

Timeline of TOT Action

Date	Action
March 1, 2017	City Contracts with Management Partners to deliver updated 10-year General Fund forecast model and strategies for achieving fiscal stability.
October 3, 2017	Council work session presenting of new 10-year General Fund forecast model
October 14, 2017	Council work session presenting strategies for achieving fiscal stability, including increases to Transient Oriented Tax (TOT) and Real Property Transfer Tax (RPTT).
October 18, 2017	Council Budget and Finance Committee initiated first feasibility survey for an increases to TOT and RPTT.
December 6, 2017	Results of initial feasibility survey presented to Council Budget and Finance Committee.
May 16, 2018	Council Budget and Finance Committee initiated second feasibility survey, conducted by Godbe Research, Inc.
July 10, 2018	Results of second feasibility survey presented to City Council, Council directed staff to prepare TOT and RPTT ballot measure language.
July 17, 2018	Proposed measure language presented to Council, council approves placement of RPTT increase on November 2018 ballot.
November 9, 2018	Measure T, RPPT increase passed with 59.71% of votes.
January 15, 2020	Council Budget and Finance Committee recommended bringing TOT increase to Council for review and discussion.
June 30, 2020	Council presented with updated local TOT rate comparisons and projections.
July 21, 2020	Presentation of proposed TOT increase ballot measure language to Council.
August 7, 2020	Deadline to deliver City resolution calling ballot measure election to the Alameda County Registrar of Voters and request election consolidation.
August 11, 2020	Deadline for submission of Direct Arguments for/against proposed ballot measure. (12pm - Noon)
August 21, 2020	Deadline for submission of Rebuttal Arguments for/against proposed ballot measure. (12pm - Noon)
September 24, 2020	First Pre-Election Campaign Statement Deadline FPPC Form 460 - Period covers 7/1/20 - 9/22/20.
October 19, 2020	Last day to register to vote for the November 3, 2020 election.
October 22, 2020	Second Pre-Election Campaign Statement Deadline FPPC Form 460 - Period covers 9/23/20 - 10/20/20.
November 3, 2020	Election Day. Polls open at 7am and close at 8pm.
December 3, 2020	Last day for Alameda Registrar of Voters to certify results to City.
December 8, 2020	Council to certify election results.
January 31, 2021	Semi-Annual Filing Campaign Statement Deadline FPPC Forms - Period covers 10/21/20 - 12/31/20 .