

**MEASURE WW PARK BOND**  
**Frequently Asked Questions (FAQs)**  
**(April 2009)**

1. What is Measure WW?
  - A. Measure WW is a local grant program for the acquisition and development of countywide and regional parks and recreation facilities. It is funded by a bond measure approved by Alameda County and Contra Costa County voters in November 2008. Of the total \$500 million in bond funding, 75% (\$375 million) will fund East Bay Regional Park District acquisition and development and 25% (\$125 million) is available to East Bay cities based on population. The City of Berkeley will receive \$4.876 million.
  
2. Who is eligible to apply?
  - A. Cities, special park and recreation districts, County service areas established to provide parks and recreation services, and other government agencies with approval of the District's Board of Directors.
  
3. How much money will the City of Berkeley receive?
  - A. Berkeley will receive a total of \$4.876 million.
  
4. How was that amount determined?
  - A. Each city receives funding on a per capital basis.
  
5. How long does the City have to spend the funds?
  - A. Nine years. The program runs from 2009 through the end of 2018.
  
6. Does the City have to submit applications for all of the projects at one time?
  - A. No. Each year applications can be submitted between February 1 and March 31.
  
7. Who determines if a project will be funded?
  - A. The East Bay Regional Park District (EBRPD).
  
8. What are the criteria for eligibility?
  - A. Capital projects that provide for the acquisition and development of fixed landscape improvements and facilities for recreational activities and services, as well as historic preservation;
  - B. Projects that are consistent with the City's Park and Recreation Element of the approved General Plan;
  - C. Projects that have completed the environmental review process and have CEQA documentation;
  - D. Projects that are located on land that is owned by the City or leased by the City for a minimum of 25 years;
  - E. Projects may include parks and recreation support facilities such as buildings, offices, parking lots, etc.; and
  - F. Projects may include public art that is located within or adjacent to a parks and recreation facility.
  
9. What is **not** eligible?
  - A. Libraries

- B. Street beautification
- C. Master plans
- D. Public art that is not associated with a parks and recreation facility
- E. Purchase of maintenance equipment
- F. Purchase of non-fixed equipment (e.g. movable soccer goals, vehicles, etc.)
- G. Recreation program operations and staff costs
- H. Normal maintenance and repairs expected to last less than 25 years as determined by the District.

10. What is the application process?

- A. The City must first enter into a master contract with the District. The City then submits an application for each individual project for the District's review and approval.

11. What is the deadline for submitting applications?

- A. February 1 through March 31 of each year through 2018.

12. How will the City of Berkeley determine which projects the funding will be used for?

- A. The City will conduct a nine-month public process to solicit project proposals and recommendations for priority projects. The Parks and Recreation Commission will be the lead for this process, which will result in a recommendation to the City Council.