

**CITY COUNCIL MEETING
TUESDAY, MARCH 1, 2016**

PRESENTATIONS



DEVELOPMENT SERVICES

La Vista Development Agreement Extension



- ▶ Original Project Approval – July 19, 2005

- ▶ Effective Date of DA

- ▶ Ten Year Time Period
 - ▶ Garin Vista Slide
 - ▶ Soft Housing Market
 - ▶ Major Home Builder on Board

La Vista Development Agreement Extension



- ▶ La Vista Park Funding
- ▶ Community Center Funding
- ▶ Infrastructure Improvements
- ▶ Affordable Housing

La Vista Development Agreement Extension



- ▶ Planning Commission Review
- ▶ Recommended Action
- ▶ Next Steps
- ▶ Five Years to Finish the Project

Questions & Discussion





LEGISLATIVE BUSINESS:
RENEWAL OF CITY'S UTILITY USERS TAX

Presentation Overview



- ▶ Utility Users Tax (UUT) Background
- ▶ Overview of Community Discussion Efforts
- ▶ Review of Ballot Language
- ▶ Next Steps

Utility Users Tax (UUT) Background



- ▶ Originally approved by Hayward voters in May 2009, set to expire in 2019
 - ▶ Taxes the use of electricity, gas, telecommunications and video services
- ▶ Third largest General Fund revenue source (\$16 million annually)
 - ▶ 75% of funds support police and fire services (\$12 million)
 - ▶ Remaining \$4 Million supports streets and road maintenance, library services, as well as economic development programs and initiatives.

Door to Door Conversations



Firefighters from Local 1909, staff and community volunteers walked door to door on four Saturdays in January and February to engage in conversations about City services and the community perspective on any continuation of the revenue source. Findings:

- ▶ Total conversations: 1,408
 - ▶ Support renewal: 833 (59%)
 - ▶ Undecided: 498 (35%)
 - ▶ Oppose renewal: 77 (5%)

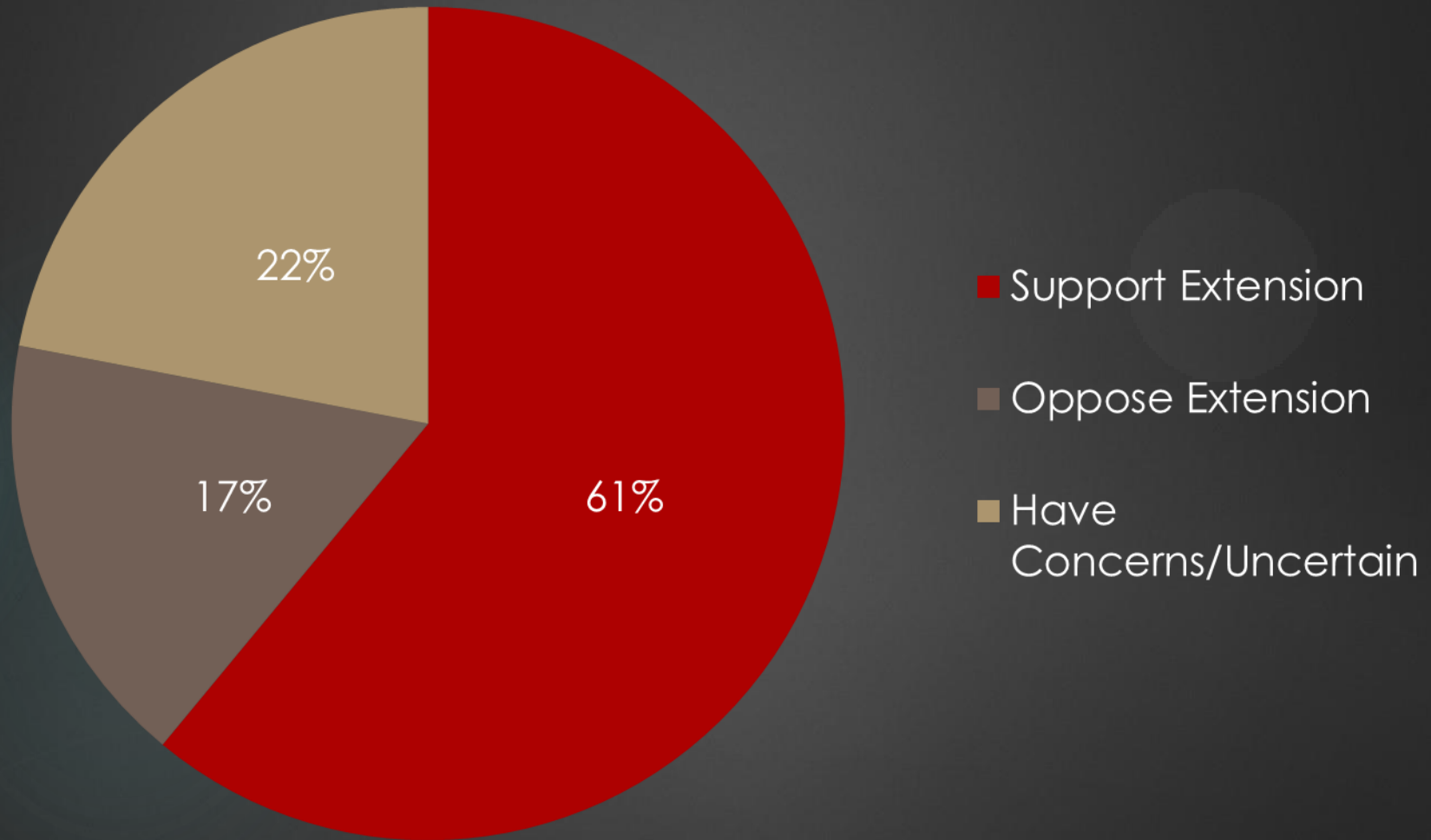
Online Survey and Community Mailer



- ▶ Direct Mail piece to 32,680 Hayward households and online survey
- ▶ 712 online responses and 591 survey cards (1,303 total)



Resident Thoughts on Extending, not Increasing the UUT



Additional Considerations



- ▶ Renewal of the UUT requires a simple majority (50%) of voter approval
- ▶ 158 cities and 4 counties employ the UUT as a revenue raising measure
 - ▶ 50% of California's population pays a UUT
- ▶ Average UUT in the State is 5.5%

Ballot Language- Key Points



- ▶ Maintains current UUT rate of 5.5%
- ▶ Applies only to, regardless of market method of delivery:
 - ▶ Gas
 - ▶ Electric
 - ▶ Video Services
 - ▶ Telecommunications
- ▶ Exemption/rebate for low income households
- ▶ 20 year sunset clause, ending in June 2039

Actual Ballot Language



- ▶ “To maintain City of Hayward services including: neighborhood police patrols, fire stations/911, firefighter, paramedic response times; preserving youth/anti-gang programs; emergency/disaster preparedness; city streets, sidewalks and lighting; shall the City of Hayward renew the existing Utility Users Tax at the current 5.5 percent rate on gas, electricity, video, telecommunications services, providing \$16 million annually for 20 years from the current end date, with exemptions for low-income lifeline users; and all money used for City of Hayward services?”

Next Steps- Important Dates



- ▶ March 8, 2016: Last day for submission of direct arguments
- ▶ March 11, 2016: Deadline for submission of the measure to the County Registrar of Voters
- ▶ March 18, 2016: Last day for submission of rebuttal arguments
- ▶ June 7, 2016: Presidential Primary Election

Questions & Discussion

