

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

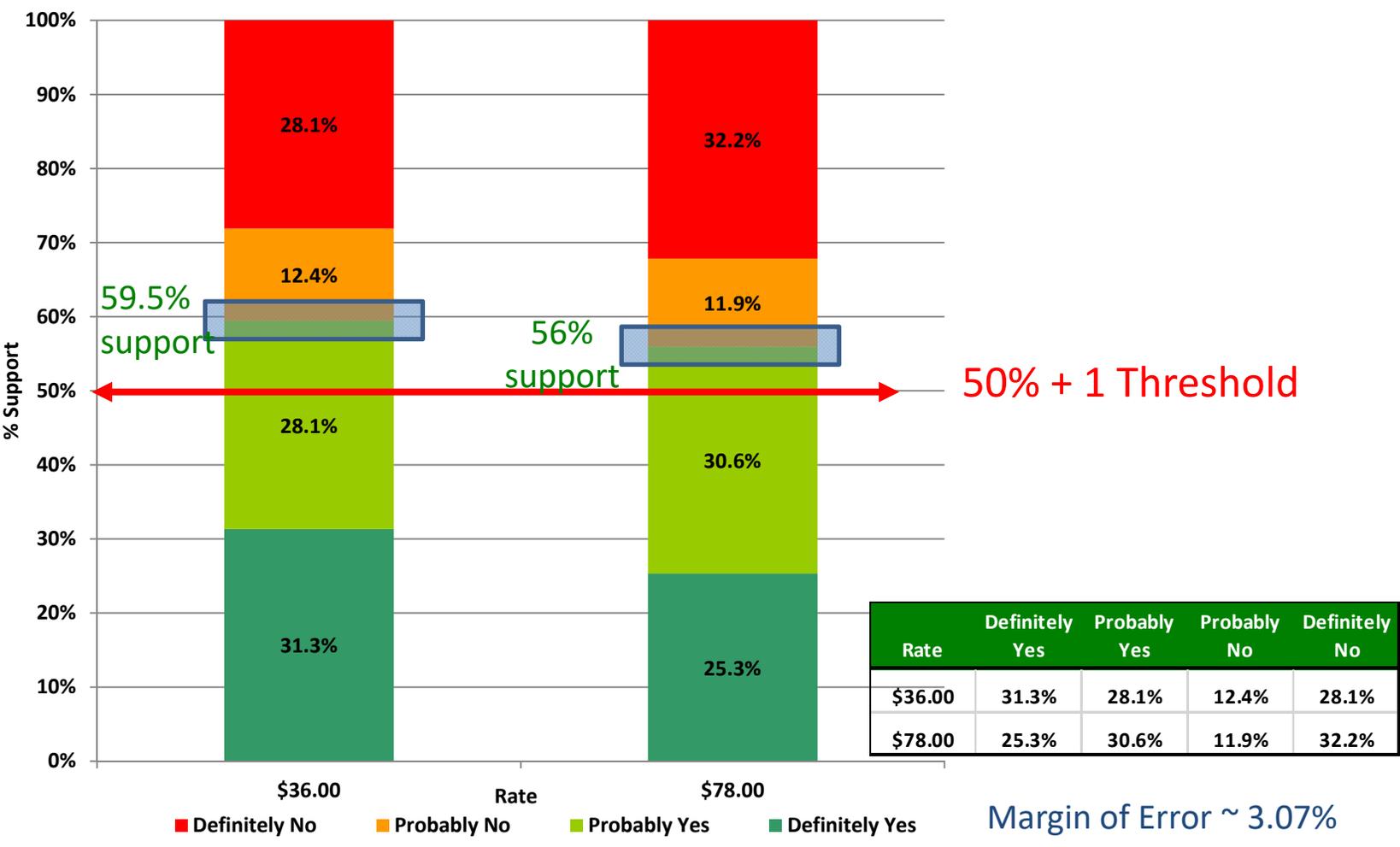
Options for Stormwater Revenue Measure

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

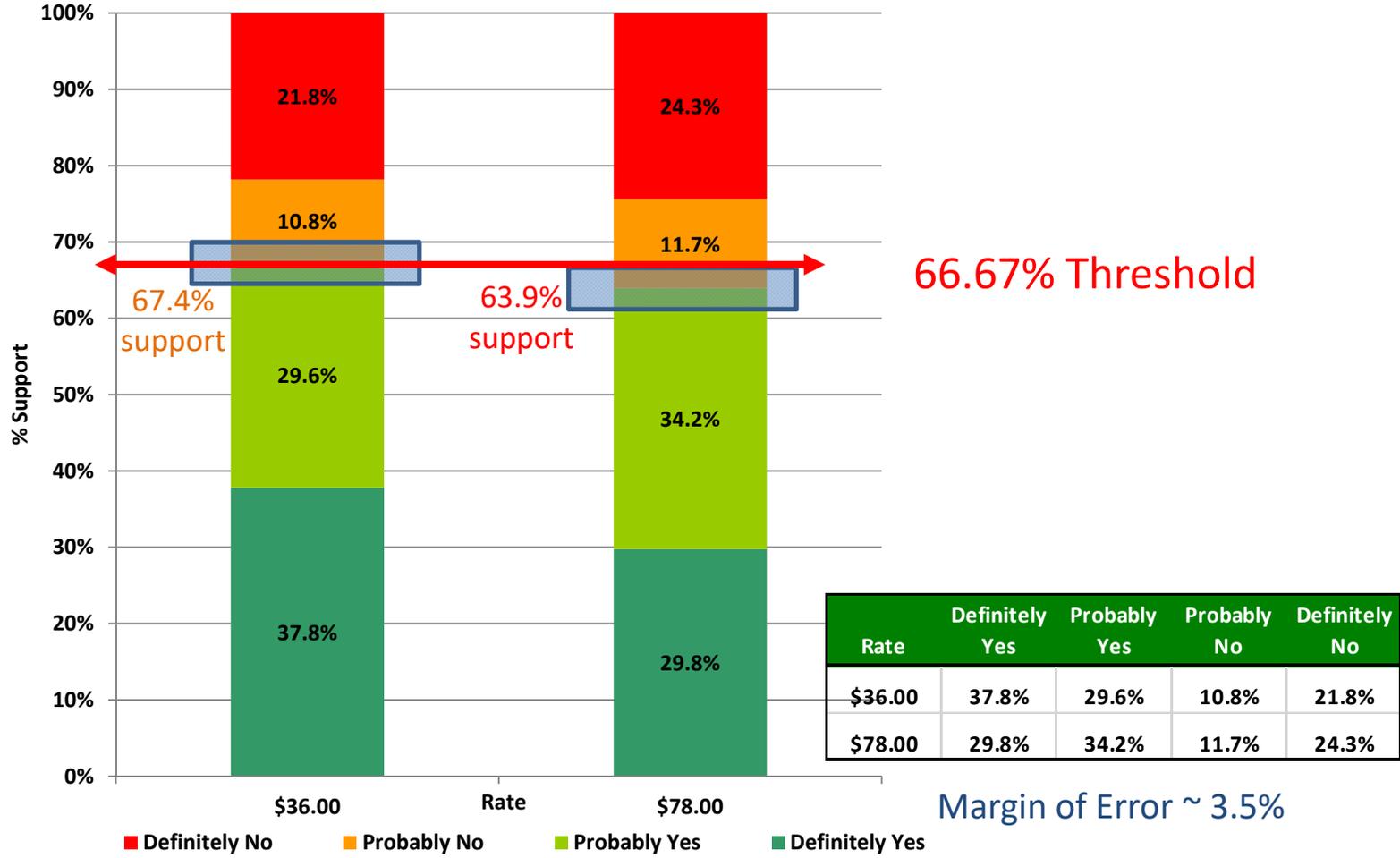
May 17-24 Survey

- 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

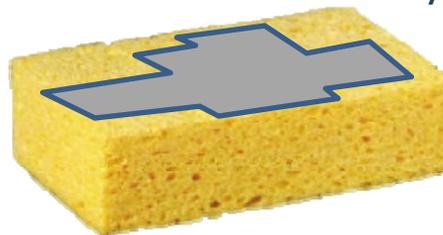


Additional Survey Information

- 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)

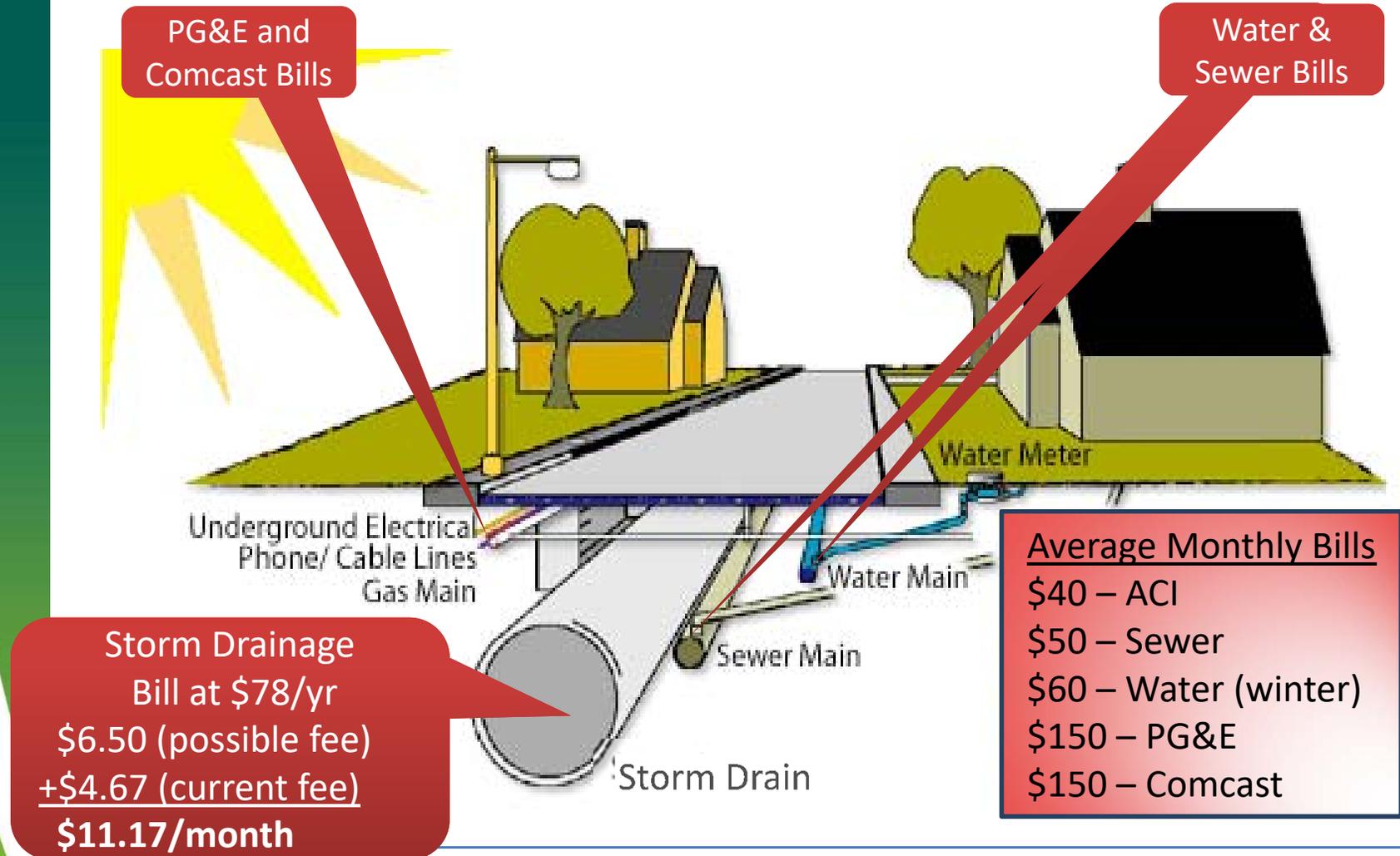
- ❖ Credits Included

- ❖ 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	\$ 98.00 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. Alternatively, City Council could include a single specific rate.
- Public education in August and September
- October 1 public hearing to determine if majority protest, 1st reading of ordinance, and set proposed fee
- Ballots mail October 10
- Ballots due November 25
- Results to City Council in December

