

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: MAGALI TELLES, DEPUTY DIRECTOR COMMUNITY  
PROGRAMS & ENGAGEMENT  
KELLEY MAGNUSON, DEPUTY DIRECTOR RECREATION  
TONY GOSSNER, FIRE CHIEF  
RAINER NAVARRO, POLICE CHIEF

SUBJECT: FISCAL YEAR 2019-20 MEASURE O ANNUAL REPORT

AGENDA ACTION: REPORT

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RECOMMENDATION

It is recommended by the Finance, Fire and Police departments, the Violence Prevention Partnership program, and the Measure O Citizens' Oversight Committee that the Council, by motion accept the Measure O Annual Report for FY 2019-20.

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EXECUTIVE SUMMARY

Ordinance 3680 added Chapter 3-26 to the Santa Rosa City Code establishing a special transactions and use tax known as Measure O. Each year an Annual Report is prepared by City staff, reviewed by the Measure O Citizen Oversight Committee and presented to the City Council reporting on revenue, expenditures and accomplishments during the past fiscal year.

BACKGROUND

Ordinance 3680 added Chapter 3-26 to the Santa Rosa City Code establishing a special transactions and use tax. The special tax measure, known as Measure O, increased sales tax by a quarter percent to fund specific Police, Fire, and Gang Prevention/Intervention programs, as set forth in the Ordinance.

The Ordinance also established a seven-member Citizen Oversight Committee, with members appointed by the City Council, to annually review expenditures and appropriations of the tax revenues to ensure that all such revenues are spent or appropriated for the purposes and uses set forth in the Ordinance. Each year, an Annual Report is prepared by City staff, reviewed by the Citizen Oversight Committee

and presented to the City Council reporting on expenditures and activities during the past fiscal year.

The tax revenues generated by Measure O are split between Fire (40%), Police (40%) and Gang Prevention/Intervention Programs (20%), with these revenues spent in accordance with an Implementation Plan which was adopted by the City Council.

#### PRIOR CITY COUNCIL REVIEW

The Council has accepted annual reports on Measure O activities every year since inception.

#### ANALYSIS

On November 2, 2020, staff presented the annual report of revenues, expenditures and accomplishments associated with tax revenues for FY 2019-20 to the Measure O Citizen Oversight committee for their review. The Committee was provided a presentation by representatives from each Measure O program area outlining their revenues, expenditures and accomplishments during the past fiscal year. Committee members discussed the report and provided comments. The Committee recommended the report be forwarded to the City Council for approval with a vote of 7-0-0.

#### FISCAL IMPACT

There is no fiscal impact from accepting the Annual Report.

#### ENVIRONMENTAL IMPACT

The Council finds that the proposed action is exempt from the provisions of the California Environmental Quality Act (CEQA) under section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and that no further environmental review is required.

#### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

The Measure O Citizen Oversight Committee recommends the Council by motion formally accept the Measure O Annual Report for FY 2019-20.

#### NOTIFICATION

Not applicable

#### ATTACHMENTS

- Attachment 1 – FY 2019-20 Measure O Annual Report

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