



## **County of Santa Cruz Board of Supervisors**

### **Agenda Item Submittal**

**From:** County Administrative Office

(831) 454-2100

**Subject:** Revenue Options and Funding Strategies to Address the County's Critical Unmet Needs

**Meeting Date:** August 7, 2018

### **Recommended Action(s):**

- 1) Accept and file report on revenue options and funding strategies to address the County's critical unmet needs;
- 2) Adopt resolution calling for a special election to be held on Tuesday, November 6, 2018, to submit to the qualified electors of the County of Santa Cruz a countywide measure of whether an ordinance authorizing a one-half cent increase in the sales tax on transactions in the unincorporated area of the County for a period of twelve years should be adopted and consolidating said special county election with the gubernatorial general election to be held on November 6, 2018;
- 3) Adopt resolution establishing budget priorities should voters approve the sales tax measure on November 6, 2018;
- 4) Advise the Auditor-Controller-Treasurer-Tax Collector and County Counsel of the requirements for independent analysis contained in the resolution calling for the election and to transmit it to the Santa Cruz County Clerk no later than 5:00 pm on August 17, 2018;
- 5) Direct the Clerk of the Board to submit the resolution calling for the election to the Santa Cruz County Clerk no later than 5:00 p.m. on August 10, 2018; and
- 6) Direct the County Administrative Office to return after the November 6, 2018 General Election with necessary actions should an increase be authorized by the voters.

### **Executive Summary**

Despite good fiscal stewardship, including increasing reserves and improving credit ratings, lowering pension liabilities and maintaining prudent staffing levels, the County still has critical unmet needs that require funding strategies to provide for the general welfare of the community and to leverage additional state and federal funds. This includes funds for parks capital improvements, a year-round homeless shelter and navigation center to reduce unsheltered individuals and families living on the streets, and behavioral health crisis intervention through an evidence-based focused deterrence

program matching law enforcement with treatment and supportive services. The purpose of this memo is to provide a report on addressing these needs.

## **Background**

On June 26, 2018, the Board received a report on the County's critical unmet needs that were raised by departments during budget hearings. On the same day, the Board approved a Strategic Plan that establishes goals in the areas of Comprehensive Health and Safety, Attainable Housing, Reliable Transportation, Sustainable Environment, Dynamic Economy, and County Operational Excellence. The County's critical unmet needs and Strategic Plan goals are interrelated and described in further detail below.

## **Critical Unmet Needs**

The County exercises financial discipline and has largely avoided many of the difficult fiscal choices facing local governments throughout California, meeting Board-established goals for fiscal reserves ahead of schedule and improving credit ratings to levels not seen since the Great Recession. However, the County still has critical unmet needs in the areas of homeless services, behavioral health intervention, parks improvements and more. The County's ability to meet these needs is impeded by low levels of funding due to a variety of factors, including historically low federal support for homelessness compared to other jurisdictions, reduced economic activity and sales tax revenues compared to other Bay Area counties, and other factors.

Based on information brought forward by departments, the County Administrative Office has summarized the most critical unmet needs and estimated costs below.

## **Ongoing Unmet Needs**

- **Focused Deterrence Initiative**

The County currently offers a suite of low-income mental health programs, including crisis respite services, supportive housing, drop-in services, and a variety of outreach through the Homeless Persons Health Project, Downtown Outreach Workers, Mobile Emergency Response Teams and law enforcement liaisons. However, a small subset of clients remain resistant to services, including some who engage in criminal conduct.

This evidence-based proposal would match law enforcement with behavioral health treatment professionals through a team approach that brings focused, intensive resources to those in highest need and impact on public safety. It is estimated that this team will require up to eight new professional staff in the Sheriff's Office and Health Services Agency, along with equipment and funding to maximize success, costing an estimated \$1 million annually. This supports the Health Equity, Community Support, Local Justice and Behavioral Health goals in the Strategic Plan.

- **Homeless Navigation Center**

To establish year-round, 24-hour shelter and service centers for homeless in both North and South County. The South County center would serve approximately 40 adults, and the North County center would serve approximately 150. Currently, the County funds a winter emergency shelter operation for \$290,000. It is estimated that a regional year-round navigation center could cost \$765,000-\$880,000, leaving an ongoing unmet need of approximately \$590,000. This supports the Homelessness goal in the Strategic Plan.

- **Parks Operations and Maintenance**

To fund up to three park maintenance and recreation staff, costing an estimated \$250,000 annually, to provide additional oversight for new parks and park improvements, as well as staff to increase youth and senior programs. This supports the Outdoor Experience, Natural Resources, County Workforce and County Infrastructure goals in the Strategic Plan.

### **One-time Unmet Needs**

#### **Parks Capital Improvements**

- **Chanticleer Park**

To fulfill the County's commitment of \$1.125 million to match private-sector funding of \$2.5 million in grants and donations and build Chanticleer Park including "LEO's Haven," the County's first all-inclusive playground for children of all abilities, which will include numerous accessible structures and features. Staff continue to work with the community on funding additional improvements not reflected here, including a community garden and picnic tables, a paved lot and security lighting, a water recharge system and tank house, and more.

- **Simpkins Family Swim Center**

To restore aging pool infrastructure including pumps, heaters, and deck. These improvements, which are estimated at \$1.35 million, will result in savings on heating costs and reduce water loss from the pool itself, and improved lighting around the pool would allow the County to offer more night classes, helping Simpkins become more financially self-sufficient.

- **Heart of Soquel Linear Parkway Phase II**

To provide matching funds of \$530,000 and unlock \$1 million in secured grants and other funding to create a linear parkway adjacent to Heart of Soquel Park, providing greater connectivity between Soquel Creek, the Soquel Village Commercial Corridor, Soquel Elementary School and Lions Park. Opening the river to the surrounding neighborhoods has additional benefits as we look to further activate Heart of Soquel Park with events and other attractions, such as ongoing Family Movie Nights.

- **The Farm Park**

To provide matching funds of \$235,000 and unlock \$460,000 in secured grants and other funding to replace the pedestrian bridge between Tee Street and the Farm Park and make other improvements. This project would also improve Americans with Disabilities Act (ADA) accessibility, safety lighting and neighborhood connectivity throughout the park.

- **Felton Nature Park**

To provide funds of \$400,000 that match \$440,000 in grants and other funding to design and construct a Nature Park adjacent to the planned new Felton Library. The project is the first of its kind on the San Lorenzo Valley, offering an outdoor learning space for environmental literacy programming, interactive nature discovery zones, and an interpretive nature loop trail. This may be the first local library in California to pair the many offerings of a modern library with an outdoor education facility and nature park.

- **Aptos Village Park**

To renovate the Aptos Village Park Community Center and kitchen, upgrade windows and lighting, add parking, replace irrigation and stairway and various other improvements, which are estimated at \$435,000. This facility was previously the site of several community festivals, and site improvements will help restore its potential as a venue for similar events, as well as for weddings and other smaller occasions.

- **South County Parks**

To provide matching funds of \$250,000 that unlock other resources to address deferred maintenance, increase park safety and access, and establish new or expanded park facilities focusing on youth-oriented outdoor education and recreation.

Together, these parks improvements support the Outdoor Experience and Community Vitality goals in the Strategic Plan.

## **Analysis**

### **County Revenue Authority**

Boards of Supervisors can raise local revenues through taxes, assessments or fees. Each of these local revenue sources has its own constitutional and statutory authority and unique laws governing its use. A county can only impose those taxes, assessments and fees, which the Legislature or the Constitution allows the county to impose and which are approved by either a simple or two-thirds majority of local voters, per Propositions 13 and 62.

A Board of Supervisors may not impose new taxes without a vote of the people. Subject to a vote, a Board may impose a utility users tax, a business license tax, a sales

tax (transactions and use tax) and a transient occupancy tax (hotel or bed tax). If the proceeds from these taxes are designated for general purposes, a majority voter approval is required. If the tax proceeds are restricted to special purposes, two-thirds voter approval is required. Proposition 218 applies additional constraints to county taxing authority, as well as fees and assessments.

### Revenue Options

After careful consideration, and per Board direction, staff have identified two primary revenue options to fund these critical unmet needs:

- Local Transactions and Use Tax (Sales Tax) in the Unincorporated Area
- Local Transient Occupancy Tax in the Unincorporated Area

**Sales and Use Taxes** are collected on consumer goods and services as a percentage of the amount purchased. The sales tax rates by local jurisdiction is as follows:

	Capitola	Santa Cruz	Scotts Valley	Watsonville	Unincorporated
<b>Bradley Burns</b>					
State	6.00%	6.00%	6.00%	6.00%	6.00%
Local Jurisdictions	1.00%	1.00%	1.00%	1.00%	1.00%
Local Transportation Fund	0.25%	0.25%	0.25%	0.25%	0.25%
<i>Subtotal</i>	<i>7.25%</i>	<i>7.25%</i>	<i>7.25%</i>	<i>7.25%</i>	<i>7.25%</i>
<b>District Taxes</b>					
SC METRO	0.50%	0.50%	0.50%	0.50%	0.50%
Library Authority	0.25%	0.25%	0.25%	0.25%	0.25%
Measure D	0.50%	0.50%	0.50%	0.50%	0.50%
<i>Subtotal</i>	<i>1.25%</i>	<i>1.25%</i>	<i>1.25%</i>	<i>1.25%</i>	<i>1.25%</i>
<b>Local Voter Approved</b>	0.50%	0.75%	0.50%	0.75%	0.00%
<b>Total</b>	<b>9.00%</b>	<b>9.25%</b>	<b>9.00%</b>	<b>9.25%</b>	<b>8.50%</b>

Under current state law, the maximum combination of transactions and use tax rates in any location may not exceed 2% above the statewide base of 7.25%, or 9.25%. The City of Santa Cruz recently added a new transactions and use tax of 0.25% for a new total of 9.25%.

Based on actual FY 2017-18 Sales Tax revenues, every 0.25% increase to the sales tax generates an estimated \$2,875,000 in new revenue. Therefore, the following table outlines different rate increase along with the amount that would be collected:

Sales Tax Rate	Estimated Sales Tax Revenue
1/4 Cent	\$2.87M
1/2 Cent	\$5.75M
3/4 Cent	\$8.62M

Sales taxes can be levied as either a general tax or special tax. In practice, most sales

taxes are general taxes that support general local government services. General taxes can be used at the discretion of the governing body, while special taxes require a two-thirds super-majority voter approval and can only be used for the special uses outlined in the approving ballot measure.

**Transient Occupancy Tax (TOT)** is imposed by most cities and counties on hotels, motels and similar lodging establishments on persons staying overnight for thirty days or less. Typically, the lodging provider collects the tax from the guests and turns the funds over to the County or City. The County currently imposes an 11% TOT, which was approved by voters as a general tax. Together with local cities, TOT has been levied locally for more than two decades.

The last increase to the TOT, Measure N, was passed by voters in November 2012 and increased the TOT in the unincorporated area from 9.5% to 11%, a figure arrived at after careful negotiation with the Santa Cruz County Hospitality and Lodging Association (SCCHLA) and the Cities of Santa Cruz and Capitola. Though it only required a simple majority, Measure N passed with 72.8% support.

Based on actual FY 2017-18 TOT tax revenues, every 0.5% increase to the TOT generates \$381,000 in new revenue. Therefore, the following table outlines different rate increases along with the amounts that would be collected:

<u>TOT Rate</u>	<u>Estimated TOT Revenue Increase</u>
11.5%	\$381K
12.0%	\$762K
12.5%	\$1.1M

When proposed as a general tax, TOT generates wide public support. In the November 2016 election, 11 out of 16 general TOT measures around California passed. Conversely, TOT measures as a special tax only had one passage out of five measures around the State.

Should the County pursue TOT, the lodging/tourism industry will want to know the added value of the tax increase. Additionally, the County will want to work with the incorporated cities to raise TOT rates in conjunction so that TOT rates are consistent. Currently, staff believe more work needs to be done amongst the jurisdictions and the lodging industry to raise the TOT rate beyond the current 11%. Furthermore, the limited supply of lodging facilities in the unincorporated area mitigates the revenue generated from any tax increase.

### **Funding Strategy**

Based on the County's critical unmet needs, staff recommends that the Board approve a funding strategy to place a measure on the November 2018 ballot to increase the sales tax on transactions in the unincorporated area for a limited period of time. Doing so would make County sales taxes consistent with rates charged in local cities. A sales tax increase could generate ongoing revenue estimated at \$5.75 million annually. If approved on November 6th, the tax would be effective 110 days later. Approximately 25% of sales tax revenues, or \$1.4 million, would be received in FY 2018-19. These

revenues could be used to fund critical programs at mid-year for approximately \$437,500, as identified during budget hearings. The remaining balance of \$1 million could be used to augment funding needed for critical park capital improvements.

Staff also propose using \$1.85 million of the State reimbursement for unfunded mandates, which is owed to the County for prior year services, and \$1 million of FY 2017-18 budget to actuals savings. With the reserve goal having been met, these one-time savings totaling \$2.85 million could be used to augment the funding needed for critical park capital improvements, for a total of \$3.85 million. These funds could be also used to leverage other funding sources, such as park funds from Proposition 68 estimated at \$500,000, which would complete the funding for the park projects with most immediate needs.

### **Ballot Measure**

The procedure for increasing the current general sales tax for transactions in the unincorporated area is to submit the proposed measure to the electorate by either resolution or ordinance under provisions of the Government Code and the Elections Code. Attached is a resolution calling an election for November 6, 2018 on the question of whether the County should add a one-half cent increase in the transactions and use tax for a period of twelve (12) years in the unincorporated area.

If the Board adopts the resolution, the ballot question would read as follows:

Unincorporated Area Retail Transaction and Use Tax. To continue funding 9-1-1 emergency response, paramedic, sheriff, fire, emergency preparedness, local street repairs, mental health services, homelessness programs, parks, economic development programs and other general county services, shall the County of Santa Cruz be authorized to increase by ordinance the sales tax on retail transactions in the unincorporated area of the County by one-half cent for twelve years, providing approximately \$5,750,000 annually, subject to annual audits and independent citizens oversight?

\_\_\_ Yes

\_\_\_ No

As a separate and distinct action, the Board must adopt an ordinance that adds the one-half cent transactions and use tax. There is no requirement that the ordinance be adopted prior to referring the question to the voters. Instead, the Board is being asked to consider the attached resolution supporting budget priorities that address the County's critical unmet needs and other essential County services.

If the voters approve the increase, the Board will need to consider and approve an amendment to the sales tax ordinance. In addition, staff will return with an amendment to the contract with the California Department of Tax and Fee Administration (CDFTA) for the administration of the increase to the transaction and use tax for the unincorporated area.

### **Financial Impact**

As identified during budget hearings, the County's critical unmet needs include ongoing programs estimated at \$1,840,000 and one-time matching funds for park improvements of \$4,325,000 for a total immediate need estimated at \$6,165,000. If approved, a half-cent sales tax could generate \$5,750,000 annually and address the County's critical unmet needs and other essential County services and infrastructure improvements.

**Strategic Plan Elements:**

The agenda item supports all goals in the Strategic Plan by providing funding for the County's critical unmet needs and other essential County services and infrastructure improvements.

**Submitted by:**

Carlos J. Palacios, County Administrative Officer

**Recommended by:**

Carlos J. Palacios, County Administrative Officer

**Attachments:**

Resolution 181-2018 Calling Election, Sales Tax Measure (eSign)

Resolution 182-2018 Supporting Budget Priorities (eSign)

05\_Web comments, Citizens\_UserDiscussion

**cc:**

County Administrative Office



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Clerk of the Board of Supervisors  
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**Adopted DOC-2018-697**  
08/07/2018  
Board of Supervisors

BEFORE THE BOARD OF SUPERVISORS  
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

RESOLUTION NO. 181-2018

On the motion of Supervisor Leopold  
Duly seconded by Supervisor Caput  
The following resolution is adopted

**RESOLUTION CALLING FOR A SPECIAL ELECTION TO BE HELD ON TUESDAY, NOVEMBER 6, 2018, TO  
SUBMIT TO THE QUALIFIED ELECTORS OF THE COUNTY OF SANTA CRUZ A COUNTYWIDE MEASURE OF  
WHETHER AN ORDINANCE AUTHORIZING A ONE-HALF CENT INCREASE IN THE SALES TAX ON  
TRANSACTIONS IN THE UNINCORPORATED AREA OF THE COUNTY FOR A PERIOD OF TWELVE YEARS  
SHOULD BE ADOPTED AND CONSOLIDATING SAID SPECIAL COUNTY ELECTION WITH THE  
GUBERNATORIAL GENERAL ELECTION TO BE HELD ON NOVEMBER 6, 2018**

WHEREAS, the Board of Supervisors of Santa Cruz County desires to submit to the voters of the County of Santa Cruz at a Special Election a measure authorizing the Board to amend County Code to increase by one-half cent for a period of twelve years the Retail Transactions and Use Tax (Sales Tax) for transactions in the unincorporated area of the County; and

WHEREAS, the current Sales Tax in the unincorporated area was established in 1956 at 1.25% and has not been increased since; and the current Sales Tax in the unincorporated area totals 8.5% and is lower than every city within the County; and

WHEREAS, the Sales Tax is enacted solely to raise revenue for the general governmental purposes of the County and not for purposes of regulation or of raising revenue for regulatory purposes, in that all of the proceeds from the tax shall be placed in the County's general fund and be used for the usual current expenses of the County; and

WHEREAS, the Board of Supervisors has determined it is in the best interest of the County and its residents to submit to the voters a measure authorizing the Sales Tax on transactions in the unincorporated area of the County to be increased for a period of twelve years at a rate of one-half cent for general purposes to provide funding for essential County services such as sheriff, fire, emergency response, local street maintenance and pothole repair, integrated mental health, substance use disorder and health care services, homelessness programs, parks, youth and senior programs, economic development and job creation, affordable housing and other essential County services; and

Attachment: Resolution Calling Election, Sales Tax Measure (5800 : Revenue Options and Funding Strategies to Address the County's Critical

WHEREAS, subsection (b) of section 2 of Article XIII C of the California Constitution and section 53723 of the California Government Code require that before the County may impose a general tax, the tax must be submitted to the voters and approved by a majority vote of the voters; and

WHEREAS, it is necessary that a special County election be held in accordance with law for the purpose of submitting to the qualified voters of the County a measure on whether to approve the proposed one-half cent Sales Tax increase on transactions in the unincorporated area of the County.

NOW, THEREFORE BE IT RESOLVED AND ORDERED by the Board of Supervisors of the County of Santa Cruz as follows:

- 1. That a special election shall be and the same is hereby called and ordered to be held throughout the County on Tuesday, November 6, 2018 for the purpose of submitting to the qualified voters of the County the following ballot measure question:

Unincorporated Area Retail Transaction and Use Tax. To continue funding 9-1-1 emergency response, paramedic, sheriff, fire, emergency preparedness, local street repairs, mental health services, homelessness programs, parks, economic development and other general county services, shall the County of Santa Cruz be authorized to increase by ordinance the sales tax on retail transactions in the unincorporated area of the County by one-half cent for twelve years, providing approximately \$5,750,000 annually, subject to annual audits and independent citizens oversight?

Yes \_\_\_\_\_

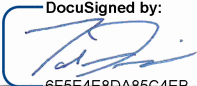
No \_\_\_\_\_

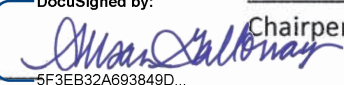
- 2. The Board of Supervisors submits to the qualified voters the Ballot Measure Question as set forth in Paragraph 1 of this resolution and designates and refers to said measure as the measure to be set forth on the ballots for use in said election.
- 3. This special County election shall be held and conducted, and the votes thereat received and canvassed, and the returns thereof made and the result thereof ascertained and determined in accordance with law.
- 4. This special County election shall be and is hereby consolidated with the Gubernatorial General Election to be held throughout the County on Tuesday, November 6, 2018, in all respects and all as required by and pursuant to law.
- 5. In accordance with the provisions of California Elections Code section 9160(b), the County Counsel is hereby directed to prepare an impartial analysis of this measure.
- 6. In accordance with the provisions of California Elections Code section 9150(c), the County Auditor-Controller-Treasurer-Tax Collector is hereby directed to prepare a fiscal impact statement of this measure.

- 7. Arguments for and against this measure may be submitted in conformance with California Elections Code section 9161 and following.
- 8. The Clerk of the Board of Supervisors shall file a copy of this Resolution with the County Clerk.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this 7th day of August, 2018, by the following vote:

AYES: SUPERVISORS Leopold, Coonerty, Caput, McPherson, Friend  
 NOES: SUPERVISORS None  
 ABSENT: SUPERVISORS None  
 ABSTAIN: SUPERVISORS None

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 Zach Friend  
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 Chairperson of the Board of Supervisors

DocuSigned by:   
 ATTEST: Susan Galloway  
 5F3EB32A693849D...  
 Clerk of the Board

Approved as to form:

  
 County Counsel

DISTRIBUTION: County Administrative Officer  
 County Counsel  
 Clerk of the Board  
 County Clerk  
 Auditor-Controller-Treasurer-Tax Collector

### Certificate Of Completion

Envelope Id: 2D531C604F50443881F956AA32E4D2EB	Status: Completed
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Envelopeld Stamping: Enabled	Susan Galloway
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	2633 Camino Ramon Ste 500
	San Ramon, CA 94583
	susan.galloway@co.santa-cruz.ca.us
	IP Address: 66.135.61.17

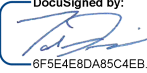
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 Zach.Friend@co.santa-cruz.ca.us  
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### Signature

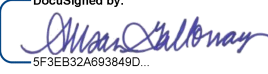
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Susan Galloway  
 Susan.Galloway@co.santa-cruz.ca.us  
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 County of Santa Cruz  
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 CBD.eSignature@co.santa-cruz.ca.us  
 Clerk of the Board of Supervisors  
 County of Santa Cruz  
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 Freeform Signing

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County Counsel dana.mcrae@co.santa-cruz.ca.us Accela, Inc. Security Level: Email, Account Authentication (None)	<b>COPIED</b>	Sent: 8/8/2018 9:38:16 AM
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Adopted DOC-2018-697  
08/07/2018  
Board of Supervisors



BEFORE THE BOARD OF SUPERVISORS  
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

RESOLUTION NO. 182-2018

On the motion of Supervisor Leopold  
Duly seconded by Supervisor Caput  
The following resolution is adopted

**RESOLUTION SUPPORTING BUDGET PRIORITIES FOR THE ONE-HALF CENT INCREASE IN THE  
RETAIL TRANSACTIONS AND USE TAX (SALES TAX) FOR TRANSACTIONS IN THE  
UNINCORPORATED AREA OF THE COUNTY OF SANTA CRUZ**

WHEREAS, the County of Santa Cruz provides essential County services and facilities for residents, such as ensuring public safety throughout the community and maintaining critical emergency operations and public safety dispatch services; providing integrated mental health, substance use disorder and health care services; maintaining and repairing local streets and roads; providing parks and parks activities and classes; creating affordable housing for seniors, persons with disabilities, veterans and families; increasing resilience to climate change and extreme weather impacts; and providing job training and fostering a positive local economy; and

WHEREAS, on June 26, 2018, the Board of Supervisors of the County of Santa Cruz approved a Strategic Plan that focuses on effective, accountable and transparent services and community partnerships built on trust, respect and collaboration, among other values; and establishes goals in the areas of Comprehensive Health and Safety, Attainable Housing, Reliable Transportation, Sustainable Environment, Dynamic Economy, and County Operational Excellence that represent the highest aspirations of the community; and

WHEREAS, residents of the County of Santa Cruz still have critical unmet needs that require funding strategies in order to provide for the general welfare of the community and to leverage additional state and federal funds, including funding for parks capital improvements, a year-round homeless shelter and navigation center to reduce unsheltered individuals and families living on the streets, and behavioral health crisis intervention through an evidence-based focused deterrence program that pairs law enforcement with treatment and supportive services; and

WHEREAS, the Board of Supervisors of the County of Santa Cruz is considering whether to use general funds to address the County's critical unmet needs and essential County services; and

WHEREAS, the Board of Supervisors of Santa Cruz County desires to submit to the voters of the County of Santa Cruz at a Special Election a measure authorizing the Board to amend County Code to increase by one-half cent for a period of twelve (12) years the Retail Transactions and Use Tax (Sales Tax) for transactions in the unincorporated area of the County; and

Attachment: Resolution Supporting Budget Priorities (5800) : Revenue Options and Funding Strategies to Address the County's Critical Unmet

WHEREAS, the current Sales Tax in the unincorporated area was established in 1956 at 1.25% and has not been increased since; and the current Sales Tax in the unincorporated area totals 8.5% and is lower than every city within the County; and

WHEREAS, the Sales Tax is enacted solely to raise revenue for the general governmental purposes of the County and not for purposes of regulation or of raising revenue for regulatory purposes, in that all of the proceeds from the tax shall be placed in the County’s general fund and be used for the usual current expenses of the County; and

WHEREAS, a one-half cent increase in the Sales Tax on transactions in the unincorporated area of the County would be paid by both residents and visitors and raise approximately \$5,750,000 annually, conservatively generating about \$69,000,000 over twelve (12) years.

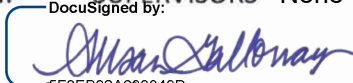
NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Santa Cruz hereby expresses its support for the measure once it is placed on the ballot and endorses budget priorities for the County’s critical unmet needs and essential County services as follows:

1. Focused Deterrence Initiative – Establish a new evidence-based program that matches law enforcement with treatment and supportive services through a team of up to eight (8) public safety and behavioral health professionals, bringing targeted, intensive supervision and resources to mentally ill and drug-addicted persons who have high needs, disproportionately deplete public resources, and are difficult to engage.
2. Homeless Navigation Center – Provide for the County share to establish a year-round, 24-hour shelter and service center for persons experiencing homelessness in both North and South County.
3. Improved Parks Operations and Maintenance – Fund up to three (3) parks and recreation maintenance staff to provide additional oversight for new parks and improvements as well as staff to increase youth and senior programs.
4. Parks Capital Improvements, including:
  - a. Chanticleer Park – Provide matching funds for development of a community-serving facility that includes LEO’s Haven, the County’s first all-inclusive playground for children of all abilities;
  - b. Simpkins Family Swim Center – Provide funds to repair and replace pool infrastructure including pumps, heaters and deck at a facility now in its third decade of community service;
  - c. Heart of Soquel Linear Parkway Phase II – Provide matching funds that unlock grants and other funding to create a linear parkway adjacent to Heart of Soquel Park, connecting public facilities and businesses with Soquel Creek;
  - d. The Farm Park – Provide matching funds that unlock grants and other funding to replace a pedestrian bridge between Tee Street and the Farm Park and make other improvements, providing greater connectivity and circulation;

- e. Felton Nature Park – Provide funds that match grants and other funding to design and construct a Nature Park adjacent to the planned new Felton Library, providing an environmental education center serving the residents of San Lorenzo Valley; and
  - f. Aptos Village Park – Provide funds to renovate the community center and kitchen, upgrade the windows and lighting, add parking, replace irrigation and pedestrian stairway, and provide various other improvements to increase facility use and attract future events.
  - g. South County Parks – Provide matching funds that unlock other resources to address deferred maintenance, increase park safety and access, and establish new or expanded park facilities focusing on youth-oriented outdoor education and recreation.
5. Other essential County services and infrastructure improvements, as determined by the Board of Supervisors, including but not limited to failing public facilities and infrastructure that have exceeded their useful life.


PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this 7th day of August, 2018, by the following vote:

AYES: SUPERVISORS Leopold, Coonerty, Caput, McPherson, Friend  
 NOES: SUPERVISORS None  
 ABSENT: SUPERVISORS None  
 ABSTAIN: SUPERVISORS None

DocuSigned by:  


ATTEST: Susan Galloway  
 Clerk of the Board

DocuSigned by:  
  
 Zach Friend  
 6F5E4E8DA85C4EB...  
 Chairperson of the Board of Supervisors

Approved as to form:  
  
 County Counsel

DISTRIBUTION: County Administrative Officer  
 County Counsel  
 Clerk of the Board  
 County Clerk  
 Auditor-Controller-Treasurer-Tax Collector

Attachment: Resolution Supporting Budget Priorities (5800 : Revenue Options and Funding Strategies to Address the County's Critical Unmet



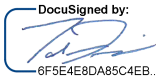
## Certificate Of Completion

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Subject: Resolution 182-2018 adopted Aug 7 BOS (DOC-2018-697) budget priorities	
Source Envelope:	
Document Pages: 3	Signatures: 3
Certificate Pages: 2	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Enabled	Susan Galloway
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	2633 Camino Ramon Ste 500
	San Ramon, CA 94583
	susan.galloway@co.santa-cruz.ca.us
	IP Address: 66.135.61.17

## Record Tracking

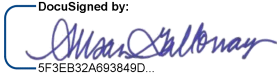
Status: Original	Holder: Susan Galloway	Location: DocuSign
8/7/2018 6:48:02 PM	susan.galloway@co.santa-cruz.ca.us	

## Signer Events

Signer Events	Signature	Timestamp
Zach Friend	 6F5E4E8DA85C4EB...	Sent: 8/7/2018 6:48:03 PM
Zach.Friend@co.santa-cruz.ca.us		Viewed: 8/8/2018 7:52:34 AM
eSign		Signed: 8/8/2018 7:52:37 AM
Security Level: Email, Account Authentication (None)	Signature Adoption: Drawn on Device	
	Using IP Address: 73.222.83.193	

### Electronic Record and Signature Disclosure:

Not Offered via DocuSign

Susan Galloway	 5F3EB32A693849D...	Sent: 8/8/2018 7:52:38 AM
Susan.Galloway@co.santa-cruz.ca.us		Viewed: 8/8/2018 9:32:16 AM
Chief Deputy, Clerk of the Board of Supervisors		Signed: 8/8/2018 9:32:21 AM
County of Santa Cruz	Signature Adoption: Drawn on Device	
Security Level: Email, Account Authentication (None)	Using IP Address: 63.194.190.100	

### Electronic Record and Signature Disclosure:

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CBD.eSignature@co.santa-cruz.ca.us		Viewed: 8/8/2018 9:36:23 AM
Clerk of the Board of Supervisors		Signed: 8/8/2018 9:36:30 AM
County of Santa Cruz	Signature Adoption: Drawn on Device	Freeform Signing
Security Level: Email, Account Authentication (None)	Using IP Address: 63.194.190.100	

### Electronic Record and Signature Disclosure:

Not Offered via DocuSign

In Person Signer Events	Signature	Timestamp
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Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
Carbon Copy Events	Status	Timestamp

Carbon Copy Events	Status	Timestamp
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<p>Auditor-Controller-Treasurer-Tax Collector            Mirna.Guerrero@co.santa-cruz.ca.us            eSign            Security Level: Email, Account Authentication (None)  <b>Electronic Record and Signature Disclosure:</b>            Not Offered via DocuSign</p>	<div style="border: 2px solid blue; padding: 5px; font-weight: bold; color: blue; font-size: 1.2em;">COPIED</div>	<p>Sent: 8/8/2018 9:36:31 AM</p>
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<p>County Counsel            dana.mcrae@co.santa-cruz.ca.us            Accela, Inc.            Security Level: Email, Account Authentication (None)  <b>Electronic Record and Signature Disclosure:</b>            Not Offered via DocuSign</p>	<div style="border: 2px solid blue; padding: 5px; font-weight: bold; color: blue; font-size: 1.2em;">COPIED</div>	<p>Sent: 8/8/2018 9:36:32 AM</p>
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<p>County Administrative Office            Nancy.Weitzel@co.santa-cruz.ca.us            eSign            Security Level: Email, Account Authentication (None)  <b>Electronic Record and Signature Disclosure:</b>            Not Offered via DocuSign</p>	<div style="border: 2px solid blue; padding: 5px; font-weight: bold; color: blue; font-size: 1.2em;">COPIED</div>	<p>Sent: 8/8/2018 9:36:32 AM</p>
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<p>County Clerk-Elections            Gail.Pellerin@co.santa-cruz.ca.us            eSign            Security Level: Email, Account Authentication (None)  <b>Electronic Record and Signature Disclosure:</b>            Not Offered via DocuSign</p>	<div style="border: 2px solid blue; padding: 5px; font-weight: bold; color: blue; font-size: 1.2em;">COPIED</div>	<p>Sent: 8/8/2018 9:36:32 AM</p>
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Notary Events	Signature	Timestamp
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Envelope Summary Events	Status	Timestamps
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Signing Complete	Security Checked	8/8/2018 9:36:32 AM
Completed	Security Checked	8/8/2018 9:36:32 AM

Payment Events	Status	Timestamps
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Past 5 Days | **Past Month** | Past Year | **Grouped by Item** | Chronological

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**5838 : Consider report and resolution to provide for the submission of a proposition incurring bonded debt of a maximum of \$140 million for the purpose of financing affordable housing projec...**

 [Add Comment](#)

Housing and affordable housing in particular are critical items for our community. This proposal may enable our region to leverage even more from the State and other sources to start tackling this problem in our community. The balance between affordable projects, homeownership and homelessness appears well-conceived. Kudos to Don Lane, Fred Keeley, the Board of Supervisors and so many others for leading us all in tackling these huge problems.

Posted by [Greg Larson](#) 4 hours and 13 minutes ago [Delete](#) 

Please put this on the ballot!


Posted by [Raimanu S \(Manu\) Koenig](#) 23 hours and 6 minutes ago [Delete](#) 

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**5800 : Consider report on revenue options and funding strategies to address the County's critical unmet needs, resolution to provide for the submission of a countywide measure authorizing a ...**

 [Add Comment](#)

I am exceptionally pleased to see the County's leadership on overlapping homelessness, mental health, addiction and law enforcement related issues as reflected in this agenda item. Thank you very much, and to the specific leadership of Sheriff Hart and Supervisor Coonerty in making this a part of the package.

Posted by [Greg Larson](#) 4 hours and 16 minutes ago [Delete](#) 

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