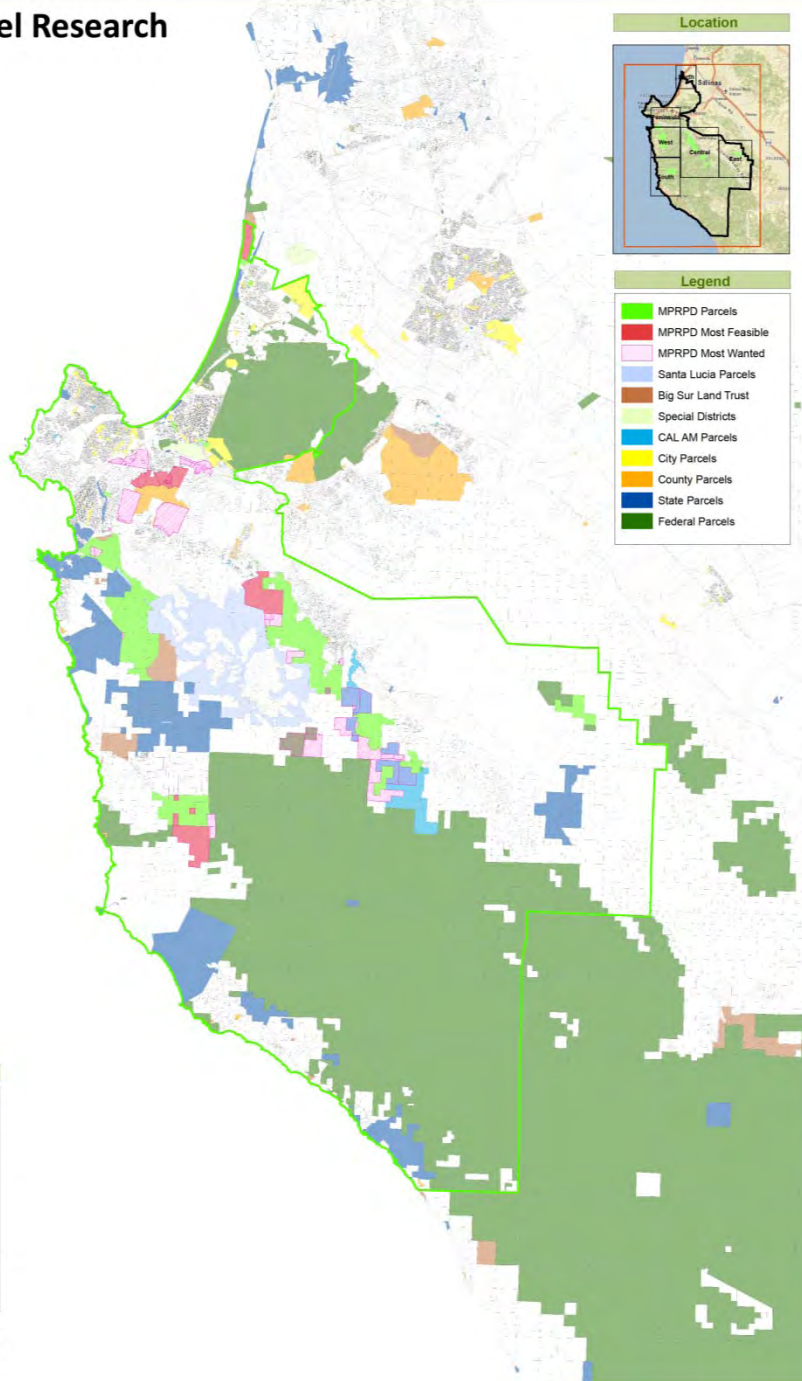
Monterey Peninsula Regional Park District
600 Oregon Court #225 Monterey, CA 93940
Phone # 831-372-3196 Fax # 831-372-3119
info@mpdpd.org www.mpdpd.org

Map Date: 10/18/18
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NA 83 State Plane CA Zone 4 US Feet
1 inch = 32,041 feet 9/7/2013



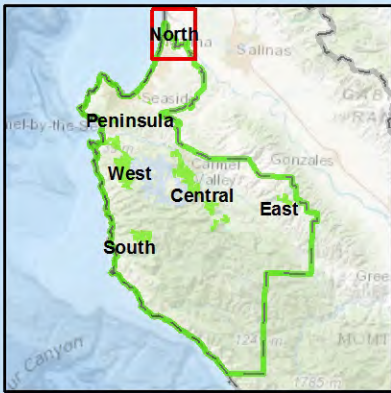
District Parcel Research



An Open Space Roadmap into the Future

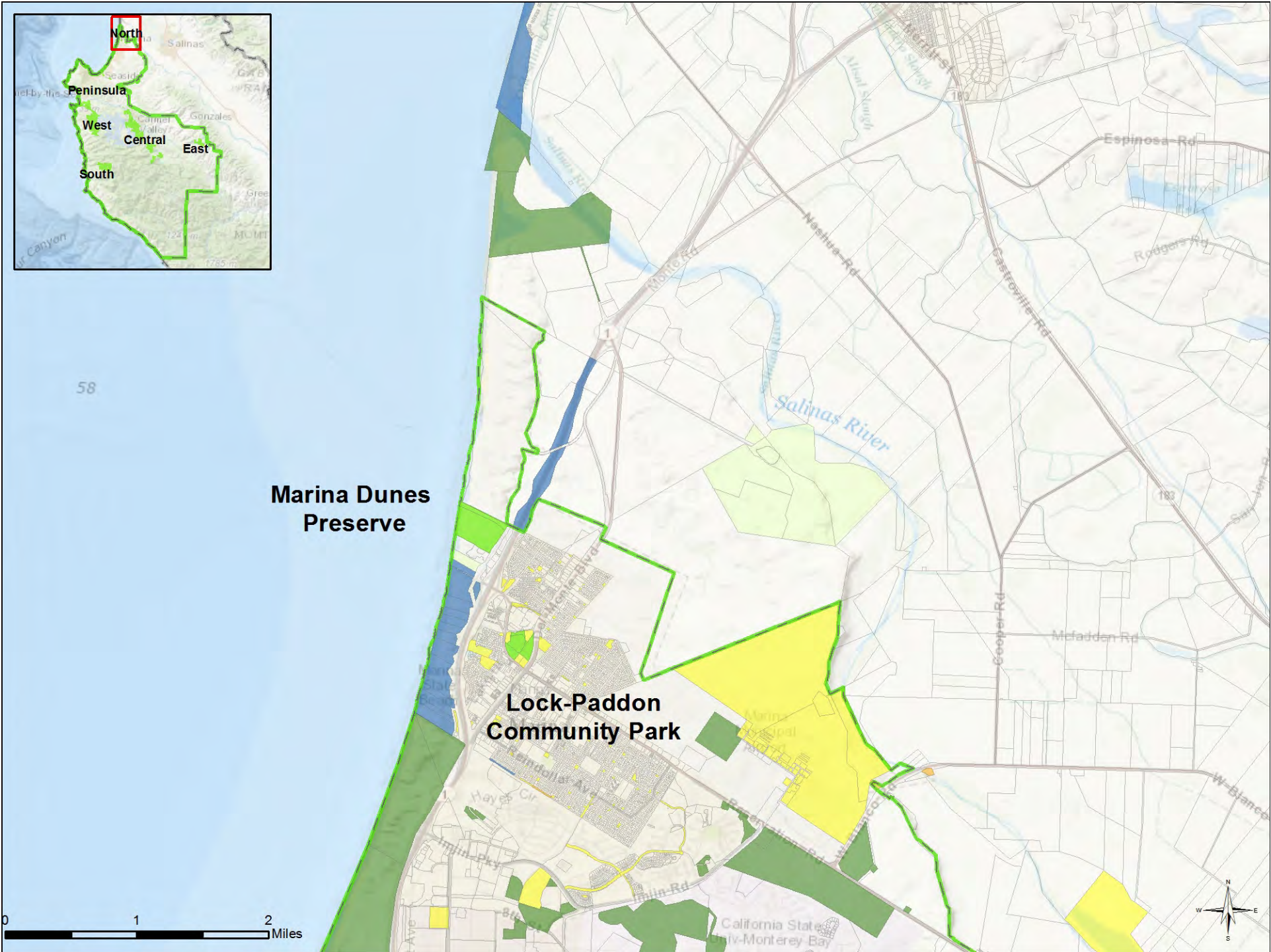
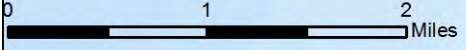
LONG-TERM VISION . . .

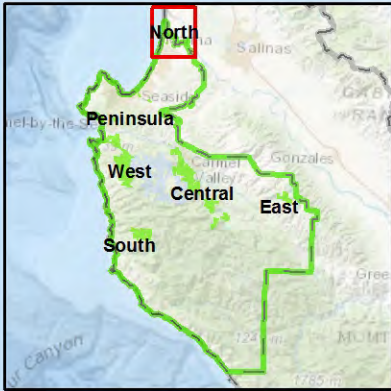
. . . to create a network of publicly accessible open space for generations to come; a living legacy of land connecting regional, county, state, and federal public lands



Marina Dunes Preserve

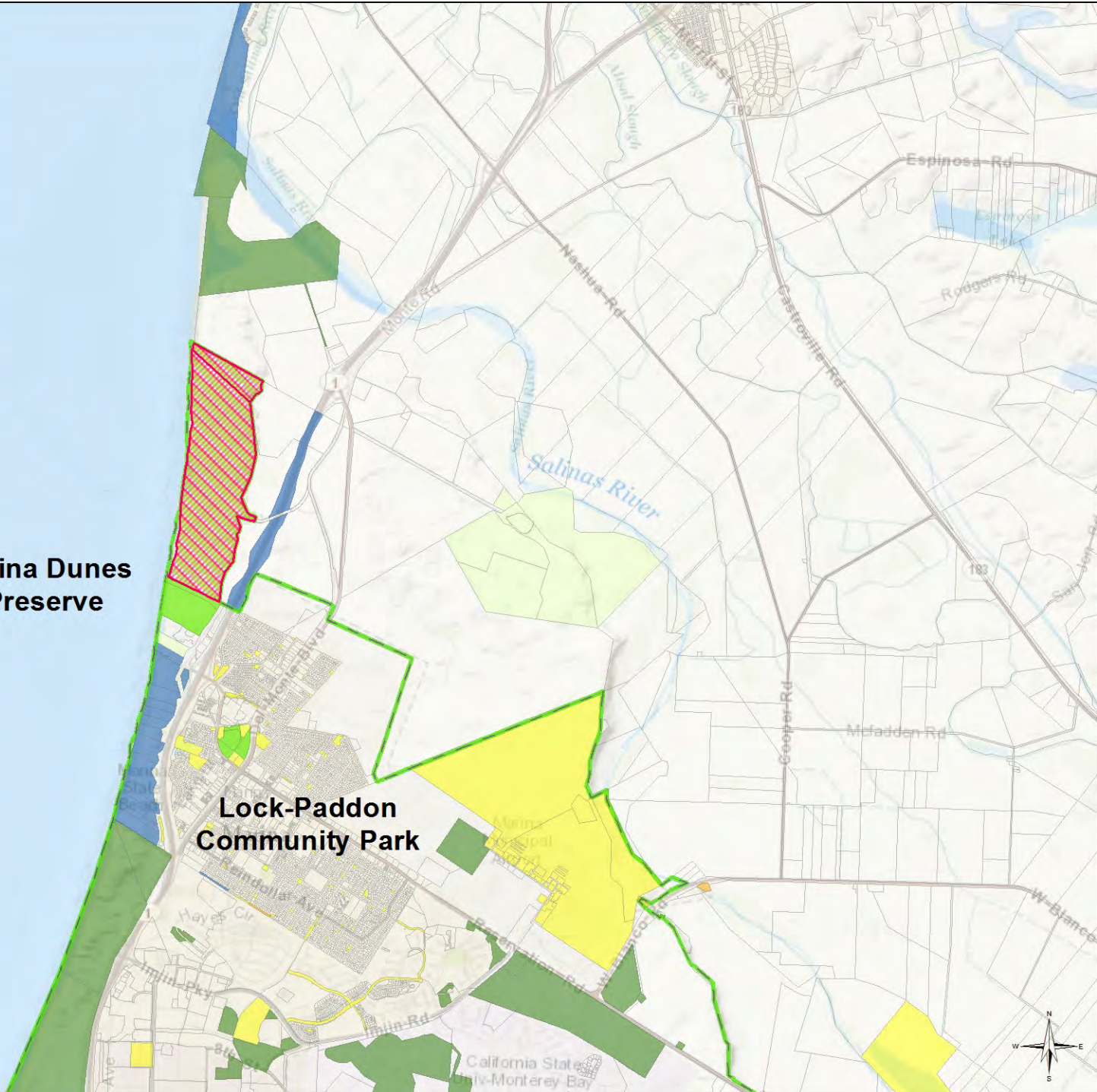
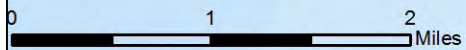
Lock-Paddon Community Park

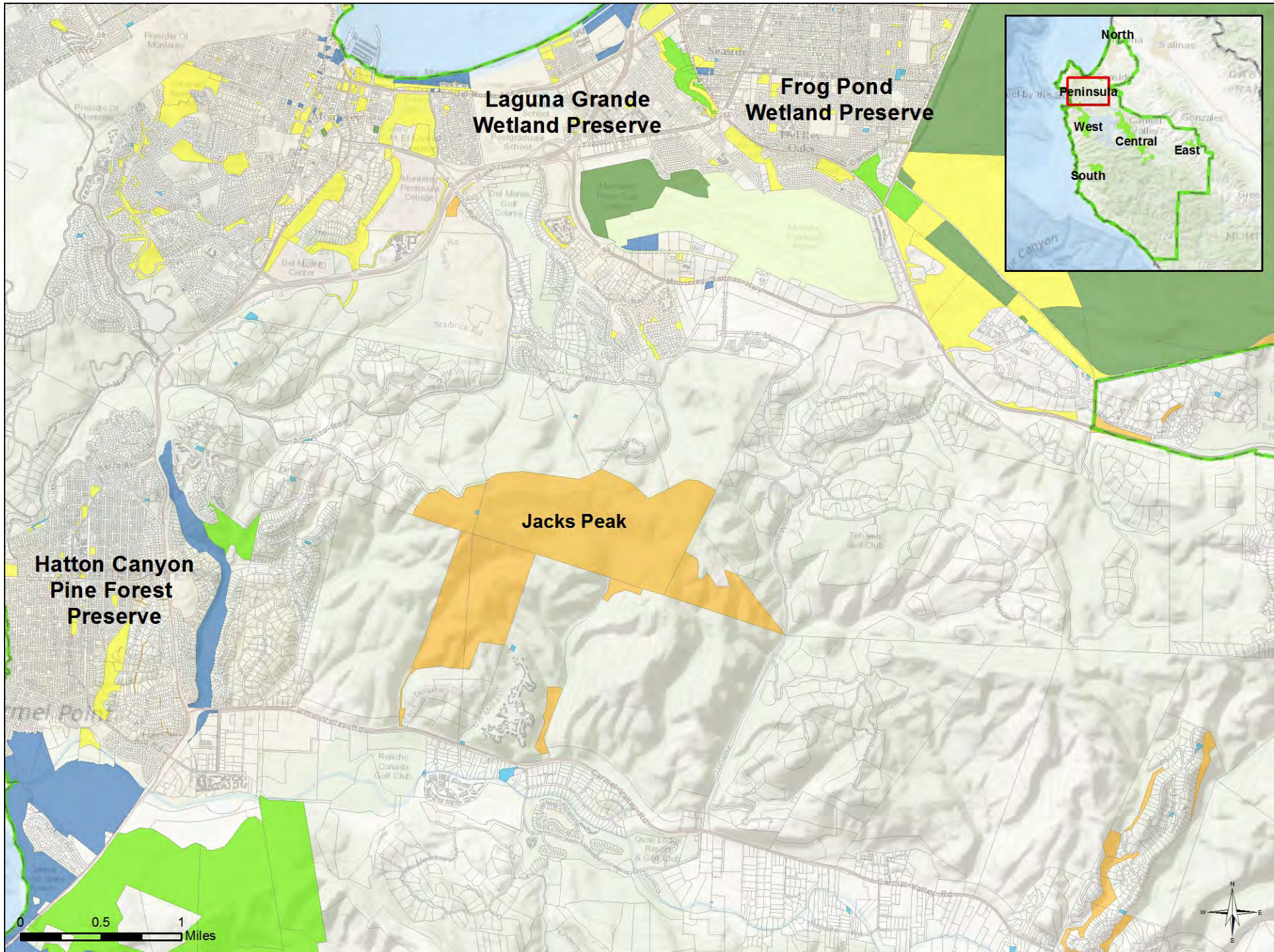


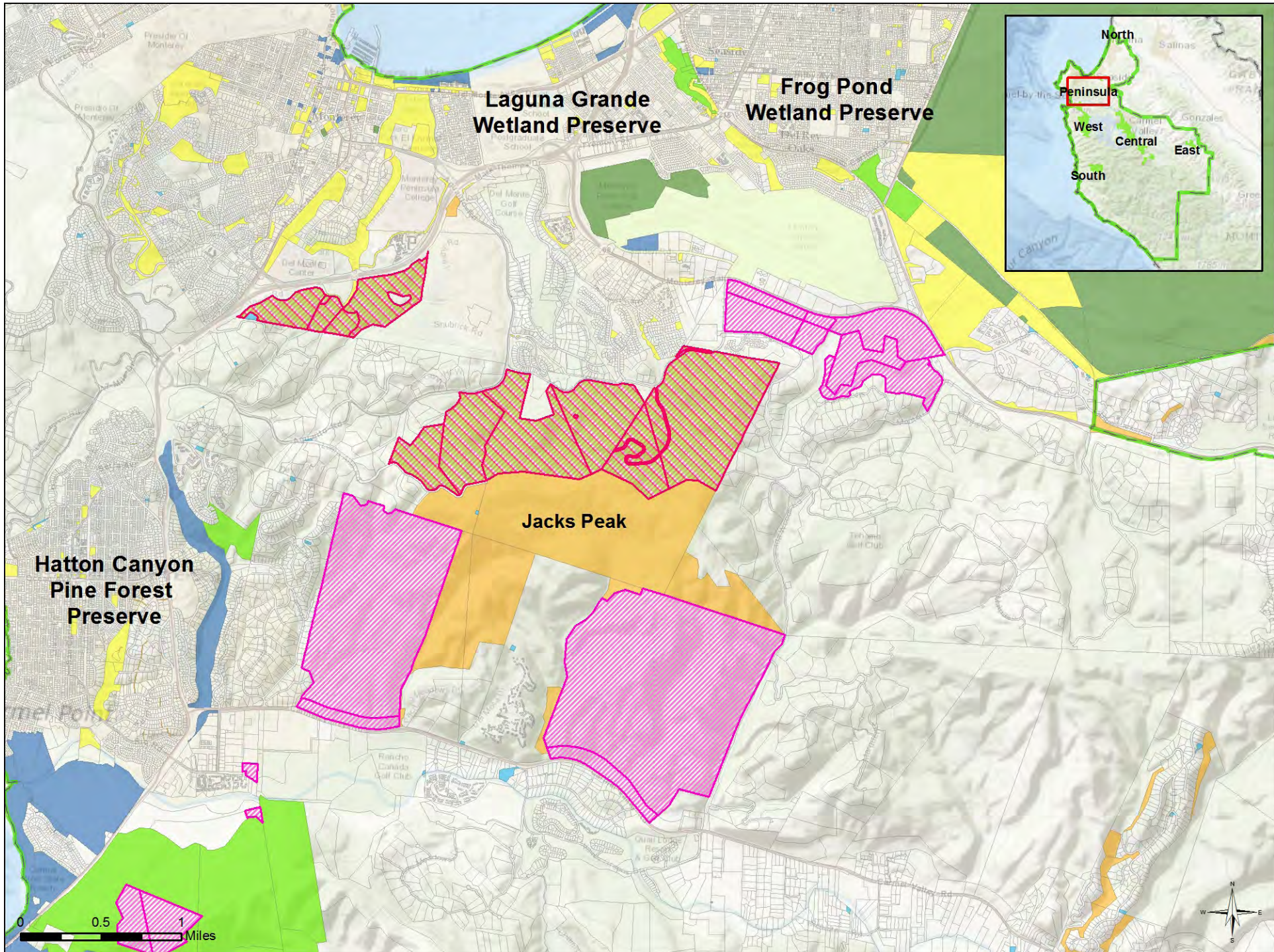


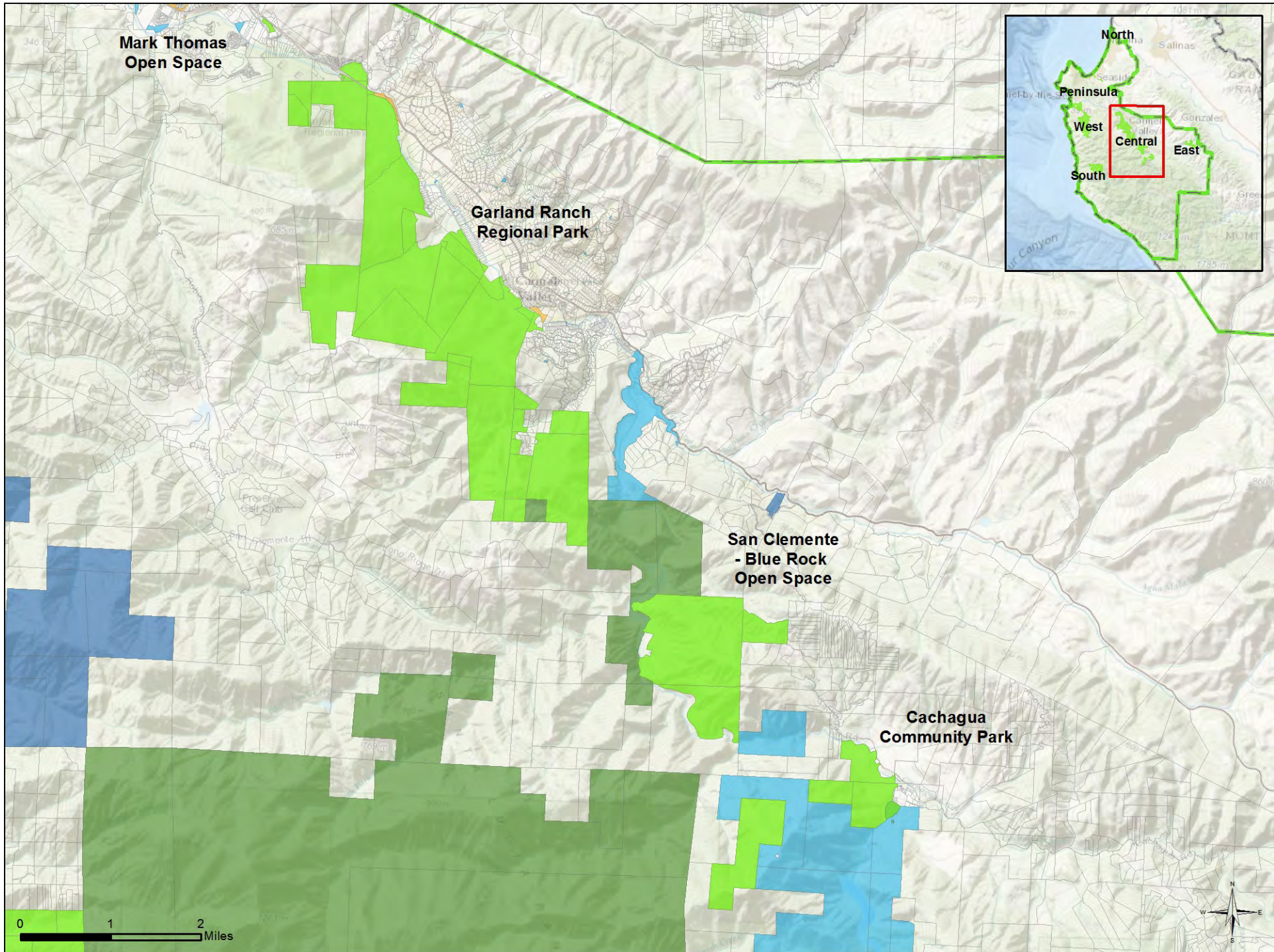
Marina Dunes Preserve

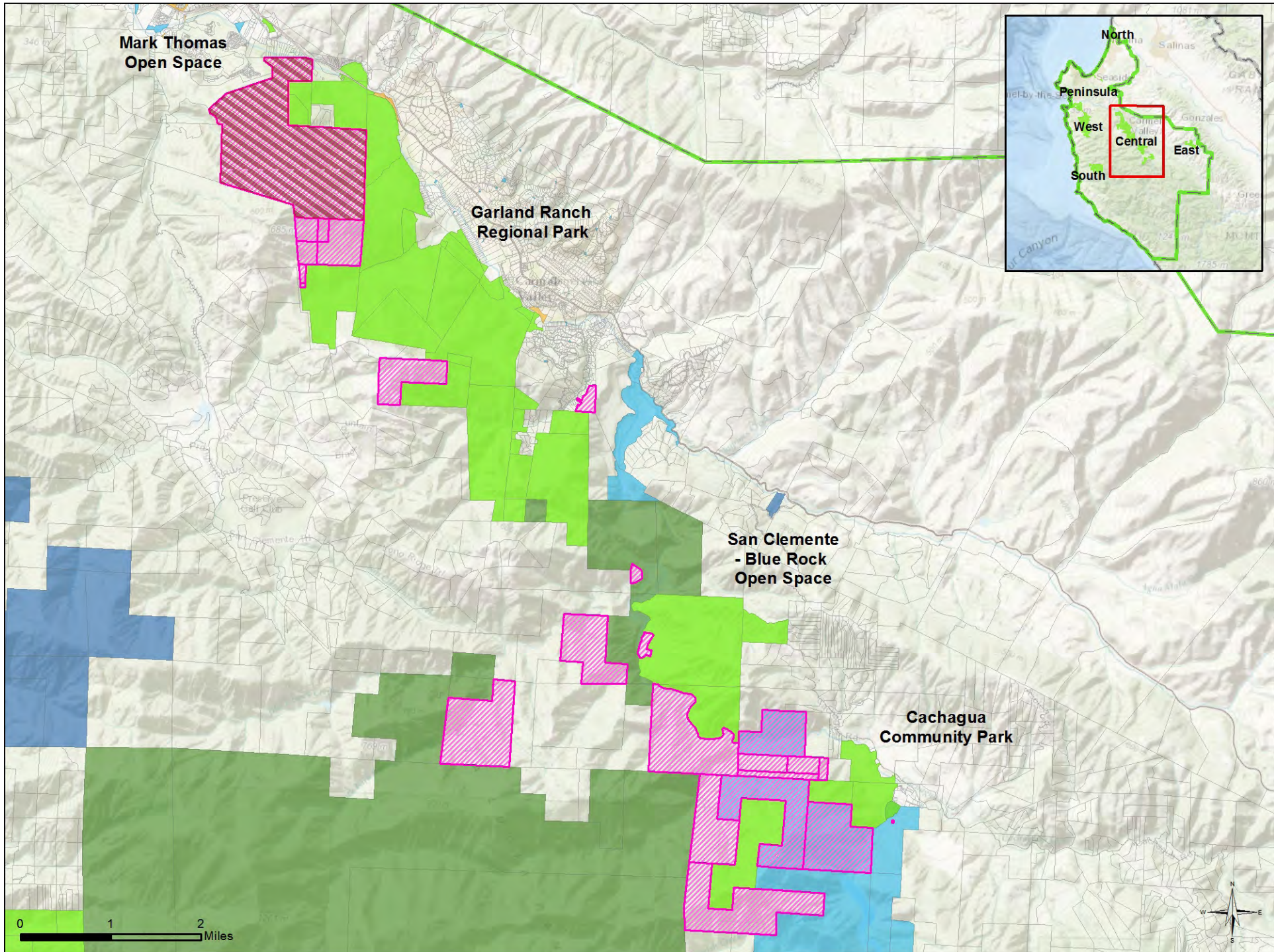
Lock-Paddon Community Park



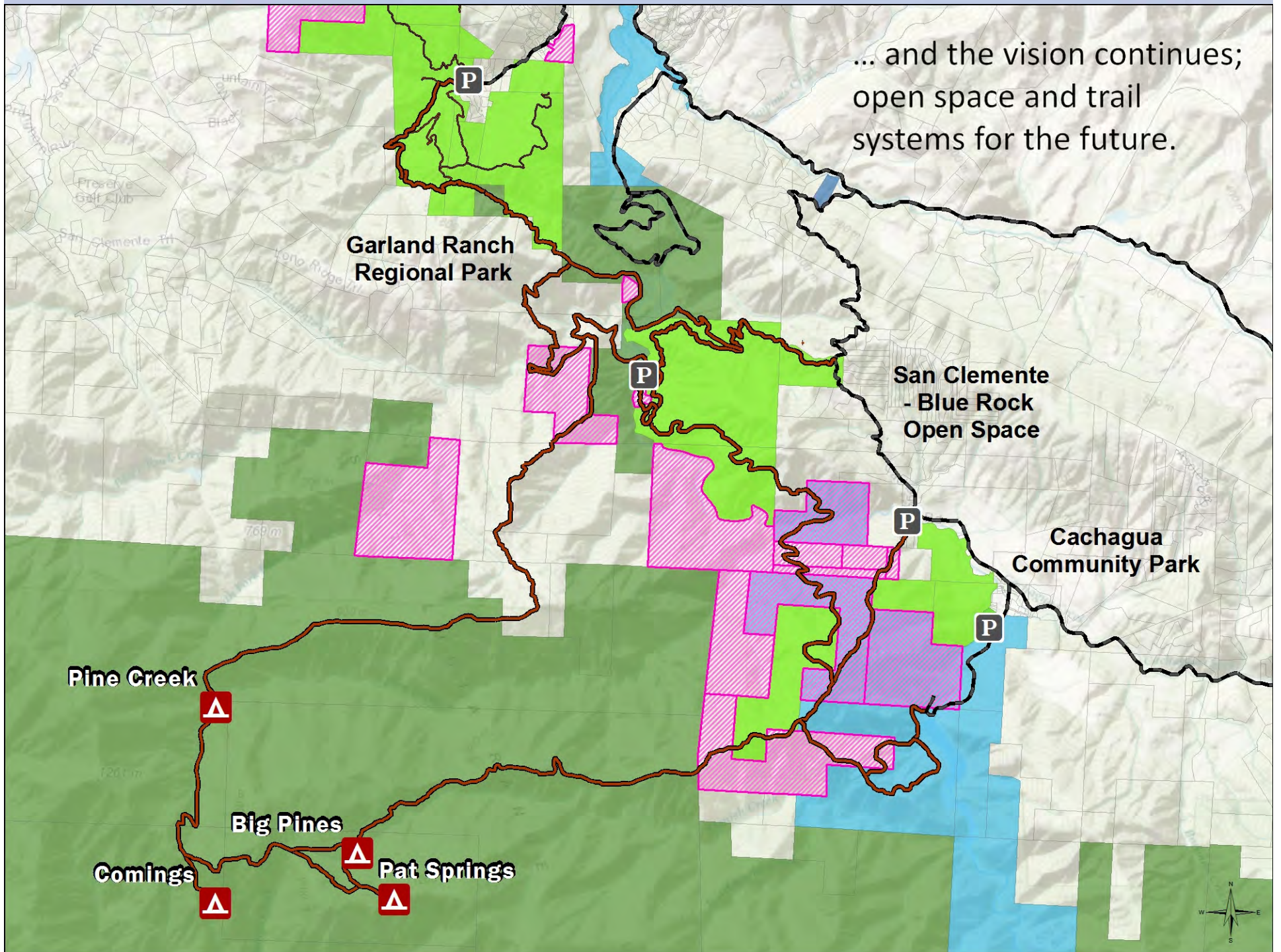




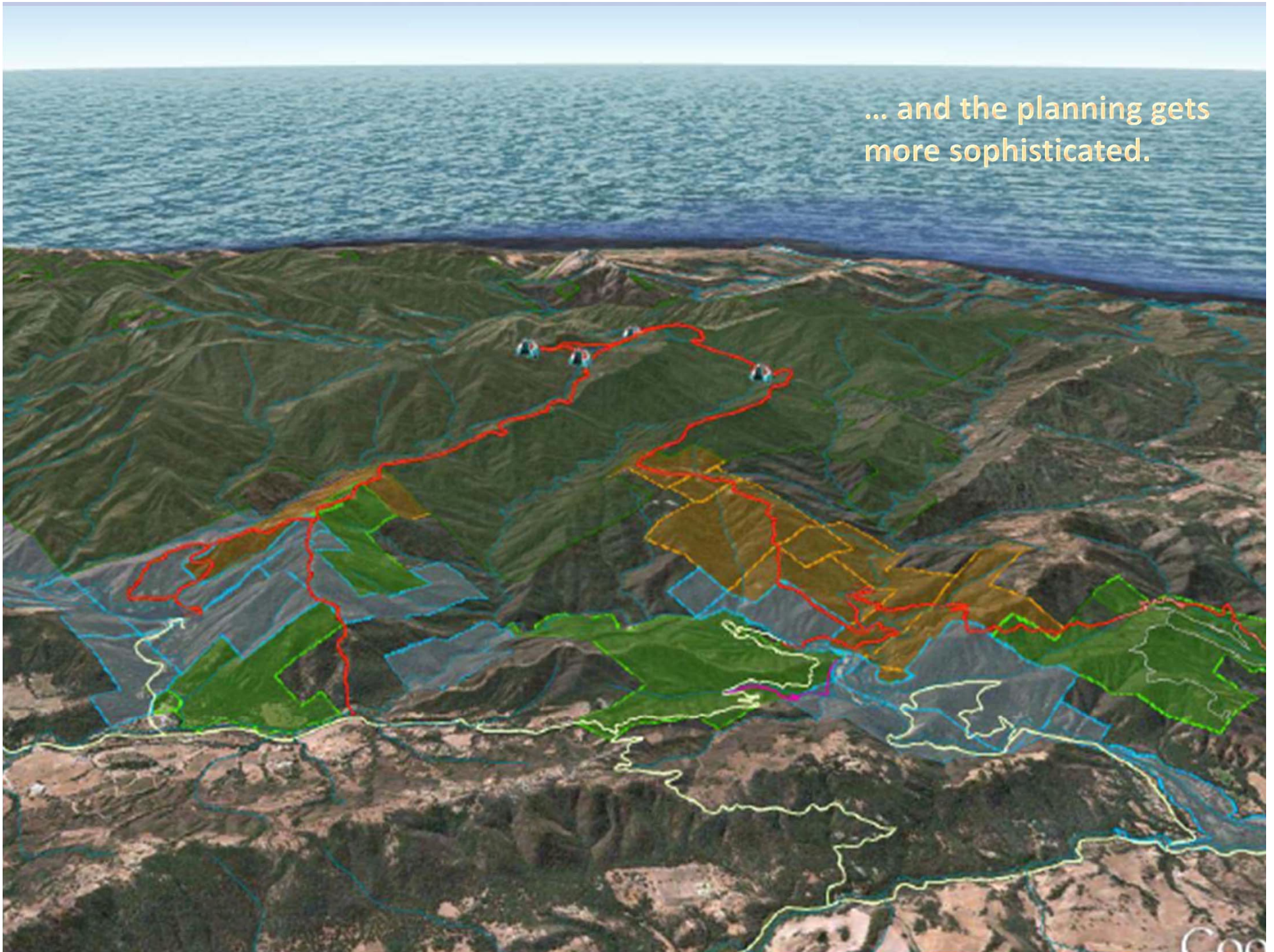


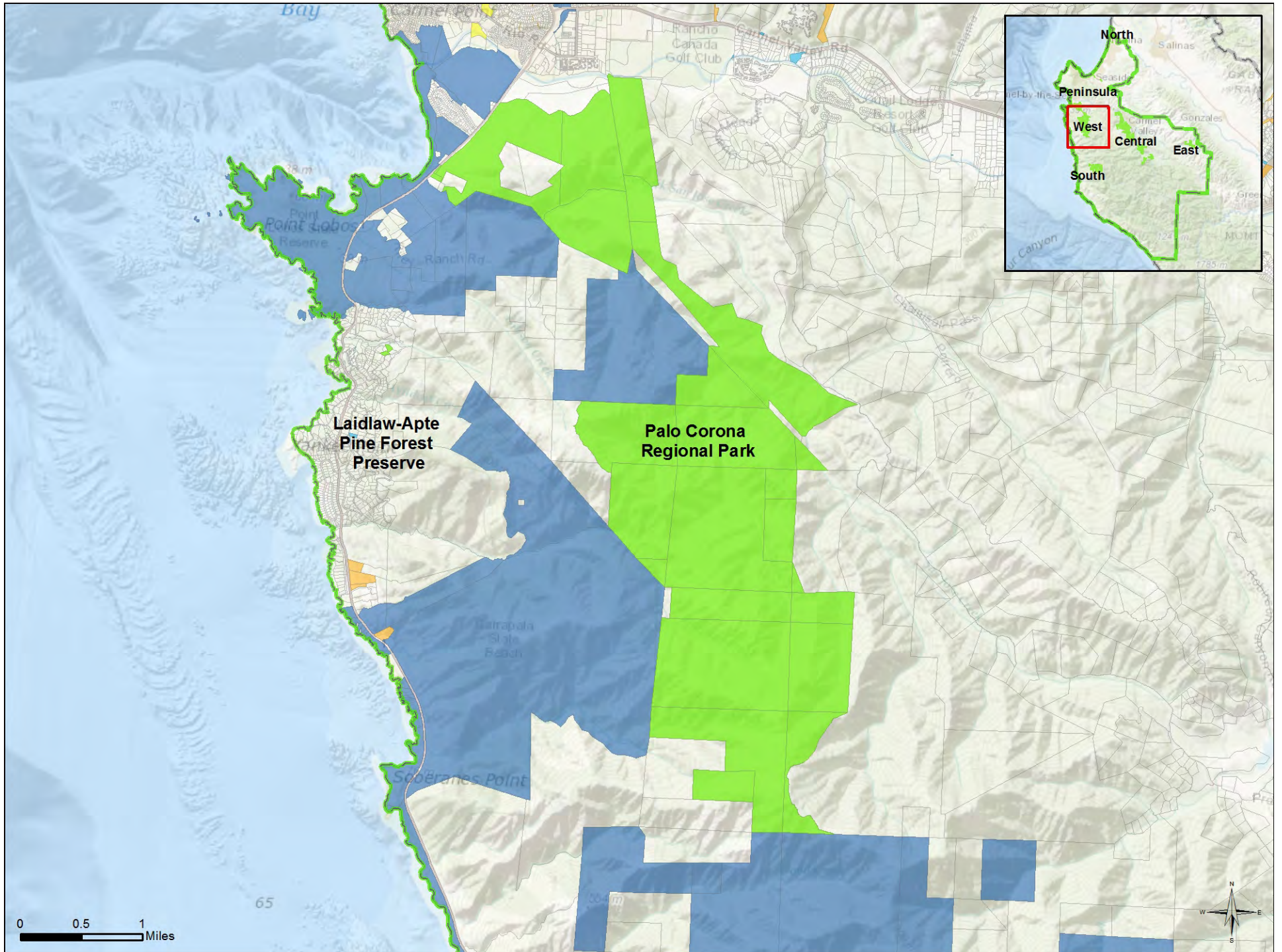


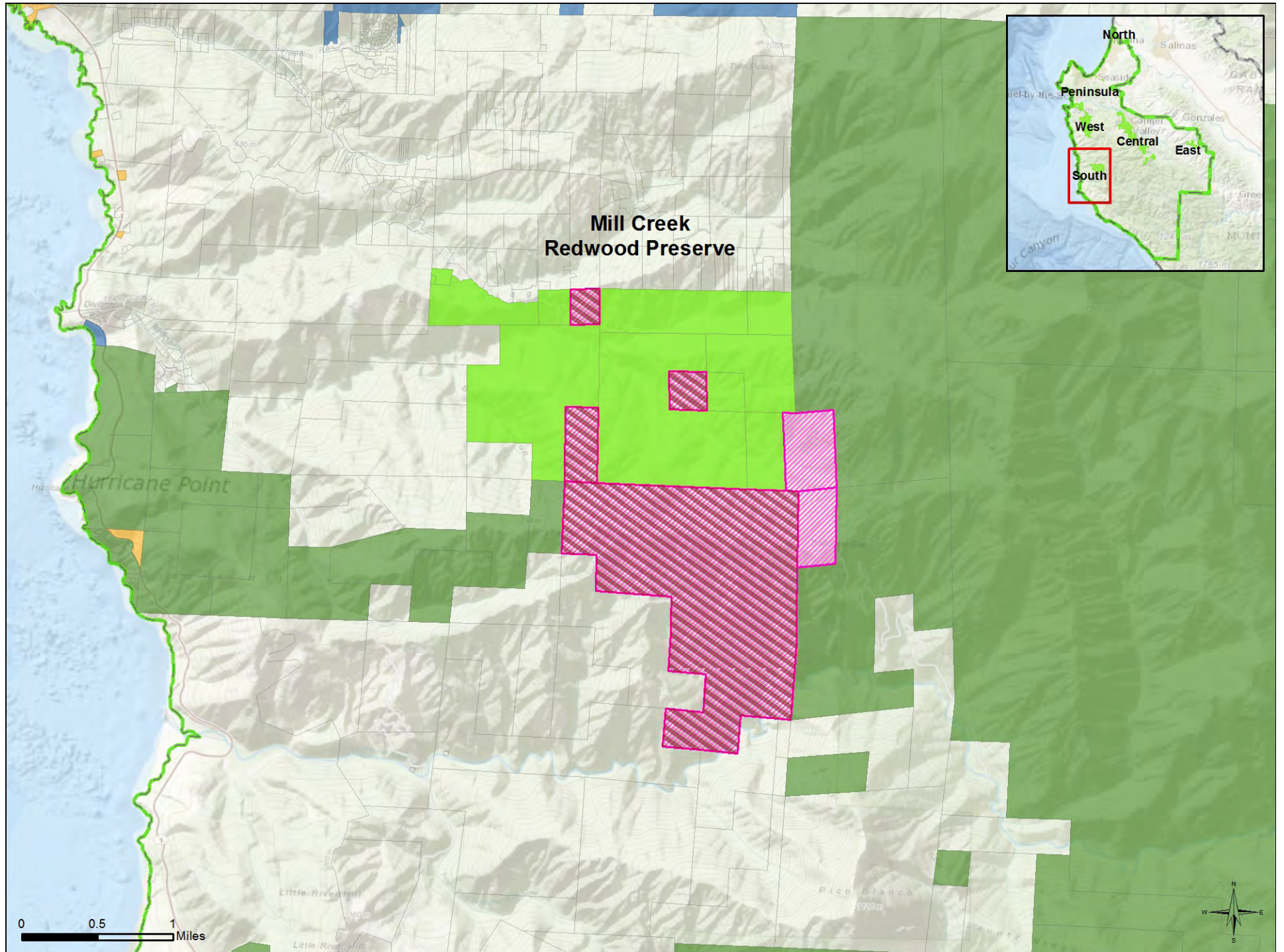
... and the vision continues;
open space and trail
systems for the future.



... and the planning gets more sophisticated.







Close

... and sharing the vision continues; open space
and conservation education . . . *Open space
opens minds... to unlimited possibility.*



Yellowstone Lake Bottom
Fishing Bridge Visitor Center
Yellowstone National Park, Wyoming

More Info