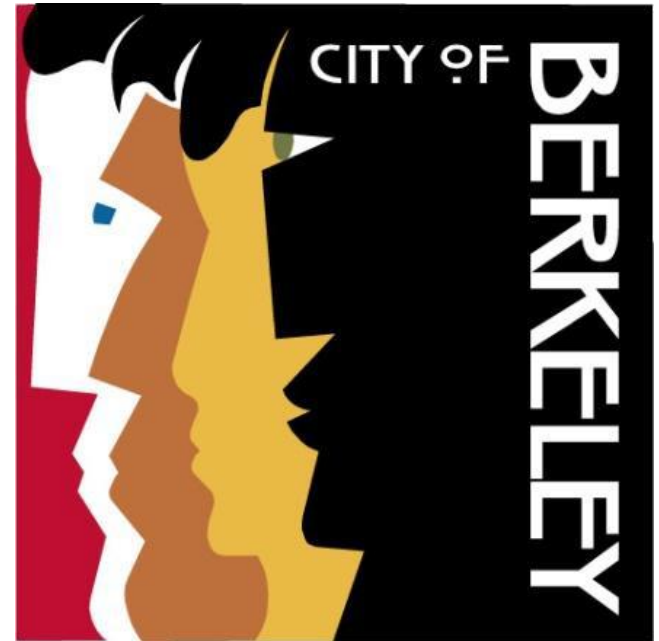


Community Survey:
*2020 Ballot Measure
Considerations*



2020 Community Survey

- Ballot Measure Schedule
- Tax Rate Comparison
- Street Needs and Funding Options
- Fire Department Revenue Measure
- Council Discussion

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

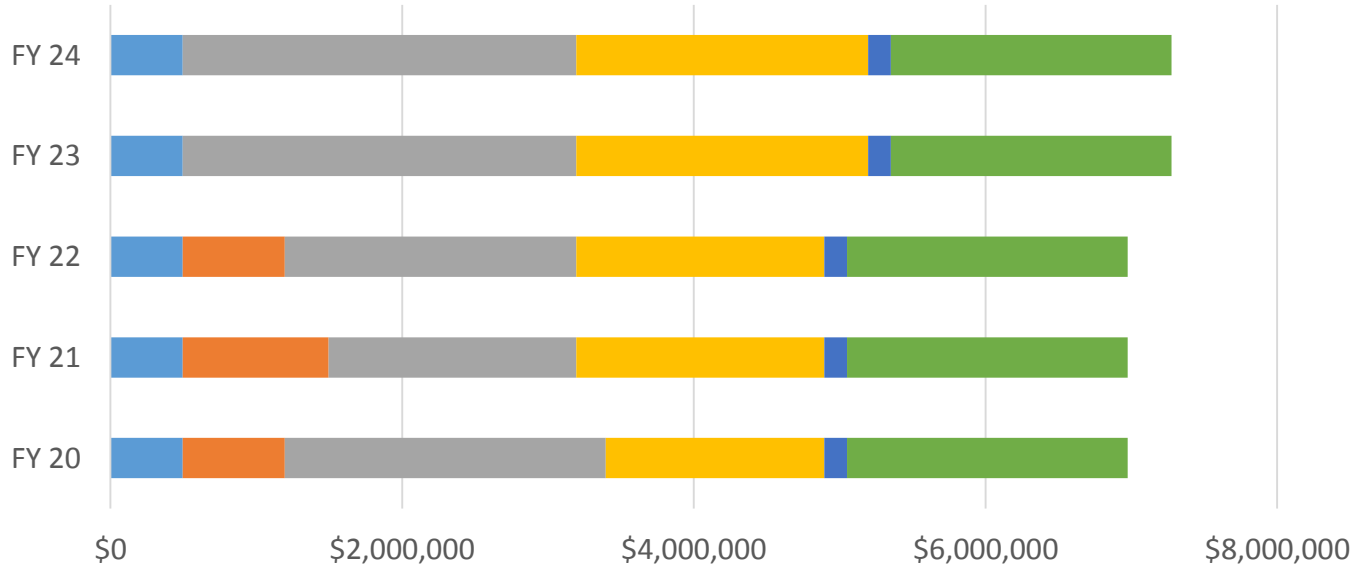
Tax Rate Comparison Among Cities

Based on average 1,900 square foot home; Median 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
TOTAL CURRENT ANNUAL TAXES		\$8,178		\$7,777		\$9,014
Tax/Assessment Rate	1.711%		1.627%		1.886%	

Berkeley Street System

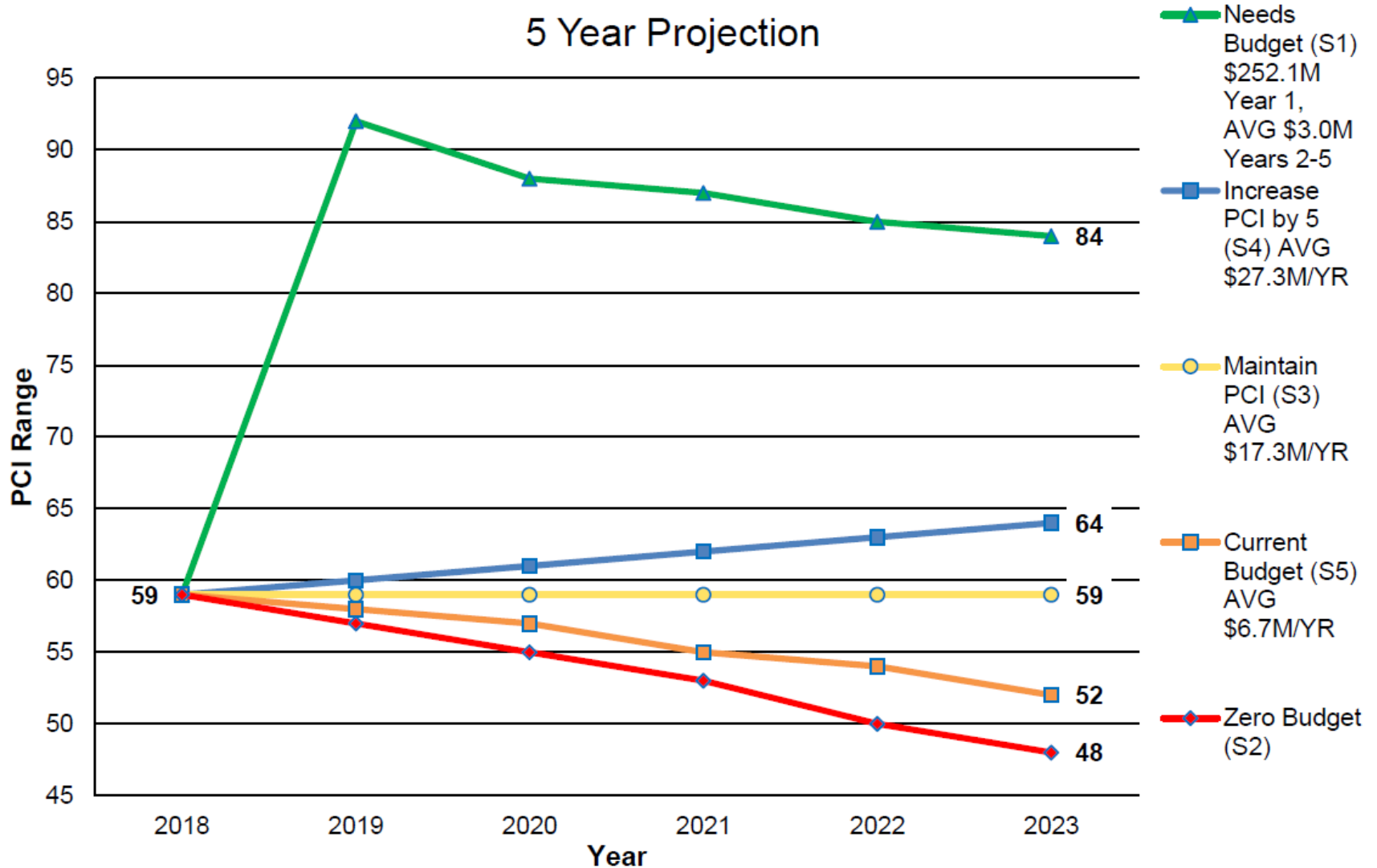
FUNDING RESOURCES



	FY 20	FY 21	FY 22	FY 23	FY 24
■ State Transportation Tax	\$495,303	\$495,303	\$495,303	\$495,303	\$495,303
■ Measure B - Local Streets & Roads	\$700,000	\$1,000,000	\$700,000	\$0	\$0
■ Measure BB - Local Streets & Roads	\$2,200,000	\$1,700,000	\$2,000,000	\$2,700,000	\$2,700,000
■ SB1 Gas Tax	\$1,500,000	\$1,700,000	\$1,700,000	\$2,000,000	\$2,000,000
■ Measure F - Vehicle Registration Fee	\$155,000	\$155,000	\$155,000	\$155,000	\$155,000
■ Capital Improvement Fund	\$1,925,000	\$1,925,000	\$1,925,000	\$1,925,000	\$1,925,000

Does not include T1 or grant funds

Berkeley Street System



Revenue Options for Streets

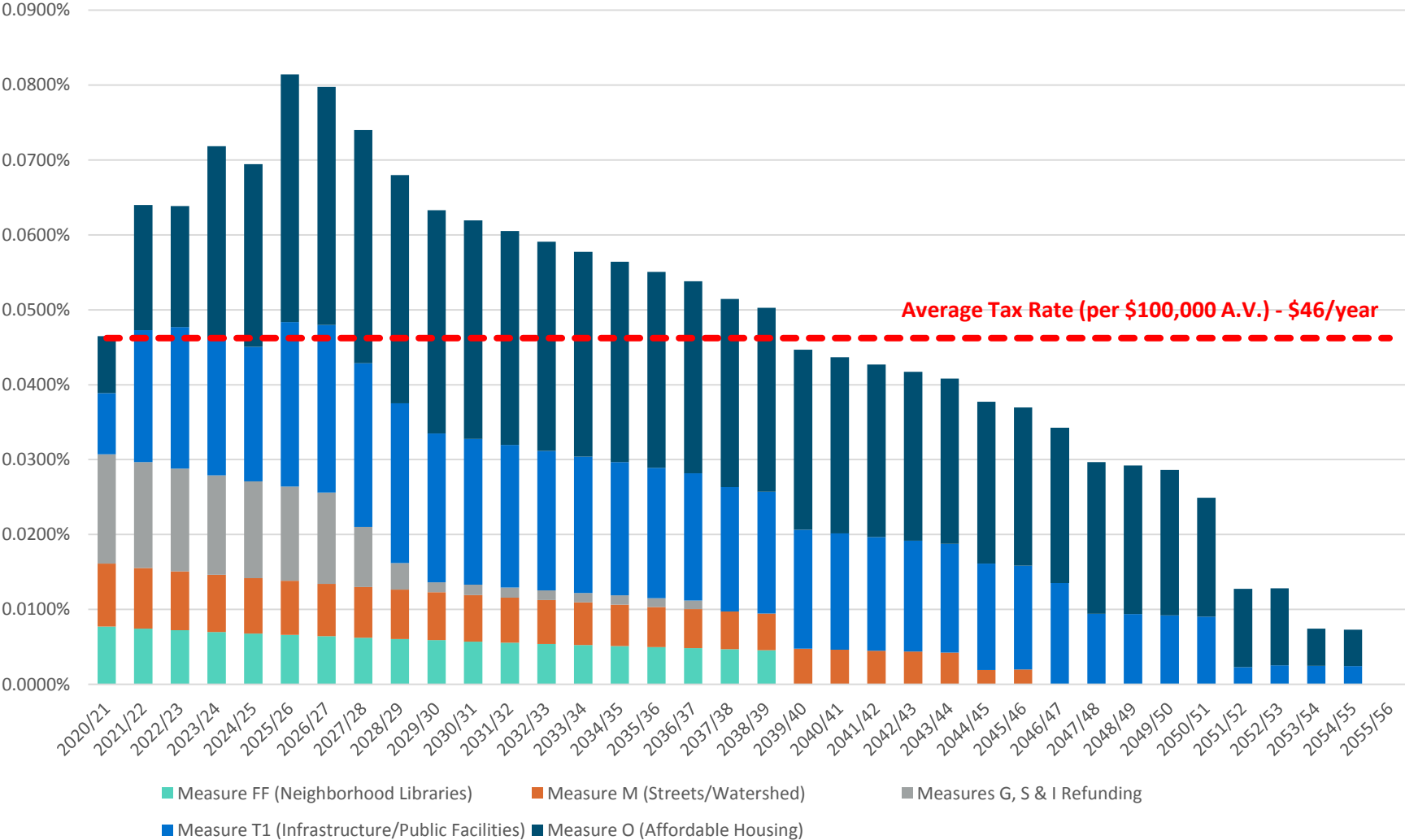
Revenue Measure	
½ Cent Transaction and Use Tax	<ul style="list-style-type: none">• Generates approx. \$9M per year• Broadens tax base (residents, employees, visitors)• General Tax (50%+1) vs. Special tax (2/3rds voter support)
Revenue Bond (½ Cent Transaction and Use Tax)	<ul style="list-style-type: none">• Potential to bond for \$180M (assumes 30-years)• Broadens tax base (residents, employees, visitors)• General Tax (50%+1) vs. Special tax (2/3rds voter support)
General Obligation Bond	<ul style="list-style-type: none">• Restricts tax base to property owner• Special tax requires 2/3rds voter support

General Obligation Bond Overview

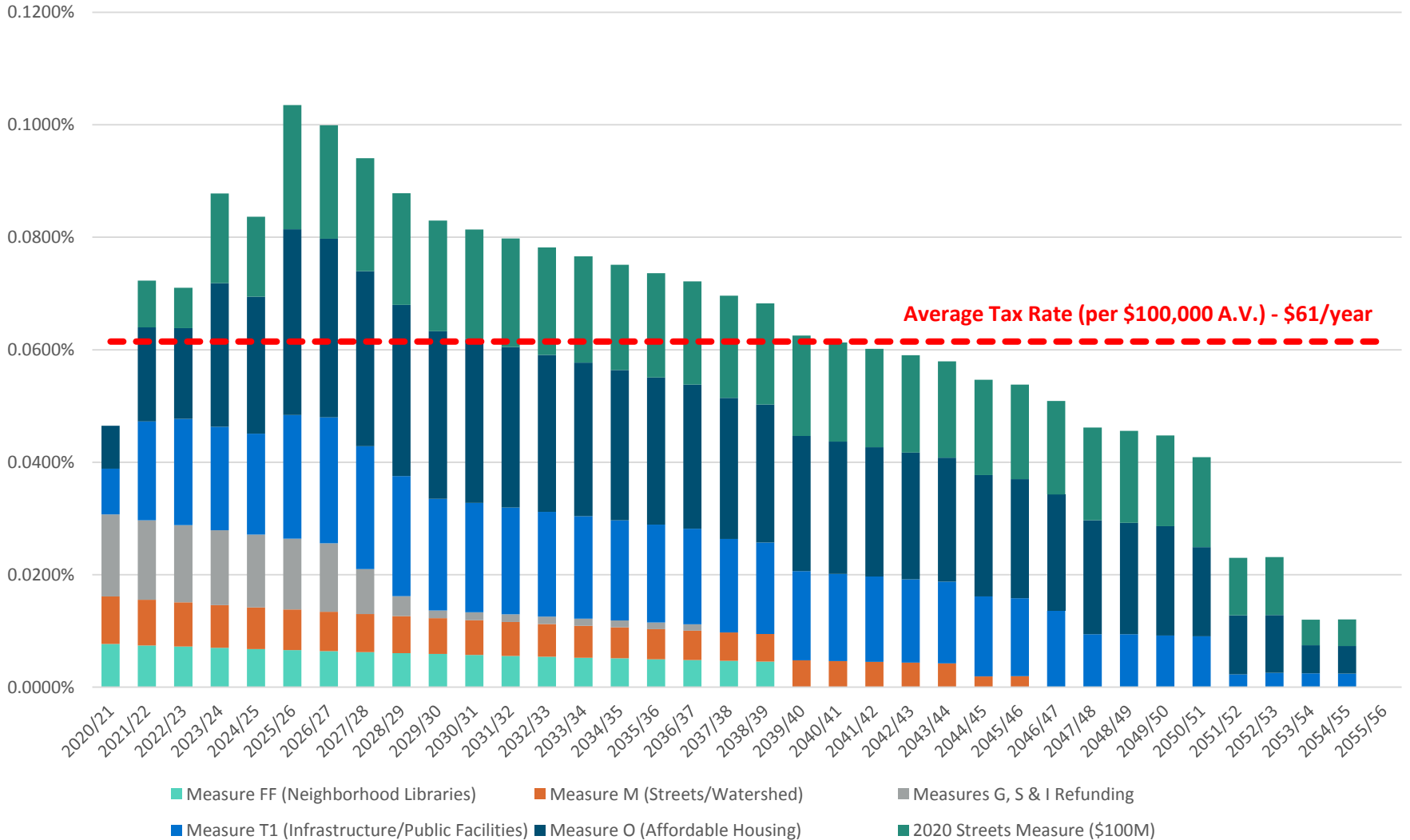
	Average Annual Assessment (1)		Maximum Annual Assessment	
	Per \$100,000 of Assessed Value	Impact on \$485,000 Home (2)	Per \$100,000 of Assessed Value	Impact on \$485,000 Home (2)
Existing Bond Authorizations	\$46	\$221	\$84	\$403
Existing PLUS \$100M Bond	\$61	\$294	\$103	\$495
Existing PLUS \$250M Bond	\$84	\$402	\$132	\$629

1. Represents average from FY 21 to FY 56.
2. Assumes \$485,000 median assessed value less \$7,000 homeowners exemption.

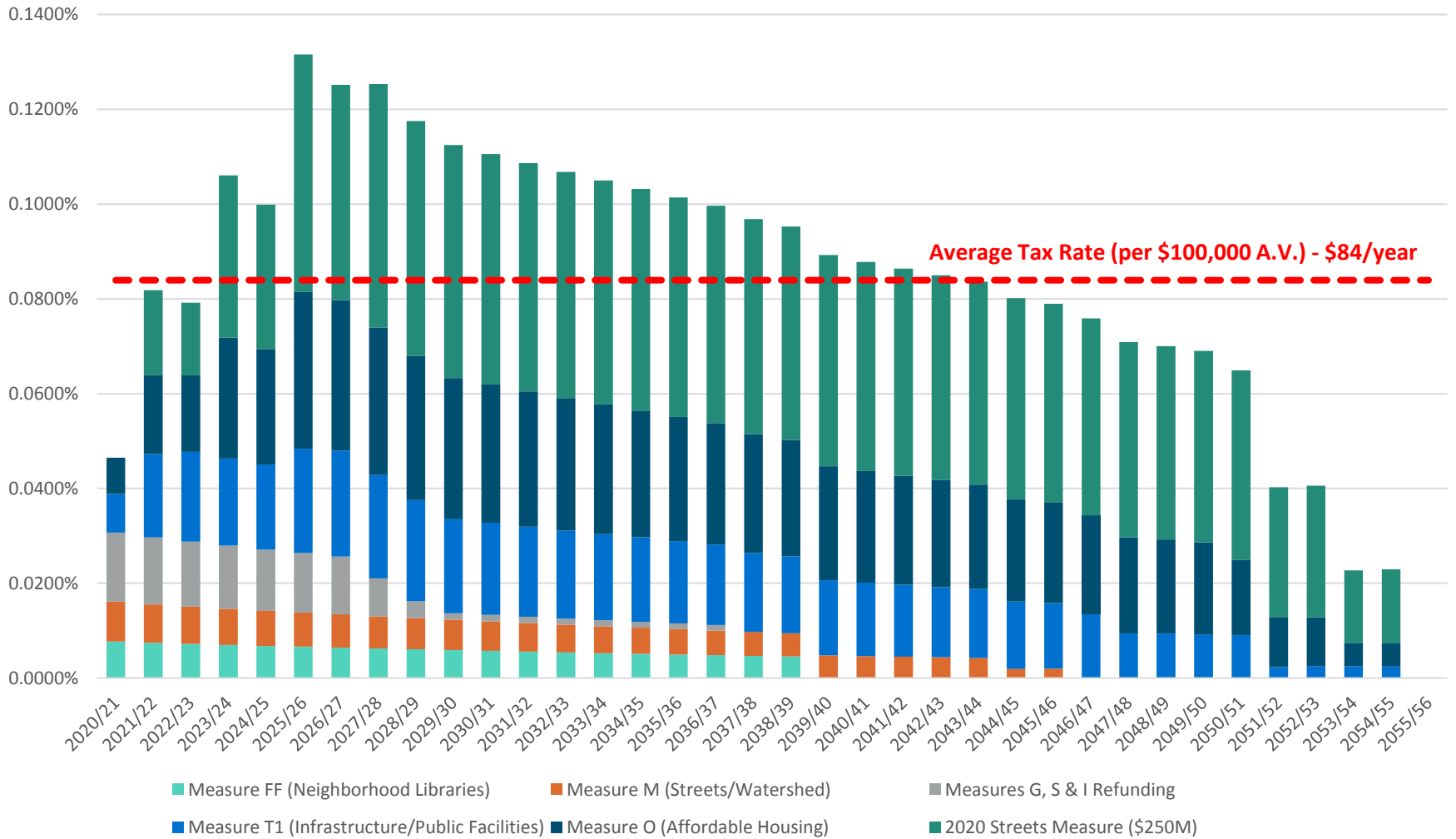
General Obligation Bonds - Tax Rate Projections (Existing Authorizations)



General Obligation Bonds - Tax Rate Projections (Includes \$100 Million Street Improvement Authorization)



General Obligation Bonds - Tax Rate Projections (Includes \$250 Million Street Improvement Authorization)



Fire Department Needs

Service	Annual Amount	Per Sq. Ft. Parcel Tax	Comments
Address Current Deficits	\$1.0M	\$0.0118	<ul style="list-style-type: none"> General Fund subsidizes Paramedic Tax; which is anticipated to increase
Emergency Medical Dispatch	\$3.2M	\$0.0393	<ul style="list-style-type: none"> Equipment, technology, and staffing
Increase EMS Resources	\$6.5M	\$0.0798	<ul style="list-style-type: none"> 1 ALS/Firefighter ambulance / 3 BLS ambulances (5150 transport) Funds to train and administer the program
4 th Firefighter on ladder trucks	\$1.3M	\$0.0160	<ul style="list-style-type: none"> Addresses high-rises / dense, expansive apartment buildings
Wildfire Prevention	\$2.0M	\$0.0246	<ul style="list-style-type: none"> Safe passages, Fire inspectors, vegetation management and crew, education and training
Total	\$14.0M	\$0.1714	
Total Annual Assessment (1,900 Sq. Ft. Home)			\$325.66

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 City to address
- Test potential components individually and as a package, as well as dollar amounts for 5-7 ballot measures

INCLUDES:

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

Survey Question: Assess Focus Issues

Tested in 2018, with people picking one (changes from 2016 noted in parentheses):

- Creating jobs and economic development
- Improving education and schools
- Managing the city budget
- Reducing crime
- Addressing homelessness
- Making the City more bike and pedestrian friendly
- Building affordable housing
- Reducing taxes
- Improving public health
- Improving parks and playgrounds (changed from parks & open space)
- Improving transportation mobility in Berkeley (changed from reducing traffic)
- Improving city infrastructure (changed from public transit)
- Don't know

Survey Question: Areas of Investment

Based on Feb. 4 Council Discussion:

- Emergency Medical Services
- Wildland Interface Fire Reduction Measures
- Streets
- Sustainability/Climate Change

Council Discussion

1. Items to include in the community survey
 - Programs and/or services
 - Revenue measures
2. Discuss cost levels for any revenue measures

Extra slide

Other Possible Ballot Measures or Charter Amendments

Potential City Ballot Measures	Gender Neutral Terminology (Charter & BMC)
	New Article Regarding Police Review Commission (Charter)
	Eliminating Sworn Firefighter Residency Requirements (Charter)
	GANN Limit Authorization
Outside Agency Revenue Measures	State Ballot Measures
	Alameda County Measure: ½ cent sales tax for Homeless Services