

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

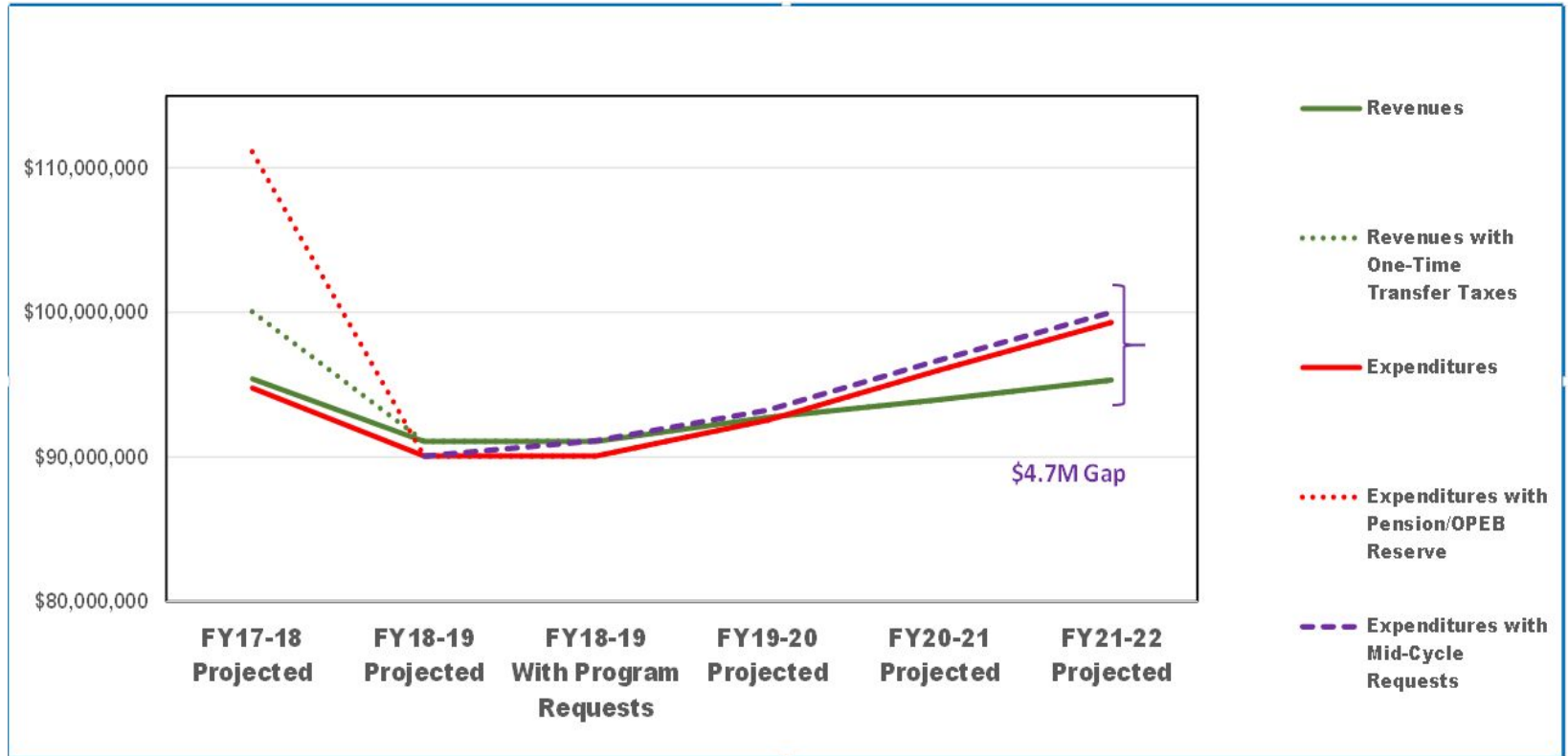
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- Adopt resolution and ordinance
- City Council decides on ballot argument process

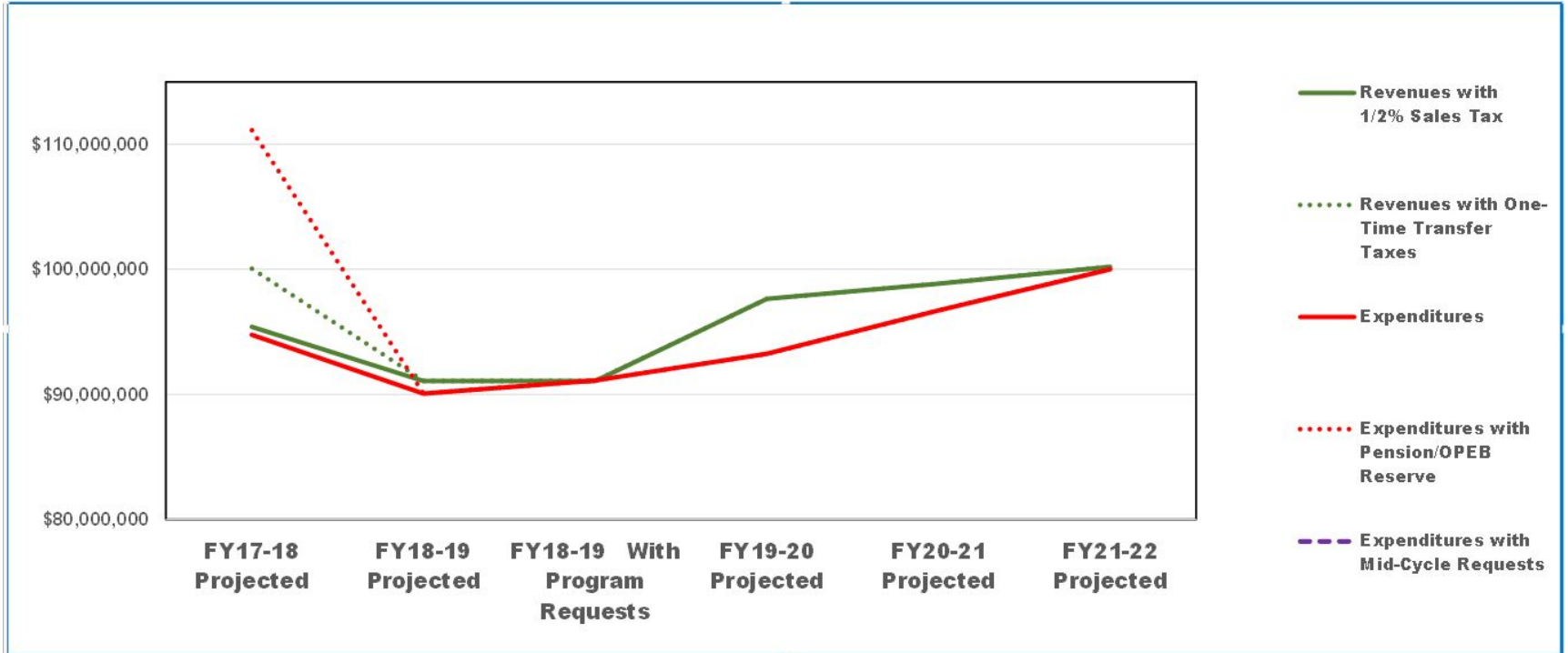
## Revenue Measure Options

<b>From four options (May 18)</b>	<b>To two (June 5)</b>	<b>To one (July 10)</b>
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parks; repairing sidewalks/streets/protecting the Bay from pollution by enacting a 0.5% sales tax, which shall be repealed by voters, providing approximately \$5,000,000 annually in locally controlled revenues for unrestricted general revenue purposes, requiring independent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 all 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

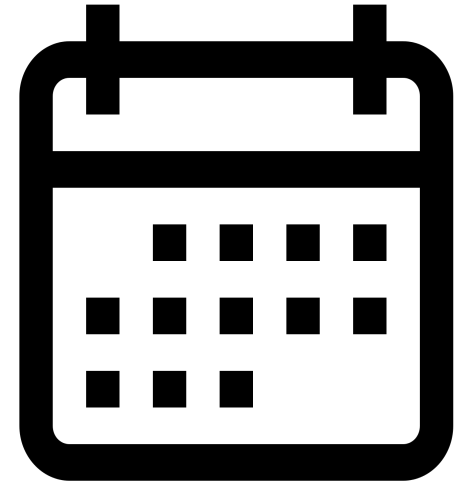
**July 10:** City Council considers placing City of Alameda Essential Services Protection Measure on the ballot

**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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