

Orange County Green Vision
Strategy Planning Workshop #3

June 7, 2005

Check-in 9:30 – 10:00 A.M.
Workshop 10:00 A.M. – 2:00 P.M.
at the Irvine Ranch Water District
15600 Sand Canyon, Irvine

Lunch provided for \$15 donation at the door

Objectives: To share and discuss the evolving Green Vision for Orange County.

To hear from pollster Dave Metz, Fairbank, Maslin, Maullin & Associates, about the results of our Orange County poll.

To receive updates on our September 16th Resource Conservation Conference, possible local funding measures and the proposed State Resource Bond '06.

To continue to develop an outreach strategy to garner allies for a Green Vision.

Results: To perfect our Green Vision materials and outreach strategies based on Break Out Group input.

To identify program, capacity and organizational needs necessary to fulfill the goals of the Green Vision.

AGENDA
June 7, 2005

Item No.	Time	Activity	Responsibility
1.	10:00	Introductions/Housekeeping/Objectives <ul style="list-style-type: none"> • Review and confirm meeting agenda and objectives <p style="text-align: center;"><i>Breaks determined by participants</i></p>	Jean/Terry
2.	10:10	Melanie Schlotterbeck – Update on the Green Vision Map, Matrix and Cost Estimates	Melanie
3.	10:20	Terry Watt – Updates on Green Vision Projects <ul style="list-style-type: none"> • Ongoing research on local measures/Green Vision input • State Bond Measure/Green Vision input • September 16th Conference <p style="text-align: center;"><i>Discussion – How Groups Can Help?</i></p>	Terry/Claire/Melanie
4.	10:45	John Fairbank of Fairbank, Maslin & Maullin (Public Policy Research) <ul style="list-style-type: none"> • Results of Orange County Polling • What the polling tells us about OC Support for Open Space and Water Quality <p style="text-align: center;"><i>Discussion</i></p>	Terry Introduction All participants
5.	12:00	Lunch Break	
6.	12:30	Breakout Groups (Please pick one to join...) How can we use the poll results and other information to... <ul style="list-style-type: none"> • Create effective messages? • Show the connections between water and watershed issues with parks and open space? • Determine the economic benefits of open space? • Influence the basic decision-making process? <p style="text-align: center;"><i>Reports to Whole Group at 1:30</i></p>	All participants
7.	1:55	Confirm next steps and assignments <ul style="list-style-type: none"> • Report on Map Notes • Discuss next meeting/interim communications 	Melanie/Jean/Terry All participants
	2:00	Adjourn	

RESOURCE CONSERVATION: FUNDING STRATEGIES FOR ORANGE COUNTY

INTEGRATED FUNDING MEASURES

A major trend in open space funding are integrated funding measures that focus on addressing water quality or transportation issues with a funding category for open space purchases. In the case of transportation measures, the open space funding is to offset or "mitigate" for the impacts of the transportation improvement projects. For water quality, open space acquisition can directly contribute to water quality through protection of aquifers and watersheds, for percolation and water cleansing (e.g., wetland protection).

The following options hold the most promise for generating significant funding for open space acquisition in Orange County:

- A Benefit Assessment focused on resource conservation funding, such as the Santa Monica Mountains measure.
- Reauthorization of the Measure M Sales Tax with a carve out for open space mitigation, modeled after San Diego's TransNet.
- General obligation bond for water quality and open space, such as the Los Angeles Measure O Bond.
- A Capital Campaign based on the Green Vision; and
- State Funding options, including the 2006 Resource Bond and Motor Vehicle Fee.

SUMMARY OF BASIC OPEN SPACE FUNDING OPTIONS

There are six primary funding options capable of generating significant funding for resource conservation, including water quality and open space programs.

GRANTS

There are numerous state, federal and private grant programs available to both non-profit open space organizations and public agencies for open space and recreation. Funding programs include habitat conservation grants for acquisition and assistance (e.g., USFWS Section 6 Grants), Land and Water Conservation Fund, Wildlife Conservation Board, Department of Conservation, Coastal Conservancy, Wetlands Recovery Project and private grants such as the Resources Legacy Fund Foundation Preserving Wild California program.

TAX MEASURES

Tax measures can only be raised by a public agency. All taxes are classified as either a "general tax" or a "special tax," depending on how the funds can be spent. A general tax may be used for any public purpose. However the funds are fully discretionary and may be deposited into the general fund. A special tax is a tax imposed for a specific purpose and the funds must be deposited into a separate fund dedicated to the purpose. A general tax requires a majority vote of the electorate; a special tax requires approval by two-thirds majority. Typical taxes include: Sales Tax, Parcel Tax, Mello Roos Community Services Tax, Real Estate Transfer Tax, etc.



IMPACT FEES & DEDICATIONS

Typically, a land dedication or impact fee is imposed to offset the conversion of open space to urban use. The amount of the dedication or fee is generally determined by some underlying study, report or plan, such as an environmental impact report or habitat conservation plan. Some general plans and specific plans contain policies which set the stage for such fees or dedications as a requirement of development.

BENEFIT ASSESSMENT DISTRICTS

Special benefit assessments are charges that are imposed upon land within a pre-determined area to pay for public improvements based upon how the land benefits from the improvement. An agency seeking to impose an assessment conducts a mailed ballot assessment proceeding. This requires a majority of the ballots returned be in favor of the assessment, weighted according to the amount of the assessment.

**GIFTS & DONATIONS
(CAPITAL CAMPAIGNS)**

Many individuals and some corporate interests are willing to make contributions to park agencies and programs. Donations can be made for capital projects as well as acquisitions. This method of funding is enhanced when a 501(c)(3) organization is in place to support the effort of the public park agency.

To encourage these kinds of transactions, the state has created \$100 million in tax credits for landowners interested in donating

in fee or easement qualified parcels. The state tax credits are available to landowners wishing to donate qualified lands to state resource departments, local government entities and qualified non-profit organizations for conservation purposes. The intent is to protect and conserve open



space, agricultural lands, wildlife habitat, state and local parks.

BONDS

Local agencies may finance acquisition of land through the issuance and sale of financial securities called bonds. Bonds are essentially "IOUs" issued by public entities to finance large public projects or acquisitions. A specific revenue stream, such as a tax or assessment, must back the bond issue. The revenue stream will guarantee the repayment the bond amount over time, typically 20 to 30 years. The bonds are then sold and the proceeds are used for the cost of purchasing land.

OTHER FUNDING TOOLS

LEASE PURCHASE AGREEMENTS

Lease-purchase agreements are another debt financing tool. This arrangement works when local agencies might otherwise be prevented from incurring debt to purchase land. Instead, the agency leases the land for a period of years with the option to purchase at the end of the lease. The amount of the lease is equivalent to the principal and interest that would be paid if the transaction were financed as a loan.

NAMING RIGHTS

Companies and other organizations may be interested in acquiring the naming rights for particular properties or capital improvements. Selling naming rights allow the agency to secure funding for a particular project and, in return, the donating organization gets to have its name associated with its positive contribution. There is also a growing boldness on the part of

park agencies to ask for financial payments in return for these associations. There is a wide range of potential transactions from one-time large group activities (running events or concerts), advertising promotions that use a park as a backdrop, the use of logos or brand names in return of donations of money, goods or services.


OPERATION OR USER FEES

User fees for use of park and recreation facilities are common. Local agencies have implemented several user fees such as vehicle entry fees, camping fees, boating and lake use fees, parking fees, use permit fees, filming fees and others. Fees for events and programs are another possibility. However, the potential for the fee to exclude those most in need of the program should be considered.

RENTS & CONSESSIONS

Local agencies derive revenue from a variety of miscellaneous sources. For instance, an agency may rent, lease or license its real

and personal property, such as selling advertisements in employee newsletters or on the sides of city owned buses. Some cities arrange to receive a percentage of net profits from concessionaires operating on city property. Some have permitted soft drink vending machines in their parks and vendors have shared in the revenues from the sales. Other possibilities include concerts, grazing leases, radio and cell phone tower lease agreements.



This information is provided by the Orange County Green Vision, a project of Friends of Harbors, Beaches and Parks. For more information, visit us at: www.fhbp.org

Orange County Green Vision Project



WHAT IS THE ORANGE COUNTY GREEN VISION PROJECT?

Orange County Green Vision is a project of Friends of Harbors, Beaches and Parks. The Mission of the Green Vision Project is: "To increase the funding for parks and open space in Orange County."

HOW WILL THE GREEN VISION PROJECT ACHIEVE ITS GOAL?

The Green Vision Project will achieve its goals by:

- Mapping the parks and open space projects as well as areas that have a strong constituency and basis for support. This map is called the Green Vision Map.
- Developing a matrix with information about the properties on the Green Vision Map, project details and the rationale and costs for these projects. This is known as the the Green Vision Needs Matrix.
- Developing a strong cooperative membership of like-minded entities and individuals who support the Green Vision Project. These members, known as the Working Group are diverse and represent areas throughout Orange County.
- Undertaking community based outreach, education and coalition building to support private and public funding at the local, regional, state and federal levels.



Marinka Horack

BACKGROUND

After decades of significant growth and development, Orange County remains underserved by parks and open space. Tremendous opportunities remain to conserve key lands in Orange County to ensure a healthy, sustainable and livable future. With more growth expected, the Green Vision Project has set its sights on raising funds to provide for a range of needs, including:

- Creation of additional parks, particularly in underserved areas of the County;
- Acquisition of significant habitat lands to provide spaces for our wildlife, including wetlands;
- Protection of watersheds to ensure clean water and clean beaches; and
- Connections between habitat areas as wildlife corridors and recreational trails.

PLEASE HELP THE GREEN VISION PROJECT TODAY:

If you like the efforts of the Green Vision Project, please show your support by:

- Becoming a member of Friends of Harbors, Beaches and Parks;
- Make a donation to support our county-wide work;
- Become a Working Group member; and
- Visit our website for more information: www.fhbp.org.



Melanie Schlotterbeck

Working Group Members & Supporting Organizations

ORGANIZATIONS:

Acorn Naturalists
Amigos de Bolsa Chica
Bolsa Chica Land Trust
California Cultural Resources Preservation Alliance
Earth Resource Foundation
Endangered Habitats League
Friends of Coyote Hills
Friends of Harbors, Beaches and Parks
Friends of Irvine Coast
Friends of Shipley Nature Center
Hills For Everyone
Huntington Beach Tree Society
Laguna Canyon Foundation
Orange County Coastkeeper
Orange County Interfaith Coalition for the Environment
Orange County League of Women Voters
Orange County League of Conservation Voters
Rural Canyons Conservation Fund
Sea and Sage Audubon Society
Sierra Club - South Orange County
Sierra Club - Angeles Chapter
Silverado-Modjeska Recreation and Parks District
Stop Polluting Our Newport
Surfrider Foundation

INDIVIDUALS:

Laura Cohen
Jack Eidt
Marni Magda
Joan Irvine Smith

BECOME A WORKING GROUP MEMBER OR SUPPORTING ORGANIZATION TODAY:

Contact Flossie Horgan at 714-536-7262.



Over 40 participants attended our March Green Vision Workshop.



Participants enjoy lunch at the Muth Interpretive Center at Upper Newport Bay.



Joan Irvine Smith promotes her new book: *A California Woman's Story*.

Green Vision Core Group

Flossie Horgan	Outreach Coordinator
Claire Schlotterbeck	Legislative Consultant
Melanie Schlotterbeck	Technical Consultant
Jean Watt	Project Leader
Terry Watt	Planning Consultant

Don't miss the opportunity to be a part of this dynamic event!

RESOURCE CONSERVATION:

Successful Strategies and Funding Opportunities for Creating Healthy Communities

Keynote Speakers: Dr. Richard Jackson
Former Assemblyman Fred Keeley
Assemblyman Tom Harman

Event Topics Include:

- Health and the Environment
- Open Space and Water Quality
- Successful Funding Strategies
- Orange County's Fair Share
- What Makes a Healthy Community?
- The Benefits of Open Space
- State Bond Opportunities

September 16, 2005 9:30 - 4:30
Hyatt Regency Huntington Beach

Presented by:



Registration will be available mid-June at www2.lgc.org/events

ABOUT THE EVENT

The event will focus on strategies to conserve land in Orange County for people to enjoy as parks, recreation areas, natural places and sources of clean water ensuring livable sustainable communities for generations.

PROGRAM FORMAT

This day-long event will include dynamic keynote presentations, interactive breakout discussion sessions on some of the most critical open space issues Orange County is facing, and the opportunity to network with your peers - as well as practitioners from many different disciplines who all have the same goal - creating healthier communities throughout Orange County.

WHO SHOULD ATTEND

The Conference will draw a multi-disciplinary audience of local elected officials, city and county staff, parks and recreation professionals, developers and builders, landscape architects, planners, architects, transportation professionals, public health professionals, conservation organizations, bicycle and pedestrian advocates and all others committed to creating healthy communities.

OTHER SPONSORS INCLUDE

The City of Huntington Beach, Green Info Network, the Hyatt Regency Huntington Beach, The Irvine Company, The Irvine Ranch Land Reserve Trust, Orange County Community Foundation, Orange County Transportation Authority, Public Health Services of Orange County and Shute, Mihaly & Weinberger.

FOR ADDITIONAL INFORMATION

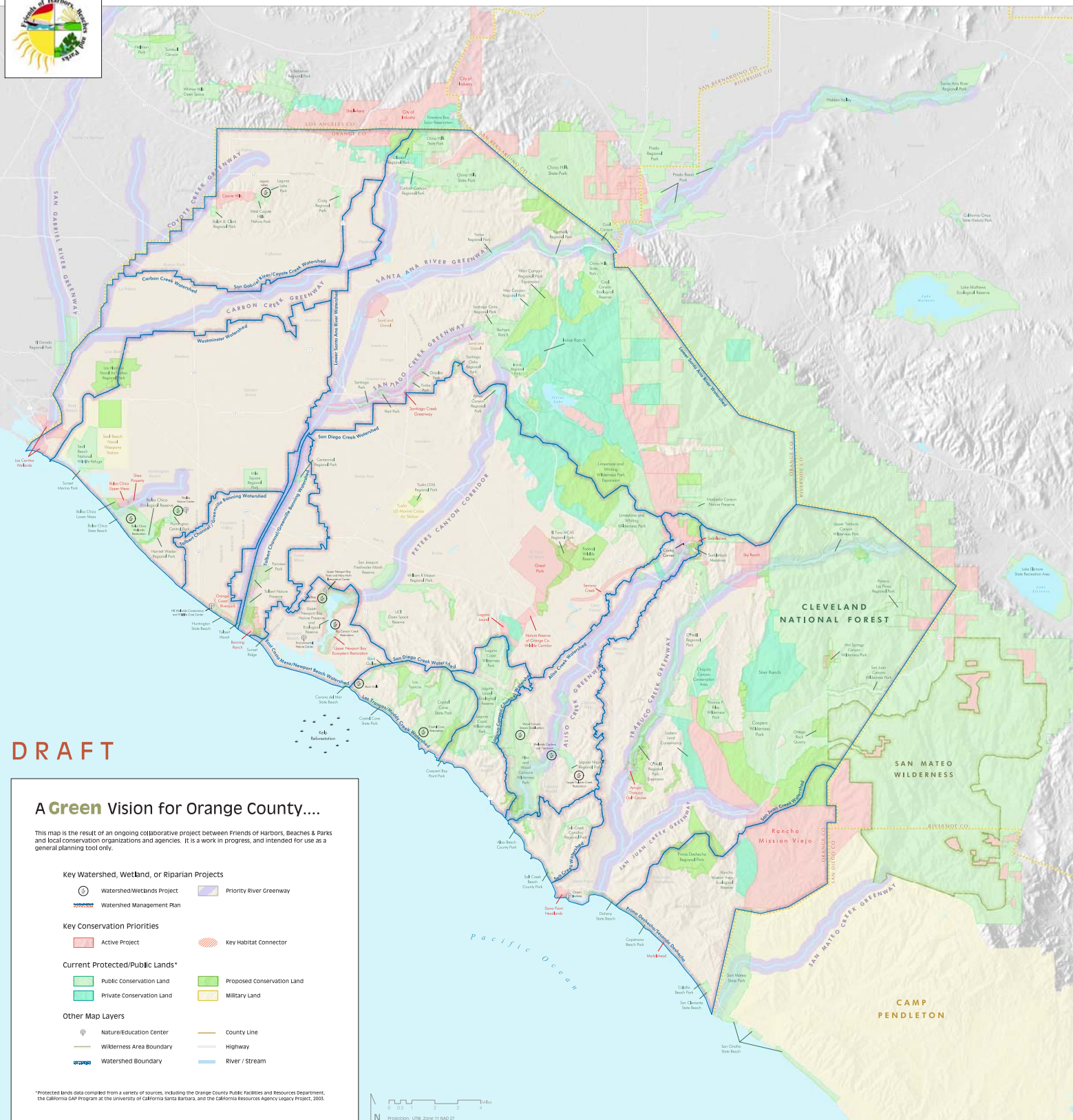
Tony Leonard
Local Government Commission
Phone: 916-448-1198 x315
aleonard@lgc.org

Flossie Horgan
Orange Green Vision Project
Phone: 714-536-7262
horganf@aol.com

Photo provided by: Paul Arms

Local Government Commission
1414 K Street, Suite 600
Sacramento, CA 95814

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DRAFT

A Green Vision for Orange County...

This map is the result of an ongoing collaborative project between Friends of Harbors, Beaches & Parks and local conservation organizations and agencies. It is a work in progress, and intended for use as a general planning tool only.

- Key Watershed, Wetland, or Riparian Projects**
 - Watershed/Wetlands Project
 - Watershed Management Plan
 - Priority River Greenway
- Key Conservation Priorities**
 - Active Project
 - Key Habitat Connector
- Current Protected/Public Lands***
 - Public Conservation Land
 - Private Conservation Land
 - Proposed Conservation Land
 - Military Land
- Other Map Layers**
 - Nature/Education Center
 - Wilderness Area Boundary
 - Watershed Boundary
 - County Line
 - Highway
 - River / Stream

*Protected lands data compiled from a variety of sources, including the Orange County Public Facilities and Resources Department, the California GAP Program at the University of California Santa Barbara, and the California Resources Agency Legacy Project, 2005.



GREEN VISION PROJECT

The Orange County Green Vision Project was established by Friends of Harbors, Beaches and Parks, a local non-profit. The mission of the Green Vision Project is: *To increase the funding for parks and open space in Orange County.*

With more urbanization expected, the Orange County Green Vision Project has set its sights on funding to provide for a range of open space needs, including: protection of our watersheds to ensure clean water and clean beaches, additional parks in underserved areas of the County and protection of habitat lands to provide places for humans to enjoy and wildlife to flourish.



Dave Myers

MEMBERSHIP FORM

I want to become a member of the Green Vision Project. Enclosed is my membership donation:

Seniors/Students	Individuals	Families
\$10	\$20	\$50

Name: _____

Address: _____

City, Zip: _____

Email: _____

Please mail your tax-deductible donation to:
OCGVP • P.O. Box 9256 • Newport Beach, CA 92658



Orange County Green Vision Project
P.O. Box 9256
Newport Beach, CA 92658

The Orange County Green Vision Project is working to bring funding to Orange County to improve our water quality, protect our open spaces and make our communities healthy.

Help us plan a better future for Orange County...



Robin Everett

San Joaquin Mountains

Natural Lands

Livable Communities



Orange County

Melanie Schlotterbeck

Healthy Families



Melanie Schlotterbeck

Crystal Cove State Park

by supporting the Green Vision



WIDE OPEN SPACES

Open space and parks provide a variety of amenities to nearby residents, such as access to beaches and preservation of land, nearby educational and recreational opportunities, beautiful views and natural areas for wildlife. Parks offer us a place to run, hike, camp, swim and picnic with our families.

Living near protected open space increases our property values, improves our water quality and provides us with a place of refuge to escape our hectic lives.

Wide open spaces improve our quality of life.



Holy Jim Canyon

Sherri Loveland

PAVE PARADISE

From the mountains to the sea, Orange County's natural lands not only provide a place of respite for humans, but our wild neighbors enjoy them as well. These lands support a wide range of unique plants and animals that are threatened. These threats include over-reaching housing developments, highways and pollution of our local water sources and beaches.

Over 50 percent of Orange County has already been developed for housing, commercial and industrial uses.



Norba Linda

Many more acres have been targeted for developments should be preserved as open space. We need to make sure that our paradise is not paved over!

EBONY & IVORY

Orange County has ten percent of California's voters. A majority of Orange County voters approved the last four bond acts.



Steve Ray

After decades of significant growth and development, Orange County remains underserved by parks and open space. Tremendous opportunities remain to conserve key lands in Orange County to ensure a healthy, livable and sustainable future. It is very clear, in black and white, that Orange County does not receive its fair share of park bond funds.

CALIFORNIA DREAMIN'



Dana Point Headlands

Paul Carlton

Orange County's population already exceeds three million residents with another 1/2 million expected to move to the County by 2030. Tremendous pressure is being exerted to convert the remaining natural lands into housing.

How do we meet the challenge to keep our beaches clean of pollution, to make sure our children can safely ride their bikes to local parks, to improve mobility, to plan sustainable communities and to participate in the dialogue when it comes to planning for our community growth? **One answer is the Orange County Green Vision Project.**

BACKGROUND

Orange County is the second most populated county in the state and fifth in the nation. Orange County's open spaces are enjoyed by millions for their recreation and resource values.



Upper Newport Bay

Melanie Schlotterbeck

The work of the Green Vision Project builds on a base of success already underway and seeks to ensure that:

1. Open space "infrastructure" needs are included in appropriate local funding measures (e.g., Reauthorization of Measure M, Water Quality funding measure);
2. Generous funding is included in any State Bond or other State funding opportunities (e.g., the Vehicle License Bill) for Orange County projects; and
3. Local and state funding measures are coordinated to ensure success.



Derek Ostensen

Laguna Beach

Shipley Nature Center

Steve Ray

Join the Green Vision!

Chino Hills State Park

Cleveland National Forest

Dr. Jeff Hansen

Bob Hansen