



*New Jail – Northern Branch & Other Public Safety*

# **Ballot Measure Options**

General Tax = General Election  
Only

Special Tax = Any Election

# Voter Initiative Options

- **General Tax (\$30M) – General Fund use**
  - Sales Tax ½ cent increase
  - Sales Tax ½ cent increase & ½ cent per square foot Parcel Tax increase
- **Special Tax for jail and other public safety services (\$30M)**
  - Sales Tax ½ cent increase
  - Sales Tax ½ cent increase & ½ cent per square foot Parcel Tax increase
- **Special Tax for jail and other public safety services (\$15M) – ¼ cent increase**

**OPTION 1: GENERAL 1/2 CENT SALES TAX INCREASE**

**INCREASE OF 1/2 CENTS**

**GENERATES: \$30 M**

**Measure Description**

A general tax measure available to fund services including but not limited to general public safety services including fire prevention and suppression services, improved emergency services, Emergency Operations Center, emergency trauma care facilities, additional policing and a new, additional County jail facility.

**Election Consolidation Opportunities**

Can place measure on a General Election only. First available June 2010 but future elections are available.

**Pros**

- Provides full funding for jail, operations, augmentation to public safety services and trauma care
- Provides opportunities for additional public safety funding i.e. fire, emergency operations, trauma care
- Could be presented as a fully discretionary general tax with public safety emphasis for consideration at a general election
- Potential for a more favorable economic climate and greater certainty of State budget situation in out years
- Sufficient time provided to fully examine measure, identify resources and develop comprehensive education and outreach program in preparation of a future election and thus more likely to meet with favorable voter approval
- Feasible option given January 2009 poll results (50% approval)

**Cons**

- June 2010 is the first general election for consideration of the measure
- Board may be required to make decision regarding jail funding prior to next general election or later (uncertain given fluid nature of AB900)
- General tax increase measures have not been well received by California voters in recent elections. (Note: the measure can also be proposed as a special tax on a general election)

**OPTION 2: GENERAL SALES TAX AND PARCEL TAX COMBINATION**  
**SALES TAX INCREASE OF 1/4 CENT & A PARCEL TAX INCREASE OF APPROX**  
**0.25 CENTS PER SQUARE FOOT.**

**GENERATES: \$30 M**

**Measure Description**

A general measure available to fund services including but not limited to general public safety improvements including fire prevention and suppression services, improved emergency services, including an Emergency Operations Center, emergency trauma care facilities, additional policing and a new, additional County jail facility.

**Election Consolidation Opportunities**

Can place measure on a General Election only. First available June 2010 but future elections are available.

**Pros**

- Provides full funding for jail, operations, augmentation to public safety services and trauma care
- Provides opportunities for additional public safety funding i.e. fire, emergency operations, trauma care
- Could be presented as a fully discretionary general tax with public safety emphasis for consideration at a general election
- Potential for a more favorable economic climate and greater certainty of State budget situation in out years
- Sufficient time provided to fully examine measure, identify resources and develop comprehensive education and outreach program in preparation of a future election and thus more likely to meet with favorable voter approval
- Feasible option given January 2009 poll results
- Preserve larger portion of sales tax for additional needs in future years

**Cons**

- June 2010 is the first general election for consideration of the measure
- Board may be required to make decision regarding jail funding prior to next general election or later (uncertain given fluid nature of AB900)
- General tax increase measures have not been well received by California voters in recent elections. (Note: the measure can also be proposed as a special tax on a general election)

**OPTION 3: SPECIAL 1/2 CENT SALES TAX INCREASE**

INCREASE OF 1/2 CENT

GENERATES: \$30 M

**Measure Description**

A special tax measure providing for a new County jail facility operations funding, Jail Overcrowding Prevention Commission, drug and other rehabilitative programs, and targeted public safety enhancements.

**Election Consolidation Opportunities**

Place measure on a General Election or a Special Election. First two available elections are June 2009 Special Election and a June 2010 Special Election but future elections are available.

**Pros**

- Provides full funding for jail, operations, augmentation to public safety services and trauma care
- Ability to participate in Spring 2009 State Special Election
- Polling reflects support of rehabilitative and public safety components in conjunction with jail

**Cons**

- Significant education outreach required to achieve 67% voter approval (50% approval)
- Time constraints (4 months until election)
- Resources not identified for the election and public outreach
- Board action to consolidate with proposed State Special Election as well as adopted ballot language required on February 3rd, 2009
- State likely to place 1 ½ cent sales tax increase measure on the same ballot
- Current economic crisis shown to have direct impact on voter approval

**OPTION 4: SPECIAL 1/4 CENT SALES TAX INCREASE**

**INCREASE OF 1/4 CENT**

**GENERATES: \$15 M**

**Measure Emphasis**

A special tax measure providing for an additional new County jail facility operations funding.

**Election Consolidation Opportunities**

Place measure on a General Election or a Special Election. First two available elections are June 2009 Special Election and a June 2010 Special Election but future elections are available.

**Pros**

- Provides full funding for jail operations
- Lower sales tax option receives higher approval rating based on poll yet still significantly below 67% requirement needed (53% approval)
- Ability to participate in Spring 2009 State Special Election
- Preserve larger portion of sales tax for additional needs in future years

**Cons**

- Significant education outreach required to achieve 67% voter approval (53% approval)
- Time constraints (4 months until election)
- Resources not identified for the election and public outreach
- Board action to consolidate with proposed State Special Election as well as adopted ballot language required on February 3rd, 2009
- State likely to place 1 ½ cent sales tax increase measure on the same ballot
- Current economic crisis shown to have direct impact on voter approval
- Poll indicated greater opportunity for approval when linked with other public safety efforts

**OPTION 5: SPECIAL SALES TAX AND PARCEL TAX COMBINATION**  
**SALES TAX INCREASE OF 1/4 CENT & A PARCEL TAX INCREASE OF APPROX**  
**0.25 CENTS PER SQUARE FOOT.**

**GENERATES: \$30 M**

**Measure Emphasis**

A special tax measure for an additional new County jail facility operations funding, Jail Overcrowding Prevention Commission, drug and other rehabilitative programs, and city public safety.

**Election Consolidation Opportunities**

Place measure on a General Election or a Special Election. First two available elections are June 2009 Special Election and a June 2010 Special Election but future election are available.

**Pros**

- Provides full funding for jail, operations, augmentation to public safety services and trauma care
- Ability to participate in Spring 2009 State Special Election given uncertainty at State
- Preserve larger portion of sales tax for additional needs in future years
- Engages municipalities and provides opportunity for direct funding of safety services

**Cons**

- Significant education outreach required to achieve 67% voter approval (50% range approval)
- Time constraints (4 months until election)
- Resources not identified for the election and public outreach
- Board action to consolidate with proposed State Special Election as well as adopted ballot language required on February 3rd, 2009
- State likely to place 1 ½ cent sales tax increase measure on the same ballot
- Current economic crisis shown to have direct impact on voter approval
- Complexity of linking a sales tax and a parcel tax on a single measure
- Composing feasible ballot measure with blended funding for February 3, 2009 deadline highly unlikely. Full data not available to structure.

# RECOMMENDATION

1. Direct staff to conduct additional research on feasibility of a General Tax Measure & a Special Tax Measure for jail operations and other public safety services
2. Direct staff to return to BOS in 90 days with a comprehensive strategy to pursue placement on a future ballot