

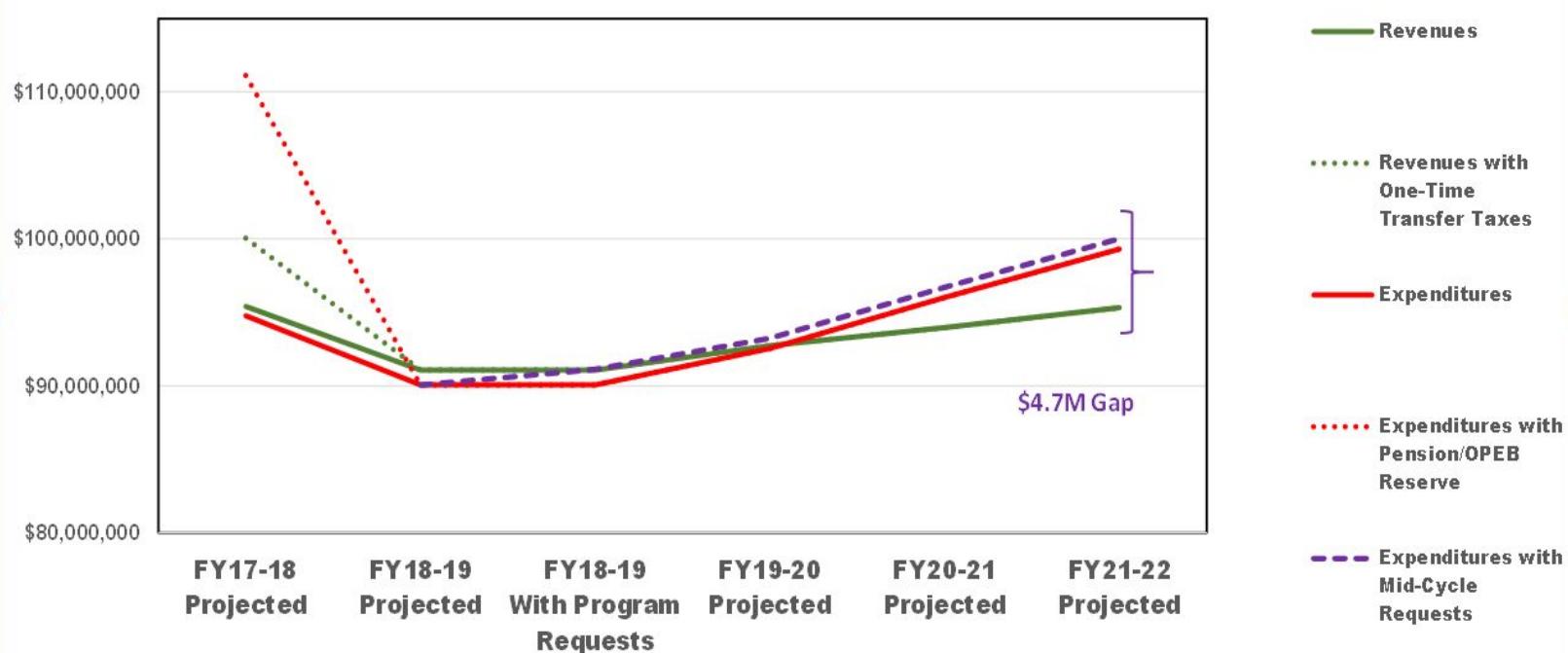
Approve City of Alameda Essential Services Protection Measure for the November 6, 2018 Ballot

- Adopt resolution and ordinance
- City Council decides on ballot argument process

Revenue Measure Options

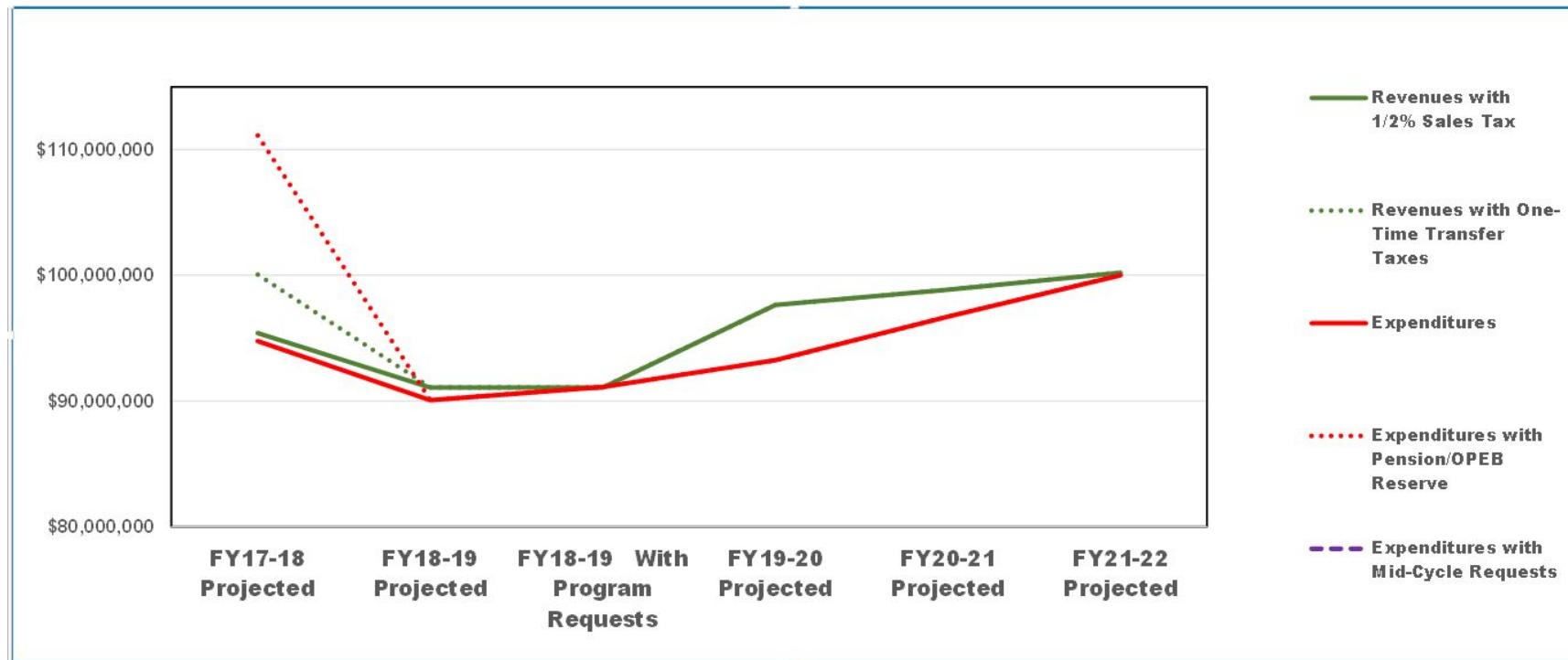
From four options (May 18)	To two (June 5)	To one (July 10)
Half cent sales tax	Half cent sales tax	Half cent sales tax
Infrastructure Bond	Infrastructure Bond	
Cannabis Tax		
No measure		

2018-19 General Fund 5-Year Forecast



2018-19 General Fund 5-Year Forecast

(With Half Cent Sales Tax Increase)



Without a half cent sales tax now, Alameda faces....

- reductions in essential city services, such as cuts to public safety, longer 9-1-1 response times, and less park maintenance
- repairs to the public infrastructure deferred, escalating repair costs
- increased dependence on one-time revenues, greater vulnerability in economic downturn
- OPEB and CalPERS liabilities escalate more quickly
- growing financial instability
- limited, more challenging circumstances to ask voters to raise local funds in future elections

75-Word Ballot Question

City of Alameda Essential Services Protection Measure.

Shall the measure maintaining the City of Alameda's financial stability and protecting services and infrastructure such as police response to violent crimes/burglaries; 9-1-1 emergency medical/fire response; maintaining neighborhood parks; repairing roads/streets/protecting the Bay from pollution by enacting a 0.5% sales tax repealed by voters, providing approximately \$5,000,000 annually in locally controlled revenues for unrestricted general revenue purposes, requiring independent audits/public spending review, be adopted?



Taxpayer Fairness and Accountability Act

- Likely to qualify for November 2018 statewide ballot
- Would require two-thirds threshold for all local revenue measures and that ballot language include phrase, “unrestricted general revenue purposes”
- Claims to apply retroactively to 3 local revenue measures
- Ballot question in City of Alameda Essential Services Protection Measure includes phrase, “unrestricted general revenue purposes”

75-Word Ballot Question (revised)

City of Alameda Essential Services Protection Measure.

Shall the measure maintaining the City of Alameda's financial stability and protecting services and infrastructure such as police response to violent crimes and burglaries; 9-1-1 emergency medical and fire response; maintaining neighborhood parks; repairing potholes, maintaining streets and protecting the Bay from pollution by enacting a 0.5% sales tax until repealed by voters, providing approximately \$5,000,000 annually in locally controlled revenues, requiring independent audits and public spending review, be adopted?

Survey Results

- 2015 survey found 63% support for similarly worded ballot question
- 2017 survey found 65% support for similarly worded ballot question
- 2018 tracking survey (June) finds 60% support for a similarly worded ballot question

Ballot Arguments and Rebuttals

Propose that City Council authorize up to two Councilmembers to help draft an argument and have a combination of Councilmembers and/or other eligible voters sign

-OR-

Authorize up to two Councilmembers to meet as a subcommittee of the City Council to draft an argument for the entire Council to sign; authorize up to two Councilmembers to draft an argument and have up to five eligible voters sign; or have members of the public submit arguments.

Schedule

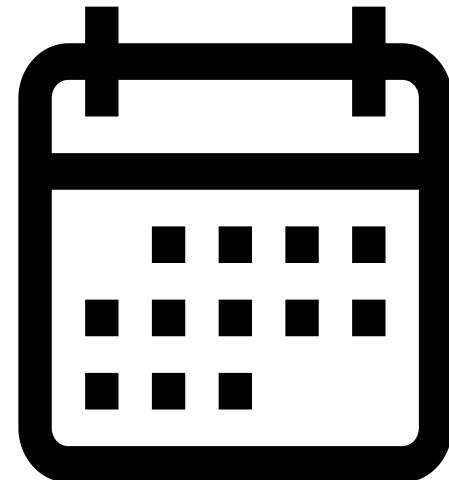
July 10: City Council considers placing City of Alameda Essential Services Protection Measure on the ballot

July 23: Ballot arguments due to City Clerk

Aug 2: Rebuttal arguments due to City Clerk

August: Deadline to submit measures to Alameda County Registrar of Voters

Nov 6: General election



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