



Sales Tax Options for November 2016 Ballot

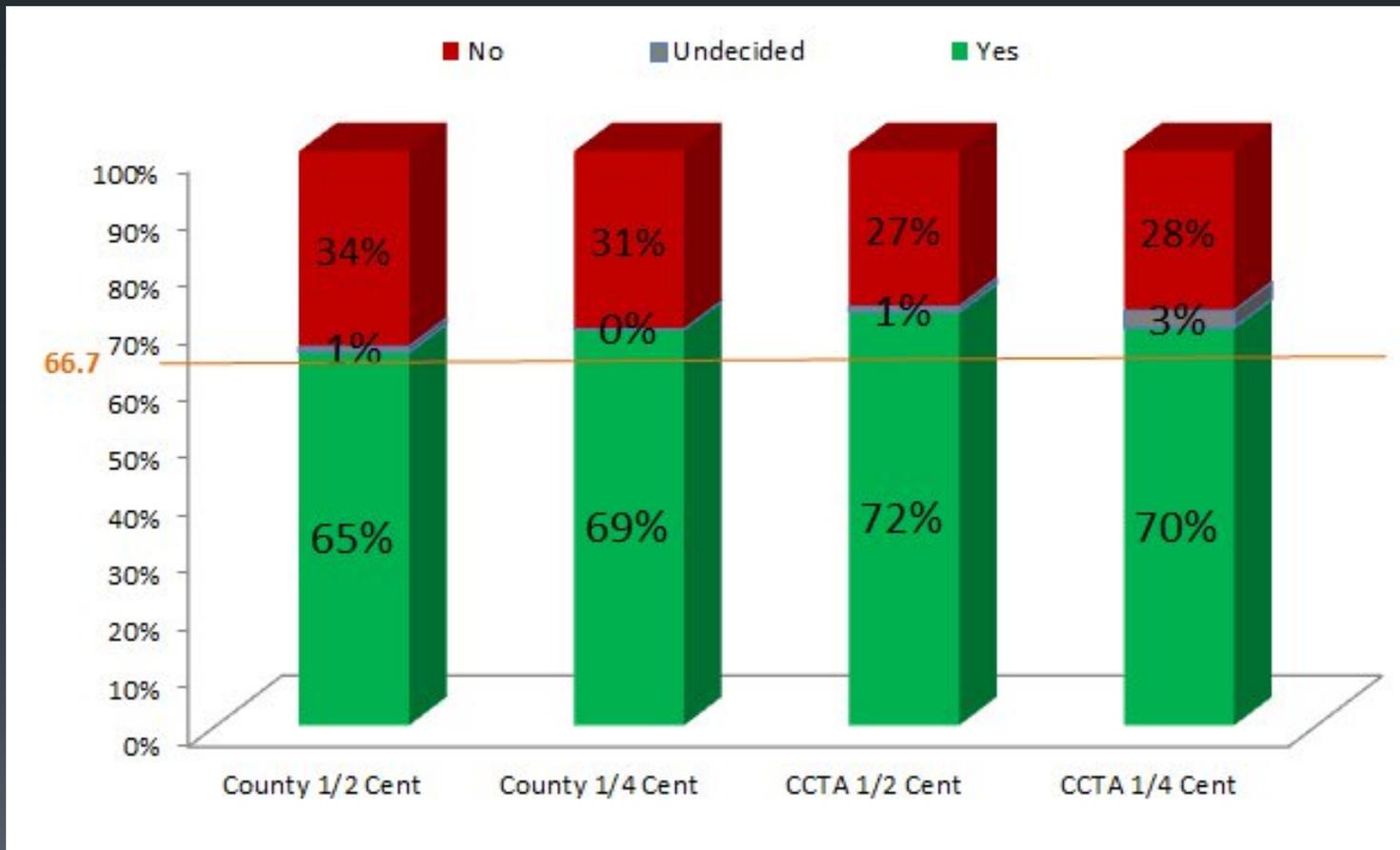
Contra Costa County

Key Findings of CCTA Voter Research

- Transportation related issues are a top concern among Contra Costa voters.
- Initial support for a ½ cent transportation sales tax exceeds two-thirds; a campaign simulation drops support to slightly less than two-thirds.
- A transportation sales tax measure receives moderately higher support than a County measure.
- There is greater trust of CCTA to handle transportation projects, compared to the County.

Initial Vote: All County & CCTA Measures

“If the election were held today, would you vote yes to approve or no to reject this measure? If UNDECIDED, which way do you lean?”



Option 1:

Countywide Sales Tax Measure

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Current CA statutory cap of 9.5% sales & use tax rate would require special legislation for a Countywide tax that would cause any jurisdictions to exceed the cap.

Determine preference for either:

- “General” Sales Tax rate of 0.125% or a multiple thereof for general facilities or services, and requires adoption by four of the Board members and a majority of the voters voting on the measure
- “Special” Sales Tax rate of 0.125% or a multiple thereof for dedicated purposes such as firefighting, emergency services, public safety, roads, and requires adoption by four of the Board members and two-thirds of the voters voting on the measure

Current Sales Tax Rates

<u>Jurisdiction</u>	<u>Tax Rate</u>
County (this includes the unincorporated area and cities in this County except as listed below)	8.50%
City of Antioch	9.00%
City of Concord	9.00%
City of El Cerrito	10.00%
City of Hercules	9.00%
Town of Moraga	9.50%
City of Orinda	9.00%
City of Pinole	9.50%
City of Pittsburg	9.00%
City of Richmond	9.50%
City of San Pablo	9.25%

Option 2: Countywide Special Sales Tax Measure for Countywide Transportation Programs

- Current statute permits the County to impose an “above the cap” sales tax of up to ½ cent for support of countywide transportation programs as approved in CCTA’s Transportation Expenditure Plan (TEP)
- Such a measure requires adoption by four of the Board members and two-thirds of the voters voting on the measure

Option 3: Unincorporated (UI) Area Only Sales Tax Measure

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- Current CA statute permits the Board levy, increase or extend a sales and use tax within the UI area for general or special purposes
- Proceeds may be used only within the UI area
- Requirement for approval is the same as with Countywide measures, i.e.:
 - General tax requires approval by four Board members and the majority of voters voting on the measure
 - Special tax requires approval by four Board members and two-thirds of voters voting on the measure

Potential Sales Tax Revenue

- 1/2 cent Countywide Sales & Use Tax is estimated to generate \$79.1 million
- 1/2 cent County UI Only Sales and Use Tax is estimated to generate \$8.5 million in the first year.

Timing

Action	Deadline
■ Election Day	November 16, 2016
■ Ballot measure submitted	July 29, 2016
■ Ballot Measure Ordinance Adoption	July 19, 2016*
■ Ballot Measure Ordinance Introduction	July 12, 2016

**The Board is not scheduled to meet on July 26, 2016.*

DIRECTION TO COUNTY STAFF¹⁰ AND POSSIBLE OPTIONS

1. Take no further action at this time pending resolution of action currently being considered by CCTA concerning new sales tax for transportation purposes
2. Return to Board of Supervisors with Draft Sales Tax Proposal based on Board Recommendations concerning:
 - County Wide sales tax or just the Unincorporated Areas
 - Proposed sales tax rate
 - Duration of sales tax
 - Proceeds to fund general services, or alternatively,
 - Proceeds to fund which specific services.
3. Other Options or Direction to staff