

Scenario 1

Infrastructure (\$3.8 M annually)

Pool Reconstruction and Parks/Greenbelt

Project	Amount	10 years	20 years	30 years
Streets/Bike Path Infrastructure (Option2)	\$3.8 M annually	\$38 M	\$76 M	\$114 M
Pool Reconstruction	\$10 M	\$10 M	\$10 M	\$10 M
Park/Greenbelt Water Conservation	\$2.2 M / \$3.2 M/ \$4.2 M	\$2.2 M	\$3.2 M	\$4.2 M
	Total	\$50.2 M	\$89.2 M	\$128.2 M
	New Parcel Tax needed per year (not adjusted for inflation)	\$181	\$166	\$154

Scenario 2

Infrastructure (\$1.6 M annually)

Pool Reconstruction

Parks/Greenbelt Water Conservation

Project	Amount	10 years	20 years	30 years
Streets/Bike Path				
Infrastructure	\$1.6 M per year	\$16 M	\$32 M	\$48 M
Pool Reconstruction	\$10 M	\$10 M	\$10 M	\$10 M
Park/Greenbelt Water Conservation	\$2.2 M / \$3.2 M / \$4.2 M	\$2.2 M	\$3.2 M	\$4.2 M
	Total	\$28.2 M	\$45.2 M	\$62.2 M
	New Parcel Tax needed per year	\$102	\$81	\$75

Scenario 3

Parcel Tax at \$2.8 M per year

Infrastructure (varies annually)

Pool Reconstruction and Parks/Greenbelt

Project	Amount	10 years	20 years	30 years
Streets/Bike Path Infrastructure	Varies annually	\$15.8 M	\$42.8 M	\$69.8 M
Pool Reconstruction	\$10 M	\$10 M	\$10 M	\$10 M
Park/Greenbelt Water Conservation	\$2.2 M / \$3.2 M/ \$4.2 M	\$2.2 M	\$3.2 M	\$4.2 M
	Total	\$28 M	\$56 M	\$84 M
	New Parcel Tax per year (not adjusted for inflation)	\$101	same	same

Current DJUSD Tax Assessments

- Facilities Taxes for Capital Improvements
 - CFD#1: \$181.34 per year, no expiration
 - CFD#2: \$0.24 to \$0.54 per building sq. ft. for specific developments, 30 years specific to each property, first assessments 1994-95
 - GO Bond: \$0.0235 per \$100 of assessed value, assessed until Bonds repaid in 2027-28

Current DJUSD Tax Assessments

- General Fund – Parcel Taxes
 - Measure C: \$320 per year, expires June 2017
 - Measure E: \$204 per year, expires June 2017

NOTE: Parcel Tax renewal election November 2016

Citizen Survey

- June 12 – June 16
- 20 +/- minutes
- 504 total respondents (404 likely voters)
- Representative sample
- Questions regarding citizen satisfaction, ballot measure(s), and some additional issue-specific questions

Citizen Survey

First Ballot Test: Shall an ordinance which would authorize the City of Davis to impose a new parcel tax in the amount of \$149 per year for 15 years on residential units and on non-residential units in the amounts to be specified in the Ordinance, to fund maintenance, repair, rehabilitation and replacement of parks, streets and roads, greenbelts, bike paths, swimming pools, and recreational facilities be adopted?

Total Yes – 46.5%

Total No – 44.1%

Citizen Survey

Ballot test at \$99 per year:

Total yes: 57.6%

Total no: 34.4%

Citizen Survey

How to spend parcel tax proceeds:

Bike paths .60

Parks .59

Streets and roads .56

Greenbelts .47

Recreational facilities .33

Rehab of existing pools .22

New 50m pool -.51

New sports complex -.61

Citizen Survey

The next two sets of questions included positive arguments that voters might hear and a set of negative arguments.

- The one positive argument that would make voters somewhat more likely to vote for a tax was “this measure is necessary to repair City streets and bike pedestrian paths.
- The one negative argument that would make votes less likely to vote for the tax was “there is no guarantee funds will be spent where they are most needed”

Citizen Survey

Four sunset times were tested: 6, 12, 15, and 20 years.

The highest level of support was 57% (for a 6-year sunset).

Citizen Survey

Second Ballot Test: Shall an ordinance which would authorize the City of Davis to impose a new parcel tax in the amount of \$149 per year for 15 years on residential units and on non-residential units in the amounts to be specified in the Ordinance, to fund maintenance, repair, rehabilitation and replacement of parks, streets and roads, greenbelts, bike paths, swimming pools, and recreational facilities be adopted?

Total Yes – 48.4%

Total No – 43.5%