



# City of Santa Rosa

## Legislation Details

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<b>File #:</b>	18-0551	<b>Version:</b>	1	<b>Name:</b>	Revenue Ballot Measures Nov 2018
<b>Type:</b>	CC- Report	<b>Status:</b>		<b>Status:</b>	Agenda Ready
<b>File created:</b>	7/3/2018	<b>In control:</b>		<b>In control:</b>	City Council
<b>On agenda:</b>	7/24/2018	<b>Final action:</b>		<b>Final action:</b>	
<b>Title:</b>	REPORT - CITY OF SANTA ROSA REVENUE BALLOT MEASURES FOR AFFORDABLE HOUSING AND GENERAL CITY SERVICES				

**BACKGROUND:** Additional financial resources are needed to enable the City to meet several unmet needs. Options for generating these additional financial resources include increasing the City sales tax by a quarter-cent; increasing Transient Occupancy Tax (TOT) from 9% up to 12%; and, an Affordable Housing General Obligation Bond. All of these options would require voter approval. Sales tax and TOT increases designated for general City purposes would require a majority (50% plus one vote). If designated for special purposes, such tax increases would require a two-thirds vote. A General Obligation bond for Affordable Housing would also require a two-thirds vote.

The City engaged the services of two firms to conduct an opinion survey gauging voter opinion on a quarter-cent sales tax increase, a TOT increase, and a Housing and Infrastructure General Obligation Bond. The results of which were provided to Council on June 26, 2018. At this meeting, the City Council requested a second opinion survey on a General Obligation Bond only for Affordable Housing, and at various ad valorem tax rate increases.

The purpose of this item is to allow the City Council to consider each of the revenue options put forward, and vote on all of the revenue options.

**RECOMMENDATION:** It is recommended by the City Manager, Finance, and Housing and Community Services Departments, and the City Council Infrastructure and Housing Finance Ad Hoc Committee that the Council:

(1) Introduce an ordinance to add Chapter 3-29 to the City Code to establish a temporary .25% (1/4¢) sales tax for a period of six years for general City services, and, by resolution, order the submission of a ballot measure to seek voter approval of the ordinance at the November 6, 2018 General Municipal Election and direct related actions;

(2) Introduce an ordinance to amend Section 3-28.020 of the City Code to increase the Transit Occupancy Tax by 3%, from 9% up to 12%, and, by resolution, order the submission of a ballot measure to seek voter approval of the ordinance at the November 6, 2018 General Municipal Election and direct related actions;

(3) Select a levy amount and introduce an ordinance to amend Chapter 4-40 of the City Code to authorize the issuance of general obligation bonds for the purpose of funding affordable housing, and by resolution, order the submission of a ballot measure to seek voter approval of the ordinance at the November 6, 2018 General Municipal Election and direct related actions. Voter approval of the measure would result in the placement of an ad valorem property tax on properties within the city limits of Santa Rosa, with proceeds being used for affordable rental and homeownership housing. It is recommended that the Council consider setting the ad valorem property tax levy at a rate between \$19 and \$49 per every \$100,000 of assessed value.

**Sponsors:** Finance

**Indexes:** Not a Project

**Code sections:**

**Attachments:** 1. Staff Report, 2. Attachment 1 - Policy Framework, 3. TOT Resolution, 4. TOT Ordinance, 5. Sales

Tax Resolution, 6. Sales Tax Ordinance, 7. Housing Bond Resolution Opt A, 8. Housing Bond Resolution Opt B, 9. Housing Bond Ordinance (Urgency), 10. Presentation 1 - Consultant (Uploaded 7/23/2018), 11. Presentation 1a - Consultant Topline Report, 12. Housing Bond Reso Opt A\_REDLINE, 13. Presentation 2 (Uploaded 7/23/2018), 14. Housing Bond Reso Opt A\_FINAL, 15. Housing Bond Reso Opt B\_REDLINE, 16. Housing Bond Reso Opt B\_FINAL, 17. REVISED Sales Tax Resolution\_REDLINE, 18. REVISED Sales Tax Resolution\_FINAL, 19. REVISED TOT Resolution\_REDLINE, 20. REVISED TOT Resolution\_FINAL

Date	Ver.	Action By	Action	Result
7/24/2018	1	City Council	to waive reading of the text and adopt as amended	Pass
7/24/2018	1	City Council	to waive reading of the text and adopt as amended	Fail
7/24/2018	1	City Council	to waive reading of the text and adopt as amended	Pass
7/24/2018	1	City Council	to waive reading of the text and adopt as amended	Pass
7/24/2018	1	City Council	to waive reading of the text and adopt	Pass