

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
SUBJECT: SONOMA COUNTY ROAD TAX MEASURE

STAFF PRESENTER: RICK MOSHIER, TRANSPORTATION AND PUBLIC  
WORKS DIRECTOR

AGENDA ACTION: DISCUSSION AND DIRECTION

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ISSUE(S)

Does the City Council wish to provide staff, by motion, with any direction regarding the Sonoma County Sales Tax Measure for roads?

COUNCIL GOALS/STRATEGIES

Goal 1: Create a Strong, Sustainable Economic Base

BACKGROUND

1. The County of Sonoma voted on August 12, 2014, to place a one-quarter of one percent general sales tax measure on the March 3, 2015, ballot along with an Advisory Measure specifying the manner in which the sales tax is proposed to be spent. A copy of the staff report presented to the Board of Supervisors is attached hereto as Attachment 1.
2. The County initially had discussions with the Cities in the County to discuss allocation of the sales tax revenues and an overall plan for the use of the funds with the intent of placing the tax measure on the November 2014 ballot. Former City Manager Millison and Director Moshier were involved in those discussions. Santa Rosa, as directed by the City Council at a staff briefing, advised the County that the City may wish to allocate not more than ten percent (10%) of the City's share of the revenues to Transit.
3. As a result of polling results, the County elected to place the measure on the ballot as a general sales tax measure which only requires a majority vote with a companion advisory measure instead of a special sales tax which would require a two thirds vote.
4. The method used to allocate the revenues between the County and the cities is the formula used by the Sonoma County Transportation Authority (SCTA) for



contributions to SCTA and for allocation of Measure M revenues which is based fifty percent (50%) on road miles and fifty percent (50%) on population.

5. It is anticipated that the Board of Supervisors will have additional discussions prior to the deadline for submitting a final ballot measure which is on December 5, 2014.

### ANALYSIS

1. As discussed above, the proposed sales tax measure the County is placing on the ballot is a general tax measure. The County would legally be allowed to use the revenue for any purpose approved by the Board of Supervisors. The Advisory Measure would provide the plan which the County has indicated it would formally adopt by entering into a contract with SCTA after the measure is approved by the voters.
2. The Board of Supervisors is tentatively scheduled to have further discussions regarding this item on October 14, 2014.
3. If the City wishes to recommend or request any additional changes to the measure with respect to the proposed expenditure plan or the ballot measure, the Council should provide direction to the City Manager and/or Director of Transportation and Public Works.

### RECOMMENDATION

It is recommended by the City Attorney and the Director of Transportation and Public Works that the Council discuss the proposed Sonoma County General Tax for Roads and provide staff with direction, if any.

Author: Caroline L. Fowler, City Attorney

Attachments:

Attachment 1 – County of Sonoma Agenda Packet for General Sales Tax