

# City of Alameda's Options on Water Quality and Flood Protection Initiative, Survey Results, and Fee Report

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# Why Is This Important?



Street Sweeping



Trash Controls



Pollution Controls



Local Flooding



Lagoon Maintenance



Shoreline & Outfalls

# Options for Stormwater Revenue Measure

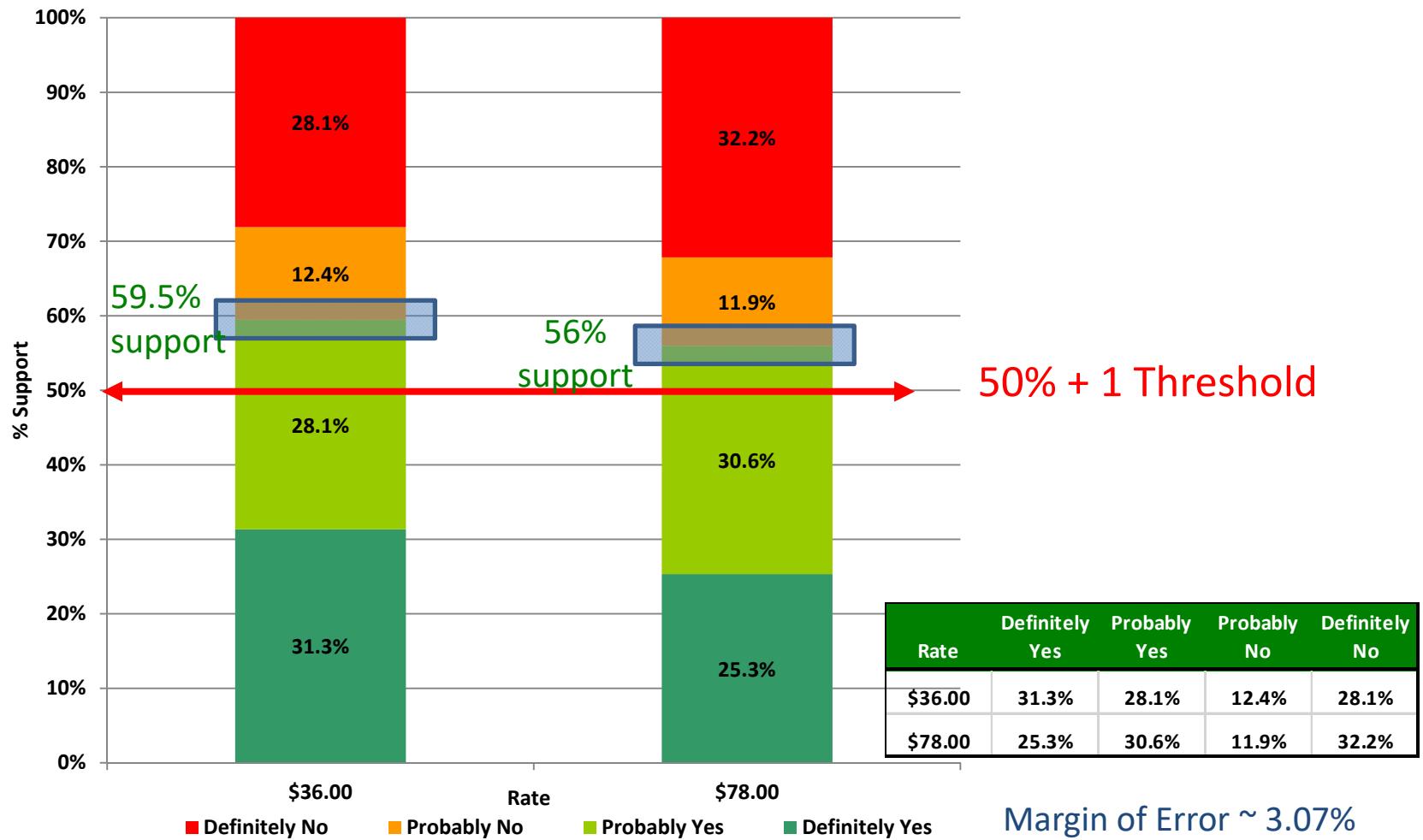
Options	#1: Property-Related Fee	#2: Parcel Tax
<b>Who Votes?</b>	Property Owners	Registered Voters (including registered tenants)
<b>Vote threshold</b>	Simple majority (50% of votes cast)	Supermajority (66.7% of votes cast)
<b>How balloted?</b>	Mail-in ballot at any time	General or special election
<b>When?</b>	Oct 2019 at earliest	March 2020 (primary) November 2020 (general)
<b>Cost</b>	\$38,000	\$200,000-\$600,000
<b>Exemptions?</b>	None	Public agencies, seniors, and low income

# May 17-24 Survey

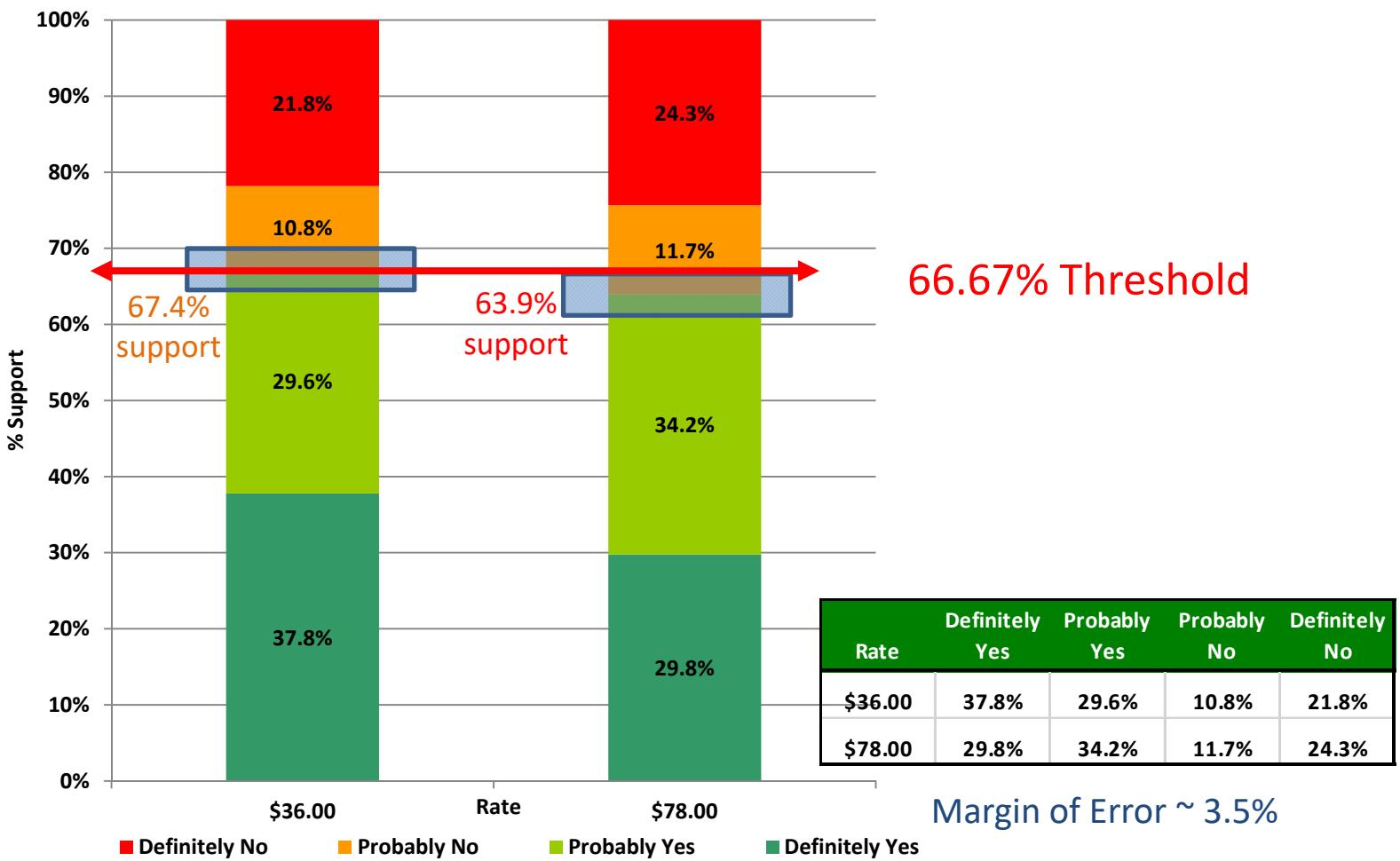
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- Test two funding options and voter universes
- Test two rates
  - \$36/yr for operations and maintenance (O&M) only
  - \$78 for O&M + high priority capital improvements
- Mailed 11,961 surveys
- 2,200 responses received
  - Property Owners: 8,963 surveys mailed with 1,971 responses (23.1% return rate)
  - Registered Tenants: 2,998 surveys mailed with 229 responses (7.69% return rate)

# Option #1 Property Related Fee: Property Owner Universe



# Option #2 Parcel Tax: Registered Voter Universe





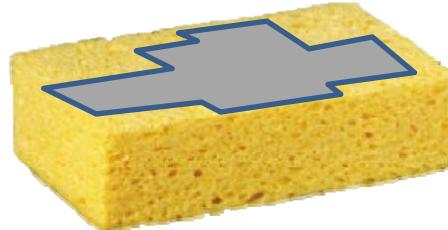
# Additional Survey Information

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- Support for stormwater measure from registered tenants
  - 2,998 surveys mailed to registered tenants, 229 responded
  - At \$36 rate, 81.4% support (18.6% opposed)
  - At \$78 rate, 72% support (28% opposed)
  - Margin of error of up to 10%
- Staff distributed survey via social media
  - Not statistically significant
  - Ask respondents to fill out survey only if not completed before
  - 200 responded
  - 56% favored a \$78 annual rate, and 43.5% opposed

# Fee Report

- Two Primary Elements
  - Financial needs and revenue requirement
  - Apportionment (spreading the costs equitably across all properties)
- Proposition 218 Compliance
  - Fee revenue cannot exceed costs, cannot be used for any other purpose, and cannot exceed proportional costs
- Rate is based on fair share of stormwater runoff
  - Impervious surfaces such as driveways, parking lots, roofs are important
- Annual adjustments for inflation



# Annual Rates

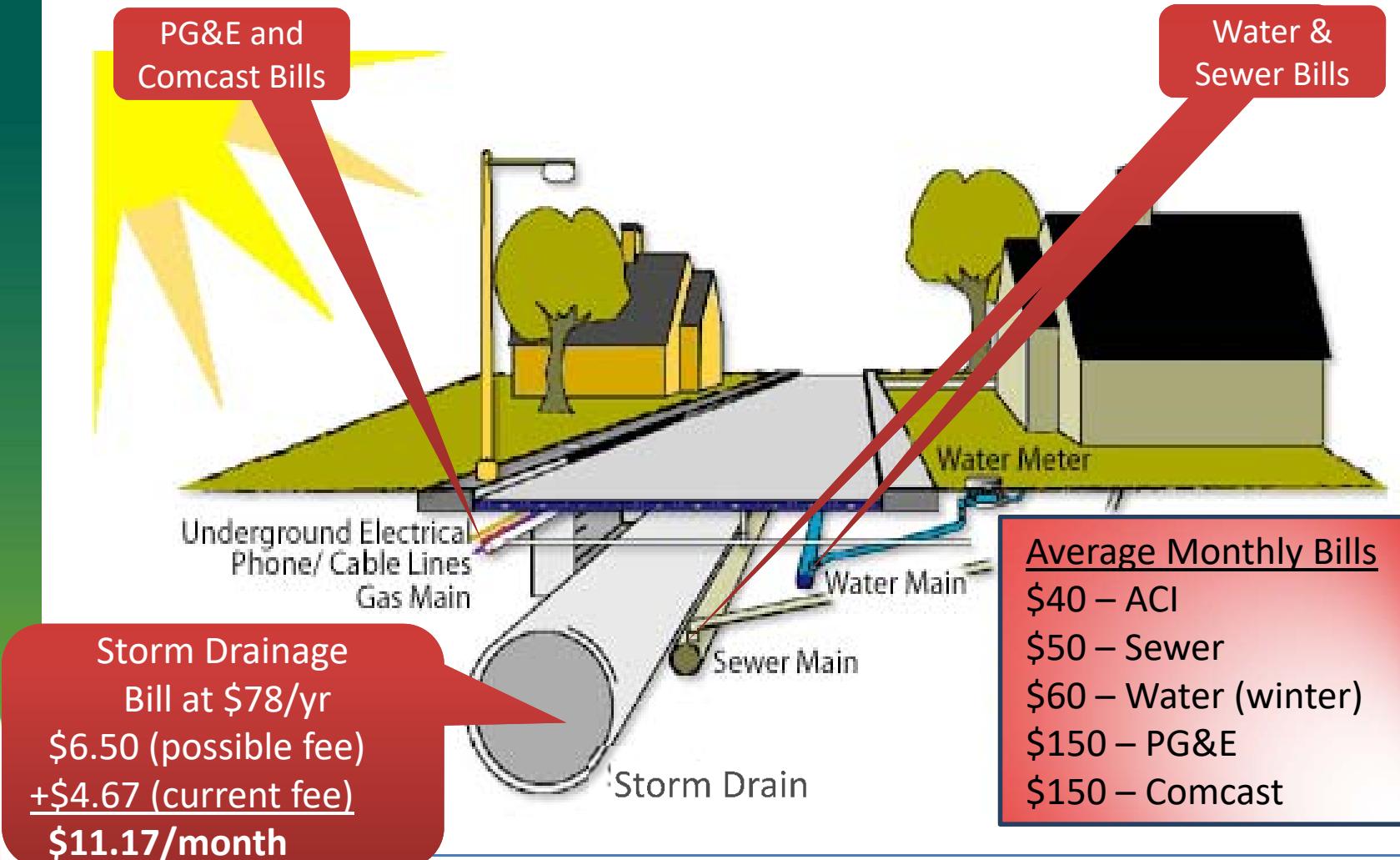
- ❖ Residential ( “per parcel” )
  - ❖ 3 SFR size groups
  - ❖ 2 types of Condos
  - ❖ 42% of revenue (90% of parcels)
- ❖ Non-Residential ( “per acre” )
  - ❖ 7 categories based on impermeability characteristics
  - ❖ 58% of revenue (10% of parcels)
- ❖ Credits Included
  - ❖ 25% for Low Impact Dvpt.
  - ❖ 57% for Direct Drain

Land Use Category	Proposed Fee FY 2019-20
Residential *	
Small      Under 0.08 ac	\$ 47.73 per parcel
Medium    0.08 to 0.14 ac	\$ 78.00 per parcel
Large      Over 0.14 ac	\$ 89.07 per parcel
Condo - Med Density	\$ 47.73 per parcel
Condo - Hi Density	\$ 24.55 per parcel
<i>Multiple SFR on single parcel pays 16% higher rate</i>	
Non-Residential **	
Apartment	\$ 908.18 per acre
Commercial / Retail / Industrial	\$ 1,083.80 per acre
Office	\$ 765.06 per acre
Church / Institutional	\$ 866.58 per acre
Institutional w/Playfield	\$ 619.22 per acre
Park	\$ 59.76 per acre
Vacant (developed)	\$ 59.76 per acre
Open Space / Agricultural	exempt

\* Single-Family Residential category also includes du-tri-and four-plex units

\*\* Non-SFR parcels size is calculated to a hundredth of an acre

# Storm Drain Fee Context



# Staff Recommendation

- Adopt two resolutions initiating Prop 218 process for **Option #1: Property-related Fee**
- Notices mail August 10 to property owners with fee range \$45-78 annually
- Public education in August and September
- October 1 public hearing to determine if majority protest, 1<sup>st</sup> reading of ordinance, and set proposed fee
- Ballots mail October 10
- Ballots due November 25
- Results to City Council in December

