

City of Santa Rosa



Legislation Details

File #:	14-0393	Version:	1	Name:	UUT Modernization Ballot Measure
Type:	CC- Report	Status:		Status:	Agenda Ready
File created:	7/15/2014	In control:		In control:	CITY COUNCIL
On agenda:	7/29/2014	Final action:			
Title:	REPORT - ORDERING SUBMISSION OF UTILITY USERS TAX BALLOT MEASURE, APPROVING BALLOT LANGUAGE, PERMITTING THE FILING OF REBUTTAL ARGUMENTS, AND PROVIDING DIRECTION REGARDING BALLOT ARGUMENTS IN SUPPORT OF MEASURE (CONTINUED FROM JULY 15, 2014, REGULAR MEETING)				

BACKGROUND: The City's Utility Users Tax consultant has recommended that the City's Utility Users Tax ("UUT") ordinance (Chapter 3-32) be modernized to address recent legal issues and changes in technology to avoid loss of revenue. The Long Term Financial Policy Subcommittee recommended 2-1 to place a UUT modernization ordinance on the ballot in 2014. On March 11, 2014, the Council directed the City Attorney to prepare a ballot measure for modernization of the UUT for the November 2014 ballot.

The Council conducted a study session on May 20, 2014, at which Mr. Maynor, the City's consultant, provided additional information regarding the need to update the ordinance. At that time, the City Council also suggested that the current cap of \$1,000 per utility service be removed as part of the update.

RECOMMENDATION: It is recommended by the City Attorney and the Finance Department that the Council, by resolution, (1) order the submission of a ballot measure to the voters at the November 4, 2014, General Municipal Election to implement proposed amendments to modernize the Utility Users Tax ("UUT") Ordinance as directed by the City Council; (2) provide for the filing of rebuttal arguments on the measure; and (3) direct the City Attorney to prepare an impartial analysis of the measure.

The City Attorney further requests direction by the Council as to whether the City Attorney should prepare a ballot argument in support of the proposed ballot measure.

Sponsors:

Indexes: Not a Project

Code sections:

Attachments: 1. Staff Report, 2. Attachment A, 3. Attachment B, 4. Responses to Council Questions, 5. Resolution, 6. Exhibit A, 7. Presentation PDF (uploaded 7/28/2014)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------