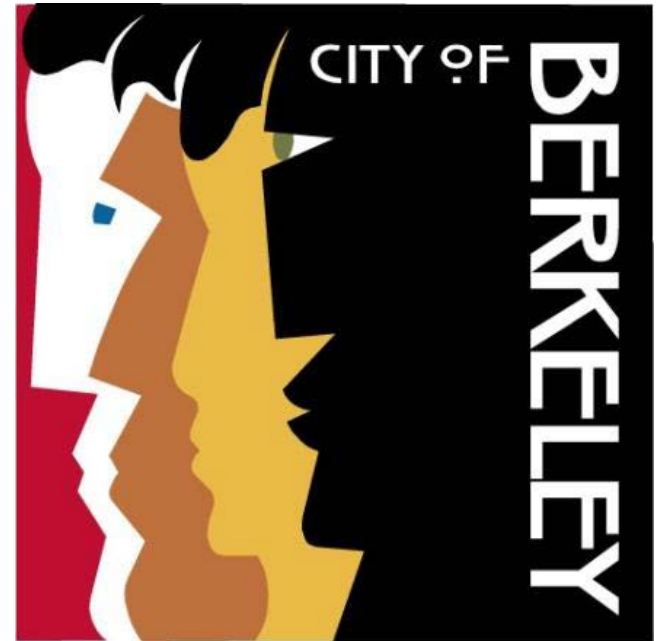


Community Survey:
*2018 Ballot Measure
Considerations*



2018 Community Survey

- Tax Rate Comparison
- Identify Bond Capacity
- Discuss Financing Mechanisms
- Ballot Measure Schedule
- Council Discussion

Tax Rate Comparison Among Cities

Based on average 1900 square foot home; Assessed Value of \$425,000

AGENCY	Berkeley FY2017		Oakland FY2017		Albany FY2017	
	Rate	Amount	Rate	Amount	Rate	Amount
COUNTYWIDE AD VALOREM TAX	1.00%	\$4,180	1.00%	\$4,180	1.00%	\$4,180
<u>Voter-Approved Ad Valorem Tax (combined)</u>	0.05%	\$206	0.20%	\$855	0.08%	\$341
TOTAL ALL AD VALOREM TAXES	1.21%	\$5,074	1.35%	\$5,638	1.37%	\$5,745
Total City Special Taxes	\$0.45	\$931		\$588		\$383
Total City Special Assessments		\$55		\$16		\$644
Total Unified School District Special Taxes	\$0.44	\$829		\$195		\$887
Total County Assessments/Charges		\$338		\$327		\$311
TOTAL CURRENT ANNUAL TAXES		\$7,227		\$6,764		\$7,970

Possible Funding Mechanism: General Obligation Bond

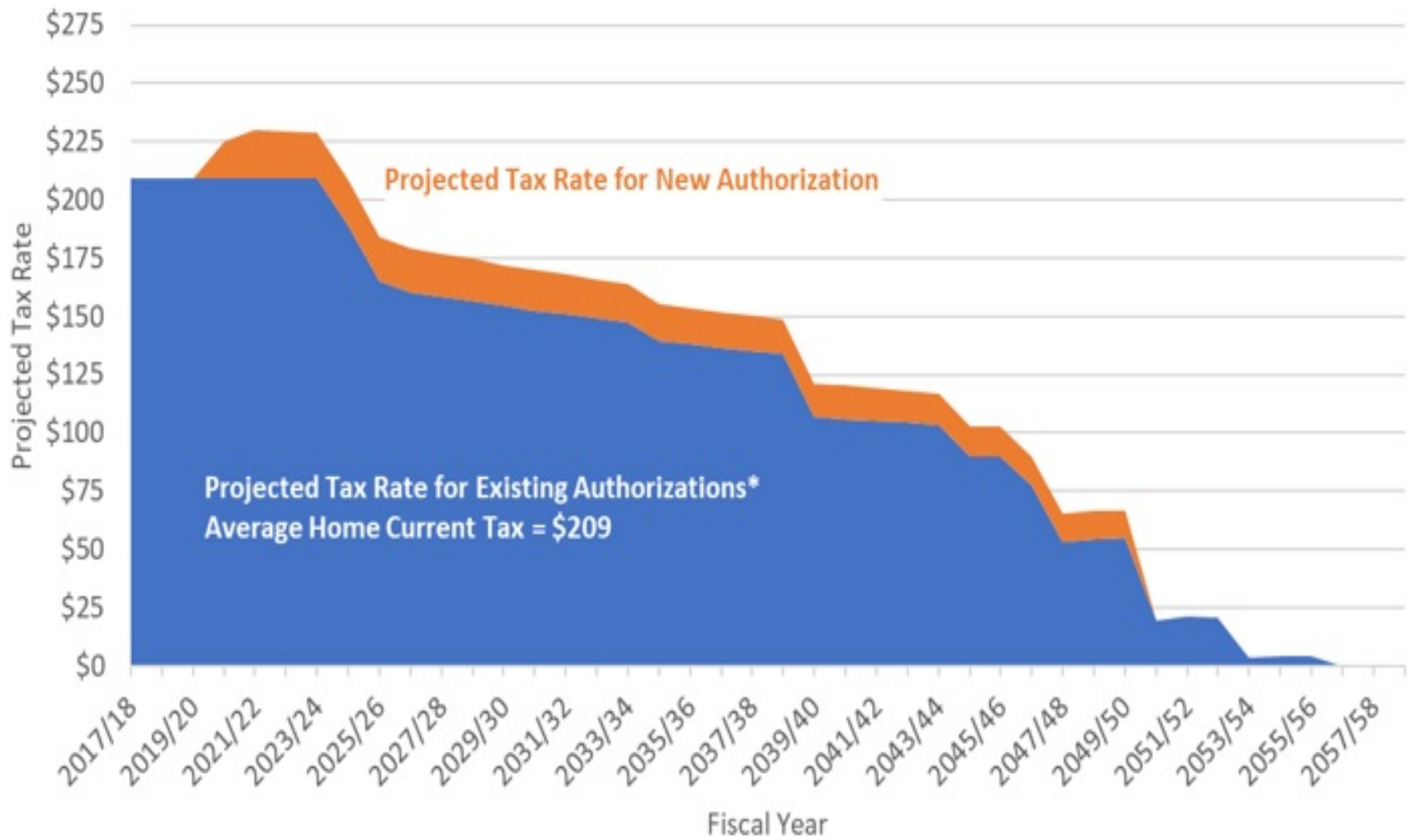
- A General Obligation (GO) Bond is a voter-approved capital financing mechanism that collects a property tax to repay bonds issued for projects
- The tax is based on assessed value (net of \$7,000 homeowner exemption)
- Requires 2/3 voter approval
- The City currently has six GO bonds:
 - Measure G: Seismic Safety for Fire Stations
 - Measure S: Seismic Safety for Main Library
 - Measure I: Animal Shelter
 - Measure FF: Seismic Safety for Branch Libraries
 - Measure M: Streets and Watershed
 - Measure T1: Infrastructure

Projected Annual Tax Impact of New Bond Authorization

GO Bond Amounts and Tax Impact				
Bond Size	\$15,000,000	\$20,000,000	\$25,000,000	\$30,000,000
Annual Debt Service	\$975,772	\$1,301,029	\$1,626,286	\$1,951,543
1st Year Tax Rate (per \$100,000 AV)	\$5.37	\$7.15	\$8.94	\$10.73
Projected Maximum Annual Tax for Average Home	\$22.80	\$30.40	\$38.01	\$45.61
Average Annual Tax for Average Home	\$17.02	\$22.70	\$28.37	\$34.05

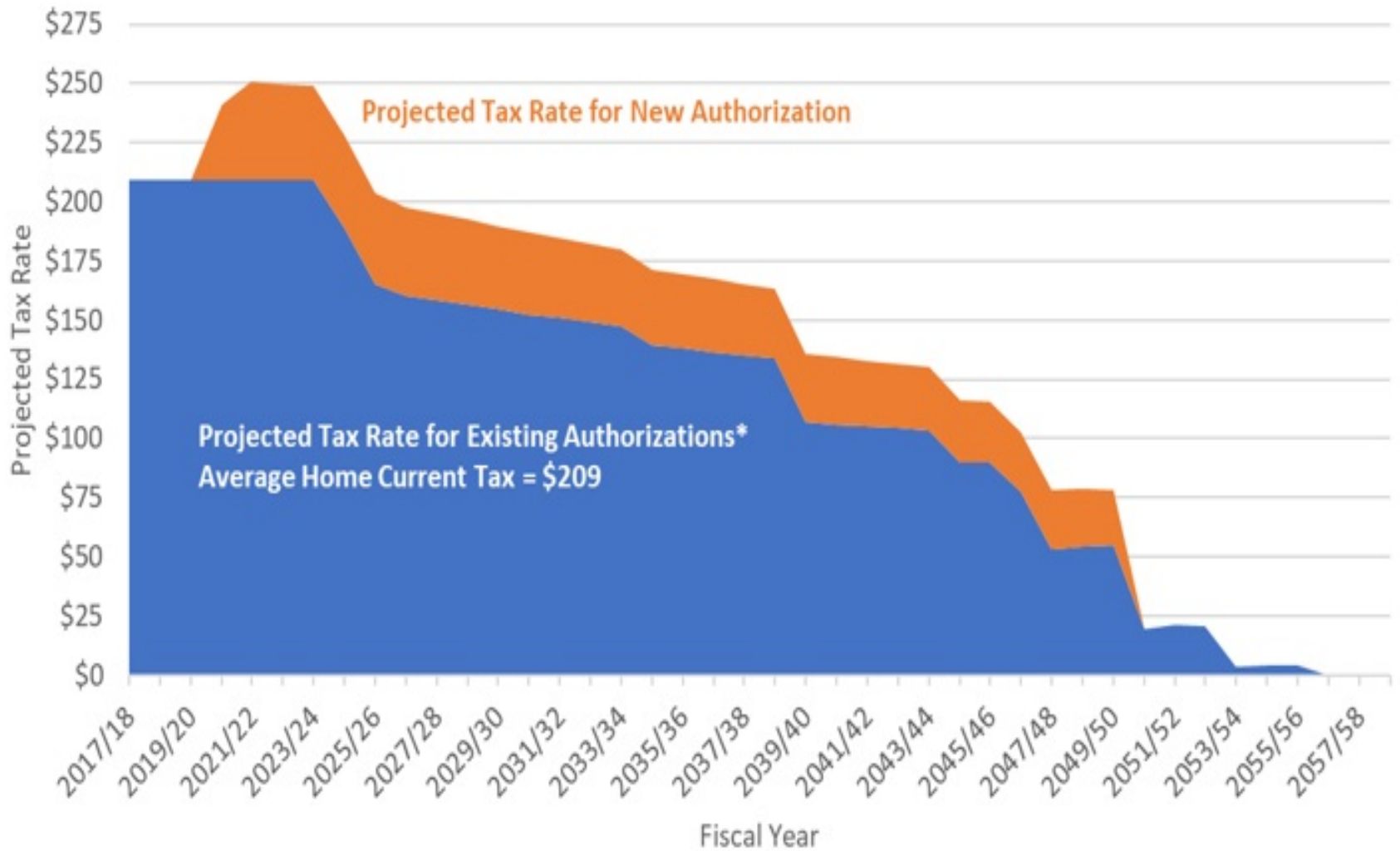
*Based on an average Assessed Value of \$425,000

Tax Impact on Average Home (\$425,000)
 \$15,000,000 GO Bond Authorization (New)



*Existing Bonds include Measures G, S, I, FF, M & T1

Tax Impact on Average Home (\$425,000)
 \$30,000,000 GO Bond Authorization (New)



*Existing Bonds include Measures G, S, I, FF, M & T1

Possible Revenue Funding Mechanism: Parcel Tax

Revenue Generated	\$2,500,000	\$5,000,000
Special Tax Per Square Foot	\$0.03	\$0.06
Projected Maximum Tax for 1,900 Sq. Ft. Home	\$54	\$107

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 2018 voters, 20 minutes

GOALS:

- Better understand what issues voters want to see addressed by the City
- Test potential components individually and as a package, as well as dollar amounts

INCLUDES:

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

2018 Possible Ballot Measure Schedule

2018: Critical Dates	Key Actions: General Obligation (GO) Bond/Parcel Tax Increase
March 27	Survey Results from the First Survey And Direction On Second Survey
Month Of April	Second Survey
May 15	Second Survey Results Presented and Direction about Next Steps
May 29	Provide Direction on Ballot Language
June 12 or 26	Review Final ballot measure language
July 24 Action Calendar	Last Council Meeting Before Recess

Other Possible Ballot Measures or Charter Amendments

Berkeley Measures	Outside Agency Revenue Measures
Initiative Measure to Amend Berkeley's Nuclear Free Act of 1986	State Ballot Measures
Initiative Measure to Amend the City of Berkeley's Charter to Create an Elected Police Accountability Board	County Measures

Council Discussion

1. Whether to Conduct a Community Survey
2. Which Projects (or Project Areas) to Include
3. What Cost Levels to Include