



Sales Tax Revenue Measure

Staff Presentation



City of Newark
July 14, 2016

Revenue Measure Background Civic Center Feasibility



Study Initiated
in May 2015



Comprehensive
Space Needs
Assessment



Alternative
Site Analysis



Conceptual
Site Plan
and Phasing



Project Cost
Model and
Schedule



Funding and
Financing
Options

Revenue Measure Background Civic Center Feasibility



June 23rd
Final Report to
City Council

- Recommends Replacement of Library, Police, and Administration Buildings
- Existing Civic Center location would be used and project would be phased on-site
- Recommends co-location of NUSD Administrative Offices

Revenue Measure Background Civic Center Feasibility

Construction Cost Estimated

 **64**
million

Funding Sources Considered

- General Obligation Bonds
- Special Tax Bond (CFD)
- Hotel Room Tax (TOT)
- Local Sales Tax

Study Recommends



- 1/2 Cent Sales Tax or General Obligation Bond
- Proceeding with Detailed Design Planning



Public Opinion Poll

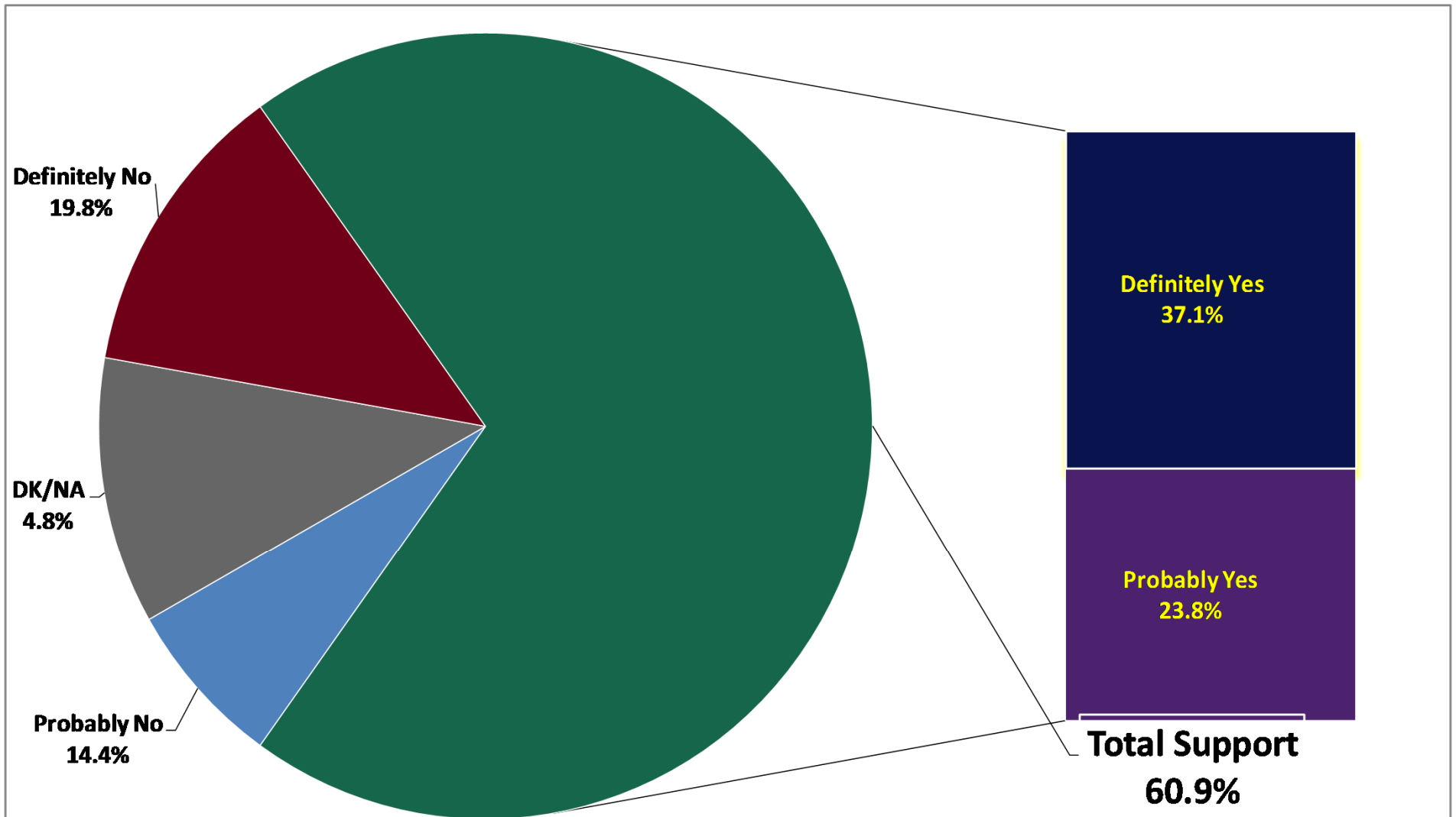


- Godbe Research was contracted to conduct a poll to determine public support for a ½ cent sales tax for the Project
- Survey results were presented to City Council on June 23, 2016
- Results indicated support for a sales tax to support the Civic Center Project
- Support was tied to improved public safety and enhanced library services



Public Opinion Poll Results

Support for ½ Cent Sales Tax



Election Actions

Council Needs to:



- Approve the language for the ballot question
- Consider a resolution requesting the services of the Registrar of Voters of Alameda County to place the Ordinance on the Nov. 8, 2016 ballot
- Direct the City Attorney to submit an impartial analysis of the measure to the City Clerk

Election Actions

Council Needs to:



- Determine the process for submission of an argument in favor of the measure
- Determine if rebuttals to arguments will be allowed and determine the process for submission of rebuttal arguments

Ballot Measure Language

**State
Elections
Code
Requires:**



75
words

- The ballot measure to be printed in the ballot pamphlet in the form of a “yes’ or “no” ballot question of no more than 75 words
- The ballot question must include a true and impartial statement of the nature of the ballot measure

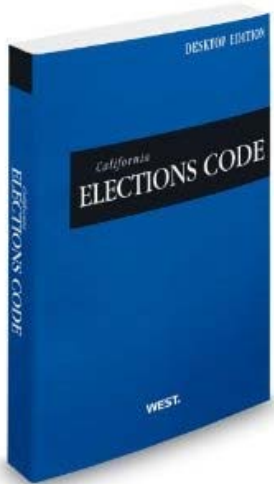
Ballot Measure Language

To upgrade City of Newark facilities and services, including replacing the seismically unsafe police operations/emergency operations center to survive an earthquake; providing updated crime-fighting technology; replacing aging library/city facilities with buildings meeting safety codes; providing disabled access and senior/teen/children's programs; and other facilities and services; shall the City of Newark enact a one-half cent sales tax, providing \$3,500,000 annually, for 25 years, with annual audits, independent citizens' oversight, and all funds spent locally?

"programs" changed to "facilities" at the City Council meeting

Ballot Impartial Analysis

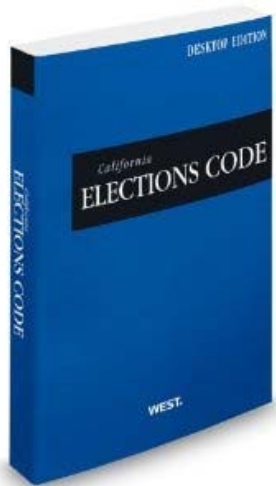
State Elections Code Provides:



- City Council to direct the City Attorney to prepare an impartial analysis of no more than 500 words, showing the effect of the measure on existing law
- Analysis must be submitted to the City Clerk, as the Elections Official, by 4:00 p.m. on Thursday, July 28, 2016

Ballot Arguments and Rebuttals

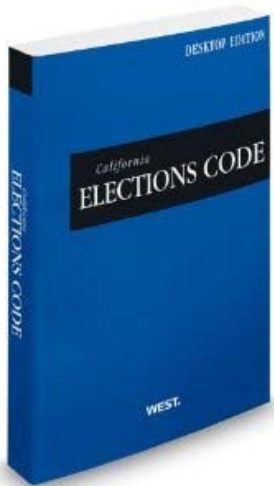
**State
Elections
Code
allows:**



- City Council to determine its interest in authoring an argument in favor of the ballot measure
 - Arguments of no more than 300 words each for and against the ballot measure can then be included in the Voters Sample Ballot
 - Arguments must be submitted to the City Clerk, as the Elections Official, by 4:00 p.m on Thursday, July 28, 2016

Ballot Arguments and Rebuttals

**State
Elections
Code
allows:**



- City Council to determine its interest in allowing rebuttals
 - Any rebuttals, of no more than 250 words, must be submitted to the City Clerk, no later than ten days after arguments are due
 - Rebuttal arguments would be due, Monday, August 8, 2016 by 4:00 p.m.

Arguments and Rebuttal Preparation



- Arguments can be authored by:
 - A maximum of five eligible voters
- Elections Codes also requires:
 - Only one argument for and one argument against each ballot measure will be accepted by the Elections Official

Argument and Rebuttal Preparation



City
Council
options
regarding
the
preparation
of ballot
arguments

- 1** Author an argument in favor of the measure as a whole body (subject to the Brown Act considerations)
- 2** Authorize up to two Council Members to author and sign the argument on behalf of the entire City Council
- 3** The City Council may choose to have other members of the Newark community author the argument – would be given 2nd priority position

Argument and Rebuttal Preparation



- Staff recommends using the second option and authorize the Mayor to author and sign the agreement on behalf of the City Council along with four other community members of his choosing
- Same process was used for the 2014 election ballot

Staff Recommendations



- 1** Approve the ballot language as presented
- 2** Submit a ½ cent Sales Tax increase ordinance to the voters on the November 8, 2016, identifying the ballot language, and requesting BOS to authorize the Registrar of Voters to place it on the ballot
- 3** Direct the City Attorney to prepare the impartial analysis of the ballot measure

Staff Recommendations



- 4** Authorize the Mayor to author and sign a ballot argument on behalf of the City Council, along with four other community members who are proponents
- 5** Allow rebuttal arguments and authorize the Mayor to author and sign, on behalf of the City Council, a rebuttal if there is an argument submitted in opposition, along with four other community members who are proponents



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