



Contra
Costa
County

To: Board of Supervisors
From: Supervisors John Gioia and Karen Mitchoff
Date: May 26, 2020

Subject: Needs Assessment Report for Potential Half Cent General County-wide Sales Tax

RECOMMENDATION(S):

RECEIVE the attached Needs Assessment report from the Potential Sales Tax Measure Ad Hoc Committee on the various general service needs for possible funding with revenues raised by a potential half cent general county-wide sales tax, and PROVIDE staff direction regarding next steps.

FISCAL IMPACT:

No fiscal impact. This action refers the Needs Assessment Report to the Board of Supervisors.

BACKGROUND:

At the November 4th meeting of the Finance Committee of the Board of Supervisors, committee members Gioia and Mitchoff discussed the formulation of a Potential Sales Tax Measure Ad Hoc Committee and considered input from staff and community members. The Ad Hoc Committee was tasked with activating a larger, self-identified working group consisting of representatives of Community-Based Organizations, Labor Organizations, and members of the public charged with the development and formulation of a Needs Assessment. All willing participants were invited to attend and participate.

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY
ADMINISTRATOR

☐ RECOMMENDATION OF BOARD
COMMITTEE

Action of Board On: **05/26/2020** ☐ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: May 26, 2020

Contact: Chris Wikler
(925) 521-7100

David Twa, County Administrator and Clerk of the Board of Supervisors

By: , Deputy

cc: Sharon Anderson, County Counsel, Timothy Ewell, Chief Assistant County Administrator

BACKGROUND: (CONT'D)

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The first meeting of the Ad Hoc committee occurred on Monday, November 18, 2019. At this meeting, Supervisors Gioia and Mitchoff directed staff to work with the California Department of Tax and Fee Administration on the logistics of listing a ballot measure and setting up collection contracts. Staff also was directed to forward to the full Board of Supervisors the Committee's recommendation to begin discussions with County Lobbyists regarding special legislation required to list a measure on the ballot. Additionally, staff was directed to forward to the full Board of Supervisors the recommendation to acknowledge that the Governor would need to sign said special legislation. The Ad Hoc committee concluded by directing district staff members Chris Wikler (Supervisor Mitchoff's office) and Sonia Bustamante (Supervisor Gioia's office) to staff the working group.

The Working Group convened for its first meeting on Monday December 2, 2019. At that meeting, Mariana Moore of the Ensuring Opportunity Campaign & Josh Anijar of the Contra Costa Central Labor Council were selected by those in attendance to serve as co-chairs of the working group. The Working Group began to identify top-line vision statements and values to guide the creation of a Needs Assessment report, as well as form smaller sub-groups to study specific issues and matters relative to the larger goal of a general sales tax for County services.

The Working Group subsequently met on five occasions over the months of December, January and February. Members worked to distill and clarify the underserved needs of the county and identified several thematic areas: Health and Emergency Services, Safety Net Services, Housing, and Early Childhood Services. The group also retained Jim Ross of Telegraph LLC, a communications firm, to advise the Working Group and assist with the formulation of the Needs Assessment Report. Mr. Ross' services along with a poll of likely voters on a potential general services sales tax conducted by pollsters FM3 were funded by labor unions and CBOs who participated in the Working Group process.

On Wednesday, April 8, Senator Steve Glazer amended Senate Bill 1349 to include language providing relief to the County and cities within the County for future transaction and use tax measures. The bill was immediately referred to the Senate Governance and Finance Committee. The Senate Governance and Finance Committee hearing on SB 1349 is scheduled for Thursday, May 21. Supervisor Gioia along with Concord Mayor Tim McGallian will testify in support of the measure at the Senate committee meeting on the 2nd. Additionally, Chief Assistant County Administrator Tim Ewell and Concord City Manager Valerie Barone have coordinated with cities in the County to collect letters of support for the bill.

The Potential Sales Tax Measure Ad Hoc Committee convened a meeting via video teleconference on May 13 to receive the finalized Needs Assessment Report from the Working Group and provide direction to staff. Supervisor Mitchoff noted the need for

additional polling to determine the viability of the measure, as well as her perspective that public safety should be a part of any ballot measure in November. Supervisor Gioia agreed that there needs to be additional polling and suggested that the co-chairs could bring further polling information when presenting the Needs Assessment to the Board of Supervisors. Supervisors Mitchoff and Gioia agreed to direct staff to forward the Needs Assessment Report to the full Board of Supervisors, for consideration and direction to staff on next steps regarding the Potential County-wide General Sales Tax measure at the May 26th meeting of the Contra Costa County Board of Supervisors.

CONSEQUENCE OF NEGATIVE ACTION:

The Board of Supervisors will not receive the Needs Assessment report from the Potential Sales Tax Measure Ad Hoc Committee.

CLERK'S ADDENDUM

Speakers: Josh Anijar, Contra Costa Central Labor Council; Marianna Moore, Co-Chair Sales Tax Working Group.

The Board requested the Potential Sales Tax Measure working group return in mid-June with information on a second polling: the number of people to be polled, the type of questions put forth, and the cost.

ATTACHMENTS

Needs Assessment - Final