



Update on Community Outreach for Potential Tax Measure

Presentation to the City Council

May 23, 2006



Background

- City's Financial Strategic Plan calls for exploring potential revenue measures to address critical funding needs
- In June 2005, City Council directed the City Manager to conduct a community opinion survey to determine support for potential tax measures
- On December 20, 2005 the poll results were presented to the City Council
- On January 10, 2006, the City Council reviewed recommendations and directed staff to obtain additional feedback on the community's priorities and assess support for a possible public safety ballot measure in November 2006



Community Outreach

Since January, staff has:

- Attended outreach meetings with City advisory bodies, neighborhood associations, and community groups, with additional meetings scheduled
- Held a focus group of community leaders
- Received community input thru direct question and answer sessions, feedback survey, email, and telephone hotline



Community Outreach

What we've heard from the community...

- Great appreciation for the City leaders reaching out to the community for input
- Strong support for improving City services
- Understanding the connection between public safety and libraries, and their joint impact on the community
- Demand for accountability with any possible tax measure
- Mixed reception to the sales tax option
- Confusion about a possible County sales tax for public safety
- Interest in exploring a parcel tax for public safety and libraries



Potential Solutions

- **Funding Options**

- ✓ Sales Tax – ½ cent = \$23.5 million
- ✓ Parcel Tax - \$100/single-family residence, plus multi-family and commercial/industrial = \$30.0 million

- **Critical Components of Possible Tax Measure**

- ✓ Strict accountability
- ✓ Open communication
- ✓ Clearly defined deliverables that address critical needs



Funding Options

1/2 Cent Sales Tax: \$23,500,000

- **Police**

- ✓ 100 additional Police Patrol Officers and 15 Sergeants/Lieutenants to improve neighborhood safety
- ✓ 28 additional Detectives to solve crimes
- ✓ Associated equipment and support staff

- **Fire**

- ✓ 12 additional Firefighters and truck to improve emergency response
- ✓ Additional staffing for natural disaster and terrorism preparedness

- **Library**

- ✓ Increased hours of operation: 1 additional day/week (5 days/week at branches and 6 days/week at Main)
- ✓ Partial restoration for library materials budget and expanded technology



Funding Options

Parcel Tax: \$30,000,000

- **Police**

- ✓ 100 additional Police Patrol Officers and 15 Sergeants/Lieutenants to improve neighborhood safety
- ✓ 28 additional Detectives to solve crimes
- ✓ Associated equipment and support staff

- **Fire**

- ✓ 21 additional Firefighters and truck to improve emergency response
- ✓ 6 additional Firefighters/Paramedics and ambulance to enhance emergency medical response to the community
- ✓ Additional Firefighters and staff for natural disaster and terrorism preparedness
- ✓ Infrastructure improvements and enhance building safety inspections

- **Library**

- ✓ Increased hours of operation: 2 additional days/week (6 days/week at branches and 7 days/week at Main)
- ✓ Added Family Learning Center hours and homework help/tutoring
- ✓ Restored funding for library materials and expanded technology
- ✓ Expanded youth and teen programming, and dedicated staffing at all sites
- ✓ Increased joint education activities with local schools
- ✓ Infrastructure repair



Parcel Tax

Possible Parcel Tax Structure

Property Type	Monthly Cost Per Unit/Parcel	Annual Cost Per Unit/Parcel
<i>Residential</i>		
Single Family and Condos	\$8.33	\$100
Multi-Family (2-4 units)	\$6.25	\$75
Multi-Family (5+ units)	\$5.42	\$65
<i>Commercial and Industrial</i>		
0 – 5,000 square feet	\$125.00	\$1,500
5,001 – 15,000 square feet	\$208.33	\$2,500
15,001 and greater square feet	\$291.67	\$3,500
Businesses w/multiple contiguous parcels	\$416.67	\$5,000
Total		\$30,000,000



Next Steps

- Continued community outreach exploring sales and parcel tax funding options
- August 8, 2006 last City Council meeting to place measure on the November ballot
- November 7, 2006 Statewide General Election



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