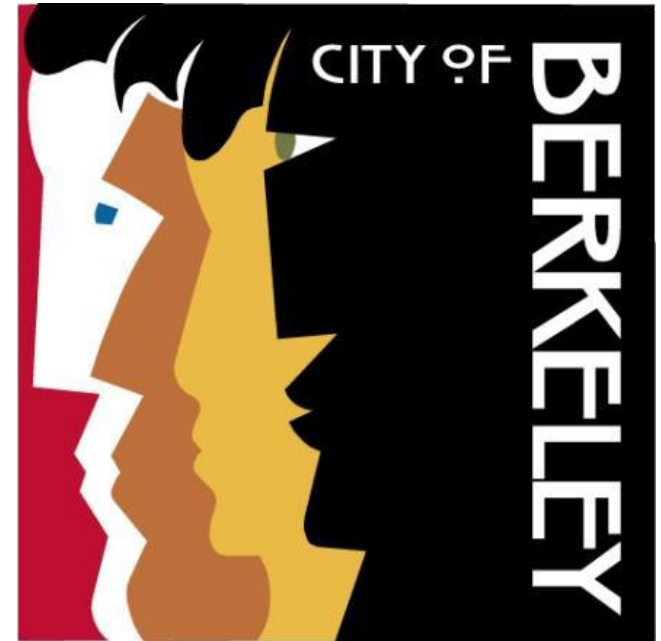


Community Survey:  
*2020 Ballot Measure  
Considerations*



# 2020 Community Survey

- Tax Rate Comparison
- Ballot Measure Schedule
- Review Possible Fire Department Measures
- Council Discussion

# Tax Rate Comparison Among Cities

*Based on average 1,900 square foot home; Assessed Value of \$485,000*

AGENCY	Berkeley FY2020		Oakland FY2020		Albany FY2020	
	Rate	Amount	Rate	Amount	Rate	Amount
Countywide Ad Valorem Tax	1.000%	\$4,780	1.000%	\$4,780	1.000%	\$4,780
Voter-Approved Ad Valorem Debt Service (Combined)	0.218%	\$1,045	0.369%	\$1,763	0.395%	\$1,887
Total All Ad Valorem Taxes	1.218%	\$5,824	1.369%	\$6,543	1.395%	\$6,667
Total City Special Taxes	\$0.526	\$1,001		\$431		\$321
Total City Special Assessments		\$112		\$16		\$712
Total Unified School District Special Taxes	\$0.468	\$890		\$435		\$909
Total County Assessments/Charges		\$351		\$352		\$405
<b>TOTAL CURRENT ANNUAL TAXES</b>		<b>\$8,178</b>		<b>\$7,777</b>		<b>\$9,014</b>
<b>Tax/Assessment Rate</b>	<b>1.711%</b>		<b>1.627%</b>		<b>1.886%</b>	

# Community Survey

## Programs Assessed in Prior Surveys

- Infrastructure
- Streets
- Parks, Pools and Camps
- Sugar Sweetened Beverage Tax
- Public financing of elections
- Affordable Housing Tax on Multi-unit Rental Properties
- Commercial Vacancy Tax
- Residential Vacancy Tax
- Fire and Emergency Services
- Homeless Services

# Community Survey

SAMPLE: 500 likely November 2020 voters, 15 minutes

## GOALS:

- Better understand what issues voters want to see addressed by the City
- Test potential components individually and as a package, as well as dollar amounts

## INCLUDES:

- Top issues, economic concerns, assessment of city government
- Individual components/projects
- Different package components and costs
- Demographic information

# 2020 Ballot Measure Schedule

Critical Dates	Key Actions
Feb. 11	Council provides final direction about possible measures to include in first Community Survey
April 14	Survey Results from the First Survey and Direction on Second Survey
Month of April	Second Survey
May 26	Second Survey Results Presented and Direction about Next Steps
June 16	Provide Direction on Ballot Language
July 14	Review Final ballot measure language
July 28 Action Calendar	Last Council Meeting Before Recess

# Fire Department Needs

1. Increase Emergency Paramedic Tax
2. Establish a new Fire and Emergency Services Tax
  - \$8 million annually
3. Wildfire District Assessment
  - \$1.4 million ongoing, \$500,000 one-time
  - \$7 million ongoing, \$3.5 million one-time

# Other Possible Ballot Measures or Charter Amendments

<b>Potential City Ballot Measures</b>	Gender Neutral Terminology (Charter & BMC)
	New Article Regarding Police Review Commission (Charter)
	Eliminating Sworn Firefighter Residency Requirements (Charter)
	GANN Limit Authorization
<b>Outside Agency Revenue Measures</b>	State Ballot Measures
	Alameda County Measure for Homeless Services



# Council Discussion

1. Begin discussing whether to Conduct a Community Survey
2. Discuss items to include in the survey
3. Discuss cost levels for any revenue measures